



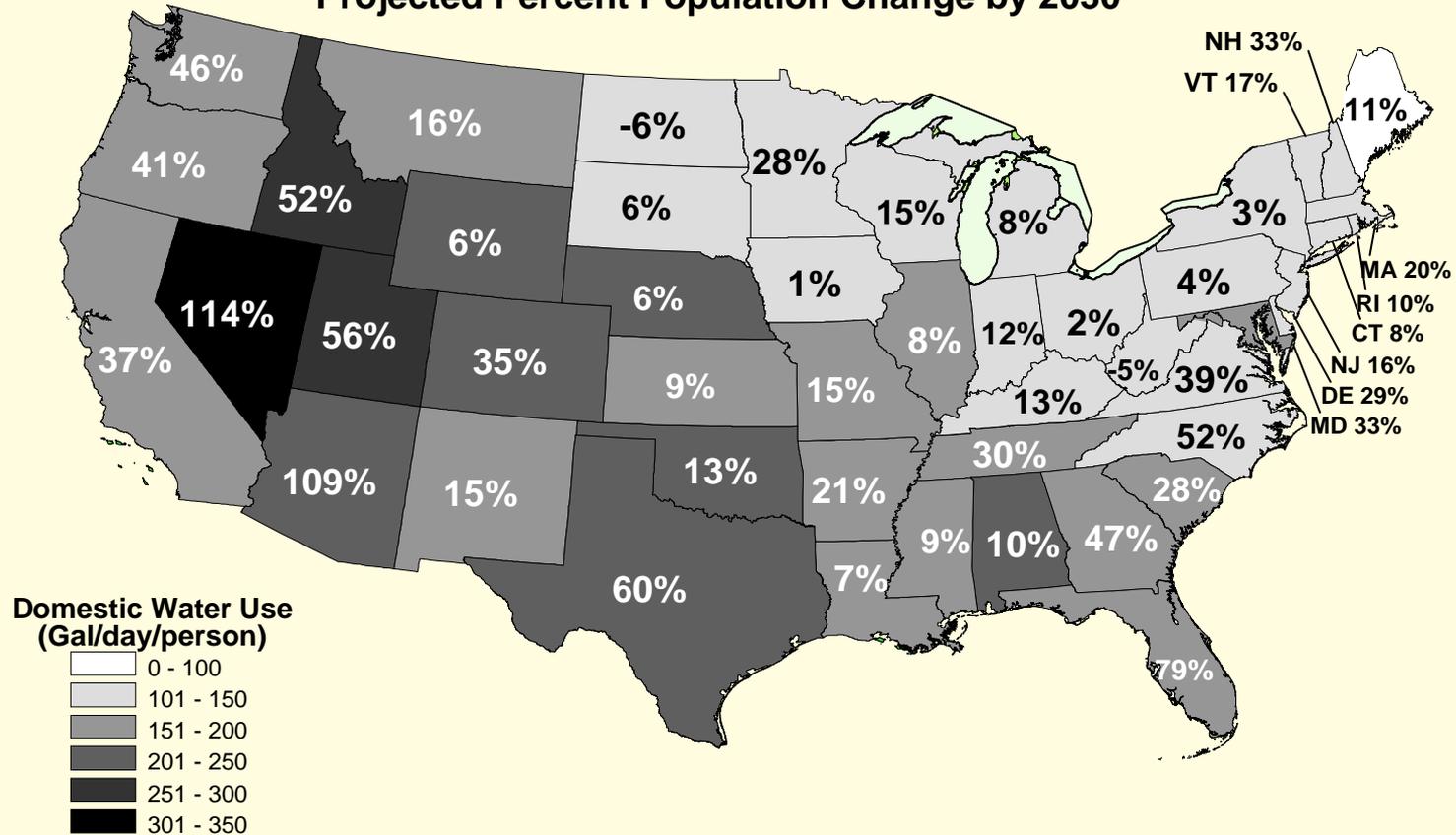
EPA
WaterSense

WaterSense in the Irrigation Sector



Regional Water Impacts

Domestic Water Use in Gallons per Day per Person and Projected Percent Population Change by 2030





Water Consumption in the Irrigation Industry

- Outdoor use is about 30 percent of residential use, or approximately 7.8 billion gallons per day
 - Largest outdoor water use component is irrigation
- Outdoor water use can be as high as 70 percent in the drier regions of the West and Southwest
- WaterSense irrigation partners performing regular maintenance on irrigation systems can reduce irrigation water use by 15 percent.
 - With potential savings of 9,000 gallons per home every year!





WaterSense Outdoor Water Use Goals

- **Increase Awareness of Water-Efficient Products and Services**
 - Make water efficiency an attribute of choice
 - Partner with national and local organizations to promote water efficiency
- **Improve the Performance of Irrigation Systems**
 - Promote good design, installation, and O&M of irrigation systems
 - Promote the use of water-efficient irrigation equipment
- **Promote Water-Efficient Landscaping**
 - Improve plant selection and placement
 - Encourage use of mulch and/or soil amendments



Certification Programs for Irrigation Professionals

- Programs must meet WaterSense criteria outlined in the specifications for certification programs.
- WaterSense has developed specifications for irrigation professionals in three areas:
 - System Design
 - Installation and Maintenance
 - System Auditors
- Certification programs are encouraged to apply for the WaterSense label.



WaterSense Irrigation Partners

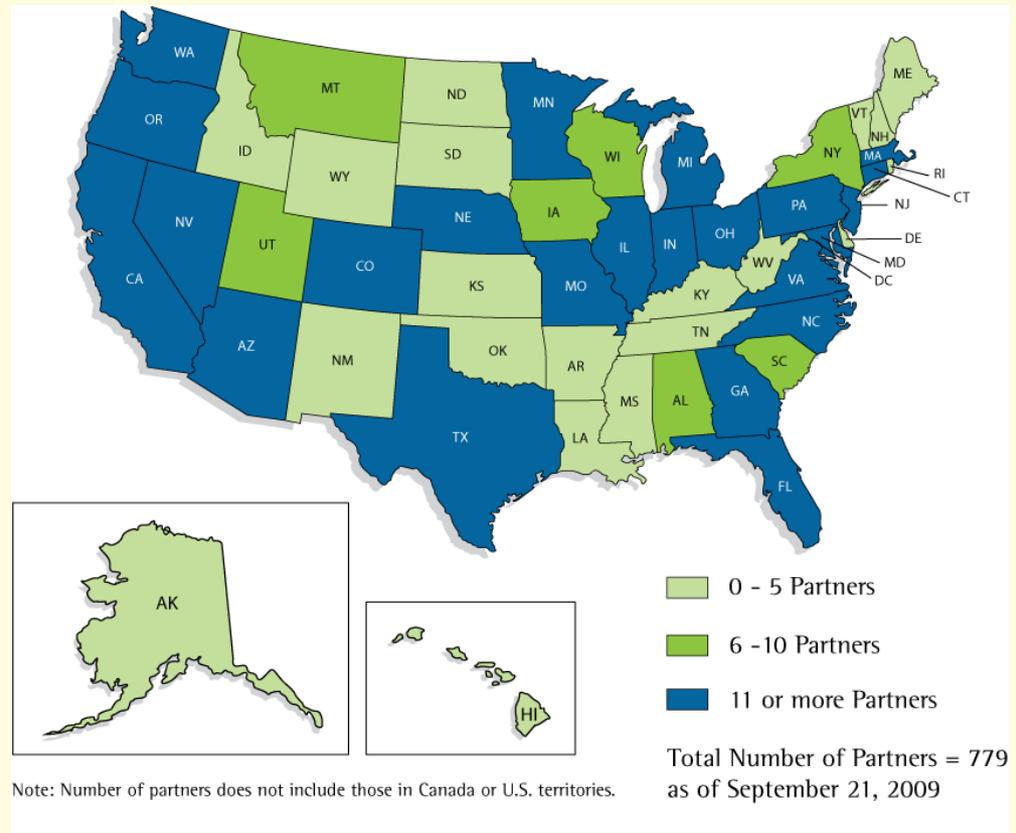
- Irrigation professionals may become WaterSense partners upon completing or renewing with a WaterSense labeled certification program.
- Currently six programs have earned the WaterSense label:
 - **IA's Certified Irrigation Designer (CID)**
 - **IA's Certified Irrigation Contractor (CIC)**
 - **IA's Certified Landscape Irrigation Auditor (CLIA)**
 - **IA's Certified Golf Irrigation Auditor (CGIA)**
 - **North Coast Water Conservation Group's Qualified Water Efficient Landscaper (QWEL)**
 - **Rain Bird Certified Residential and Light Commercial Irrigation Installer**
- **Possibly coming soon to New Jersey as well!**



WaterSense Partners

■ Partners:

- 501 Promotional Partners
- 125 Retailers/Distributors
- 102 Manufacturers
- 4 Certifying Organizations
- 898 Irrigation Partners





New Product Areas Focus on Outdoor Water Efficiency

- New opportunities for irrigation professionals
 - Draft Spec Irrigation controllers – November 2009
 - Final New Homes Spec – December 2009





Draft Irrigation Controller Specification Details

- Draft Released November 19th
- Expected final spec Fall 2010
- Components:
 - Stand-alone and add-on controllers
 - Soil moisture sensors not yet included
- Testing:
 - Third party certification
 - Water efficiency and performance both measured by SWAT test
- Partnership opportunities:
 - Manufacturers and distributors can join mid-2010
- Studies:
 - Potential 20 percent water savings





Irrigation Controller Spec Important Considerations

- Installation and maintenance of weather based irrigation controllers will benefit from the knowledge of irrigation professionals
 - Knowledgeable irrigation professionals needed to install efficient irrigation systems
 - After installed for 6 months to 1 year, has to be adjusted, either by homeowner or contractor
- Controllers should be targeted to high water users





Irrigation Controller Benefits

■ Marketability of Weather-Based Irrigation Controllers:

- Controllers tailor irrigation schedules to actual conditions on a site allowing homeowners to...
 - Stop worrying about their sprinklers automatically operating when their landscapes do not need water.
 - Reduce water use approximately 20% compared to systems with standard clock timer controllers.
 - Become a part of the green movement by aiding in water efficiency



If every home with an irrigation system made this switch, we could save 150 billion gallons of water per year across the US!



Use of Irrigation Partners

- All systems must be designed or installed by a WaterSense irrigation partner
 - Exception: Areas served by fewer than 3 partners with the appropriate certificate
- All systems must be audited by a WaterSense irrigation partner
 - Areas with no auditors will need to contact WaterSense for waiver



WaterSense Labeled New Homes: Landscape Requirements

- A WaterSense labeled landscape includes a landscaped front yard or other yard areas where irrigation systems have been installed to meet water-efficiency criteria
 - Water-efficiency criteria:
 - Landscape planning through water budget tool or turf allowance
 - Use of low water-use plants
 - Mulch cover for all exposed soil to increase soil moisture retention





Water Budget Approach

- Used to design water-efficient landscapes
- Develops an allowable ‘water bucket’ based on the local rainfall and plant water needs (i.e. ETo rates)
 - determines how much water the landscaper can use in *designing* a water-efficient landscape





WaterSense Labeled New Homes: Irrigation System Requirements

- When irrigation systems are installed, they must meet certain criteria:
 - Drip irrigation in all non-turf areas, slope areas, and narrow strips of turf
 - Rainfall shutoff devices or soil moisture sensors
 - Require use of WaterSense labeled irrigation controllers once controller spec is released





Auditing WaterSense Labeled New Homes

WaterSense Labeled New Home Irrigation Audit Checklist

Site Information
Builder Name:
Lot Number/Street Address:
City:
State:
Zip:

Irrigation System Information
System Designer (name and company):
System Installer (name and company):
Additional Comments:

Audit Information
Date:
Time Started:
Time Ended:

By affixing my signature below, I do hereby declare that I have audited the irrigation system in accordance with the *Water-Efficient Single-Family New Home Specification* and the *Irrigation Audit Guidelines for WaterSense Labeled New Homes*. If requested, I will provide the necessary supporting documents.

WaterSense Irrigation Partner Name:	Company Name:
Signature:	Date:

A. Lower Quarter Distribution Uniformity:

Irrigation system lower quarter distribution uniformity (DU_q) is _____ %.

B. Verification of Specification Criteria by Visual Inspection:

Item	Criterion	Yes	No	NI*
Outdoor Water-Efficiency Criteria – Irrigation System Design				
Leaks	4.2.2 The system operates without leaks			
Overspray	4.2.3 System prevents runoff and overspray from leaving the property Duration tested:			
DU _q	4.2.4 Minimum of 70%			
Rainfall shutoff device	4.2.5 System includes a technology that inhibits or interrupts operation of the irrigation system during periods of rainfall (e.g., rain sensors)			
Irrigation controller	4.2.6 Contains the following features: <ul style="list-style-type: none"> o Multiple programming capabilities – shall be capable of storing a minimum of three different programs to allow for separate schedules o Multiple start times (cycling, cycle/soak, stackable start times) – shall be capable of a minimum of three different start times to allow for multiple irrigation cycles on the same zone for areas prone to run off o Variable run times – shall be capable of varying run times, for example from one minute to one hour o Variable scheduling – shall be capable of interval scheduling (minimum of 14 days) to allow for watering on even day scheduling, odd day scheduling, calendar day scheduling, and interval scheduling o Percent adjust (water budget) feature – shall include a “Percent Up/Down Adjust” feature (or “Water Budget” feature) such as a button or dial that permits the user to increase or decrease the run-times or application rates for each zone by a prescribed percentage, by means of one adjustment without modifying the settings for that individual zone o Capability to accept external soil moisture and/or rain sensors o Non-volatile memory or self-charging battery circuit o Complete shutoff capability for total cessation of outdoor irrigation 			
Sprinkler irrigation	4.2.7 Not installed on plantings other than turfgrass. Note: This excludes components of a microirrigation system			
Sprinkler heads	4.2.7 Have a 4-inch or greater pop-up height and matched precipitation. Note: This excludes components of a microirrigation system			
Micro irrigation system	4.2.8 Includes a pressure regulator, filters, and flush end assemblies			
Schedule	4.2.9 Two seasonal water schedules (one for initial grow-in phase and one for established landscape) are posted at the controller			

* Not installed



Demand for Efficient Irrigation -Green Buildings

- Green buildings programs have begun specifying use of WaterSense irrigation partners. For example:
 - U.S. Green Building Council's LEED for Homes rating system
 - National Association of Home Builder's National Green Building Standard
 - Implementation Instructions for Executive Order 13423: Strengthening Federal Environmental, Energy, and Transportation Management
- WaterSense promotional partners: a network of water utilities, communities, and states around the country are demanding advances in water-efficient irrigation





Demand for Efficient Irrigation -Rebate Programs

- **Seattle:**
 - Residential and commercial rebates for “smart” controllers, rain sensors, conservation controller, convert beds to drip
 - Custom rebates up to 50% of the cost for capital upgrades of existing irrigation systems
- **James City Service Authority:**
 - Rebates for WaterSense labeled toilets, rain sensors, rain barrels, and “on demand” hot water recirculators
 - Customers receive a \$500 rebate for hiring a WaterSense irrigation partner to design and install irrigation systems



Partnership Benefits

- Irrigation partner directory on WaterSense Web site:
http://www.epa.gov/watersense/pp/lists/irr_partners.htm
- WaterSense awards program:
opportunity for national recognition
- Differentiation from competition
- Use of the WaterSense brand/
outreach materials to communicate
to customers/potential customers/
general public about water efficiency

U.S. Environment

WaterSenseSM: Efficiency Made Easy

[Contact Us](#) | [Print Version](#) Search: [GO](#)

[EPA Home](#) > [Water](#) > [Wastewater](#) > [WaterSense](#) > [Find a Product](#) > [Landscape Irrigation Services](#) > [WaterSense Irrigation](#)

[Find a Product](#) [Partner With Us](#) [Save Water](#)

Find a WaterSense Irrigation Partner*

Each of the following individuals has been certified under a [WaterSense labeled program](#). Please note that each individual, not his or her company of employment, is a current WaterSense partner.

Last updated: 10/23/2007

[\[Alabama\]](#) [\[Arizona\]](#) [\[Arkansas\]](#) [\[California\]](#) [\[Colorado\]](#) [\[Connecticut\]](#) [\[Delaware\]](#) [\[District of Columbia\]](#) [\[Florida\]](#) [\[Georgia\]](#) [\[Hawaii\]](#) [\[Idaho\]](#) [\[Illinois\]](#) [\[Indiana\]](#) [\[Iowa\]](#) [\[Kansas\]](#) [\[Kentucky\]](#) [\[Louisiana\]](#) [\[Maine\]](#) [\[Maryland\]](#) [\[Massachusetts\]](#) [\[Michigan\]](#) [\[Minnesota\]](#) [\[Mississippi\]](#) [\[Missouri\]](#) [\[Montana\]](#) [\[Nebraska\]](#)





Irrigation Partner Toolkit

- Upon joining, irrigation partners receive the Irrigation Partner Tool Kit, a guide to using the WaterSense brand to promote your business and water efficiency.
- It provides materials to educate customers, potential customers & the general public on water-efficient irrigation.
- The tool kit includes a CD with modifiable electronic files, as well as hard copy samples.

Tool Kit for Irrigation Professionals

Electronic Materials

Checklist for a Water-Efficient System

Professional Name

Component

Practice

Water: Save it for the ones you love!



Toolkit Materials

Toolkit outreach materials include:

- Talking Points
- Positive marketing messages
- Checklist for a water-efficient system
- Sample press release

Searchable online tool to help builders & others identify irrigation partners in their area

EPA WaterSense

Your Grass Can Be Greener

Landscapes Start with Irrigation Professionals

Watering Can Be Efficient!

Every Drop Counts!

- Water lawns and gardens when it's coolest; early morning is best.
- Check that sprinklers are watering the lawn—not the sidewalk!

Proud Partner
[Insert Name and Contact Information]

Next system check

Every Drop Counts!

WaterSense

Proud Partner
[Insert Name and Contact Information]

www.epa.gov/watersense

Next system check

Fine-Tune Your Irrigation System to Save Water and Money

EPA WaterSense

EPA WaterSense



Partnership Benefits Recap

- Differentiation from competitors as a water-efficient irrigation system designer, installer, or auditor
- Demand for participation in WaterSense new homes
- National demand for WaterSense products
 - Green Buildings
 - LEED
 - NAHB
 - Executive Order 13423
 - Rebates
 - Seattle
 - James City Service Authority



How to Partner with WaterSense

- Be sure your certification is up-to-date, or become certified through a WaterSense labeled program
- Complete a Certified Professionals Partnership Agreement through the WaterSense Web site, along with proof of certification
- <http://www.epa.gov/watersense/partners/join/cp.htm>
- Begin using WaterSense to differentiate yourself and promote water-efficient irrigation!

FORM NUMBER NUMBER 6303-0272
APPROXIMATE DATE 03/11/2010

Partnership Agreement:
Certified Professionals

Section I: EPA WaterSense™ Program Goals

The EPA WaterSense program goals are to use water resources more efficiently to preserve them for future generations and reduce water and wastewater infrastructure costs by reducing unnecessary water consumption. Through this program, EPA will provide reliable information on high performing, water-efficient products and practices, raise awareness about the importance of water efficiency, ensure water-efficient product performance, help consumers differentiate among products and programs that save water, promote innovation in product development, and support state and local water efficiency efforts.

Section II: Partnership Pledge

As an EPA WaterSense program partner, _____ (name of certified professional) shares EPA's goals as outlined above and is proud to commit to the following activities to further these goals:

1. Submit proof of certification received from an EPA WaterSense labeled Professional Certification Program with this Partnership Agreement.
2. Apply water-efficient practices in accordance with the specifications for the EPA WaterSense labeled Professional Certification Program, and promote the value of water-efficient practices and WaterSense labeled products and programs on an ongoing basis.
3. Adhere to WaterSense partner logo guidelines and help EPA maintain program integrity by alerting EPA to possible misuse of the WaterSense partner logo or label.
4. Update EPA annually on certification status by submitting proof of certification renewal from an EPA WaterSense labeled Professional Certification Program.
5. Grant the EPA WaterSense program permission to include name of certified professional on a list of participating partners on the EPA WaterSense Web site, program materials, and announcements. The certified professional understands that from time to time, EPA will be interested in profiling partner accomplishments in case studies and articles. If interested for such promotion, the certified professional will have the opportunity to provide input and review the final products prior to release to the public in EPA printed or Web documents. Further, the certified professional understands that EPA might make media contacts interested in publicizing water efficiency to partners for information about services and accomplishments.

Section III: EPA WaterSense Program's Commitments to Partners

1. Develop national specifications for water-efficient products and programs through an open, public process.
2. Increase awareness of the EPA WaterSense brand by distributing key messages on the benefits of labeled products and programs, as well as the importance of water efficiency.
3. Provide current EPA WaterSense program news, information, and reference documents via the program Web site, help line, mail, or other means, including listing of labeled products and programs on the Web Site.
4. Provide WaterSense program partners with public recognition for their involvement in the program and info in promoting the association through online listing of partners, special awards, and other efforts. This recognition includes but is not limited to listing partners and labeled products and programs on the EPA WaterSense Web site.
5. Respond swiftly to partner requests for information or clarification on EPA WaterSense program policies.
6. Review progress promotional items, draft Web sites, packaging or other materials that use the WaterSense label, upon request.

*If certified partner is the provider (i.e. state) the certification program meets the label's specific criteria Partnership Agreement is required for certification.

EPA Form Number 6303-07





More Information



Web site: www.epa.gov/watersense

E-mail: watersense@epa.gov

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

