



HUD Water Wednesdays

Communicating the Need for Water Efficiency



May 27, 2015
Veronica Blette, EPA
Joanna Ladd, CCDC



Housekeeping



- All attendees are muted to minimize background noise.
- Please type questions into the chat box on the upper right-hand side of your screen. We will have a dedicated time for Q&A.
- A recording of this presentation will be posted on the WaterSense website at epa.gov/watersense/hudwebinars



Poll Question



- Where are you from?
 - I work for HUD
 - I manage public housing
 - I work for local government
 - I work for the private sector (consultants, manufacturers)
 - Other



Today's Presenters



- **Veronica Blette**, Chief, WaterSense Branch



- **Joanna Ladd**, Project Manager
Chinatown Community Development Center





The Bigger Picture



- Federal Requirements
- Energy/Water Nexus
- Costs
- Water Use
- Weather and Climate
- The Opportunity





Current newsworthy driver

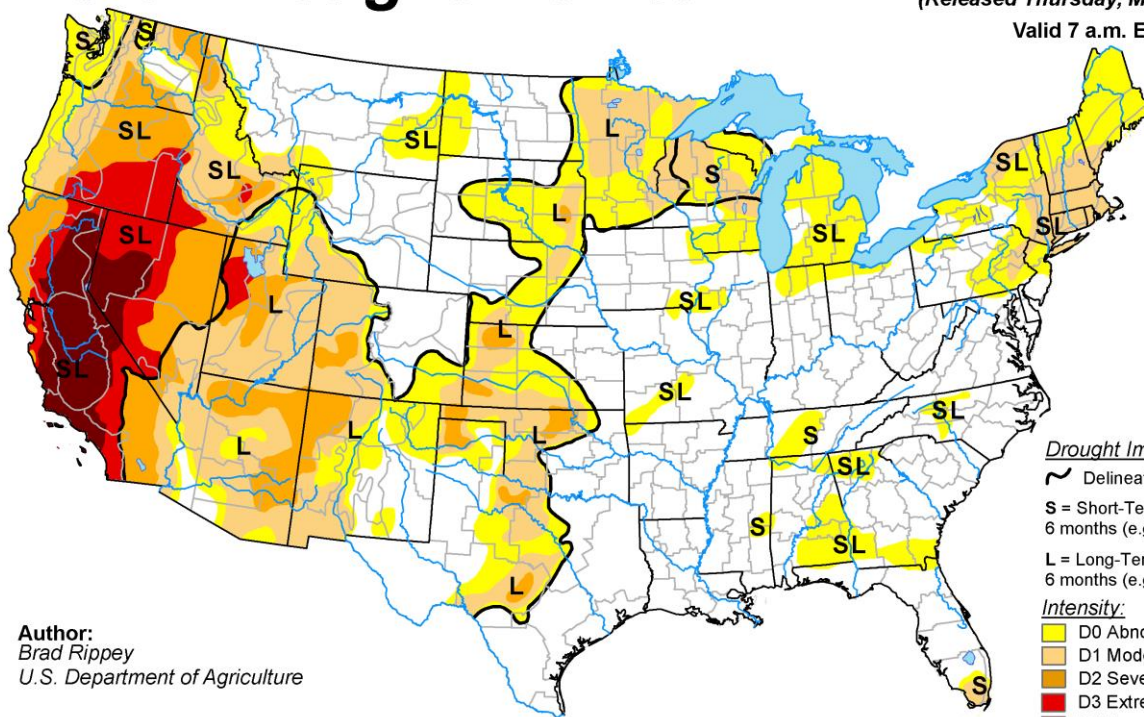


U.S. Drought Monitor

May 19, 2015

(Released Thursday, May 21, 2015)

Valid 7 a.m. EST



Author:
Brad Rippey
U.S. Department of Agriculture

Drought Impact Types:

~ Delineates dominant impacts

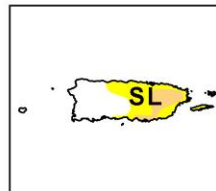
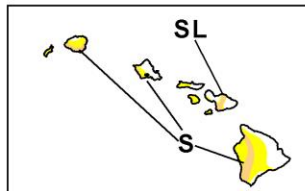
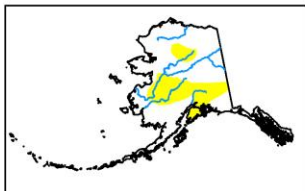
S = Short-Term, typically less than 6 months (e.g. agriculture, grasslands)

L = Long-Term, typically greater than 6 months (e.g. hydrology, ecology)

Intensity:

- D0 Abnormally Dry
- D1 Moderate Drought
- D2 Severe Drought
- D3 Extreme Drought
- D4 Exceptional Drought

The Drought Monitor focuses on broad-scale conditions. Local conditions may vary. See accompanying text summary for forecast statements.



<http://droughtmonitor.unl.edu/>



Do residents have an awareness of water use?



- Poll question from first webinar showed that most property managers include water within rent – no separate bill

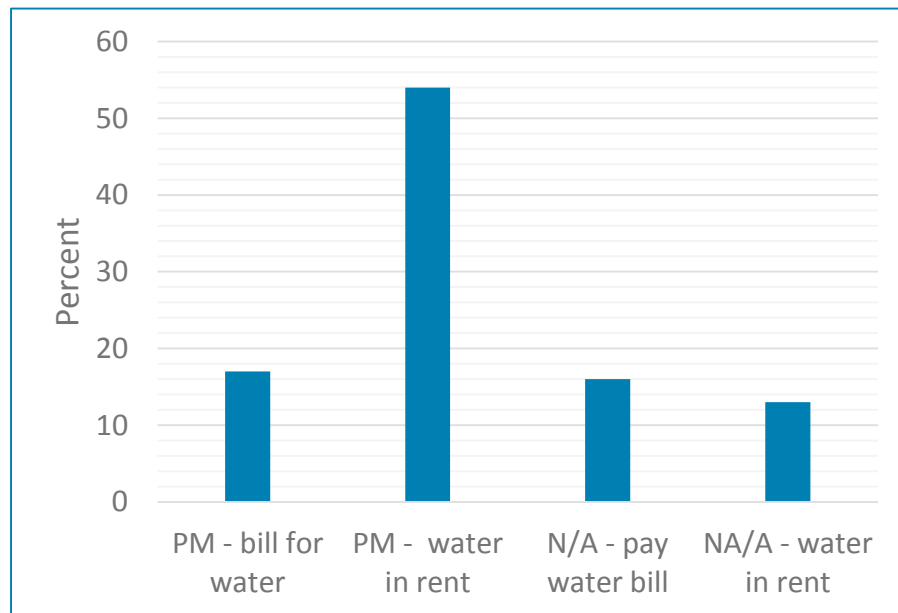
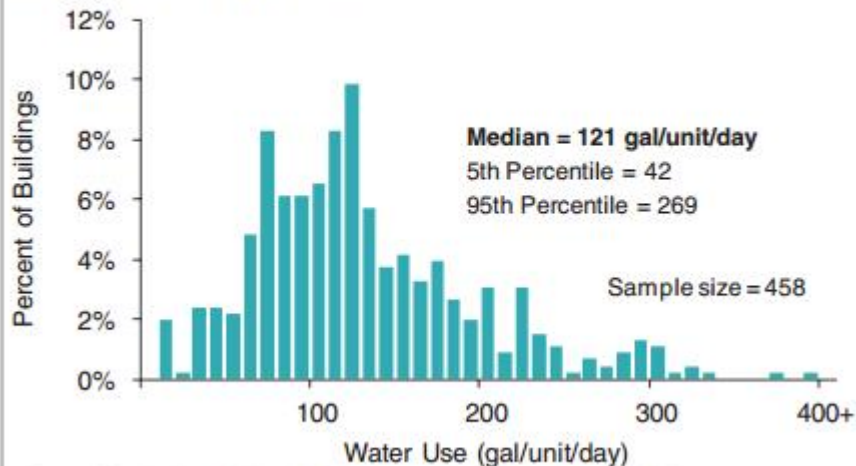


FIGURE 5: DISTRIBUTION OF WHOLE PROPERTY WATER USE (PER UNIT)



Source: Fannie Mae Multifamily Energy and Water Market Research Survey.

- Fannie Mae survey showed wide distribution in water use per unit (and on square foot basis).





The Challenge



- Water use can be reduced in one of two ways –
 - Change to more water efficient products
 - Change user behavior/practices
- The first is easy, but can pose costs
- The second may be less expensive, but can be hard



WaterSense Vision



- All Americans will understand the importance of water efficiency and take positive actions to reduce their water use – in their homes, outdoors, and at work



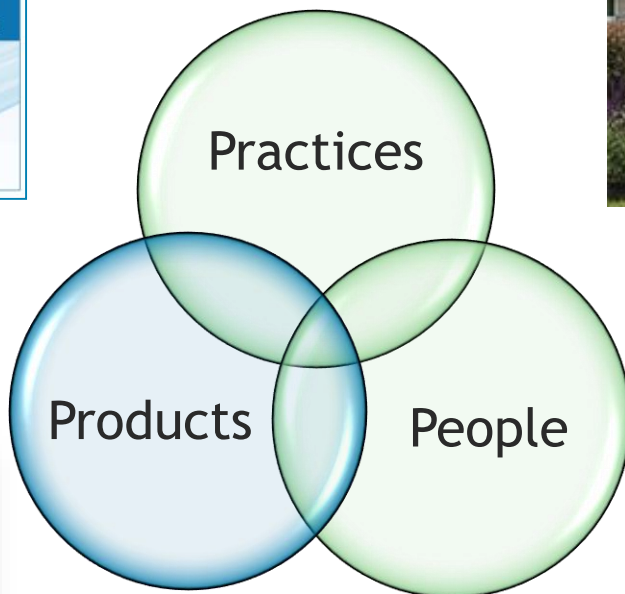
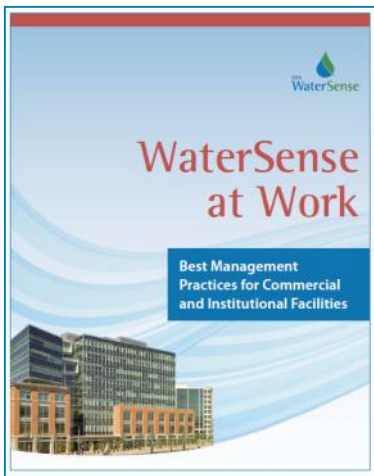
- How will we achieve it?
 - By transforming the marketplace for products and services that use water
 - By promoting a nationwide ethic of water efficiency to conserve water resources for future generations and reduce water infrastructure costs



WaterSense Focus - 3 P's



Actions that can be taken to reduce water use -- at home, outdoors and at work



Fixtures and technologies save water

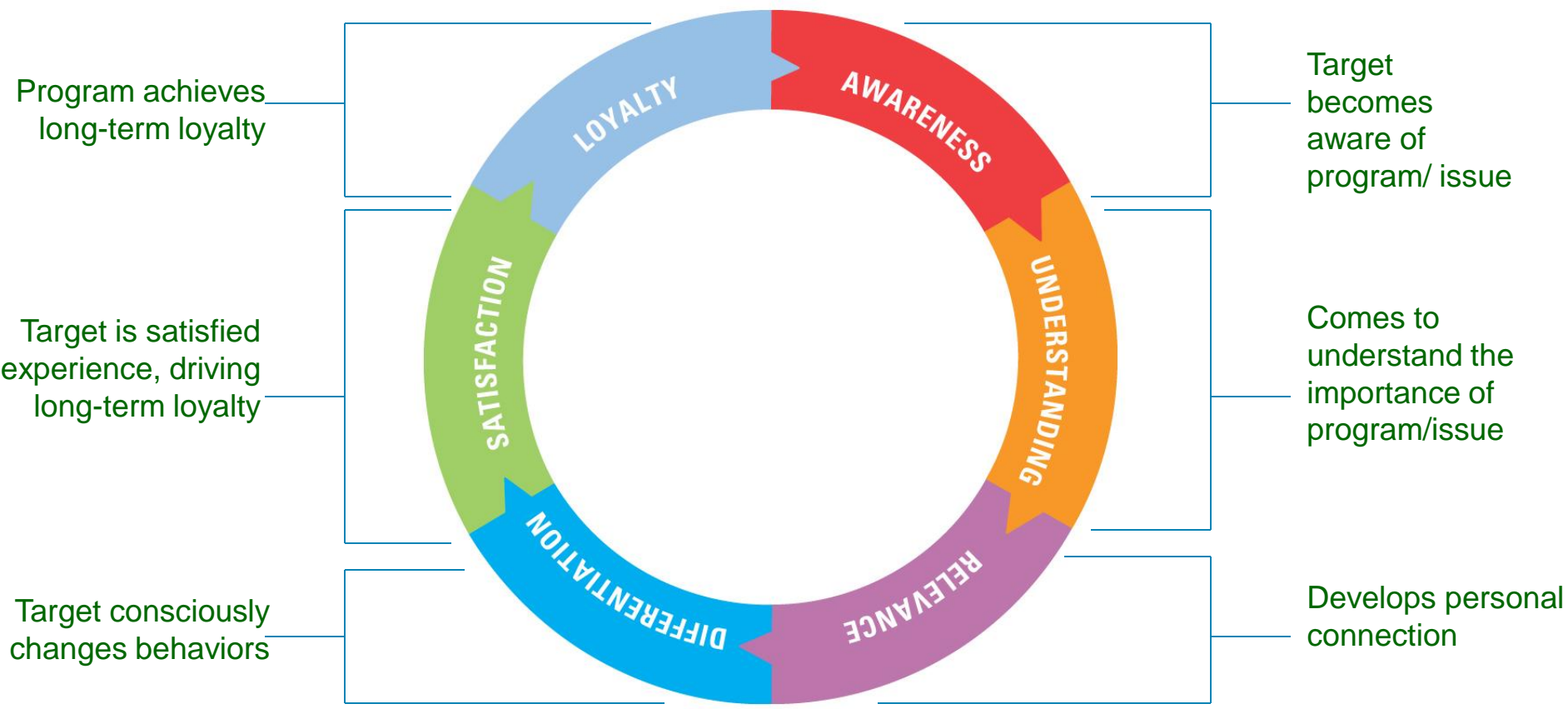


Partners reach users to change behavior





Behavior Change Continuum





WaterSense Campaigns & Announcements



- Fix a Leak Week
- Sprinkler Spruce-Up
- Annual Savings Numbers
- Outdoor Campaigns
- Shower Better
- Partners of the Year
- H2Otel Challenge

SAVE **10,000** GALLONS

WaterSense **Fix a Leak Week** March 18–24, 2013

IN **10** MINUTES

Why waste...

2,900 GALLONS of water + **13 DAYS** of energy to power your home + **\$70** per YEAR

A SHOWER OF SAVINGS
Installing WaterSense labeled showerheads just adds up!

ShowerBetter



LET'S GIVE A HAND!

WaterSense partners build strong communities!

EPA WaterSense **2014** PARTNER OF THE YEAR



Fix a Leak Week

1 trillion gallons wasted
You can help reduce that waste
It's as simple as 1-2-3



**Held annually – during
third week of March**

1. **Check** for leaks
2. **Twist** and tighten pipe connections
3. **Replace** the flapper or fixture



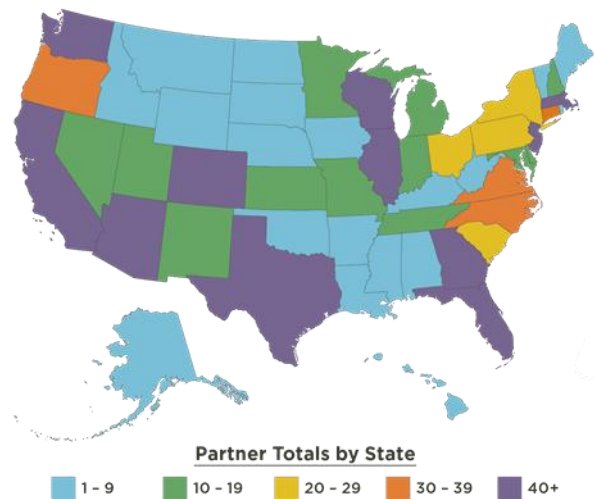
Partners Make Savings Possible



WaterSense would not be successful if not for its more than 2,800 partners & professionals

- **Manufacturers** design and create products to meet specs
- **Retailers/Distributors** get products on shelves
- **Builders** and **Certification providers** who construct and label water-efficient homes
- **Professional certifying organizations** who train **irrigation professionals** to help homeowners water more efficiently
- **Promotional partners** spread the word
 - Water & energy utilities
 - Federal, State, tribal and local governments
 - Nonprofit organizations
 - Trade and home builder associations

WaterSense has more than **1,470** organizational partners...



...and more than **1,430 irrigation pros** certified through WaterSense labeled programs



What WaterSense Brings - Tools and Resources



- Infographics
- Bill Stuffers
- Messaging & Tips
- Sample web text
- Sample press release/ newsletter text/social media

In just **10 minutes** you could **save...**

- 10** percent on your water bill
- 10** thousand gallons of water
- 10** months of laundry water

Find and fix leaks!

Feel good about yourself every time you lather up.

I'm for Water

If you're for water like me, then one thing you can do is install a WaterSense labeled showerhead. This way you can get a good strong shower but use 20% less water in the process. In fact, the average household could save more than 2,300 gallons a year. So, join me and thousands of our neighbors in the We're for Water campaign. Together we can stand up for water by making simple changes at home.

www.epa.gov/watersense

Find us on Facebook at www.facebook.com/govwateramer



Shower Better Month Messaging and Facts

October is Energy Action Month, and the perfect time to encourage consumers to save energy, water, and money by showering better. Showering is one of the leading ways Americans use water in the home. But to many consumers, the shower represents the all-important "me time." It's an escape from the outside world where they can wake up, wind down, or get ready to tackle the day. So what if there was an even better way to shower? Luckily there is, thanks to WaterSense labeled showerheads. You can help homeowners "shower better" during October or anytime, by sharing facts about the money, water, and energy savings they can realize by installing WaterSense labeled showerheads, all while enjoying superior shower performance.

Messaging for WaterSense's Shower Better Month

About 25 percent of consumers surveyed identified water-efficient products as one of the top three features they want most when building a new home.¹ Whether consumers are remodeling a bathroom, building a home, or moving into a new one, you can help them shower better with WaterSense labeled models. The following messages can help you communicate to consumers the level of comfort, coverage, and cost savings they can achieve with WaterSense labeled showerheads, during Energy Action/Shower Better Month in October or all year long.

- **Wasting water wastes energy!** Inefficient showerheads not only waste water, they waste energy used to heat that water. But every time you take a shower with a WaterSense labeled showerhead, you can save energy—equal to the amount of electricity it takes to light a 60-watt light bulb for 8 hours.
- **The power of savings.** By replacing a showerhead with a WaterSense labeled model, the average family can save more than 2,900 gallons of water each year—the amount it takes to wash more than 70 loads of laundry. A WaterSense labeled showerhead can also save the amount of electricity it takes to power the average family's home for 13 days and reduce their annual water and energy costs by more than \$70!

Skeptical of "low-flow"?

Choose WaterSense®!

Don't sacrifice performance for water efficiency.

WaterSense labeled products are certified to PERFORM as well or BETTER than standard models

...all while SAVING at least 20% more water!

Dreaming of a better bathroom? Give it a mini-makeover with WaterSense.

We're for Water

Want to feel good every time you open your water bill? Be for water and save.

We're for Water



WaterSense website has tips for consumers

On social media



Another source with lots of tips is Water Use It Wisely - <http://wateruseitwisely.com/100-ways-to-conserve/>

Start Saving

Everyone can play their part in preserving our nation's water resources. With the simple steps and informational tools below, you'll find that it's easier than ever.

Savings Tips

Commit to Save Water!

Calculate Your Savings

For Everything, There is a Season

Indoors

You've purchased some WaterSense labeled products and started down the road to savings, but don't stop there. There are lots of things you can do in your own home to reduce water use and get more from less. Just follow our simple tips below to get started!

Here, there, and everywhere:

- Fix a Leak: Small household leaks can add up to gallons of water lost every day. That's why WaterSense reminds Americans to check their plumbing fixtures and irrigation systems each year in March during Fix a Leak Week.

In the bathroom—where over half of all water use inside a home takes place:

- Turn off the tap while shaving or brushing teeth.
- Showers use less water than baths, as long as you keep an eye on how long you've been lathering up!
- Learn tips on how to Shower Better here!

In the kitchen- whip up a batch of big water savings:

- Plug up the sink or use a wash basin if washing dishes by hand.
- Use a dishwasher; and when you do, make sure it's fully loaded!
- While you're at it, scrape that plate instead of rinsing before loading it into the dishwasher.
- Keep a pitcher of drinking water in the refrigerator instead of letting the faucet run until the water is cool.
- Thaw in the refrigerator overnight rather than using a running tap of hot water.
- Add food wastes to your compost pile instead of using the garbage disposal.





The value of partnering



- EPA sets the stage & partners run with it
 - Our efforts are more powerful when partners join forces
- Support national specification for water-efficient products and services
- Access free materials, templates and logo or label
- Membership in a network of water efficiency experts
 - Learn new strategies
 - Collaborate with other types of partners
- Recognition from EPA as a water efficiency leader
- WaterSense is **FREE** to join!

http://www.epa.gov/watersense/partners/become_a_watersense_partner.html



What is Community-Based Social Marketing?



A process that uses marketing principles and techniques to influence a target audience behavior that will benefit society, as well as the individual

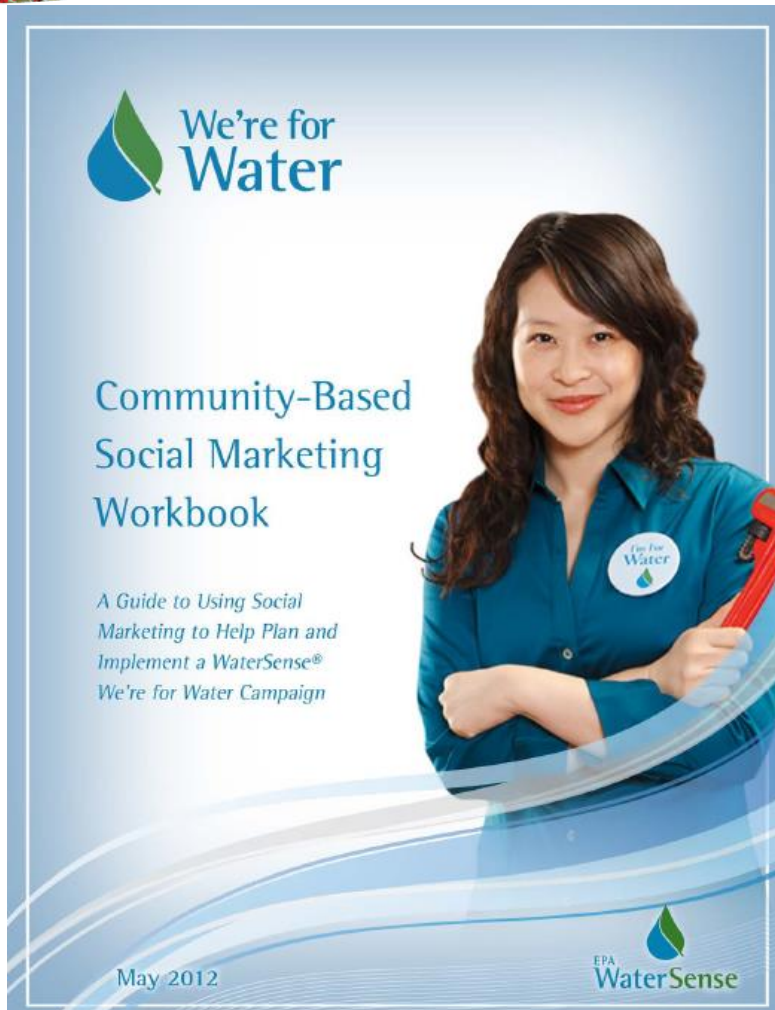
OR

Influencing behaviors for good

- Focus on changing behaviors rather than selling products
- True social marketing requires measurable behavior-change outcomes
- Can apply to any type of program: consumer, business-to-business, government-to-business etc.



WaterSense Tool for CBSM Planning



- WaterSense provided Arizona utilities with assistance as a reward for winning State Challenge
- Provided contractor support to facilitate development of a coordinated state campaign
- Workbook developed to provide broader support to all WaterSense partners – very popular download



Social Marketing Planning Process



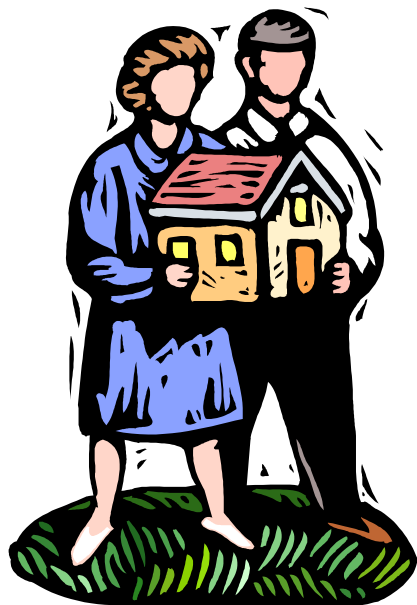
- Step #1: **What is Success?** Identifying goals and objectives
- Step #2: **Stop, Look and Listen** – Defining research needs
- Step #3: **The Who and the What** – Prioritize target audiences and identify the desired behavior change
- Step #4: **Why They Do What They Do** – Creating a detailed profile of the target audience
- Step #5: **What's the Hook?** Creating an effective message strategy
- Step #6: **Who Else Can Help?** Identify and enlist partners
- Step #7: **Chart the Right Path** – Developing a communications plan
- Step #8: **Are We There Yet?** Creating an evaluation plan
- Step #9: **Making it Happen** – Implementing your plan



Example - Refreshing our Outdoor Messaging



- A few years ago WaterSense took a look at its outdoor communications and did some research to answer...
 - What types of outdoor, water-saving messages resonate with homeowners?
 - How do homeowners receive information on outdoor water savings?
 - Who do homeowners trust for information on outdoor water savings?
 - Which groups should be targeted to achieve the highest water savings?





Speak to Homeowner Issues



Appearance matters - I want my landscape to look good

- Common misperception that water-efficient landscapes/plants are less lush and less attractive

Focus message on beauty and health

Localized landscapes are...

- *Healthy* landscapes
- *Beautiful* and *colorful*
- *Easy* to maintain and care for



Photo contest helped us build a Water-Smart Landscape Photo Gallery

www.epa.gov/watersense/outdoor/landscape_photos.html



Speak to Homeowner Issues



I don't know how much water my plants need or how much I use

- People assume that their neighbor is using more and believe they use more indoors than outdoors

Focus message on educating people on how much water to use and how use compare to others – “social norming”

- Different plants have different water needs
- How much water people use/waste outdoors
- How much they *should* be watering
- What does that amount mean – what is an inch of water?



Be the smartest on your block.
Know the right time to water.

An educational poster with a light blue background. At the top, it says 'Know What Makes it Grow'. Below that, it explains that half the water used outdoors is wasted and that overwatering can increase water use from 260 to over 1,000 gallons per day. It features the 'We're for Water' logo and a man in a blue t-shirt standing in a garden.

Know What
Makes it **Grow**

Half the water we use outdoors goes to waste from inefficient watering and irrigation systems. Overwatering lawns and landscapes in summer can make the average home's water use jump from 260 gallons per day to more than 1,000! Know how much water your landscape needs.

We're for Water
www.epa.gov/watersense



Speak to Homeowner Issues

look for



I want to help the environment

- Protecting the environment can be motivating in encouraging reduction in outdoor water use though message effectiveness varies by audience

Focus message on benefit to the environment and human health

- 86% of Actives say they are buying or searching for greener products
- Localized landscapes are better for the environment and can save homeowners money with lower utility bills and maintenance costs
- Reducing waste is compelling

Why Use Water-Smart Landscaping?

Proper landscaping techniques not only create beautiful landscapes, but also benefit the environment and save water.

- Water-smart yards often have increased curb appeal, which can lead to higher home values. In addition to requiring less water, fertilizer, pesticides, and usually less maintenance, water-smart landscapes offer many other benefits:
- Lower water bills from reduced water use.
 - Conservation of natural resources and preservation of habitat for plants and wildlife, such as fish, birds, and waterfowl.
 - Decreased energy use (and air pollution associated with its generation) because less pumping and treatment of water is required.
 - Reduced home or office heating and cooling costs through the careful placement of shade trees and shrubs.
 - Reduced runoff of stormwater and irrigation water that carries top soils, fertilizers, and pesticides into lakes, rivers, and streams.
 - Fewer yard trimmings to be managed or landfilled.
 - Reduced landscaping labor and maintenance costs.
 - Extended life for water resource infrastructure (e.g., reservoirs, treatment plants, groundwater aquifers), thus reduced taxpayer costs.

If you've designed a water-smart landscape, you might be able to get all the water you need from rainfall alone. But sometimes, that might not be enough. Whether you water with a hose or use an irrigation system, smart watering habits can keep your lawn and landscape healthy and beautiful without wasting water or money.

WATER-SMART LANDSCAPES VS. XERISCAPES

You may hear the term "xeriscape" when looking for information on water-smart landscaping. The two concepts are very similar and following the principles of either will lead to a water-efficient and attractive landscape.





Other tips



- **Water is local and people connect with it.** You can use water issues to engage with your residents in a way that you can't with energy.
- **The words you choose matter.** Stay positive and emphasize benefits
 - of performance (if replacing fixtures)
 - of helping the community (if focusing on behavior)
- **Use kids/youth as a point of entry.** They are enthusiastic and great at carrying messages home to the rest of the family.
- **Have fun!** Use games and competitions to get folks excited about saving.
- **Walk the talk.** If you are asking residents to use water more efficiently, be sure that you are doing the same for the greater facility. If they see you wasting water, they aren't going to buy into your asking them to save it!
- **Make friends.** Your local water utility can be a great ally and source of information. Find out what they might have to help you.



Poll Question



- Have you engaged your residents on any type of effort to get them to change behavior in these areas? (select all that apply)
 - Reducing energy use
 - Recycling
 - Reducing water use
 - Reducing food waste
 - No or N/A



WATER CONSERVATION AT CHINATOWN CDC

Joanna Ladd, Chinatown CDC

About Chinatown CDC

- Founded in 1977

- Our Work

1. Affordable Housing

- 25 properties in San Francisco
 - Developer
 - Owner/Property Manager
 - Resident Service Provider

2. Community Organizing & Advocacy

- Community-Based Neighborhood Planning
- Tenants' Rights Advocacy/Housing Counseling
- Youth Development

Why Water?



1. Easy to measure
2. Retrofits are low-cost and high-impact
3. Easy for residents to see their water use

SF PUC Water Retrofits

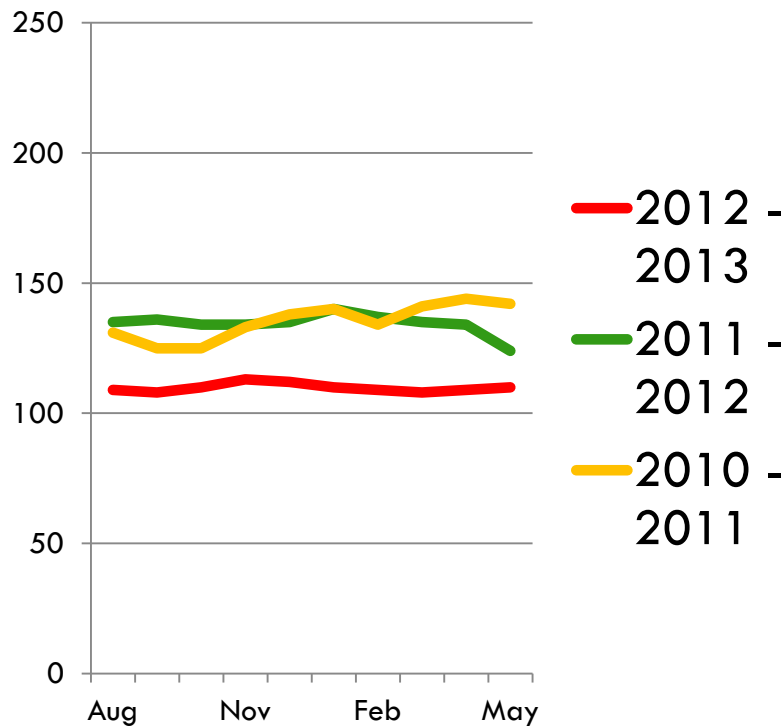


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Measuring Your Impact

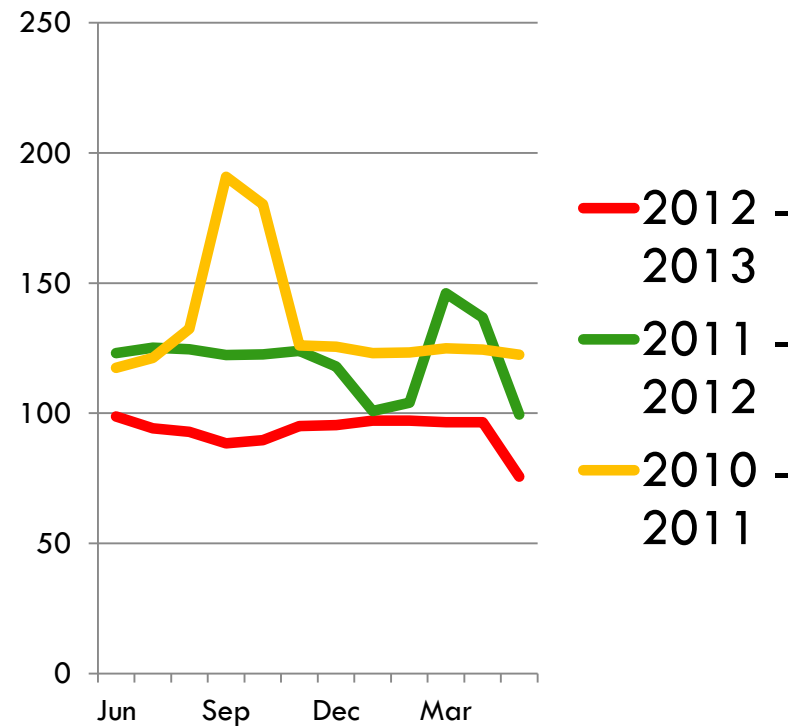
Results – SF PUC Water Retrofits

St. Claire (avg Gal/BR/day)



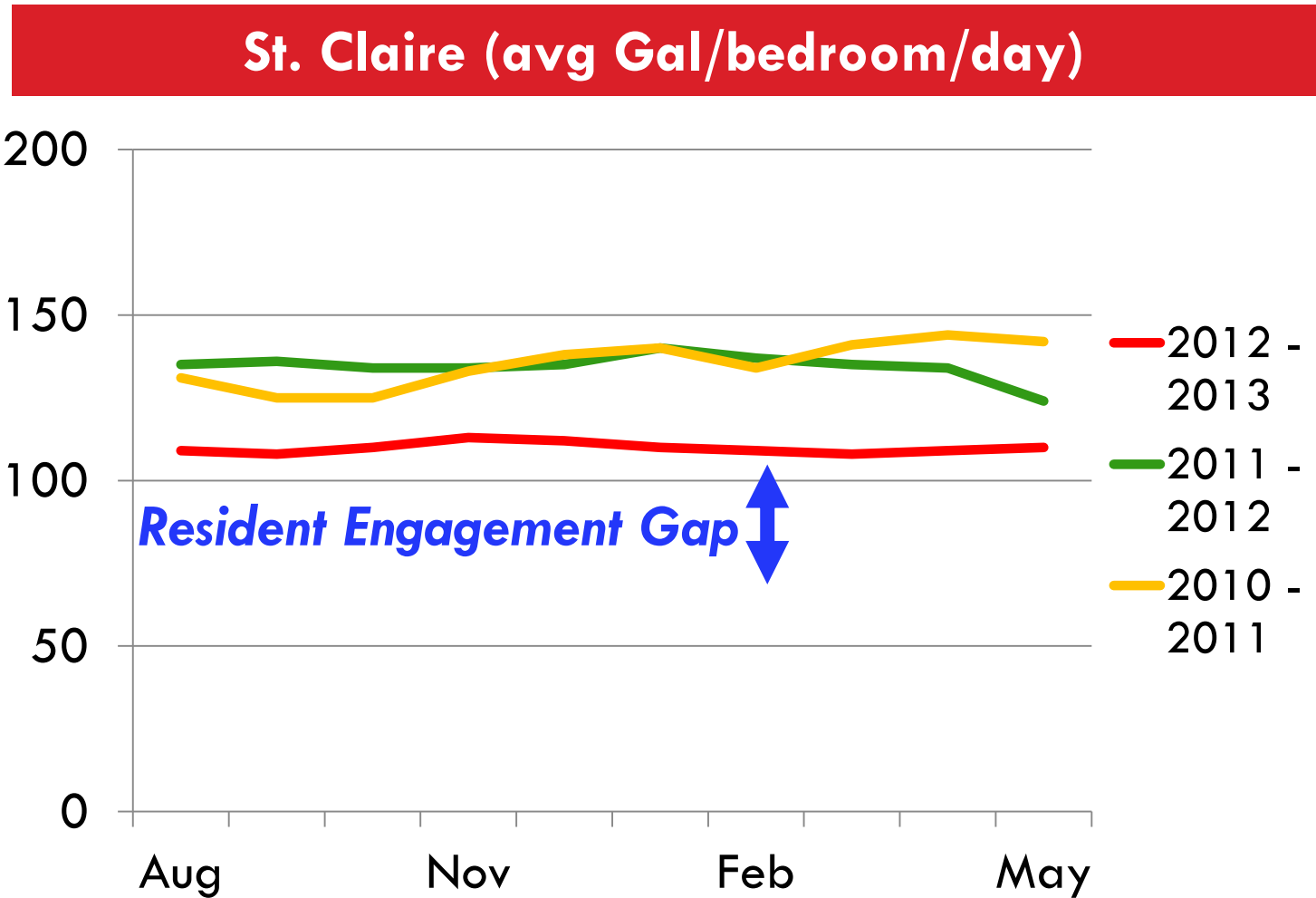
→ Year 1 savings: \$2,600

1370 California (avg Gal/BR/day)



→ Year 1 savings = \$4,000

The Missing Piece



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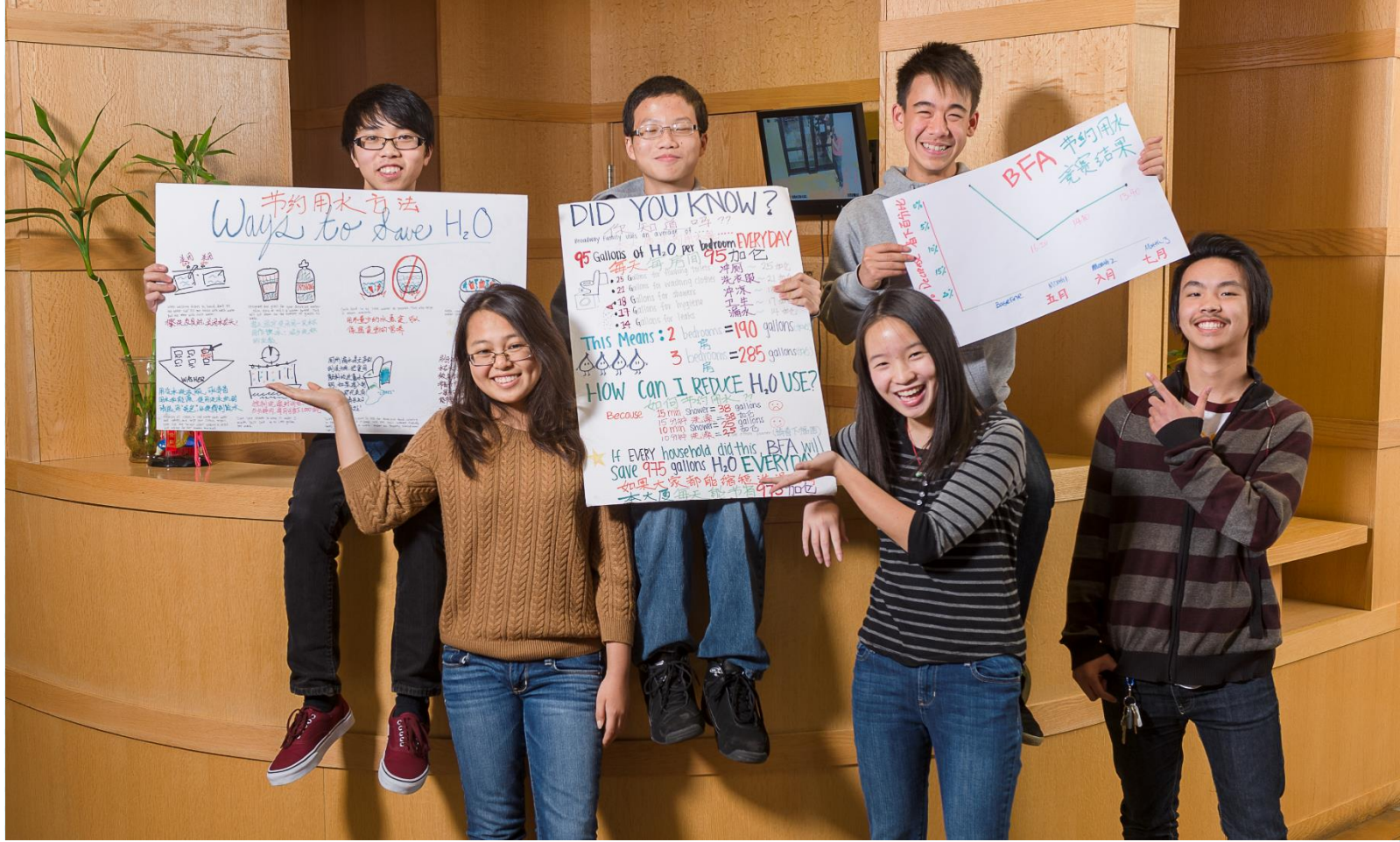
Filling the Res. Engagement Gap

The Water Conservation Campaign

- 3 buildings representing 3 resident populations:
 - ▣ Seniors
 - ▣ Families
 - ▣ Single Room Occupancy residents (single adults)
- Education Phase (4 months)
- Competition Phase (3 months)
 - ▣ Water Conservation Pledge
 - ▣ % reduction in water use



November: Educational Workshops



December: Water Conservation Posters

Photo credit: Richard Wheeler, Wheeler Imaging



January: Water Game Night



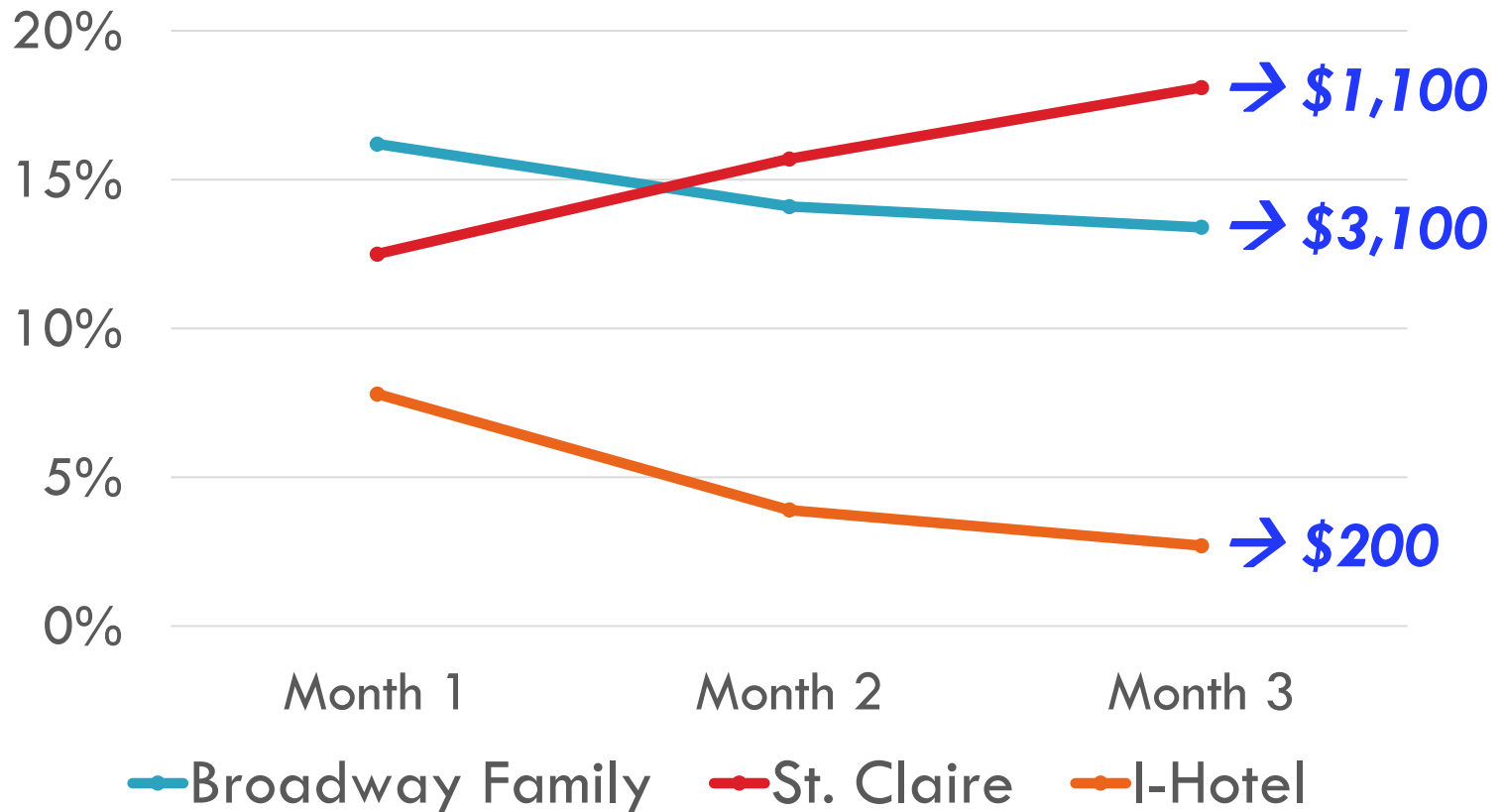
February: Wastewater Treatment Plant Field Trip

The Water Conservation Competition

- ❑ **Pledge to reduce water use for 3 months**
 - ❑ Designate one glass per day for drinking water
 - ❑ Wash fruits and vegetables in a pan of water
 - ❑ Boil food in as little water as possible
 - ❑ Use a basin for washing dishes
 - ❑ Take shorter showers
 - ❑ Turn off the water when brushing teeth
 - ❑ **Submit a work order to Property Management if toilet is leaking**
 - ❑ Use the high-efficiency laundry facilities

Water Conservation Campaign Results

Water Savings by Building



Lessons Learned



- Create a forum for interdepartmental communication
 - ▣ Capacity-building grants can help
- Make the case: start by tracking utilities
- Then get your house in order: retrofits
- Then target resident lifestyle changes



Poll Question



- Do you have a story to share about what you have done to address water efficiency in public/affordable housing? Are you willing to share it?
 - Yes and Yes!
 - Yes and No (we are shy)
 - No, but we hope to in the future!
 - No, we were just tuning in to learn.
- We will follow up with those who indicate that they would be willing to share their experience.



QUESTIONS



Future HUD Water Wednesday Webinars



	http://epa.gov/watersense/hudwebinars
June 17	WaterSense and LEED Housing Programs Hear about how WaterSense and LEED programs can help build more water-efficient housing. Learn about tools and resources the programs have to improve water efficiency.
July 29	Water Efficiency Best Management Practices for Multi-unit Property Managers Learn about WaterSense BMPS for facilities and case studies of how facility managers have assessed their water use and made changes to improve efficiency



Future HUD Water Wednesday Webinars



	http://epa.gov/watersense/hudwebinars
August 26*	Tracking Water and Energy Savings Hear about how property managers can use the ENERGY STAR Portfolio Manager to track their water as well as energy.
September 16* <i>(date change)</i>	Incorporating Green Infrastructure into Housing Developments Learn about EPA resources to help integrate green infrastructure and hear about experiences from HUD grantees
October 28*	Greywater Reuse – Is it Right for Your Facilities? Learn more about greywater reuse and experiences of HUD grantees who have worked with cities to implement projects.

* Dates subject to change.



Help HUD Help You!



- In concert with this training, HUD is requesting feedback on water issues via the public forum “Water Watch” on Switchboard.
- <http://switchboard.uservoice.com/forums/293865-water-watch>
- Please let them know (a) what challenges your community or organization is facing with water access and water quality; and (b) what more do you think HUD can do to help?



WaterSense Information



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www.twitter.com/epawatersense

HUD webinars -

www.epa.gov/watersense/hudwebinars

Questions?

E-mail: watersense@epa.gov

Helpline: (866) WTR-SENS (987-7367)

