



Partners Help People Save

2022 Excellence Awards

WaterSense and its more than 2,100 utility, manufacturer, retail, builder, and other organizational partners promote water-efficient products, homes, and programs to consumers and businesses across the country. Over the past 16 years, WaterSense partners have helped Americans save more than 6.4 trillion gallons of water. The U.S. Environmental Protection Agency (EPA) is pleased to recognize 11 Excellence Award winners in particular for helping consumers and businesses save water in 2021.

EXCELLENCE IN EDUCATION AND OUTREACH

American Water



AMERICAN WATER

American Water is a large, geographically diverse publicly traded water and wastewater utility company serving 14 million people in 24 states. They earned an Excellence Award in Education and Outreach for promoting WaterSense labeled products with conservation education programs, giveaways, and rebates across their service areas; American Water also created a downloadable Water Leak Detection Kit. During the Western drought, California American Water hosted webinars and workshops on the benefits of smart irrigation controllers, how to program a controller, water-smart landscaping design, and drought-tolerant gardening. In another service area, Illinois American Water featured a Water Learning Center on its website to educate residents on finding and fixing leaks and other types of water conservation. Finally, New Jersey American Water partnered with the Alliance for Water Efficiency to conduct research on using smart irrigation controllers to save water for peak demand management; published in *Journal AWWA*, the study continues to inform several other utility outdoor water efficiency programs.

Department of Water, County of Kauaʻi



The Department of Water, County of Kauaʻi (Hawaii) won its second WaterSense Award for Excellence in Education and Outreach. In lieu of an in-person water festival in 2021, the department developed “Make a Splash in-a-bag,” a festival experience in a bag to engage fifth grade students with water education activities and tools. More than 550 bags were distributed with a self-guided water activity, a shower timer, stylus pen, a Project WET activity booklet, and a WaterSense water-saving tips brochure. The department coordinated and hosted two Project WET workshops to certify eight new facilitators to lead water education workshops across the state. To extend its water conservation messaging, a “Wise Water Wednesday” media campaign provided weekly water-saving tips and water service updates via Facebook, newspaper, and radio announcements. The Kauaʻi water department also used advertising and WaterSense materials to promote Fix a Leak Week, Your Better Bathroom, and other water-saving messages.



Staff handing out “Make a Splash in-a-bag” kits.

Tarrant Regional Water District



Tarrant Regional Water District (TRWD) in Texas won its first WaterSense award for Excellence in Education and Outreach. In 2021, TRWD partnered with the City of Arlington (Texas) Water Utilities and Arlington Public Libraries to offer a two-part series of live online classes about do-it-yourself leak repair inside and outside the home for Fix a Leak Week and offered another class focusing on do-it-yourself

sprinkler repair to celebrate Smart Irrigation Month in July. Over 130 people attended, and 50 of those participants received do-it-yourself leak repair kits. During Fix a Leak Week, TRWD provided 250 Home Plumbing Handbooks to area cities to use during their own leak-fixing classes. After the live Fix a Leak Week events, TRWD posted the class videos on YouTube, reaching over 350 additional participants. To ensure customers' irrigation systems were working efficiently, TRWD provided free home sprinkler system evaluations to Tarrant County residents with a licensed irrigation professional. In 2021, this program reached over 1,700 participants.

The Toro Company

No stranger to WaterSense awards, The Toro Company has won its eighth Excellence award for Education and Public Relations. Toro has produced a weekly radio program, The Water Zone, since 2015 on best practices and technologies for efficient outdoor water use. Initially just for the Southern California market, The Water Zone show now has over 40,000 listeners per month and over 100,000 followers via iHeart media. Toro also hosts a podcast site to access past broadcasts. Toro staff presented a technical paper, "How Connected Devices Can Help Drive Sustainability for Irrigation," in March 2021 and collaborated on a smart irrigation book, "Hold That Water," in partnership with Wyland and Western Municipal Water District. Throughout 2021, The Toro Company participated in or conducted dozens of training events both in-person and virtually that featured WaterSense labeled products and focused on water efficiency.



Walnut Valley Water District



Walnut Valley Water District in Southern California won its first WaterSense award for Excellence in Education and Outreach, thanks to its wide variety of water conservation efforts. To celebrate Fix a Leak Week, the District hosted two virtual online leak detection workshops and in-person workshops for more than 130 attendees in both English and Chinese. The District also hosted a Fire-Resistant Landscape Workshop, as the District's service area is prone to wildfires. Registrants were offered a free landscape design of a water-efficient yard in partnership with a local landscaping company that specializes in water-efficient transformations. The District also formed

partnerships to promote WaterSense labeled products through a seasonal webinar series with the San Gabriel Valley Mosquito and Vector Control District. The "Be Bite Free & Water Wise" campaign provided water-saving tips and mosquito-related information on videos with over 10,000 views on YouTube and Facebook.



EXCELLENCE IN OUTREACH AND COLLABORATION

Rancho California Water District



Rancho California Water District has received its first-ever WaterSense Award for Excellence in Outreach and Collaboration. For Fix a Leak Week, Rancho Water's Water Use Efficiency and Public Information teams custom-built a webpage that highlighted ways for customers to

contribute to water efficiency goals every day. The page featured links to WaterSense videos and materials and promoted a #SherlockHome challenge where participants posted photos on Facebook or Instagram checking for leaks around their home. Challenge participants were entered into a drawing to win a WaterSense labeled weather-based irrigation controller or a Rain Bird Spray-to-Drip Retrofit Kit. Rancho Water also hosted a free

workshop on ways to detect leaks at home and promoted WaterSense labeled products and rebates. In response to drought conditions and the threat of wildfires, Rancho Water cohosted workshops to educate residents on drought and wildfire preparedness and conservation. Attendees received free WaterSense labeled showerheads and outdoor educational materials. Throughout 2021, the District teamed up with Green Gardens Group of Los Angeles to provide virtual landscape courses for Rancho Water customers.

“Rancho Water is very proud of its partnership with WaterSense, and the difference that this collaboration makes in saving water in and around homes and businesses. We are so pleased to receive this award and appreciate the recognition of our team’s hard work and dedication to outreach and communications.”

— Robert Grantham, Rancho Water General Manager

EXCELLENCE IN WATERSENSE PROMOTION AND OUTREACH

G3, Green Gardens Group



Reaching a wide audience with outdoor water efficiency messaging, Green Gardens Group, Los Angeles (G3LA) won its third WaterSense Award for Excellence in Promotion and Outreach. In 2021, G3LA conducted 166 different classes and workshops for property owners and water conservation staff throughout California, reaching nearly 4,500 people. Each class included slides encouraging people to “Look for WaterSense” when selecting irrigation equipment and certified professionals. For the Metropolitan Water District of Southern California, G3LA taught 85 California Friendly Landscape classes in English, Spanish, or Mandarin, reaching over 2,000 people. G3 expanded its reach by working with a number of other organizations, including California American Water, Upper San Gabriel Valley (California) Municipal Water District, the City of Bend (Oregon), the City of Bozeman (Montana), the City of Tualatin (Oregon), and the City of Greenley (Colorado) to offer more than 50 workshops and webinars to over 3,000 registrants.

EXCELLENCE IN PROMOTING WATERSENSE LABELED PRODUCTS

The Broward Water Partnership

The Broward Water Partnership in Florida created a number of new campaigns to win its fifth WaterSense Award, this year for Excellence in Promoting WaterSense Labeled Products. To encourage customers to save water and money with WaterSense, the Broward Water Partnership launched a new social media campaign, “Animals”; posts included cats and pythons making use of toilets and promoted WaterSense labeled product rebate applications.

In March 2021, the Partnership held its first virtual “Water Matters Month” and included WaterSense labeled products as part of its water conservation promotions for the month. The Broward Water Partnership also launched the “Best Seat in the House” campaign to promote WaterSense labeled toilets to over 25,000 residents, and its “Sticky Note” campaign resulted in a 15 percent increase in rebate application numbers!



EXCELLENCE IN PROMOTING WATERSENSE LABELED PRODUCTS IN THE MARKETPLACE

Sloan Valve Company



Sloan won its first WaterSense Award for Excellence in Labeled Products in the Marketplace. Sloan offers a wide selection of WaterSense labeled flushometers, toilets, urinals, showerheads, and faucets including its WaterSense labeled ECOS® and SOLIS® 1.28/1.1 gallon per flush (gpf) Dual Flush flushometer toilet, which

exceeded the WaterSense specification for water efficiency. Sloan also added nine high-efficiency urinals in 2021 featuring the CX and TruFlush Flushometers with flush volumes of 0.125 gpf. These innovative designs feature a concealed flushometer that can be installed, repaired, and maintained from a front access panel. In 2021, Sloan's Flushmate division worked with a variety of manufacturers to help a total of 42 toilet models earn the WaterSense label. Overall, Sloan has more than 45,000 distinct SKUs, and of these over 80 percent have earned the WaterSense label.

"For over a century, Sloan has provided safe, reliable, water-efficient products for the commercial marketplace. Water Connects Us® is more than just our tagline, Sloan understands the dynamic relationship between the world's water management systems and its ecosystems. The WaterSense Award for Excellence highlights our commitment to protecting Earth's most vital natural resource, water."

—Parthiv Amin, Chief, Sales & Marketing Officer

Smart Rain



Smart Rain has earned its first WaterSense Excellence Award for Promoting WaterSense Labeled Products in the Marketplace. Throughout 2021, Smart Rain offered three different webinars on its WaterSense labeled products, conducting up to 200 virtual and in-person trainings with industry professionals such as landscaping contractors, property managers, and city leaders, most of which were available online. All of Smart Rain's irrigation controllers have earned the WaterSense label, and the company attended 28 tradeshow to educate attendees on their water-saving features. Smart Rain more than doubled its marketing budget to put the labeled products into more sales channels in 2021. The company also hosted lunch-and-learns for members of the Building Owners and Managers Association, International Facility Management Association, and Institute of Real Estate Management to educate property owners on smart controllers.

EXCELLENCE IN PROMOTING THE EPA MULTIFAMILY WATER SCORE

Santa Clarita Valley Water Agency

Santa Clarita Valley Water Agency (SCV Water) in California continued its great work with multifamily buildings, winning its third WaterSense Excellence Award for Promoting the EPA Water Score. SCV Water continued its Multifamily Apartment Project, where contractors provide water efficiency check-ups, install WaterSense labeled faucet aerators and showerheads, and recommend toilet upgrades where needed. Research for the program, which started in 2018, continued in 2021; SCV Water collected water use data and property data on approximately 90 percent of the multifamily complexes in Santa Clarita Valley to generate the EPA Water Score for each property. Throughout 2021, SCV Water conducted over 150 unit inspections and installed WaterSense labeled fixtures, including over 500 aerators and more than 300 showerheads! SCV Water staff also participated in the EPA Water Score User Group, providing input on tool improvements, and presented their data to the California Water Efficiency Partnership's Research and Evaluation Committee and at the 2021 Virtual WaterSmart Innovations Conference.



Learn More

WaterSense congratulates the 2022 Excellence Award winners. For more information and to learn about all the benefits of partnership, visit www.epa.gov/watersense.