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
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
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

- 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

- Practices
- Products
- People

Fixtures and technologies save water

Partners reach users to change behavior
Behavior Change Continuum

- Target becomes aware of program/issue
- Comes to understand the importance of program/issue
- Develops personal connection
- Target is satisfied experience, driving long-term loyalty
- Program achieves long-term loyalty
- Target consciously changes behaviors

Slide courtesy of Colehour + Cohen Public Relations and Social Marketing
WaterSense Campaigns & Announcements

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

Be proud. Be strong. Be a fixer of leaks.
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
What WaterSense Brings - Tools and Resources

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

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 most 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. 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.

- **Lowering water waste (energy)**: Efficient showerheads not only save 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 2,000 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.

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

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

WaterSense labeled products are certified to PERFORM as well or BETTER than standard models...all while SAVING at least 20% more 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.

### 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

Slide courtesy of Colehour + Cohen Public Relations and Social Marketing
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?
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.
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
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
Measuring Your Impact
Results – SF PUC Water Retrofits

St. Claire (avg Gal/BR/day)

1370 California (avg Gal/BR/day)

→ Year 1 savings: $2,600

→ Year 1 savings = $4,000
The Missing Piece

St. Claire (avg Gal/bedroom/day)

Resident Engagement Gap

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<th>Month</th>
<th>2010 - 2011</th>
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<td>Aug</td>
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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

- Broadway Family
- St. Claire
- I-Hotel

Month 1
- Broadway Family: $1,100
- St. Claire: $3,100
- I-Hotel: $200

Month 2

Month 3
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
http://epa.gov/watersense/hudwebinmars

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<th>Date</th>
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<tr>
<td>June 17</td>
<td><strong>WaterSense and LEED Housing Programs</strong>&lt;br&gt;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.</td>
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<td>July 29</td>
<td><strong>Water Efficiency Best Management Practices for Multi-unit Property Managers</strong>&lt;br&gt;Learn about WaterSense BMPS for facilities and case studies of how facility managers have assessed their water use and made changes to improve efficiency</td>
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## Future HUD Water Wednesday Webinars

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

[http://epa.gov/watersense/hudwebinars](http://epa.gov/watersense/hudwebinars)
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

Visit us online!

www.epa.gov/watersense

www.facebook.com/epawatersense

www.twitter.com/epawatersense

HUD webinars -
www.epa.gov/watersense/hudwebinars

Questions?

E-mail: watersense@epa.gov

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