



2014 WaterSense®

Award Winners Build Strong Communities

WaterSense and its partners have helped Americans save 757 billion gallons of water and \$14.2 billion in water and energy bills since the program's inception in 2006. In 2013 alone, WaterSense labeled products saved 271 billion gallons of water. By working together, WaterSense partners continue to build stronger, more water-efficient communities across the country.

The U.S. Environmental Protection Agency (EPA) is pleased to recognize the strengths of one Sustained Excellence Award winner, nine WaterSense Partners of the Year, and five Excellence Award winners that helped to advance and promote WaterSense and water efficiency throughout 2013.

SUSTAINED EXCELLENCE

Kohler Co.

Kohler, WaterSense's first two-time Sustained Excellence Award winner, continued to implement new, innovative technologies and promote WaterSense labeled products in 2013. The company developed a dual-flush trip lever for tank-type toilets that makes selecting a dual-flush toilet easier for consumers accustomed to traditional flush levers and increases accessibility for those with dexterity challenges. Kohler collaborated with multiple WaterSense partners to promote the performance of WaterSense labeled products during the Trust the Flush mobile marketing campaign. The cross-country bus tour showcased WaterSense labeled toilets at more than 185 events. In addition, Kohler's marketing and social media presence via Facebook, Twitter, YouTube, and Pinterest contributed to millions of WaterSense labeled toilets, bathroom faucets, and showerheads being sold in 2013.



Kohler demonstrated its commitment to developing water efficiency and sustainable building expertise. Within the company, staff collaborated with the U.S. Green Building Council to train and certify 280 individuals as LEED® Green Associates. In addition, the company provided WaterSense labeled products for the Green Builder Media's VISION House® in INNOVENTIONS at Walt Disney World's Epcot Center in Orlando, Florida, which was visited by more than 200,000 people. Kohler also donated WaterSense labeled products and design support to the California Institute of Technology's entry for the Bill and Melinda Gates Foundation's Reinvent the Toilet Challenge that funds projects addressing health and sanitation issues in developing countries.



Kohler Co.'s 2013 Trust the Flush bus tour promoted WaterSense labeled toilets to consumers at nearly 200 events across the country.

PROMOTIONAL PARTNERS OF THE YEAR

Cobb County Water System

In Georgia, Cobb County Water System's comprehensive approach to promoting WaterSense in 2013 earned the utility its third WaterSense Promotional Partner of the Year Award and translated into measurable water savings. Despite adding approximately 100,000 Atlanta metropolitan area customers in 2013, Cobb County's annual average daily water use decreased by 10 million gallons per day compared to 2010. A portion of these savings can be attributed to Cobb County's successful toilet rebate program, which rebated more than 2,500 WaterSense labeled models in 2013 alone.

The utility used a variety of venues to communicate water efficiency messages to the community. The new *Water Saver* quarterly e-newsletter and social media presence in 2013 helped promote WaterSense, its campaigns, and popular WaterSense hashtags, such as #showerbetter and #fixaleak. The utility leveraged waterSmart, its joint communications program with Cobb County-Marietta Water Authority, to reach an even larger audience with WaterSense messaging. In 2013, the program transitioned October from waterSmart Month to Shower Better Month to promote the water- and energy-saving benefits of WaterSense labeled showerheads.



Nguyen (right) celebrates Fix a Leak Week 2013 at the Water Drop Dash 5K with the City of Gainesville, Georgia's Conservation Crusader mascot (left).

Cobb County celebrated Fix a Leak Week 2013 by partnering with other regional water providers and WaterSense partners on the first annual Water Drop Dash 5-kilometer (5K) race and Water Festival. Staff distributed water efficiency kits containing WaterSense labeled showerheads and faucet aerators to nearly 400 runners and their families. Inspired by WaterSense's Sprinkler Spruce-Up campaign, Cobb County also worked with fellow WaterSense partners Ewing Irrigation and Rainbird to educate landscape professionals through hands-on trainings with an operable display of WaterSense labeled irrigation controllers.

"When we train a professional, we have magnified our message. They then carry that information forward and find a way to embrace efficiency as a best business practice instead of a roadblock."

Kathy Nguyen
Senior Project Manager
Cobb County Water System

Colorado Springs Utilities

Colorado Springs Utilities (CSU) in Colorado, a two-time WaterSense Promotional Partner of the Year, helped local home and business owners significantly reduce their water use in 2013 through education and WaterSense labeled product rebates. By meeting customers where they seek water efficiency information, the utility supplied 7,268 WaterSense labeled product rebates and retrofits and saved an estimated 80 million gallons of water in 2013.



CSU's Conservation and Environmental Center houses the WaterSense Showcase and serves as a centerpiece for its outreach efforts hosting more than 20,000 visitors per year. The showcase displays fully functioning WaterSense labeled products; a water jug savings comparison between labeled products and less efficient fixtures; and facts about the water, energy, and cost savings achieved with WaterSense labeled products. The center promoted Fix a Leak Week by hosting an open house featuring a showerhead "free-bate" program, experts on water efficiency, and kids' activities.

CSU ramped up its WaterSense labeled new homes promotion in 2013. Its WaterSense New Homes Builder Incentive Program provided local builders a \$750 rebate per labeled home. To recruit participants, staff met individually with builders to introduce the rebate program; connect them with licensed certification providers; and

explain how builders, buyers, and sellers can find WaterSense labeled products using CSU's Multiple Listings Service Green Features Addendum. The utility also collaborated with the Colorado Springs Home Builders Association's 2013 Parade of Homes to showcase models using WaterSense labeled products.

MANUFACTURER PARTNERS OF THE YEAR

Delta Faucet Company (Large Manufacturer)

A three-time Manufacturer Partner of the Year, Delta Faucet Company demonstrated its commitment to WaterSense through online and in-person promotions. The Delta brand online faucet video gallery featured 16 clips with WaterSense labeled faucet models, and its Brizio brand website had five videos highlighting WaterSense labeled products.

"We are so glad to utilize the WaterSense program. It contributes to the success of our conservation goals, helping everyone save water, energy, and money—a true example of win-win."

Frank Kinder
Senior Conservation Specialist
Colorado Springs Utilities



The company promoted WaterSense labeled products through its continued primary sponsorship of HGTV's Dream Home Sweepstakes in 2013. In addition, the company's Brizio brand continued its water-efficient support for the St. Jude Dream Home by donating WaterSense labeled products to 28 homes that have received more than 80,000 visitors.

In 2013, Delta continued to work with the Hospitality Sustainability Purchasing Consortium to ensure that the hospitality industry's sustainability performance standards aligned with WaterSense specifications for applicable product categories. The consortium's Web-based purchasing database researches, measures, and reports on the corporate social responsibility, environmental, and product sustainability performance of suppliers. Delta expanded this effort to other multifamily residential sectors in 2013 by promoting the benefits of WaterSense labeled bathroom faucets and showerheads to builders and developers.

HydroPoint Data Systems (Small Manufacturer)

HydroPoint Data Systems showcased its product innovation in 2013. Its WaterSense labeled irrigation controllers were enhanced with computer-generated climate models that deliver daily local weather data that better calculate and deliver the right amount of water to landscapes. The company's efforts led to big savings—with more than 25,000 users of WaterSense labeled HydroPoint controllers saving 20 billion gallons of water in 2013 alone.



In 2013, the manufacturer released a Water Budget Manager tool that offers customers simple real-time visibility, tracking and reporting of a site's water consumption and water bill dollars. HydroPoint also introduced a tool to give landscape irrigation professionals the ability to identify leaks or line breaks before they worsen.

"For us, this award represents a real turning point in the market where outdoor irrigation is being recognized as a major conservation opportunity. We're living in a new era of scarcity where water waste cannot be ignored any longer."

Christopher Spain, President & CEO
HydroPoint Data Systems, Inc.

Throughout 2013, HydroPoint continuously collaborated with local water agencies and municipalities to establish and promote more than 200 rebate programs through its website. The manufacturer strongly encouraged these agencies to only rebate WaterSense labeled irrigation controllers. The company highlighted WaterSense and labeled irrigation controllers in more than 40 marketing campaigns and 10 press releases. HydroPoint also promoted outdoor water efficiency and WaterSense at several conferences and trade events in 2013, including WaterSmart Innovations, the International Council of Shopping Centers, and the National Apartment Association's Green conference.

RETAILER PARTNER OF THE YEAR

The Home Depot

For the second consecutive year, The Home Depot earned the Retailer Partner of the Year award for its dedication to promoting WaterSense to both its employees and customers nationwide. The Home Depot worked extensively with water utilities across the country to support rebate programs for WaterSense labeled toilets, showerheads, and irrigation controllers. As a result, it helped consumers achieve more than \$36 million in product markdowns—a 9 percent increase compared to 2012. In 2013, The Home Depot’s online and in-store WaterSense labeled product inventory increased by 36 percent, including products sold through YourOtherWarehouse.com, an online plumbing supply warehouse featuring more than 2,500 WaterSense labeled models.



The Home Depot collaborated with other WaterSense partners to promote Fix a Leak Week and other campaigns. The company joined forces with the Metropolitan North Georgia Water Planning District, a fellow WaterSense partner, to co-sponsor the Atlanta utility’s inaugural Water Drop Dash 5K promoting Fix a Leak Week. The Home Depot adapted WaterSense’s “Dreaming of a Better Bathroom” messaging to launch two independent campaigns encouraging customers to build a “better” bathroom with WaterSense labeled products. Campaign workshops attracted nearly 160,000 attendees. Staff also promoted the cost-saving benefits of WaterSense labeled products at the 2013 Earth Day Celebration in New York City with a new “money pit” display.

To keep up with smartphone technology, The Home Depot launched a Pro Mobile Web application. The app allows thousands of professional plumbers and contractors to easily educate their customers about WaterSense labeled products directly from their job sites.

BUILDER PARTNER OF THE YEAR

KB Home

KB Home’s fourth consecutive WaterSense Builder Partner of the Year award demonstrates its tried-and-true commitment to building water-efficient communities across the country. In 2013, KB Home constructed 60 KB Homes that met the WaterSense new home specification at communities in California and Texas.



In 2013, the builder brought San Marcos, California, its first WaterSense labeled new home using its ZeroHouse 2.0 model. The house is designed to achieve net-zero energy use and the highest levels of resource efficiency with the help of WaterSense labeled products. To further showcase its water efficiency innovation, KB Home

introduced the Double ZeroHouse 2.0 concept. When fully constructed in 2014, a Double ZeroHouse 2.0 home will include pre-plumbing for greywater recycling systems, water- and energy-efficient dishwashers, and a tankless water heater.



KB Home’s San Marcos property features WaterSense labeled products and drought-tolerant plants.

To support the construction of new water-efficient communities, KB Home implemented extensive training initiatives in 2013 to educate its employees about WaterSense labeled products and new homes. Various teams of sales counselors and inspectors learned how to communicate the benefits of WaterSense labeled products to home buyers. Landscape contractors and irrigation installers who work on KB Homes are also required to review and implement water-efficient practices from KB Home’s landscaping guide.

LICENSED CERTIFICATION PROVIDER PARTNER OF THE YEAR

Energy Inspectors Corporation



Two-time WaterSense Licensed Certification Provider Partner of the Year Energy Inspectors Corporation demonstrated strong collaboration with WaterSense builder partners throughout 2013. The company teamed up with 2014 WaterSense Builder Partner of the Year KB Home to educate homeowners about the benefits of water efficiency and expand the market for WaterSense labeled new homes. Energy Inspectors inspected more than 50 WaterSense labeled new homes built by KB Home in 2013, and the two solidified plans to construct and inspect 541 additional WaterSense labeled models in 2014.

ENERGY INSPECTORS®

To ensure its inspectors are up to the challenge, Energy Inspectors continued its hands-on training process in 2013. Trainees must perform a full inspection on a model home to ensure that it meets the WaterSense criteria indoors and out. The company also began developing a training video for new and existing inspectors to maintain their WaterSense knowledge.

PROFESSIONAL CERTIFYING ORGANIZATION PARTNERS OF THE YEAR

Irrigation Association

Two-time WaterSense Professional Certifying Organization Partner of the Year the Irrigation Association (IA) showed no signs of slowing down in 2013. Its WaterSense specification development support, campaign promotions, and certified irrigation professional recruitment efforts exemplified its dedication to the WaterSense mission. The organization supported changes to the WaterSense professional certifying organization program and educated their professionals certified by its WaterSense labeled programs about the changes. IA also submitted testing protocols to WaterSense for weather-based irrigation controllers and soil moisture-based control technologies to assist with the product categories' specification development processes.

To promote the benefits of working with certified irrigation professionals, IA rolled out its Hire Certified campaign. It encouraged consumers to look for certified professionals to save water outdoors. In addition, staff cross-promoted Sprinkler Spruce-Up with its Smart Irrigation Month campaign to more than 14,000 contacts through a mass email effort. The organization's *IA Times* monthly e-newsletter also promoted Sprinkler Spruce-Up to members.



Staff also engaged irrigation professionals and contractors about WaterSense and the benefits of professional certification through "Point of Connection" sessions held in conjunction with the annual Irrigation Show. In addition, "Turf Talk," an interactive peer-to-peer experience, focused on sales strategies, marketing, and water-efficient landscapes while providing irrigation professionals with new ideas.

Sonoma-Marín Saving Water Partnership



The Sonoma-Marín Saving Water Partnership (SMSWP) in California went above and beyond in 2013 to promote the value of professional certification programs and importance of selecting the right professional to achieve a water-efficient landscape. The organization promoted the WaterSense labeled Qualified Water Efficient Landscaper (QWEL) program to interested regional stakeholders and encouraged them to become professional certifying organization partners with WaterSense. In 2013, QWEL was adopted by one new certifying organization, and nearly 200 irrigation professionals were certified through all 10 QWEL programs.

In 2013, SMSWP expanded its outreach of the QWEL program. The QWEL website, www.qwel.net, was completely redesigned to prominently feature the WaterSense label and make finding a certified irrigation professional easier. In addition, all QWEL advertising featured the WaterSense label and aimed to encourage homeowners to hire QWEL graduates and to increase awareness of the importance of water efficiency. SMSWP also offered a Spanish-language QWEL program. It was promoted at 24 community events and through live and prerecorded radio interviews aired on three local radio stations.

In 2013, SMSWP's print, radio, email, and online outreach focused on the 20-Gallon Challenge, encouraging Californians to reduce their water use by 20 gallons per person per day. Outreach efforts targeted both consumers and landscape professionals.

EXCELLENCE IN STRATEGIC COLLABORATION

Denver Water

In 2013, Denver Water in Colorado led the charge in supporting state legislation designed to achieve significant water savings through the use of WaterSense labeled products. Denver Water discussed the concept of this legislation across the state and provided outreach and education on the WaterSense program to explain why designating WaterSense in the legislation was important. The language in the Colorado legislation is the first among statewide water legislation to explicitly require WaterSense labeled fixtures at the point of sale.



Denver Water relied on partners to help its rebate and incentive programs to be successful. In 2013, Denver Water staff visited more than 60 retail stores two times throughout the year to inform and/or remind store associates about Denver Water's rebate program for WaterSense labeled toilets.

EXCELLENCE IN PROMOTING WATERSENSE LABELED PRODUCTS

Puget Sound Energy



Puget Sound Energy in Bellevue, Washington, is one of the first electric and natural gas service utilities to partner with WaterSense and the first to win a WaterSense award. The company made a big splash in 2013 by leveraging a wide range of WaterSense promotional materials to educate consumers about the water and energy connection. The utility promoted WaterSense labeled showerheads through in-store incentives, an online store, leave-behind kits, pop-up retailers, direct mail, and email marketing.

Puget Sound Energy developed its own online store called Shop PSE that offered discounts on WaterSense labeled showerheads for Puget Sound Energy customers. Models were marketed through direct mail, email, and YouTube and led to the sale of 6,221 WaterSense labeled showerheads in 2013.

The utility also worked with local retailers to offer more than 23,000 instant rebates to customers who purchased WaterSense labeled showerheads. In addition, Puget Sound Energy provided more than 3,000 free energy efficiency kits equipped with a WaterSense labeled showerhead in tandem with its refrigerator and clothes washer replacement program.

EXCELLENCE IN OUTREACH AND EDUCATION

Athens-Clarke County Public Utilities Department

In 2013, the Athens-Clarke County Public Utilities Department in Georgia welcomed Little Lily, a stuffed-frog version of the utility's water efficiency mascot Lily Anne Phibian, who "hops" between local students' homes to educate students and their families about water efficiency. Her water-saving adventures were documented and shared in the classroom and on social media, where the utility expanded its online repertoire to Pinterest.



Public Utilities

water. wastewater. conservation.

To promote Sprinkler Spruce-Up, Athens-Clarke leveraged the University of Georgia's irrigation system upgrade—estimated to save more than 2.5 million gallons of water per year—as a way to remind customers to inspect, connect, direct, and select.

San Francisco Public Utilities Commission



Services of the San Francisco
Public Utilities Commission

The San Francisco Public Utilities Commission (SFPUC) in California regularly educated a wide audience about WaterSense in 2013. In honor of Fix a Leak Week, SFPUC spread the "check, twist, replace" message to its customer base through broadcast and print platforms. Multilingual television Public Service Announcements (PSAs) in English, Spanish, and Chinese were produced in order to raise awareness of water-wasting plumbing leaks and simple steps to fix them. The PSAs earned more than 300,000 impressions and reached 67.8 percent of San Francisco households an average of 2.7 times each in one week.

In 2013, SFPUC also reached an estimated 2,500 students through more than 30 local classroom presentations and school assemblies. It encouraged students, teachers, and their families to replace older, inefficient showerheads and toilets with WaterSense labeled models and apply for SFPUC's rebates.

Texas A&M AgriLife Research and Extension Center at Dallas

In 2013, the Texas A&M AgriLife Research and Extension Center at Dallas transformed an existing 1,500-square-foot, on-campus home to demonstrate the indoor and outdoor water-saving benefits of WaterSense labeled new homes. Texas AgriLife, in partnership with EPA Region 6 and WaterSense partner the City of Dallas Water Utilities, hosted a grand opening for more than 1,000 visitors during Fix a Leak Week in March 2013. It also took education on the road in 2013 with an 8-foot-by-12-foot mobile WaterSense home featuring an indoor working bathroom equipped with a WaterSense labeled toilet, faucet, and showerhead so communities across Texas could experience the products' proven performance firsthand.



In July 2013, Texas AgriLife conducted weekly water-efficient irrigation classes, reaching 5,830 individuals with 161 classes in 2013. Staff also participated in 22 regional outreach events attended by more than 2.5 million people; hosted 26 professional trainings for landscape and irrigation professionals; and conducted 18 youth water camps reaching 3,400 youth in the region.

Learn More

WaterSense congratulates all of the 2014 Sustained Excellence Award winners, Partners of the Year, and Excellence Award winners. For more information about the WaterSense Partner of the Year awards and to learn about the benefits of partnership, visit www.epa.gov/watersense.