

# WaterSense® Awards

## Instructions

The U.S. Environmental Protection Agency's WaterSense program is pleased to recognize the accomplishments of its partners. Partners in each category contribute to our shared mission of protecting the future of our nation's water supply by promoting water-efficient products, services, and practices.

To apply for the WaterSense Irrigation Partner of the Year award, please complete the following steps:

- 1. Ensure Eligibility.** To be eligible for an award, you must have become a WaterSense partner prior to **January 1, 2009** and maintained your certification(s) (if applicable).
- 2. Complete the Awards Application Form.** Please fill out the application form, including your contact information, eligibility confirmation, and a description of your landscape irrigation work.
- 3. Compose a Written Statement.** Please prepare a short, written statement that addresses each of the evaluation criteria for your award category. Your written statement must be no more than five (5) pages in length. (Please organize and label your responses to coincide with the evaluation criteria categories). Your responses should only address efforts and accomplishments that you conducted in 2008.
- 4. Compile Supporting Materials.** Please include sample or supporting materials that clearly demonstrate how you have supported the WaterSense program's mission. The materials, such as photographs and diagrams, should complement your written statement and provide WaterSense with tangible examples of how you promoted the WaterSense program and emphasized water efficiency in your projects. Please refer to the written statement instructions for a list of examples.
- 5. Submit Two (2) Copies of the Complete Award Application Package.** Mail two (2) copies of your complete application package, including the application form, written statement, and sample or supporting materials to:

WaterSense  
c/o ERG  
2300 Wilson Blvd., Suite 350  
Arlington, VA 22201

Your application package must be postmarked no later than **April 10, 2009**.

If you have questions, please contact the WaterSense Helpline by e-mail at [watersense@epa.gov](mailto:watersense@epa.gov) or by calling toll free: (866) WTR-SENS (987-7367).

The public reporting and recordkeeping burden for information collection requirements associated with the awards application for each respondent is estimated to be 21 hours. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. Send comments on the Agency's need for this information, the accuracy of the provided burden estimates, and any suggested methods for minimizing respondent burden, including through the use of automated collection techniques, to the Director, Collection Strategies Division, U.S. Environmental Protection Agency (2822T), 1200 Pennsylvania Ave., NW, Washington, D.C. 20460. Include the OMB control number in any correspondence. Do not send the completed form to this address.



# WaterSense® Awards



## Irrigation Partner of the Year Application

Partner Name: \_\_\_\_\_

WaterSense Labeled Certification(s): \_\_\_\_\_

Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Company/Organization: \_\_\_\_\_

1. Please verify your eligibility:

Joined WaterSense partnership prior to January 1, 2009?      Date joined: \_\_\_\_\_

Please confirm that your WaterSense labeled certification is current  
Signature: \_\_\_\_\_

2. Please provide a brief description (no more than 300 words) about the landscape irrigation work that you do (e.g., design/install/maintenance/audit, commercial vs. residential). Attach an additional page if necessary.

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3. To complete the application process, carefully review the written statement instructions and evaluation criteria, prepare your written statement, and submit your complete application package by **April 10, 2009**.

**Important Dates**  
Application deadline: April 10, 2009  
Award winner notification: June 19, 2009  
Recognition ceremony: October 7-9, 2009

# Written Statement Instructions

Please compose your written statement by addressing each of the following evaluation criteria based on your activities in 2008. Organize and label your statement using the following categories (e.g., Promotional, Educational, and Outreach Activities). In total, your written statement must be no more than five (5) pages in length, not including sample or supporting materials.

To strengthen your application:

- Include measurable results wherever possible. For irrigation partners, this might include gallons of water saved, number of people you have educated about WaterSense, or number of places you use the WaterSense partner logo.
- Include supporting materials in your application package to thoroughly demonstrate your accomplishments. For irrigation partners, these materials might include articles authored by or featuring you, customer education materials, or marketing materials highlighting your efforts to promote WaterSense and water efficiency.
- Organize your written statement to address the evaluation criteria and avoid double counting your activities across categories. Clearly label your statement to identify which criteria you are addressing.

WaterSense will evaluate your application based on your written statement in response to the criteria below. The point values following each category indicate the maximum potential value for all activities within that category.

## Evaluation Criteria

### 1. *Promotional, Educational, and Outreach Activities (60 points)*

- Describe how you use your WaterSense partnership to attract customers or to demonstrate your commitment to water efficiency. For example, highlight how you use the WaterSense partner logo in conjunction with your name on Web sites, business cards, or other marketing materials that demonstrate your efforts to promote WaterSense and water efficiency.
- Explain how you have educated your customers and potential customers on the importance of water efficiency and the WaterSense program. Describe how you use the following materials to make the case for high-quality, water-efficient irrigation work:
  - Water savings data and/or return on investment
  - WaterSense irrigation partner tool kit materials (i.e. brochures, press releases, bill stuffers, checklists, window clings, or stickers)
  - WaterSense Web site
  - Other materials
- Describe how you have educated employees, coworkers, and others in the industry about water efficiency and the WaterSense program.

### 2. *Water-Efficient Practices (40 points)*

- If you design and/or install irrigation systems, describe how you designed or installed systems for optimal water efficiency in 2008. Explain the types of water-efficient technologies and the design features that you used to enhance water efficiency.
- If you maintain irrigation systems, describe how you made water efficiency a priority in system maintenance in 2008. Describe upgrades to existing systems that increased efficiency, or ongoing maintenance practices that allowed you to detect leaks, replace faulty parts, or otherwise ensure that the systems performed with optimal efficiency.

- If you perform irrigation audits, describe what types of sites you audited in 2008 (i.e., residential or commercial) and for what types of customers (i.e., residential, commercial, or municipal). Explain the existing condition of the sites and the recommendations that you made for improvement. Report water saved, or potential water savings, if recommendations were implemented.
- Provide data on the amount of water saved through water-efficient design, maintenance, or audits, if available. Explain how you tracked and used water savings data to demonstrate benefits to current customers, attract new customers, or calculate return on investment.