

WaterSense Makes It Easy to Save

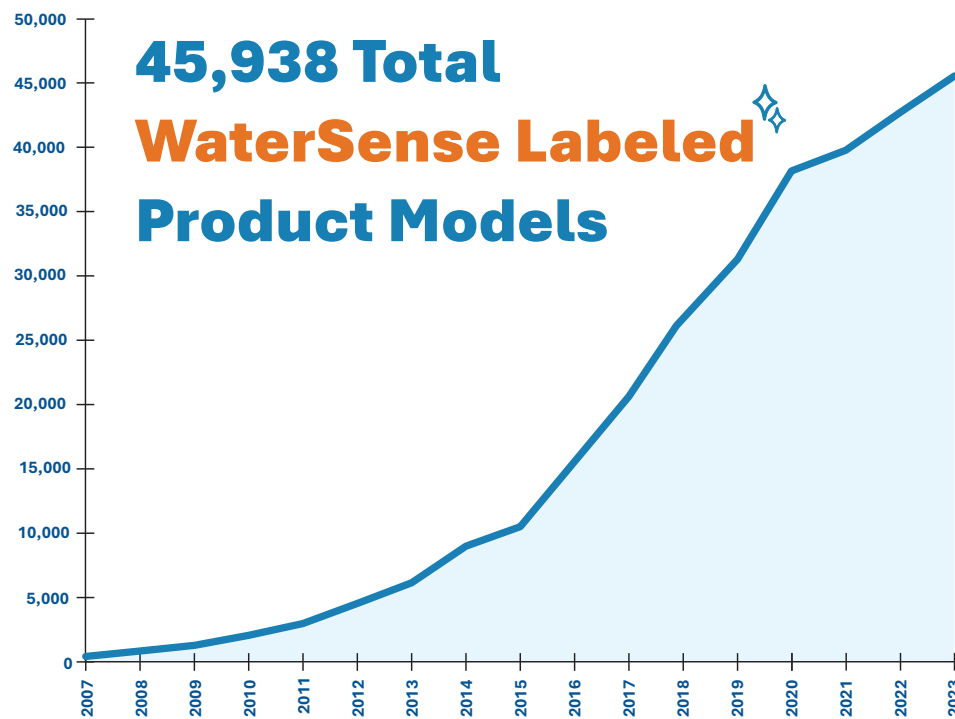


2023 Accomplishments Report

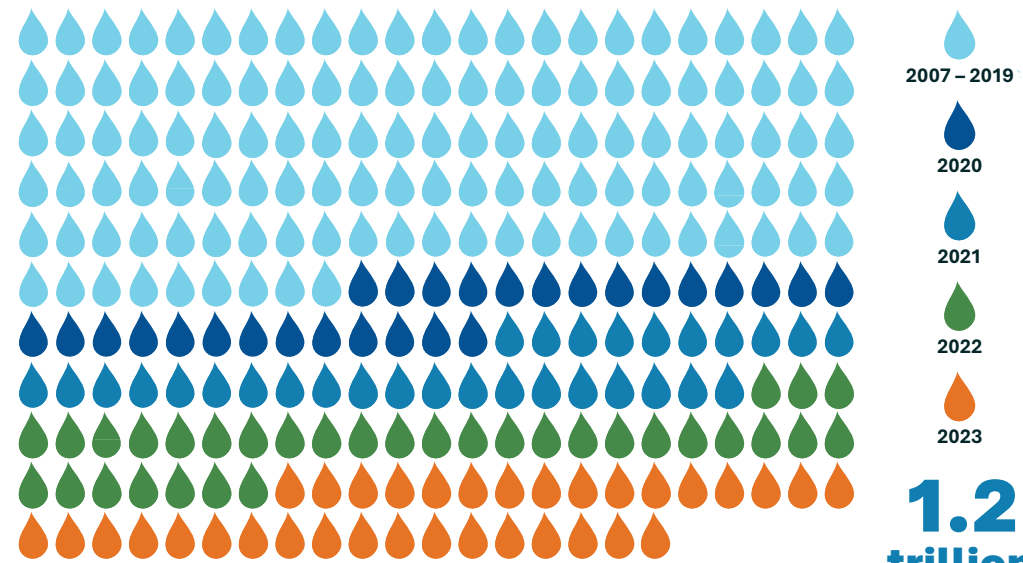


WaterSense Makes It Easy to Save

WaterSense, a partnership program sponsored by the U.S. Environmental Protection Agency (EPA), partners with manufacturers, retailers, builders, utilities, organizations, and communities to help consumers and businesses save water, energy, and money. Since 2006, the WaterSense label has made it easy to identify water-efficient products, homes, and programs. Millions of Americans look to WaterSense for certified, high-performing products and keep coming back for water savings.



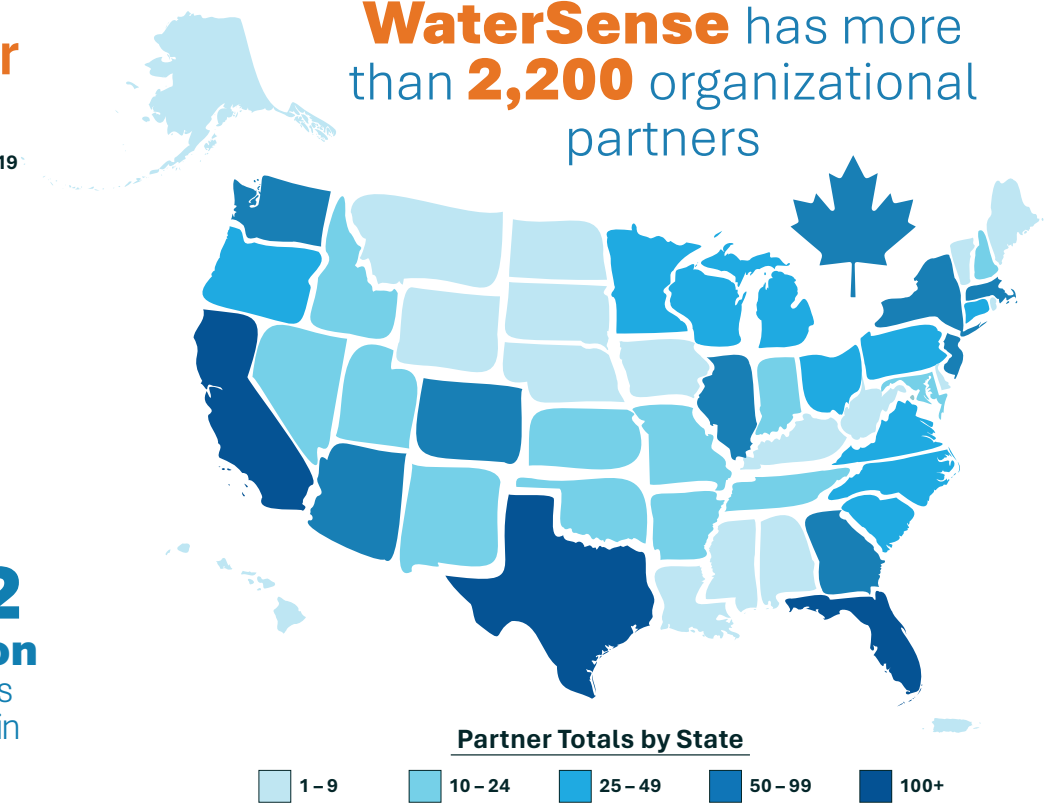
8.7 trillion gallons of water



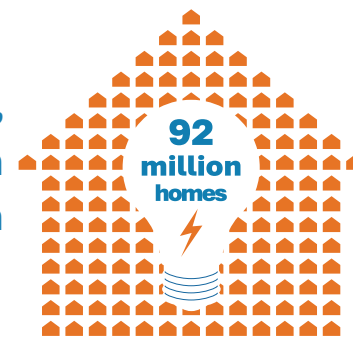
That's the water used in nearly **11 months** by all U.S. households!

1.2 trillion gallons saved in 2023

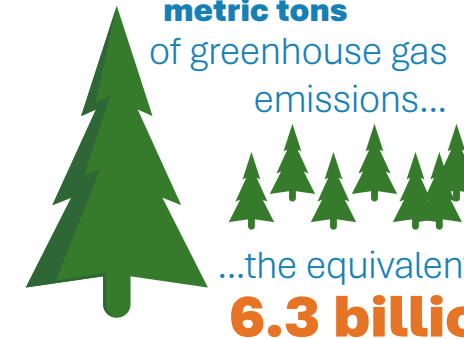
WaterSense has more than **2,200** organizational partners



WaterSense has helped reduce the amount of **energy** needed to pump, treat, and heat water by **997 billion kilowatt hours**, enough to supply a year's worth of power to more than



...eliminating nearly **379 million metric tons** of greenhouse gas emissions...



...and saving consumers **\$207 billion** in **water and energy bills**

Bathroom Sink Faucets
21,096

Spray Sprinkler Bodies
625

Showerheads
15,135

Irrigation Controllers
989

Toilets
7,249

Urinals
840

2023 WaterSense Partners of the Year

Sustained Excellence Award Winners

- Athens-Clarke County (Georgia) Public Utilities Department • Citrus County (Florida) Utilities • City of Charlottesville (Virginia) • City of Durham (North Carolina) Water Management • City of Plano (Texas) • City of Sacramento Department of Utilities • Metropolitan North Georgia Water Planning District • Northern Colorado Water Conservancy District • Upper San Gabriel Valley (California) Municipal Water District • Fulton Homes • KB Home • Kohler Co. • Sonoma-Marín Saving Water Partnership (California)

Partners of the Year

- Harris-Galveston (Texas) Subsidence District • Houston Public Works • Rancho California Water District • Santa Clara Valley (California) Water District • Tarrant (Texas) Regional Water District • Vallecitos (California) Water District • Sonoma-Marín Saving Water Partnership • Niagara® • The Home Depot

Excellence Award Winners

- Big Bear Lake Department of Water and Power (California) • Irvine Ranch Water District (California) • Kearns Improvement District (Utah) • Monte Vista Water District (California) • San Diego County (California) Water Authority • The Toro Company • Sacramento Suburban Water District (California) • Cobb County (Georgia) Water System • Department of Water, County of Kaua'i (Hawaii) • Alameda County (California) Water District • California Water Service Company • City of Flagstaff (Arizona) • City of Tucson (Arizona)/Tucson Water • Marin Municipal Water District (California) • Metropolitan Council (Minnesota) • San Dieguito Water District (California) • Tampa Bay (Florida) Water • Utah Division of Water Resources • Smart Rain • Hunter Industries • Alliance for Water Efficiency • American Water • G3, Green Gardens Group (Los Angeles) • SCV Water (Santa Clarita Valley, California) • Metropolitan Water District of Southern California

Building a Bigger Community of **WaterSense Labeled Homes**

In 2023, 49 new builder partners joined the program and committed to constructing homes to earn the WaterSense label, and nearly 4,000 homes earned the label! Throughout 2023, WaterSense continued to build upon [resources](#) to promote WaterSense labeled homes. In collaboration with WaterSense builder partner KB Home, WaterSense developed a case study of KB Home's Oak Shade and Durango communities in Menifee, California, that feature over 200 WaterSense labeled homes. WaterSense also published a series of fact sheets that highlight how much water a WaterSense labeled home can save compared to a typical home in cities across the United States. The *Technical Reference Manual for WaterSense Labeled Homes* helps builders, verifiers, tradespeople, and others implement water-efficient features in and outside a home.



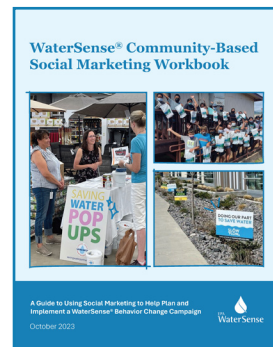
Putting WaterSense to Work With **Water Efficiency Best Management Practices**



To help commercial and institutional facilities understand and manage their water use, WaterSense offers a compilation of [Best Management Practices](#) (BMPs), many of which were updated with new technologies in 2023. The updated Getting Started With Water Management section covers water management planning, education and outreach, codes, standards, and voluntary programs. WaterSense also updated sections on Water Use Monitoring, Sanitary Fixtures and Equipment, and Outdoor Water Use, and is continuing to make updates through 2024.

WaterSense Makes Outreach Easier With Strategy Updates to the Community-Based Social Marketing Workbook

To help WaterSense partners make the most of their water conservation marketing and outreach efforts within their communities, WaterSense updated its popular *Community-Based Social Marketing Workbook*. The workbook covers all the ins and outs of social marketing, a practice that uses marketing principles and techniques to influence behavioral change in priority audiences that will benefit society as well as individuals. The guide includes how-to instructions, tips, and worksheets to walk partners through the social marketing planning process to enhance the success of their water conservation outreach.



WaterSense Continues Improving Product Specs to Increase Savings



In 2023, WaterSense released a [draft specification](#) to establish water efficiency and performance criteria for spray sprinkler nozzles that distribute water on a landscape. WaterSense also released a draft of Version 2.0 of the [WaterSense Specification for Tank-Type Toilets](#), which established the same maximum flush volume requirement for both single-flush toilets and the full-flush mode of dual-flush toilets, among other changes that will be implemented in 2025. This change ensures dual-flush toilet users will save water even when they use the full flush!

Coming in 2024: Encouraging Outdoor Water Conservation With Homeowners Associations and Better Yards

To help Homeowners Associations (HOAs) reach their outdoor water efficiency and cost-savings goals, WaterSense is creating a new web page with tips, tools, and resources to champion water-saving efforts in common landscape areas in neighborhoods. To help homeowners find the water-efficient landscape that fits their lifestyle, WaterSense is creating new resources to promote better yards with photos of real-world examples of landscapes using WaterSense labeled products and water-smart practices.

