



2016 WaterSense®

Excellence Award Winners Promote Program Goals

WaterSense and its partners have helped Americans save 1.5 trillion gallons of water and \$32.6 billion in water and energy bills since the program began a decade ago. In 2015 alone, WaterSense labeled products saved 437 billion gallons of water. Through collaborative efforts, WaterSense partners across the country continue to save water for future generations.

The U.S. Environmental Protection Agency (EPA) is pleased to recognize nine Excellence Award winners for helping to advance and promote specific aspects of the WaterSense program in 2015.

EXCELLENCE IN STRATEGIC COLLABORATION

Cascade (Washington) Water Alliance



To earn its Excellence Award for Strategic Collaboration, the Cascade (Washington) Water Alliance demonstrated how to make the best of relationship building with a diverse portfolio of partners. In 2015, Cascade established a partnership with Built Green, a nonprofit residential building program in the greater Seattle area, to encourage the construction of WaterSense labeled homes in Washington. Cascade

provides \$1,000 rebates to builders who construct homes to meet WaterSense and Built Green criteria. Cascade also collaborated with the King County Housing Authority to audit 112 affordable housing units for potential water savings, as well as provide 156 WaterSense labeled showerheads and aerators and 12 WaterSense labeled toilets for retrofits.

To encourage water-efficient practices in local schools, Cascade developed the Teacher Fellows Program, which recruits master teachers and enables them to develop water-based science and social studies curricula that have been adopted by local school districts. To save water and promote WaterSense in the commercial sector, Cascade collaborated with SWB Consulting to install more than 600 labeled showerheads, aerators, and pre-rinse spray valves in schools, restaurants, and health clubs. Cascade also worked with WaterSense promotional partner Puget Sound Energy to offer residential rebates for 1,064 WaterSense labeled showerheads. Cascade developed a Water Conservation for Real Estate Professionals workshop, which provided training for 196 real estate appraisers and brokers about the value of water and how to achieve water efficiency in homes.

High Sierra Showerheads

Although it is a small company with only five employees, High Sierra Showerheads earned its Excellence Award for Strategic Collaboration by successfully partnering with state and local agencies to make a big splash in water-efficient technology. High Sierra worked with the California Department of Corrections & Rehabilitation to identify a WaterSense labeled tamper-proof showerhead that would be



suitable for the specification requirements of prisons and correctional facilities. The department worked to retrofit more than 6,000 showerheads in facilities to save an estimated 385 million gallons annually.

After a successful pilot in which tenants expressed satisfaction with High Sierra's 1.5 gallon-per-minute WaterSense labeled showerheads, the Fresno (California) Housing Authority entered into an agreement to install the showerheads in more than 2,500 homes. The company also partnered with Colorado Springs Utilities to install 1,400 showerheads in Colorado federal and state facilities, including the Air Force Academy, Peterson Air Force Base, Colorado College, and El Paso County's Criminal Justice Center, allowing these facilities to fulfill their goals and requirements to use water-efficient products.

EXCELLENCE IN PROMOTING WATERSENSE LABELED PRODUCTS

City of Durham (North Carolina) Water Management

DURHAM



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CITY OF MEDICINE

The City of Durham (North Carolina) Water Management agency led several campaigns and events in 2015 to educate its community about WaterSense and promote WaterSense labeled products. During Fix a Leak Week, the city partnered with The Home Depot and Lowe's Home Improvement to offer water conservation clinics to nearly 130 customers at local stores, featuring displays with the WaterSense logo. The city joined the National Mayor's Challenge for Water Conservation and showcased WaterSense labeled products via television and online advertisements, Facebook, and participation in public events, reaching over 3,600 people. As a community effort in 2015, the city's mayor was featured in

ads showing the installation of WaterSense labeled showerheads and faucet aerators to demonstrate water efficiency. In addition to promoting WaterSense at events, the City of Durham also provided 691 WaterSense labeled toilet rebates to qualified customers and conducted nearly 280 residential and commercial water audits. The city also sold 277 water efficiency kits that included WaterSense labeled showerheads, faucet aerators, and other efficient products.



The City of Durham promoted its WaterSense labeled toilet rebate program at community events throughout 2015.

Sonoma-Marín (California) Saving Water Partnership



In earning an Excellence Award for Promoting WaterSense Labeled Products, the Sonoma-Marín Saving Water Partnership (SMSWP) in Santa Rosa, California, promoted WaterSense labeled products in a hands-on fashion. SMSWP's Drought Drive-Up events allowed 1,200 participants to walk, bike, or drive up to the event locations and build their own custom drought tool kit made up of WaterSense labeled showerheads and other water-saving gadgets. SMSWP premiered a Water Smart Home show booth in 2015 featuring WaterSense labeled products at events, including a fair where SMSWP educated approximately 270,000 people over a 15-day span. Fair attendees could wear a fake mustache and take a selfie in a

mirror featuring the WaterSense promotional label to post on social media. The Partnership's Water Smart Home show booth was also put on display at the Santa Rosa Plaza Mall, which had around 5.5 million visitors in 2015, for 28 days. SMSWP also educates K-12 classrooms on WaterSense and works with the Sonoma County Green Business Program to educate green businesses on WaterSense labeled products.

EXCELLENCE IN EDUCATION AND OUTREACH

City of Carmel (Indiana) Utilities



In 2015, the City of Carmel (Indiana) Utilities used all the WaterSense outreach campaigns and many other partner tools to promote water efficiency. The utility promoted Fix a Leak Week with more than 20 tweets or retweets of #FixALeakWeek, a press release, and a cover article in the *Full Circle*, a tri-annual newsletter sent to more than 27,000 customers. The utility also reached tens of thousands of residents with its “Leaky Toilets” YouTube video on how to fix toilet leaks and also promoted the benefits of WaterSense labeled toilets. During Sprinkler Spruce-Up, the utility worked with

The Home Depot and created a workshop on maintaining and improving irrigation systems. The workshop was promoted in the *Full Circle* and via email blasts to neighborhood associations. The utility partnered with Delta Faucet Company to promote WaterSense labeled showerheads at the mayor’s State of the City Address, which was hosted by the local Chamber of Commerce, to more than 600 attendees during Shower Better in October. Carmel Mayor Jim Brainard proclaimed October as “Shower Better Month” and promoted the importance of water efficiency to the citizens of Carmel.

The utility collaborated again with The Home Depot during October 2015 by hosting clinics that educated the community about water efficiency. At the 2015 Public Safety Day, the City of Carmel Utilities developed a “water wheel” game featuring the WaterSense partner logo that asked participants questions about WaterSense labeled products. More than 5,000 people participated in the Public Safety Day event. The City of Carmel also participated in a variety of other events, promoting WaterSense to more than 5,000 people throughout the year.



The City of Carmel worked with WaterSense retailer partner The Home Depot to conduct workshops about maintaining and improving irrigation systems during Sprinkler Spruce-Up.

City of Fort Worth (Texas)

The City of Fort Worth (Texas) is earning an Excellence Award for Education and Outreach in 2015 for events that reached a range of audiences. During Fix a Leak Week 2015, Fort Worth partnered with a local running club to host its first 5-kilometer “Chasing Leaks, Fixing Flappers” running race. Several area WaterSense partners and EPA helped with outreach before and during the event. The event included educational activities and demonstrations explaining to the 150 racers and other visitors how to find and fix leaks and showing how much water a leaking toilet can waste in a week. Another effort targeting toilets is the city’s SmartFlush Toilet Program, through which more than 4,000 WaterSense labeled toilets were distributed to residential and commercial customers.



In an effort to improve understanding the types of plants that are adapted to North Texas climates, the City of Fort Worth partnered with the North Central Texas Council of Governments and The Home Depot to hold 28 regional plant sales to promote water-efficient landscapes. Bill stuffers and an e-magazine helped to carry the water-smart landscape message to consumers. To promote water efficiency to a younger audience, the city participated in Waterama, a two-day festival that educated fifth grade students on all aspects of water use, treatment, and reclamation. In 2015, the city also hosted its first Water Efficiency @ Work Symposium, which targeted commercial and industrial facilities in Fort Worth with water efficiency best management practices.

Regional Water Authority (California)

To earn its Excellence Award for Education and Outreach, the Regional Water Authority (RWA) demonstrated that it's never too early to start educating kids about the importance of saving water. Partnering with the Sacramento Bee Media in Education Program, RWA sponsored a "Be Water Smart Decorating" contest for preschool through fifth grade students to decorate pictures of RWA's detective-inspired mascot, Les Leaky, as he hunts down leaks and other water-wasting mysteries. More than 420 kids entered the contest, and the top five winners received \$25 Amazon gift certificates. The contest poster was published as a full-page, double-sided Sacramento Bee advertisement during Fix a Leak Week 2015 accompanied by an infographic with practical water-saving tips, educating adults as well as kids. RWA made a Fix a Leak Week radio spot that played on iHeartMedia channels throughout the Sacramento region. RWA also promoted water-saving tips and demonstrated how to check for leaks with a WaterSense labeled toilet on a local television program, "Sac & Co." Extending education to local governments and businesses, RWA used information from *WaterSense at Work* in a presentation hosted as part of a local sustainability program series.



The Toro Company



To earn its Excellence Award for Education and Outreach, the Toro Company reached a range of audiences through different approaches. In 2015, the company conducted 46 training events and displayed at 22 trade shows and expos to educate contractors, distributors, and consumers on water-efficient practices and WaterSense labeled products. Toro continued its partnership with the Wyland Foundation's National Mayor's Challenge for Water Conservation, which encourages residents to commit to water-saving activities. This partnership allowed the company to share information on outdoor water-efficient products with a broader audience not typically reached through traditional channels. In addition to providing 60 WaterSense labeled controllers to participating households across the country, Toro introduced a calendar that featured "Water is Life" artwork by elementary school children and participated in community events with Wyland in California and Texas.

In 2015, Toro embarked on a new endeavor by sponsoring and producing a weekly radio program, "The Water Zone," on KCAA in southern California to educate the public on products and best practices for outdoor water efficiency. One of the early episodes featured a speaker from WaterSense discussing the benefits of labeled controllers. Toro also launched a new website in 2015, watersmart.toro.com, dedicated to educating the public about water-saving products and practices, rebate information on water-efficient products, and links to government websites such as WaterSense.

EXCELLENCE IN INNOVATION AND RESEARCH

American Standard

To earn its Excellence Award for Innovation and Research, American Standard took water-efficient faucet product innovation to new heights in 2015 when it engineered and manufactured residential faucets created with three-dimensional printing. Sold under the DXV by American Standard brand, these are the first ready-for-market residential faucets to be printed in metal, and all three designs meet WaterSense performance and efficiency criteria. American Standard also worked closely with the Plumbing Efficiency Research Coalition to explore the performance effects of flushometer-valve toilets on drainline carry in plumbing systems. The research was critical in helping WaterSense to finalize its specification for commercial flushometer-valve toilets. As a result of its drainline carry research efforts, the International Association of Plumbing and Mechanical Officials named C.J. Lagan, American Standard's senior manager of testing and compliance and fixtures, its "2015 Industry Person of the Year."



Learn More

WaterSense congratulates all of the 2016 Excellence Award winners. For more information about the WaterSense Partner of the Year awards and to learn about all the benefits of partnership, visit www.epa.gov/watersense.