



2017 WaterSense®



# Excellence Award Winners Are Saving Water Together

WaterSense's nearly 2,000 partners have helped consumers and businesses save 2.1 trillion gallons of water over the past decade, but some organizations in particular have excelled at making the program successful in their area. Through education and outreach, promoting WaterSense labeled products, and strategic collaboration, several partners have demonstrated their commitment to saving water together.

The U.S. Environmental Protection Agency (EPA) is pleased to recognize eight Excellence Award winners for helping to advance and promote specific aspects of the WaterSense program in 2016.

## EXCELLENCE IN PROMOTING WATERSENSE LABELED PRODUCTS

### City of Fort Worth (Texas)



The City of Fort Worth Water Department promotes WaterSense labeled products to properties big and small. The department's SmartFlush Toilet Program, which focuses on residential, low-income, elderly and commercial properties, distributed more than 2,800 free WaterSense labeled, dual-flush toilets to Fort Worth residents in 2016. The water conservation staff also began using a geographic information

system (GIS) to target properties to receive free WaterSense labeled toilets for replacement based on the age of buildings that might have older toilets installed. To reach Fort Worth's commercial customers, the department provided free facility water evaluations through its SmartWater Industrial, Commercial, and Institutional (ICI) Assessment Program. Department staff identified water-saving opportunities and made recommendations projected to save more than 11 million gallons of water, based on WaterSense's suggested best management practices for commercial and institutional facilities.

### Metropolitan Water District of Southern California

The Metropolitan Water District of Southern California offers a comprehensive program of incentives and rebates to advance conservation and promote WaterSense labeled products throughout its large service area. Metropolitan's research-based advertising and outreach campaign uses a variety of creative, high-impact messaging with billboards, video, print, radio, digital marketing, and social media to promote water savings in many ways, including rebates for WaterSense labeled products, to Southern Californians. The agency's online water conservation portal, [www.bewaterwise.com](http://www.bewaterwise.com), provides an extensive list of WaterSense labeled products. Residents and businesses have taken advantage of rebates to purchase more than 114,000 WaterSense labeled toilets and nearly 15,000 weather-based irrigation controllers.



## EXCELLENCE IN EDUCATION AND OUTREACH

### City of Durham (North Carolina) Water Management

The City of Durham Department of Water Management used myriad outreach channels to connect with a wide variety of community members. To spread the word about Fix a Leak Week 2016, the department held conservation clinics at The Home Depot and Lowe's Home Improvement and provided WaterSense activity books and materials to schools, reaching more than 400 adults and students. In April 2016, Durham took part in the National Mayor's Challenge for Water Conservation, promoting WaterSense at public events such as the Durham Earth Day Festival and a Durham Bulls baseball game, and in television and online advertisements featuring Durham's mayor. The department also hosted three fall pop-up events in different neighborhoods, distributing free WaterSense labeled showerheads to promote the Shower Better campaign. Social media has also proven to be an essential tool for engaging with younger members of the community.



### Sonoma-Marin (California) Saving Water Partnership



The Sonoma-Marin Saving Water Partnership in California focused on public events to educate residents about water conservation and WaterSense labeled products. Its Water Smart Home exhibit at the Sonoma County Home and Garden Show displayed home improvement projects that prioritize water conservation and promoted rebates for

WaterSense labeled products. The Partnership worked with The Home Depot, where industry experts educated customers about WaterSense labeled irrigation controllers and how to select and plant low-water-use species. The Partnership also collaborated with other Sonoma area organizations to pilot the Do-It-Yourself Home Energy and Water Savings Toolkit program, which gave residents tools to measure energy and water use and to make easy, money-saving home upgrades. Located at Sonoma County libraries, the kits have some items to keep, such as WaterSense labeled showerheads and faucet aerators, and some items to borrow, such as pliers and pipe thread seal tape for replacing showerheads and fixing leaks.



In 2016, the Sonoma-Marin Saving Water Partnership piloted Do-It-Yourself Home Energy and Water Savings Toolkits, which gave residents access to tools to make easy, money-saving home upgrades, at Sonoma County libraries.

### The Toro Company

The Toro Company supports product training and outdoor water efficiency education for homeowners, irrigation professionals, and businesses. As a sponsor of the Irrigation Association's E3 Program, which educates irrigation students and faculty and provides hands-on experience, Toro helped provide student scholarships to the Irrigation Association show, where they received demonstrations of the latest outdoor water conservation products. Toro also participated in or conducted training events for thousands of homeowners and contractors featuring its WaterSense labeled controllers. In 2016, Toro continued sponsorship of The Water Zone, a weekly radio/online streaming program that covers outdoor water use best practices and reaches a Southern California audience of about 5 million people.



## EXCELLENCE IN STRATEGIC COLLABORATION

### Alliance for Water Efficiency



Leveraging its member network, the Alliance for Water Efficiency (AWE) worked with WaterSense and other partners to provide research and tools that highlight the importance of the WaterSense program and water efficiency. AWE collaborated with Plumbing Manufacturers International to conduct a study, released in 2017, that determined replacing older toilets with high-efficiency models in Arizona, California, Colorado, Georgia, and Texas could save about 170 billion potable gallons of water per year, which is the equivalent of taking 10 billion showers! AWE also partnered with WaterSense in 2016 to present a series of four outdoor water efficiency webinars, which had more than 700 attendees, featuring topics such as sustainable landscapes, building relationships between irrigation professionals and utilities, and connecting homeowners to their irrigation controllers.

### Niagara Conservation Corp.

Niagara Conservation Corp., a previous Manufacturer Partner of the Year Award and Excellence in Participation and Collaboration in Promotional Events Award winner, launched the #WhatTheFlush campaign in April 2016 with The Home Depot as a creative approach to promote reducing water waste and Niagara's WaterSense labeled Original Stealth toilet. Niagara created a "Potty Talk" video, which reached 12 million people on Facebook, and launched whattheflush.com with a media day in Los Angeles hosted by Jenni Pulos from Bravo's "Flipping Out." Increased sales of Stealth toilets at The Home Depot in the first six months of the campaign were projected to save more than 700 million gallons of water. Niagara also partnered with The Home Depot to promote water conservation in collaboration with six West Coast water utilities and districts. Niagara held one-day events with each utility in local Home Depot parking lots to promote WaterSense labeled products, encourage water conservation, and help customers fill out rebate forms. Each event raffled off \$100 gift cards to The Home Depot and Niagara's "Ultra-High-Efficiency-Technology" kits, which include WaterSense labeled toilets and other bathroom fixtures.



### The City of Plano (Texas)



The City of Plano collaborated with utilities, councils, businesses, and other WaterSense partners to emphasize the value of WaterSense to residents, especially related to outdoor water efficiency. The city worked with Rachio, a WaterSense partner, to conduct a pilot study on the usability and water use trends of Rachio's WaterSense labeled "smart" sprinkler controller in 60 residences. Nearly all of the participants reported that the new controllers helped them learn about efficient irrigation. The city also held its fourth WaterWise Landscape Tour in October 2016. The tour showcased native and adapted plants at five Plano residences and the city's Environmental Education Center. In addition to touring beautiful, sustainable landscapes, attendees engaged with experts on water-smart irrigation, composting, plant selection, and landscape design, including professionals from a local sprinkler company who were certified by a WaterSense labeled program. Plano worked with The Home Depot to offer free water conservation-focused workshops in conjunction with Fix a Leak Week through a regional partnership with the North Central Texas Council of Governments.



For Fix a Leak Week, the City of Plano worked with The Home Depot to offer free workshops.

## Learn More

WaterSense congratulates all of the 2017 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](http://www.epa.gov/watersense).