



2019 WaterSense®



Excellence Award Heroes Help Defeat Water Waste

WaterSense and its more than 2,000 utility, manufacturer, retail, builder, and other organizational partners provide consumers and businesses with water-efficient products, homes, and programs to help them defeat water waste. Since 2006, WaterSense partners have helped save 3.4 trillion gallons of water. The U.S. Environmental Protection Agency (EPA) is pleased to recognize 13 Excellence Award winners for helping to advance specific aspects of the WaterSense program in 2018 and contributing to an annual savings of 725 billion gallons of water!

EXCELLENCE IN OUTREACH AND EDUCATION

The City of Allen (Texas)

The City of Allen has won its first WaterSense Award for Excellence in Education and Outreach. The City collaborated with the local public library to create a drought tolerant demonstration research garden in the library's courtyard. WaterSense information and water-saving tips were also featured in a library display case throughout the year, and a Fix a Leak Week banner was hung at City Hall in 2018. To help Allen residents learn how to landscape and save water, the City conducted a series of six landscape best management practices seminars, which had 618 attendees. To expand its reach in the community, the City of Allen created a block leader program, where residents who "adopted" their block would hand out WaterSense information and customized door hangers to educate their neighbors on water efficiency. In 2018, 27 block leaders reached 1,118 homes!



The City of Allen's local library features a water-smart, sustainable landscape design in its courtyard.

City of Durham (North Carolina) Water Management



Teaching its residents how and why to conserve water was a top priority for the City of Durham Water Management in 2018, and as a result the City won another Excellence in Education and Outreach Award. For Fix a Leak Week, Durham Water Management attended Education Day with the Durham Bulls baseball team to teach students

the importance of finding and fixing leaks. The City also had an informational table and giveaways at a local tap room, pizzeria, and farmers' market and conducted a conservation clinic at Lowe's Home Improvement for the month of March. Later in the year, the City of Durham Water Management featured a "make your own WaterSense button" station at the North Carolina Museum of Life and Science's Adult Summer Camp. From the Durham Latino Festival to "Barktoberfest," the City reached thousands of residents with its outreach efforts in 2018. The City of Durham Water Management also rebated 932 WaterSense labeled toilets throughout the year.

City of Frisco (Texas)

The City of Frisco won its second WaterSense Award for its 2018 Excellence in Education and Outreach. The City conducted more than 5,700 free sprinkler check-ups—an increase of more than 50 percent from the previous year! For Fix a Leak Week, Flo the WaterSense “spokesgallon” visited Frisco and conducted a “Flat Stanley”-style tour for kids that was covered in the local newspaper. Flo also attended a wetlands and irrigation workshop put on by the City. During Fix a Leak Week, nearly 700 leak detection tablets were distributed to residents to help identify wasteful toilet leaks. In all, the City of Frisco hosted 23 workshops on topics such as Fix a Leak Week and water conservation and attended 33 community events.



Flo toured the City of Frisco to raise awareness about WaterSense and water conservation.

City of Sacramento (California) Department of Utilities



The City of Sacramento Department of Utilities made a splash in its community, spreading the word about saving water to demonstrate Excellence in Education and Outreach. In 2018, the department launched the Leak Free Sacramento pilot program in disadvantaged areas of the community and hired a plumber to repair leaks for those customers. The City rebated 975 high-efficiency toilets and 1,595

WaterSense labeled irrigation controllers in 2018, and more than 3,500 residents received leak inspections and free WaterSense labeled showerheads and aerators. Throughout 2018, the City of Sacramento Department of Utilities performed 566 Water Wise House Calls to help customers identify ways to save water. Residents were also encouraged to “break up” with their lawn as part of the department’s turf replacement program.

Irvine Ranch (California) Water District

Irvine Ranch Water District won its first WaterSense award for Excellence in Education and Outreach. Its One-Stop Shop direct-install program retrofitted homes with the following in 2018: 3,485 WaterSense labeled toilets; 1,499 showerheads; 1,467 faucet aerators; and 667 weather-based irrigation controllers (WBICs). The See It From Your Lawn’s Perspective campaign used customer water use trends, focus groups, and surveys to target WBIC outreach; this effort garnered more than 28 million impressions through social media and other outreach and contributed to the distribution of 1,274 WBICs. In addition to workshops on “Rightscaping” and “Control Your Controller,” the Water District hosted Qualified Water Efficient Landscaper (QWEL) training for 24 participants. Irvine Ranch Water District’s newsletter featured an “Ask Juan” column, where a certified irrigation professional answered customer questions on efficient irrigation and landscaping.



Irvine Ranch Water District used creative outreach to promote WBICs to residents.

Polk County (Florida) Utilities



Polk County Utilities’ demonstration water-smart garden.

Polk County Utilities spread the word about the importance of water conservation and earned its first WaterSense Excellence in Education and Outreach Award. Polk County invited WaterSense “spokesgallon” Flo to the 7 Rivers Water Festival, encouraging attendees to take photos with her and post them to social media. The utility also had a water conservation wheel, where festival-goers answered questions to get a chance to spin and win prizes. Polk County held a water conservation calendar art contest for K-12 students and distributed 5,000 calendars with the WaterSense logo. In 2018, its demonstration garden, which is featured in the WaterSense Landscape Photo Gallery, won the Florida-Friendly Landscape Gold Level Status award for its low-maintenance design that doesn’t

require any irrigation. To further outdoor water savings for residents, Polk County targeted high-volume users to offer free irrigation consultations to identify areas to save water. And on social media, YouTube, and television spots, the utility showed how to detect leaks, make irrigation system repairs, set timers, and receive rebates for WaterSense labeled products.

Sonoma Marin (California) Saving Water Partnership



WaterSense promotional partner Sonoma-Marin (California) Saving Water Partnership (SMSWP) won its second Excellence in Education and Outreach Award—its fourth WaterSense award overall. In 2018, to support the rebuilding efforts after the California wildfires, the Partnership worked with landscape industry professionals to create eight water-efficient landscape ordinance-compliant landscape templates, which specify WaterSense labeled irrigation controllers. It also published a deck of water-smart plant cards. SMSWP educated students in classrooms, field trips, assemblies, and with materials, reaching more than 19,000 students in 2018. The Partnership conducted more than 2,300 Water Smart Home Evaluations and 36 green business audits, distributing free WaterSense labeled showerheads and faucet aerators. In 2018 alone, more than 1,500 WaterSense labeled toilets were rebated and/or replaced through SMSWP’s residential and commercial direct-install programs.

EXCELLENCE IN STRATEGIC COLLABORATION

Alliance for Water Efficiency

The Alliance for Water Efficiency (AWE) spent much of 2018 collaborating with other water conservation stakeholders to help save resources, which earned the organization yet another Excellence in Strategic Collaboration Award. AWE cosponsored three outdoor webinars with WaterSense in 2018; nearly 600 professionals attended those webinars and learned about outdoor water efficiency techniques and programs. AWE also provided input on the WaterSense Notice of Intent to develop Version 2.0 of the specification and certification requirements for WaterSense labeled homes. AWE partnered with the California Water Efficiency Partnership and Los Angeles Department of Water and Power to complete an evaluation on the impacts of WaterSense labeled products and conservation efforts in the Los Angeles area. AWE and its nearly 500 members continue to support a variety of research projects that help push water conservation innovation forward.



San Antonio (Texas) Water System

The San Antonio Water System (SAWS) received an Excellence in Strategic Collaboration Award for working with WaterSense manufacturer partner Rachio. SAWS placed 800 smart controllers in single-family homes as part of Rachio’s pilot project to refine its dashboard application for utilities. SAWS also assisted EPA with the development of the Residential Irrigation Capacity Index that will be used during the agency’s technical evaluations of WaterSense labeled home certification methods in Version 2 of the program. SAWS consistently coordinates with the San Antonio Irrigation Association, Texas Landscape and Nursery Association, and the Green Industry Alliance to speak at their events. SAWS also performed residential irrigation consultations for 3,300 high-water-use customers, resulting in an average savings of 2,000 gallons of water per month!



SAWS irrigation professionals perform a residential consultation.

EXCELLENCE IN LABELED PRODUCTS IN THE MARKETPLACE

Niagara Conservation®



Niagara Conservation continued to help consumers save water with its WaterSense labeled products, earning its fourth WaterSense award, Excellence in Promoting Labeled Products in the Marketplace. Nearly 100 percent of Niagara’s toilets sold in 2018 earned the WaterSense label, as part of the organization’s effort to phase out non-WaterSense labeled products. Niagara’s new WaterSense labeled Nano Dual Flush toilet with vacuum-assist Stealth Technology uses 62 percent less water than standard models in its reduced-flush mode and is a testament to Niagara’s commitment to push the water conservation envelope by continuing to improve the efficiency and performance of its products.

EXCELLENCE IN CERTIFICATION PROGRAM GROWTH

San Diego County (California) Water Authority



San Diego County Water Authority has achieved its second consecutive WaterSense Excellence Award in Certification Program Growth. In 2018, it offered nine Qualified Water Efficient Landscaper (QWEL) training series classes to more than 190 landscape professionals. Of these, 137

participants earned their QWEL certificates, bringing the region's total certifications to nearly 700 since 2016. Five of the QWEL series were offered in English, two in Spanish, and two classes were offered in partnership with local community colleges through their horticulture programs. Additionally, the Water Authority offered two Continuing Education Unit seminars for more than 50 attendees. The Water Authority promoted QWEL training in collaboration with trade associations, faith-based organizations, and Master Gardener Associations. A total of 99 percent of surveyed program participants responded that QWEL helped them better manage landscape water efficiency, and 98 percent rated the class good or excellent.

EXCELLENCE IN EDUCATION AND PUBLIC RELATIONS

The Toro Company

The Toro Company had another stellar year promoting WaterSense and water efficiency to earn its Excellence in Education and Public Relations Award. In 2018, the company launched a new initiative—"Land. Water. Thrive."—aimed at improving water efficiency in outdoor environments. As part of that initiative, over a two-year period, Toro is offering \$1 million in grants to nonprofit organizations in the global community as part of the Greenspace Enhancement Program. In addition to sponsoring a weekly radio program, The Water Zone, Toro co-hosted the Wyland National Mayor's Challenge kick-off event to share and promote outdoor water conservation information with participating cities. Toro also continued its annual Water Is Life Art Mural Challenge calendar activity for elementary students nationwide; proceeds from calendar sales went to participating schools. The Toro Company promoted WaterSense labeled products at 31 trade shows, expos, and sales events and attended nearly 50 contractor and professional training events in 2018.



Land. Water. Thrive. participants help revitalize local parks and greens spaces.

Hunter Industries



Hunter Industries promoted water conservation and WaterSense through a variety of educational programs and earned an Excellence in Education and Public Relations Award. Hunter provided training programs for irrigation professionals that included WaterSense labeled product information and smart irrigation techniques.

Its online training platform, Hunter University, had more than 7,000 views on its WaterSense labeled product courses. Hunter's two webinars on irrigation practices and emerging technologies had over 360 registrants. Additionally, the Hunter Rockstar campaign, designed to incentivize stakeholders to take more courses, had more than 430 "rock star" participants! Hunter also launched an on-site irrigation designer training program that had over 60 participants in three classes in 2018. The company also continues to refine its water-saving technologies, from its 12 new WaterSense labeled spray sprinkler bodies in 2018 to the FloGuard technology that can be added to its pressure-regulated sprinkler bodies to alert homeowners when a system is using too much water.

Learn More

WaterSense congratulates all of the 2019 Excellence Award winners. For more information and to learn about all the benefits of partnership, visit www.epa.gov/watersense.