

Five Years of Savings

2010 ACCOMPLISHMENTS



“Celebrating its fifth anniversary this year, I am proud that WaterSense continues to protect public health and the environment by helping Americans save water. As the risk for water shortages increases, WaterSense offers consumers simple tips for steps they can take around the home to both help the environment and keep money in their pockets.”

—Lisa P. Jackson, Administrator, U.S. Environmental Protection Agency

With the challenges of population growth, aging infrastructure, and the effects of climate change putting a strain on already strapped water supplies, communities across the country are feeling the pinch. Using water more efficiently can provide a cost-effective way to meet the country’s escalating water needs. A little water sense can help consumers and communities save both water and money without making sacrifices.

WaterSense®, a partnership program sponsored by the U.S. Environmental Protection Agency (EPA), seeks to protect the future of our nation’s water supply by offering people a simple way to use less water with water-efficient products, new homes, and services. Since 2006, the WaterSense label has helped consumers identify products and programs that meet EPA’s criteria for water efficiency and performance.

Now celebrating its fifth anniversary, WaterSense has made great strides in only a few short years. With increasing public awareness and a growing number of WaterSense labeled models available in the marketplace, the program is making it easy for consumers to make smart choices when buying water-using products.

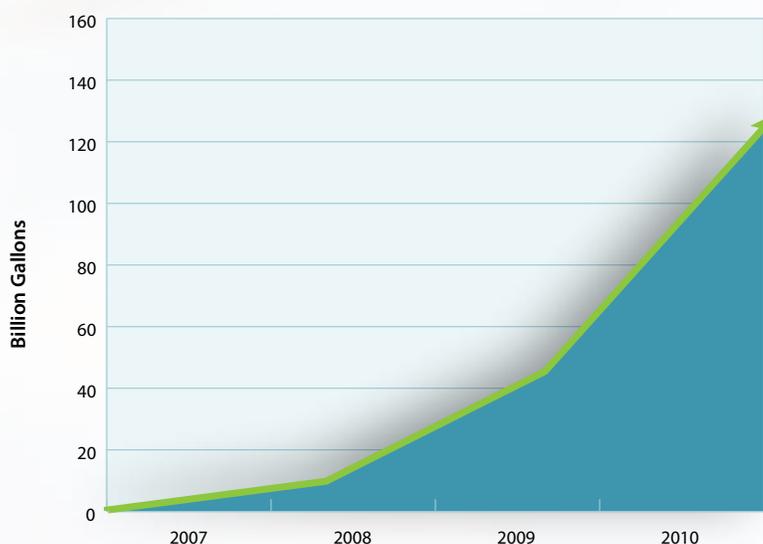
Since the program’s inception, WaterSense has helped consumers save a cumulative 125 billion gallons of water and \$2 billion in water and energy bills. By the end of 2010, WaterSense had partnered with more than 2,100 organizations and professionals, and more than 3,200 plumbing products had earned the WaterSense label.

Savings Associated With WaterSense Labeled Products in 2010

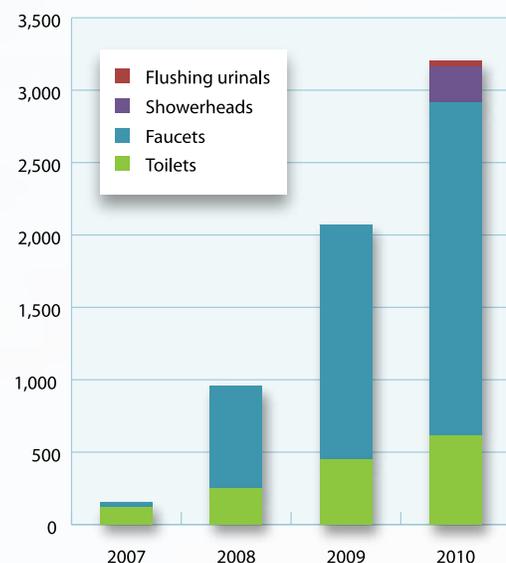


- Almost 80 billion gallons of water
- \$1.3 billion in water and energy bills
- 10.8 billion kilowatt hours of electricity
- 3.9 million metric tons of carbon dioxide

Cumulative Water Savings Associated With WaterSense Labeled Products



Total Number of WaterSense Labeled Models



We're for Water: WaterSense Goes Viral



In summer 2010, WaterSense launched We're for Water to encourage consumers to make simple changes to save water. The We're for Water campaign seeks to foster a community of organizations and individuals who care about saving water for future generations. The cornerstone of the campaign is a series of print public service announcements (PSAs) that encourage consumers to try WaterSense labeled products and practice other water-saving behaviors. WaterSense also created Flo, the new WaterSense spokesperson, to serve as a recognizable personality for the campaign. Flo made several appearances at WaterSense partner and media events in 2010 and became the face of the new WaterSense Facebook page. WaterSense enhanced its online presence with a widget and the I'm for Water pledge.

We're for Water kicked off with a tour from Los Angeles to New York, where Flo attended partner events and visited national landmarks across the country:



Los Angeles, California

Flo officiated at an American Water-sponsored water-saving competition between two Los Angeles families. The families raced to see who could use less water while showering and shaving and tested toilets for silent leaks using outdoor displays supported by Kohler, Moen, and Lowe's.



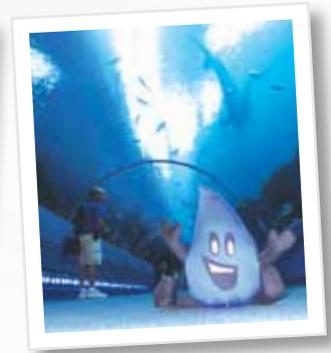
Las Vegas, Nevada

After Flo met with the Las Vegas mayor, the board of directors for the Southern Nevada Water Authority (SNWA) signed a proclamation affirming the importance of water efficiency and acknowledging the work of WaterSense.



Denver, Colorado

The famous "Running Toilet" mascot of Denver Water welcomed Flo at the historic Red Rocks Park for a meet-and-greet to educate the public on water efficiency.



Atlanta, Georgia

Flo joined the Cobb County Water System, the city of Atlanta, The Home Depot, TOTO USA, and the Georgia Department of Natural Resources at the Georgia Aquarium to educate the public about water efficiency with informational materials, games, and more.

Water Savings Begin at Home

In November 2010, WaterSense partner KB Home completed construction on the first homes meeting the 2009 WaterSense Single-Family New Home Specification in Roseville, California. KB Home, a Fortune 500 company with residential developments from California to South Carolina, was the first national builder to partner with WaterSense and has committed to build several communities of WaterSense labeled homes across the country. A WaterSense labeled new home with WaterSense labeled showerheads and ENERGY STAR® qualified appliances could save a family of four about 50,000 gallons of water each year compared to a typical existing home.



Showerheads: The Finishing Touch on the WaterSense Bathroom Suite

WaterSense reached an important milestone with the release of its final specification for showerheads in March 2010. Consumers can now install a full suite of WaterSense labeled products—toilets, faucets, and showerheads—in their bathrooms. If one in every 10 American homes upgraded to a full bathroom with WaterSense labeled fixtures, about 74 billion gallons of water and \$1.5 billion would be saved on utility bills nationwide each year.



Showerheads that earn the WaterSense label must use no more than 2.0 gallons of water per minute and perform as well as or better than standard models. With showering responsible for about 17 percent of all residential indoor water use in the United States, replacing just one water-hogging showerhead with a WaterSense labeled model can save a family enough water each year to wash more than two months' worth of laundry.

In the Pipeline

In 2010, WaterSense moved beyond the bathroom, working toward new specifications for a diverse group of water-using products.

After a public comment period in 2010, WaterSense released a Revised Draft Specification for Weather-Based Irrigation Controllers. With more than 13.5 million irrigation systems currently installed in the United States, replacing standard clock timer controllers with water-efficient weather-based controllers could offer significant water savings for homeowners.



In November, WaterSense released a notification of intent to study the development of a specification for cation exchange water softeners. Many U.S. households soften their water, but the process can use more than 25 gallons of water per softener each day—up to 10,000 gallons per year.

EPA also completed a pre-rinse spray valve field research study in preparation for the first WaterSense specification for a commercial kitchen product, and possibly the first joint specification with ENERGY STAR. WaterSense also took steps in 2010 to expand the program into the commercial and institutional sector by working on a best management practices guide to help facilities reduce water while saving money.

WaterSense in the News

As We're for Water, Fix a Leak Week, and other WaterSense campaigns have shown, media attention goes a long way in increasing consumer awareness. WaterSense depends on PSAs, program-authored articles, partner advertising, and other media coverage to publicize the program. In 2010, WaterSense's PSAs and media outreach efforts resulted in more than 2.8 billion media impressions with a corresponding advertising value totaling more than \$20.9 million.

Major media coverage in 2010 included articles in *The New York Times*, *USA Today*, *Fox News*, *The Los Angeles Times*, *The Philadelphia Inquirer*, *The Dallas Morning News*, and *Angie's List*. WaterSense was featured in several prominent broadcasts and trade journals, as well.

WaterSense also ramped up its social media efforts in 2010, resulting in a significant increase in fans on Facebook and followers on Twitter. In 2010, the program's Facebook posts were viewed more than 460,000 times.



WaterSense Partners in Action



WaterSense owes much of its success to the more than 2,100 utilities, government entities, nonprofit organizations, manufacturers, retailers, distributors, builders, and certified irrigation professionals who have partnered with WaterSense to help promote the WaterSense label and spread the word about the importance of water efficiency. Standing out for their accomplishments in advancing the WaterSense mission, our 2010 Partners of the Year represent the best in four of WaterSense's partnership categories.

2010 WaterSense Partners of the Year

WaterSense's 2010 Promotional Partner of the Year, **Cascade Water Alliance**, used WaterSense to expand its comprehensive water conservation program for member agencies in King County, Washington. Cascade collaborated with nearly 100 plumbers and retailers to promote its toilet rebate program and filmed a video to educate residents about the benefits of WaterSense labeled toilets. Cascade also developed a WaterSense Road Show—distributing free water-saving plumbing fixtures and educating residents about WaterSense.



In 2010, **Lowe's** won the WaterSense Partner of the Year award for the second year in a row.

Lowe's increased its stock of WaterSense labeled products, extensively marketing and advertising the WaterSense brand. Notably, it introduced the new "Build Your Savings" campaign to help consumers save water, energy, and money. In the process, Lowe's sold enough WaterSense labeled products to save customers \$13 million on their utility bills. To integrate WaterSense in all departments, Lowe's used online training to educate its more than 238,000 employees on WaterSense messaging and encouraged employees to try labeled products for themselves.

Plumbing manufacturer **Moen** pulled out all the stops to promote WaterSense and increase the number of labeled products in the marketplace. In 2009, Moen earned the WaterSense label for all of its 267 bathroom faucet fixtures, ensuring the availability of water-saving faucets for consumers at every price point. Moen also used WaterSense materials to promote its WaterSense labeled products and water efficiency on the Today Show and in publications such as *Good Housekeeping*, *Elle Décor*, *Handy Magazine*, and *Fine Homebuilding*.



Since becoming a partner in 2007, WaterSense's 2010 Irrigation Partner of the Year, **Judy Benson**, has been an ambassador for WaterSense in her community. As president of Clear Water Products & Services Inc., Ms. Benson's professional mission is to educate others about outdoor water efficiency through the use of efficient systems and techniques. Ms. Benson has made WaterSense a priority in her business, using the partner tools to ensure that her staff has credible knowledge about outdoor water efficiency and participating in WaterSense promotions, such as Fix a Leak Week.

“[WaterSense] provides a unified voice and message to promote water efficiency with the backing of the EPA.”

—Derek Bennett, New Hampshire Department of Environmental Services

Other Partners Making a Splash

In 2010, WaterSense expanded its Partner of the Year Awards program to include Excellence Awards, which recognize the following organizations and individuals whose support stood out in one or more of the Partner of the Year evaluation categories.

For Excellence in Strategic Collaboration

Albuquerque-Bernalillo County Water Utility Authority visited every toilet retailer in Albuquerque to provide them with display materials and promote their Flush Rush toilet rebate program. As a result, the number of stores carrying WaterSense labeled products increased from two in 2007 to 245 in 2009.

After winning a WaterSense Partner of the Year award for two consecutive years, **Kohler Co.** went on to host 49 educational and promotional events across the country in 2009, continuing its leadership in the water-efficiency field. Collaborating with national retailers and its robust distribution network, Kohler reached out to consumers and trained more than 8,000 professionals on water efficiency.

Robert Dobson encouraged other irrigation professionals in New Jersey to become WaterSense partners and authored a model conservation ordinance to promote hiring WaterSense irrigation partners for installation projects.

Drains Plus Inc., a plumbing and drain-cleaning company serving the Durham, North Carolina area, gave presentations on WaterSense labeled products to encourage water conservation and retrofits and coordinated with the city of Raleigh to expedite water-efficient product rebates.

For Excellence in Labeled Products in the Marketplace

All of plumbing manufacturer **Caroma's** 47 floor-mount, dual-flush toilet models have earned the WaterSense label. Caroma estimates that 99 percent of its toilet sales in 2009 in the United States were WaterSense labeled models.

For Excellence in Demonstrated Results

By tracking irrigation water use, **Bryan Condray** helped 17 communities reduce their outdoor water consumption by a combined 529 million gallons. Mr. Condray compared water-use data to each community's water budget to demonstrate the success of water-saving efforts and to identify areas for further improvement.

Another Standout Partner

As part of the second annual Fix a Leak Week in 2010, **Dallas Water Utilities** hosted the Great Dallas Fix a Leak Roundup, which ramped up the utility's existing plumbing repair and retrofit program for elderly and low-income residential water customers. Dallas estimates the repairs and renovations made will save more than 2 million gallons of water annually.



WaterSense Launches Landscape Photo Gallery

WaterSense is collecting photographs of water-efficient landscapes from across the country to showcase water-saving design ideas and plant choices in the newly launched Water-Efficient Landscape Photo Gallery.

Pictured: Central Utah Gardens, Orem, Utah

