



Doing More With Less: The WaterSense Label for New Homes

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Agenda



- Water supply, use, and efficiency
- What is WaterSense?
- WaterSense new homes program overview
- Benefits to builders
- Questions

A Thirsty Nation



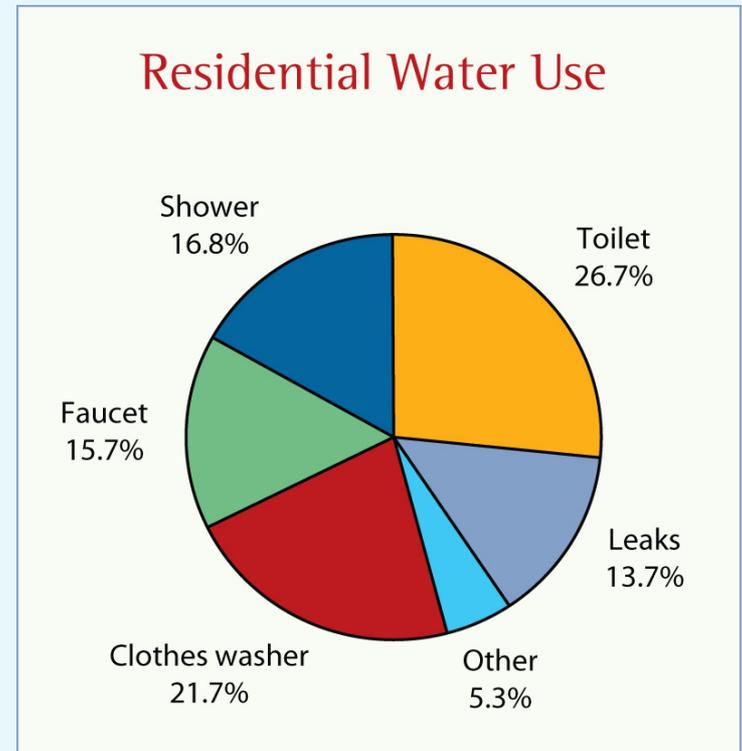
- Between 1950 and 2000, U.S. population doubled while the demand on public supply systems more than tripled.
- At least 36 states are anticipating water shortages between 2003 and 2013.





Water Use at Home

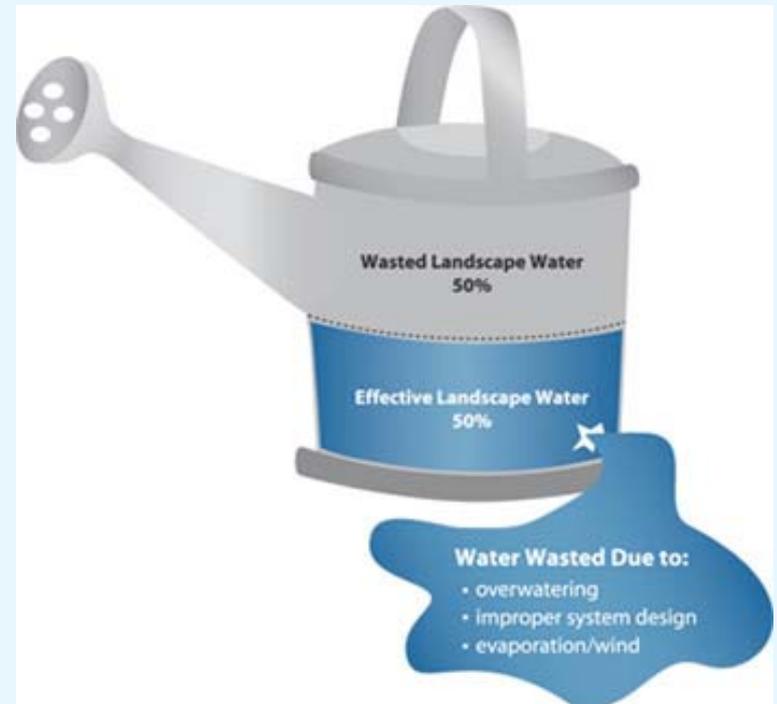
- Approx. 70% of water used indoors, 30% outdoors
 - Outdoor use is higher in Southwest and other regions
- Toilets, faucets, showers, clothes washers, and leaks are biggest indoor users



Water Waste at Home



- Leaks from U.S. homes could exceed 1 trillion gallons each year
 - Many leaks are easily fixed!
- Up to 50% of water used outside goes to waste due to:
 - Evaporation
 - Wind
 - Inefficient watering practices
- Fix a Leak Week 2010
 - March 15-21



What Is WaterSense?



What Is WaterSense?



- Voluntary partnership and labeling program launched by U.S. EPA in 2006
- Simple way for consumers to identify products, new homes, and services that use less water **and** perform well
- Promotes simple behavior changes
 - Instill an ethic of water efficiency
 - Help address current and future water challenges



WaterSense Collaboration



- Strength in Partnerships
 - **Manufacturers** design and create products to meet specs
 - **Certification bodies** test and label products
 - **Retailers/Distributors** get products on shelves
 - **Builders** construct water-efficient homes using products
 - **Certification providers** inspect and label homes
 - **Irrigation partners** help homeowners water more efficiently
 - **Promotional partners** spread the word
 - Water utilities, state and local governments, nonprofit organizations, and home builder associations



The WaterSense Label



- A label with integrity
 - Third-party testing and certification
 - Backed by the credibility of EPA
- Smart use of resources
 - EPA provides national specifications and outreach for water efficiency
 - Manufacturers support product research, testing, and branding costs
 - Licensed certifying bodies certify the products and police the label's use
 - Licensed certification providers certify new homes



Where Is the WaterSense Label?

- Tank-Type Toilets
 - Nearly 500 labeled models
- Faucets/Faucet Accessories
 - More than 1,600 labeled models
- Urinals
 - Final specification released October 2009
 - Available early Spring 2010
- Professional Certification Programs
 - Irrigation designers, auditors, and installation/maintenance professionals who pass the certification can become partners
- Single-Family New Homes
 - WaterSense labeled new homes are designed to use 20% less water than traditional homes, both indoors and out



Labeled products are listed at www.epa.gov/watersense



The WaterSense New Homes Program



WaterSense New Homes Program



Water conservation named one of the top green building trends of 2010!



- WaterSense labeled new homes will:
 - Reduce water use in single-family new homes by 20%
 - Educate homeowners about continuing water-efficient behaviors
 - Encourage community infrastructure savings

First WaterSense labeled new home in Chapel Hill, NC

WaterSense New Homes Program



- Backed by the credibility of the U.S. EPA
- First national new home labeling program for water efficiency
- Inspected and certified by independent third party
- Works with other green building programs—homes can receive multiple certifications
 - ENERGY STAR®, LEED®, National Green Building Standard™, EarthCraft, etc.
- Homeowners can recoup initial investment easily over the course of their mortgage



New Partner Categories

- Builders
 - Build at least 1 home/year to meet the spec
- Licensed certification providers
 - Oversee inspections and certify homes to meet the specification
- Promotional Partners
 - Now includes Home Builder Associations (HBAs)

How the Program Works



- Builders sign a partnership agreement with EPA
 - Begin constructing new homes to earn the WaterSense label
 - Limited to single-family homes & townhomes, three stories or less
- Each home must pass an inspection overseen by a licensed certification provider
 - Or sampling of homes in a development



How the Program Works



Builder partners with EPA and commits to labeling



Home inspected for criteria and any issues addressed



Label certificate issued by licensed certification provider



Builder advertises using builder promotional mark

New Homes Specification: Indoors



- **Required items:**
 - Water service pressure maximum 60 psi
 - Leak prevention measures
 - WaterSense labeled plumbing fixtures
 - Other water-efficient plumbing fixtures
 - Efficient hot water distribution system
- **Optional items must meet efficiency criteria, if installed:**
 - ENERGY STAR qualified dishwasher or clothes washer (if appliances installed)
 - Evaporative air conditioners
 - Water softeners
 - Drinking water treatment systems



New Homes Specification: Outdoor



Front yard + improved-upon areas

- Landscape - 2 Options
 - Water budget *or* 40% turfgrass allocation
 - Vegetated slopes
 - Mulching requirements
- Other water features (*if installed*)
 - Pools/spas - require covers
 - Ornamental water features
- Irrigation system (*if installed*)
 - Design
 - Audit
 - Scheduling



Healthy, beautiful
landscapes that allow the
homeowner to save water

Certification & Labeling Overview



- Once the home has been inspected and certified to meet EPA's specification:
 - Inspector signs certificate
 - Licensed certification provider signs certificate
 - Builder receives certificate
 - Gives to homeowner
 - Provides homeowner educational manual
 - Other documents as needed, i.e., irrigation system schedules



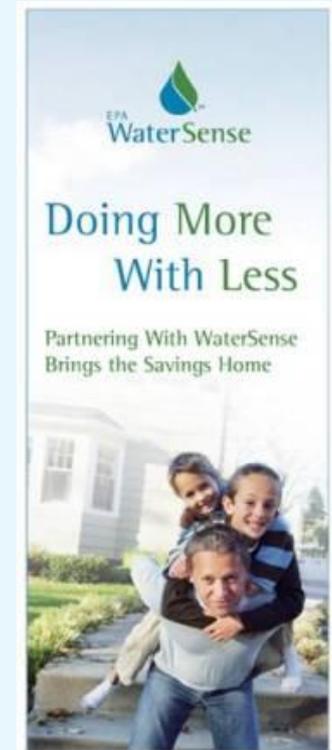
Benefits to Builders



Why Join WaterSense?



- National specifications for water-efficient products and services
- New opportunity for distinction in the market
- Growing demand for services (easy add-on)
- Recognition from EPA as a water-efficiency leader
- Membership in a network of water-efficiency leaders
 - Learn new strategies
 - Collaborate with other types of partners



Why Join WaterSense?



- **Program flexibility**
 - Designed to fit easily with other green building programs while allowing add-ons and choices for homeowners
 - Outdoor component offers two options
- **Consumer satisfaction**
 - WaterSense label ensures high-performance products and services that save water and energy
- **Right thing to do**
 - WaterSense helps demonstrate a commitment to water efficiency in your community



What Tools Does EPA Provide?



- **Builder/Provider marketing tool kits**
 - Press release templates
 - Web site language
 - Artwork templates
- **Use of partner logo**
- **Use of builder promotional label**
- **Online materials**
 - Text and ideas for builder Web sites
 - Programmed “widget” updated regularly with water-efficiency tips from WaterSense



Special Mark for Builder Partners



- Special mark for WaterSense builder partners to promote to consumers they build water-efficient homes
- Builder promotional label can be used on:
 - Web sites
 - Marketing materials
 - Model homes
- This mark is **not** used to indicate a home has received the label

Why Purchase a WaterSense Labeled New Home?

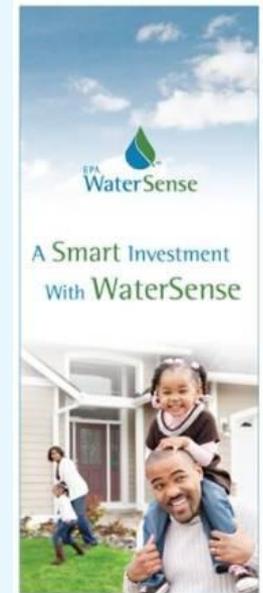


- WaterSense labeled homes will be 20% more efficient than a traditional new home
 - 10,000 gallons of water - equal to 400 loads of laundry
 - 500 kilowatt hours of electricity—enough to power a television for four years
 - At least \$100 per year on water, sewer, and energy bills

Why Will Consumers Purchase WaterSense Labeled Homes?



- Convenience, efficiency, and confidence
 - Hot water will be delivered to users faster and use less energy
 - Landscaping will be healthy and sustainable, using less water
 - WaterSense labeled products have been tested and certified for efficiency *and* performance
- Homeowners can feel good about themselves every time they turn the key, and pay their utility bills



Coming to a neighborhood near you!



Learn More



■ WaterSense Information

- Web site: www.epa.gov/watersense
 - Partnership information
 - new homes specification,
 - certification system, or

■ For questions:

- E-mail: watersense@epa.gov
- Toll-free Helpline: (866) WTR-SENS
 - 1(866) 987-7367





EPA
WaterSense

Doing more. With less.