



# STORIES OF PROGRESS IN ACHIEVING HEALTHY WATERS

## EPA Region 3 Water Protection Division

### Making WaterSense in Charlottesville

Charlottesville, Virginia · August 18, 2016

From a 5K race to \$100 toilet rebates to an “Imagine a Day without Water” campaign, the City of Charlottesville, Virginia, is a leader in working with EPA’s WaterSense program to promote water conservation and resource stewardship.

Charlottesville was named a 2015 EPA WaterSense Promotional Partner of the Year for its extensive lineup of outreach activities and promotions to help people save water, energy – and money. More than 1,700 utilities, manufacturers, retailers, builders and organizations partner with the [WaterSense program](#), but only a select number are recognized for their significant program contributions.

Jill Greiner, the [City’s Water Conservation Program](#) Coordinator, said WaterSense is the “backbone” of the city’s award-winning efforts. “With the help and guidance of the EPA WaterSense program, we have seen a gradual decline in the average single-family water consumption each year,” she said.

Among Charlottesville’s signature events is an annual Fix a Leak Family 5K race, where participants try to stop a “running toilet” and learn the importance of finding and fixing leaks. Top finishers receive a special toilet-shaped trophy and all participants get promotional materials, including dye tabs to check for leaks and information about the toilet rebates.

On the 10<sup>th</sup> anniversary of WaterSense earlier this year, Charlottesville tweeted, “Our #WaterSense \$100 toilet rebate has been utilized over 5,900 times!” The City offers the rebate for replacing older inefficient toilets with a WaterSense-labeled toilet. It also has a \$30 rebate for rain barrels.

Another key activity is the “Imagine a Day without Water” campaign that features a downtown event broadcast live on a local radio station reaching over 100,000 people along with an art contest challenging students in Grades 1-8 to depict a day without water, helping them to appreciate its value. The contest is co-sponsored with the Albemarle County Service Authority and the Rivanna Water & Sewer Authority.

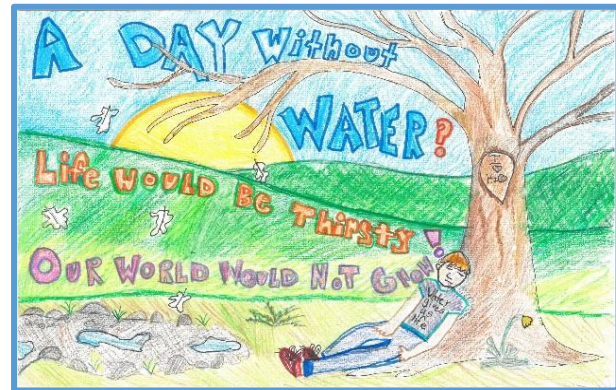
In addition to its strong presence at neighborhood activities and on social media, the City also sponsors a “Blue Team” of high school and middle school student volunteers who go door-to-door during the summer handing out water conservation kits and educational materials.

In its first decade, EPA’s WaterSense program has helped save more than 1.5 trillion gallons of water and \$32.6 billion on utility bills. Families and businesses can choose from more than 16,000 available models of WaterSense-labeled products for bathrooms, commercial kitchens and irrigation systems that use at least 20 percent less water and are independently certified to perform as well or better than standard models.



#### AT A GLANCE

- Charlottesville uses WaterSense to help residents save water, energy, money.



Third grader Reese Coggeshall’s winning entry in the “Imagine a Day without Water” art contest.

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