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WaterSense® Labeled New Homes

WaterSense New Homes 101

Alicia Marrs, WaterSense Program
U.S. Environmental Protection Agency

February 2013



Housekeeping

- Attendees will be automatically muted upon entering the call
- At specific times during the meeting, participants will be able to ask questions and provide feedback
 - You may enter your question in the ‘questions’ window at the lower right hand side of the screen
 - If you would like to verbally ask your question, please type your name in the ‘questions’ window and you will be called on in turn
 - Once your name is called, you can mute/unmute your line by pressing *6
- To connect to the audio portion of the webinar, dial 888-346-3659; passcode 45444

Agenda

- **Why Water Efficiency?**
- **What is WaterSense?**
- **WaterSense New Homes Program**
- **Building and Certifying**
- **Bringing WaterSense New Homes to Your Community**

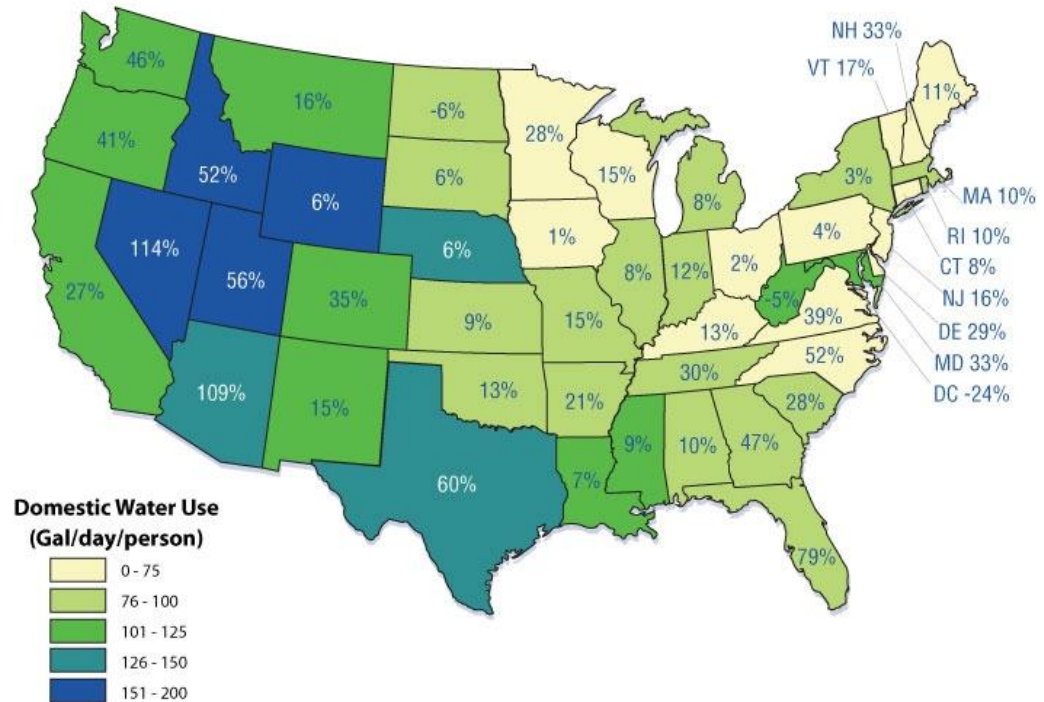


The Need for Water Efficiency



- Our national thirst for water is increasing
- Demand coupled with climate change will increase stresses on water supplies
- Water utilities may need to invest more than \$500 billion to update aging infrastructure in the next 20 years

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

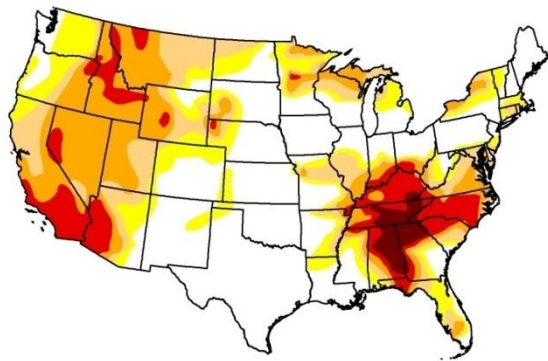




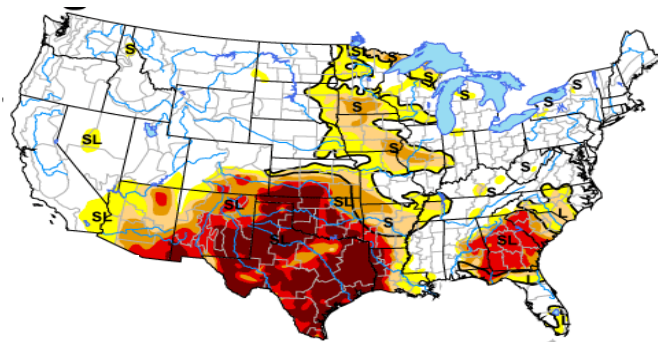
Water Scarcity is a Reality



- Weather patterns change every year, but drought happens somewhere in the country every year
- Climate change only makes problems worse and increases uncertainty

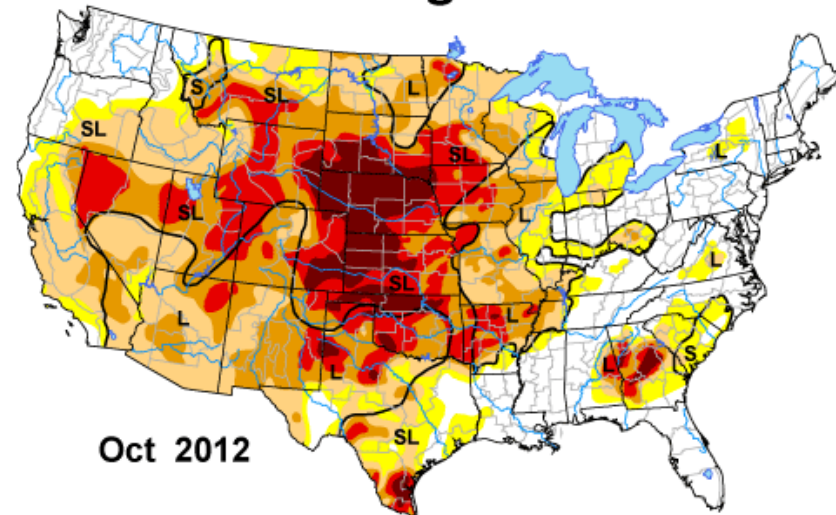


Sep 2007



Oct 2011

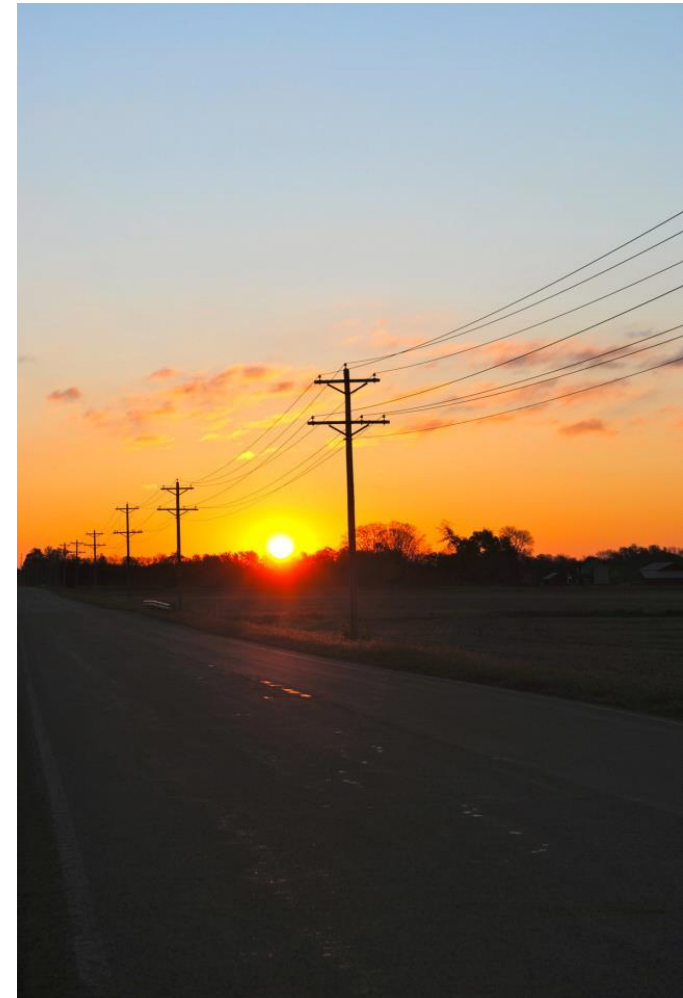
U.S. Drought Monitor



Oct 2012

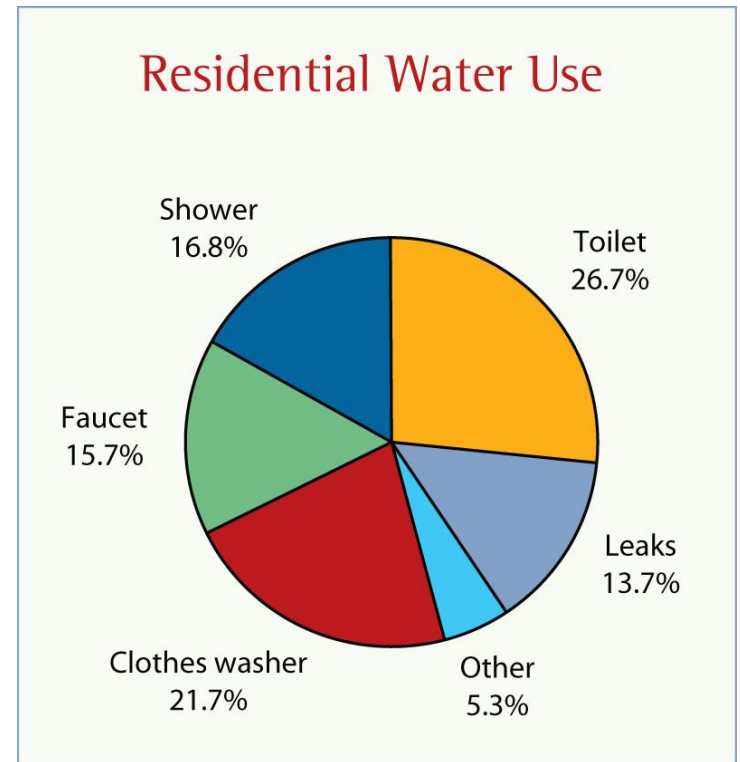
Not Just About Water

- Moving, treating, and heating water uses energy
 - Every gallon of water has an energy “footprint”
- Energy used by the Water sector
 - Nationally - ~3-4%
 - California - ~20%
 - Municipal level - can be > 40%
 - System level - energy is one of the highest utility costs



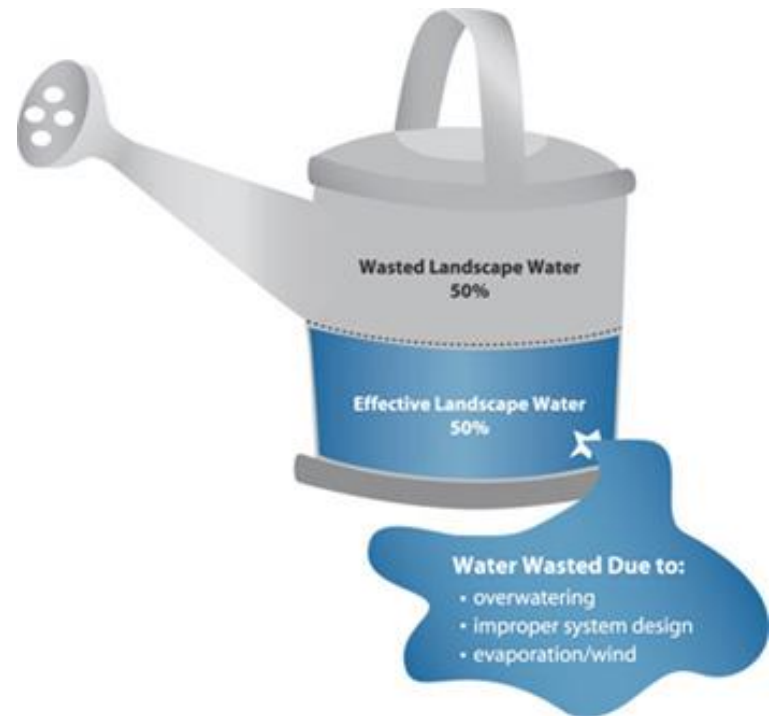
Water Use at Home

- Household water use
 - 70% indoors
 - 30% outdoors
 - Outdoor use is higher in some regions
- Bathroom largest water user inside the home



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



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What Is WaterSense?

- Voluntary partnership and labeling program sponsored by the U.S. EPA
- Promotes simple changes at home to help save water for future generations
- Simple way for consumers to identify products, new homes, and services that use less water **and** perform well



www.epa.gov/watersense

www.epa.gov/watersense

What's Special About WaterSense?



- High efficient and performing
 - Products must offer equivalent or superior performance while using about 20 percent less water than conventional models
- A label with integrity
 - Independently certified that products meet WaterSense criteria
 - Backed by the credibility of EPA
- Smart use of taxpayer dollars
 - Manufacturers absorb research, testing, and branding costs
 - Licensed certifying bodies certify the products and police the label's use
 - EPA leverages national network of partners to promote WaterSense



WaterSense Labeled Products



**Flushing
Urinals**



**Lavatory
Faucets**



**Irrigation
Controllers**



**Tank-Type
Toilets**



Showerheads



New Homes

Many ENERGY STAR qualified products also include water factors



WaterSense: Strength in Partnerships

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- **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, local and tribal governments, nonprofit organizations, and home builder associations



WaterSense Benefits for Your Business

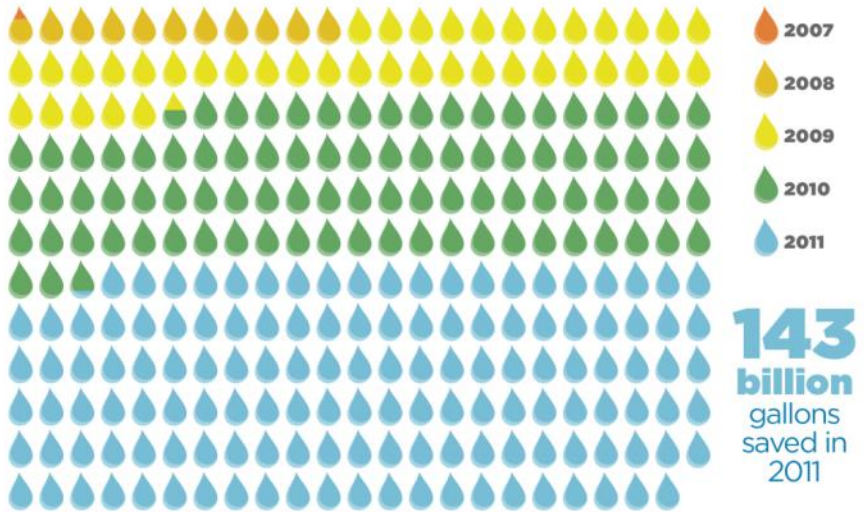
- **It sets you apart from the crowd**
 - WaterSense labeled products and homes stand out among others in the marketplace
 - Consumers recognize the label as a mark of high performance and efficiency
 - National messaging to clearly educate consumers on the importance of saving water for future generations
- **It makes it easier to find the right products**
 - With the label, customers can see at a glance products that meet EPA's strict criteria for both performance and efficiency
- **It's the right thing to do**
 - The WaterSense label demonstrates your commitment to help preserve our nation's water supply for future generations



Savings add up! 2006-2011 Results



287 billion gallons of water saved since 2006!



That's enough water to supply all the homes in **Georgia** or **Arizona** for a year!

WaterSense has helped **reduce** the amount of **energy** needed to heat, pump, and treat water by

38.4 billion

kilowatt hours, enough to supply a year's worth of power to more than



...and **saving consumers** **\$4.7 billion** in water and energy bills

Stay in the Loop - WaterSense Partner Network

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- Partner Forums and Webinars
 - Specific webcast conference call for partners to share information
- *Partner Pipeline* and *The WaterSense Current* newsletters
- Facebook at:
www.facebook.com/EPAWatersense
- Twitter at:
www.twitter.com/EPAWatersense

The image displays two digital assets for the WaterSense Partner Network. The top portion is a screenshot of the EPA WaterSense Facebook page. The page header includes the Facebook logo and navigation options like 'Sign Up', 'Log In', and 'Create a Page'. The main content area features a post from EPA WaterSense about rebates for high efficiency toilets, with a 'Like' button and a 'Comment' count of 22. Below the post is a 'Tweets' section showing several tweets from @EPAwatersense, including one about water efficiency in schools and another about water-saving tips. The bottom portion of the image is a screenshot of the EPA WaterSense website. The website header includes the WaterSense logo and navigation links for 'About Us', 'Products', 'Outdoor', 'New Homes', 'Commercial', 'Our Water', and 'Partners'. The main content area features a large image of hands holding water and a section titled 'Our Water' with a video player and navigation links for 'Water Use Today', 'Tomorrow & Beyond', 'Why Water Efficiency', 'What You Can Do', 'Spreading the Word', and 'Learn More'.

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Why Build a WaterSense Labeled New Home?





WaterSense Labeled New Homes Program

- First national new home labeling program for water efficiency
- Works with other green building programs
- Homes must be independently certified to meet EPA criteria
- Units in multifamily buildings can now earn the label



**First community of all
WaterSense labeled new homes
in Issaquah, WA**

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WaterSense Labeled New Homes



**WaterSense labeled new home by
GJ Gardner
Colorado Springs, CO**

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

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Why Purchase a WaterSense Labeled New Home?



- Compared to an average home, a family of four could save big in a WaterSense labeled new home!
 - **50,000** gallons of water - equal to 2,000 loads of laundry
 - More than \$600 per year on water, sewer, and energy bills



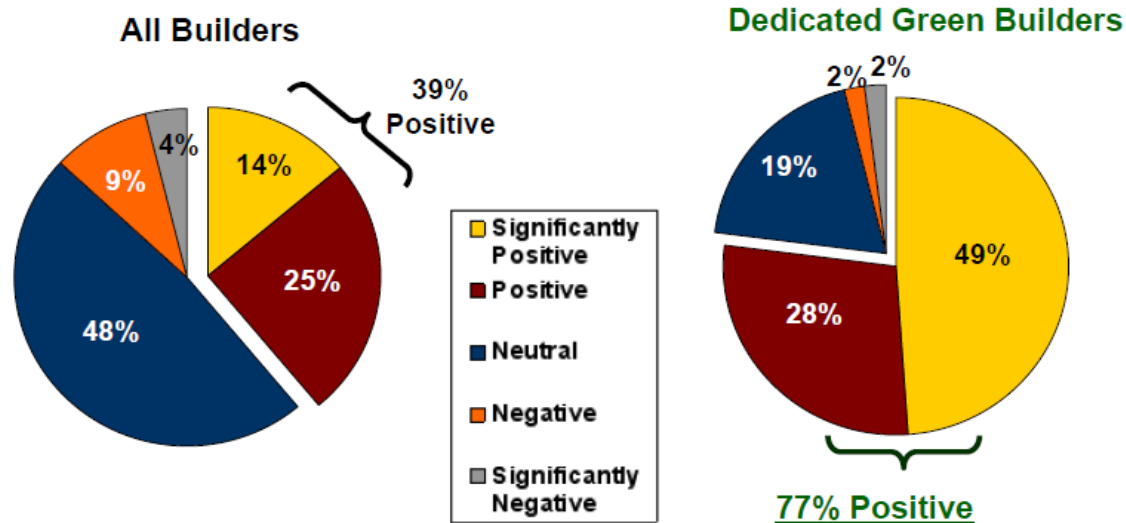
WaterSense Complements Other Green Programs

- One-stop inspection for multiple programs
 - The WaterSense certification process for new homes is similar to ENERGY STAR®
 - Home energy raters and/or LEED providers can conduct water-efficiency home inspections
 - Must be trained on the specification
 - Maintain a relationship with a WaterSense licensed certification provider
 - For more information contact RESNET
 - A one-stop inspection saves builders time and money when seeking multiple certifications



Why Build Green?

- Incremental costs associated with new green homes have decreased
- 77% of dedicated green builders say green building has had a positive impact on business



Green Home Trends

- The number of new green homes has grown even through down market.
 - Continued growth expected during the recovery
 - Total value expecting a five-fold gain in five years
- Experience with green carries strong business benefits
 - Dedicated green firms have stronger business results across the board
 - Trend since 2009 for all builders: Green is more affordable and easier to implement



WaterSense labeled new home built by Meritage Homes in San Antonio, TX

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Building & Inspecting a WaterSense Labeled New Home



WaterSense® Labeled New Homes

Indoor Criteria

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– 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
 - All recirculating systems **must be** demand initiated

– 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



WaterSense Labeled Product Lists



[About Us](#) | [Products](#) | [Services](#) | [WaterSense Living](#) | [Water Efficiency](#) | [Partners](#) | [Resources](#)

WaterSense
An EPA Partnership Program

[Product Search](#) | [Meet Our Partners](#) | [Contact Us](#) | [FAQ](#) | [Partner Login](#)

WaterSense / Product Search

Product Search

The following products* have been certified to meet WaterSense criteria, which means you can expect exceptional performance while reducing your water use. Search for WaterSense labeled products by category, brand, model name, and/or model number.

[WaterSense retailers](#) commit to making WaterSense products available in stores. However, products may not be available in all markets.

- [Bathroom Sink Faucets/Accessories](#)
- [Toilets](#)

Please review [important product information](#) before purchasing WaterSense labeled products.

Product Category Bathroom Sink Faucets/Accessories

Brand Name All Brands
American Standard
AquaSource (a Lowe's brand)

Model Name 1 Handle Lav. Faucet
1.5 gpm Aerator
1H Centerset Lav Antioch
1H Centerset Lav Fairmont

Model Number

Search

Number of Products found: 1472

Filtered By: Bathroom Sink Faucets/Accessories, undefined

*Important note: please double-click on a row to view detailed product information.

Brand Name	Model Name	Model Number
American Standard	Neo Traditional	6004
American Standard	Cadet	8115S
American Standard	Reliant 3	7385.004
American Standard	Reliant 3	7385.003
American Standard	Reliant 3	7385
American Standard	Tropic	7038.801
American Standard	Tropic	7038.201
American Standard	Triumph	7034
American Standard	Hamilton	7024
American Standard	Neo Traditional	6008S

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DID YOU KNOW?

You can save **11,000 gallons a year** by updating your bathroom with a WaterSense labeled toilet. [Learn more >](#)

LOOK HERE
Information for Commercial, Education Government, Professional and more.

***Disclaimer of Endorsement:** Reference herein to any specific commercial products, process, or service by trade name, trademark, manufacturer, or otherwise, does not necessarily constitute or imply its endorsement



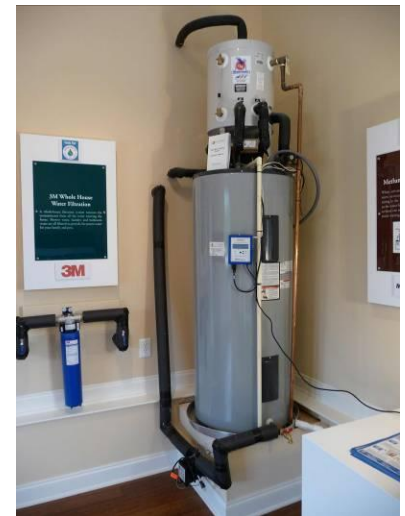
WaterSense® Labeled New Homes

Hot Water Delivery System

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- The average home wastes more than 3,650 gallons of year waiting for hot water to be delivered to the fixture.
- 10-15% of the energy used in hot water systems is wasted through distribution losses.
- Distance from the water heater and volume of water that needs to be discharged are the primary factors.



WaterSense® Labeled New Homes

Outdoor Criteria

Criteria aims to:

- Address both landscape design and irrigation
- Be simple enough for builders to use
- Be applicable/implementable on the national level
- Sets a clear measure of efficiency (pass/fail certification)
- Contains major water wasters
- Encourages builders to make more efficient plant and irrigation choices
- Can inform home-owner behavior



WaterSense® Labeled New Homes

Outdoor Criteria

- Be designed using the WaterSense Water Budget Tool
- Irrigation system (*if installed*)
 - Designed or installed by a WaterSense irrigation partner
 - Audited by a WaterSense irrigation partner
 - Design and technology criteria
- Other water features (*if installed*)
 - Pools/spas - require covers
 - Ornamental water features



Healthy, beautiful landscapes that allow the homeowner to save water



WaterSense

An EPA Partnership Program

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WaterSense / Water Budget Tool (V 1.01)

[Share](#) [Become a fan](#)



Water Budget Tool (V 1.01)

STEP 1 Location and Area **STEP 2** Plants and Irrigation **STEP 3** The Results

Fill out the chart below with all the appropriate information to calculate your landscape's water needs.

Zone	Area (sq. ft.)	Plant Type / Landscape Feature	Water Demand	Irrigation type	Impact on Water Use	Required Water (gal/month)
× 1	2,290	Turfgrass	Medium	Fixed Spray	8 water droplets	8,038
× 2	130	Groundcover	Low	Drip - Standard	2 water droplets	105
× 3	588	Shrubs	Low	Drip - Standard	4 water droplets	476
× 4	392	Shrubs	Low	Drip - Standard	3 water droplets	318
× 5	710	Groundcover	Low	Drip - Standard	4 water droplets	575
× 6	450	Groundcover	Low	Drip - Standard	3 water droplets	365
× 7	540	Turfgrass	Low	Fixed Spray	4 water droplets	1,611

Total: **5,100**

+ add zone

12,239

Water Allowance (gal/month)

11,488

Total Site Water Requirement for the Site (gal/month)

+751

Remaining Difference (gal/month)

[NEXT STEP >](#)

Helpline: (866) WTR-SENS (987-7367) | [Contact Us](#) | [Office of Water](#)

WaterSense, U.S. Environmental Protection Agency, Office of Wastewater Management (4204M), 1200 Pennsylvania Avenue, N.W. Washington, D.C. 20460



WaterSense & Multifamily

- **The specification now applies to:**

- Single family homes & townhomes

OR

- Residential units in multi-family buildings three stories or less in size

OR

- Residential units in multi-family buildings, including mixed-use buildings, that have independent heating, cooling, and hot water systems separate from other units

Requirements for Homes in MF Buildings

- Even though only units receive the label, buildings must meet certain common area and outdoor criteria in order to be labeled
 - *Laundry Facilities*
 - *Metering*
 - *Outdoor*
 - *Pools*
 - *Irrigation*
 - Additional Requirements
 - *Education*
 - *Pressure Loss Test*
- * *Specific requirements and considerations are summarized in Appendix D of the specification.*

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Certification & Labeling Overview

- Once the home has been inspected and certified to meet EPA's specification:
 - Certificate is signed by inspector and the licensed certification provider
 - Builder receives certificate
 - Gives to homeowner
 - Provides homeowner education manual
 - Other documents as needed, i.e., irrigation system schedules
 - Optional sticker label available

A light green certificate template with the WaterSense logo at the top center. Below the logo, it reads: "This home is certified to meet the U.S. Environmental Protection Agency's criteria for water-efficient new homes and has earned the WaterSense® label." The address "[Address of labeled home]" is in the center. Below that, it says "This WaterSense labeled home was built by" followed by "[Name of builder]". At the bottom, there are fields for "[Name of Inspector] (Date) Home Inspector" and "[Name of Licensed Cert] (Date) Licensed Cert". A small EPA logo is at the bottom center.

A blue house-shaped sticker template. The top part is a roof with the WaterSense logo. Below the roof, it says "WaterSense® Labeled Home". There are several horizontal lines for text: "Address:", "Built by:", "Inspected by:", "Licensed Certification Provider:", and "Date:". At the bottom, there is a small disclaimer: "This home has been independently inspected and certified by a licensed third-party inspector to meet WaterSense® criteria for water-efficient new homes. Call for more details. Home has been built to use 7% less water than traditional new homes — and save energy too."

Bringing WaterSense Labeled New Homes to Your Community

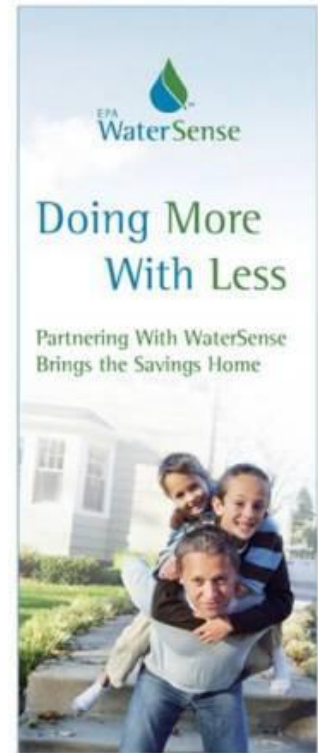


Why Join WaterSense?

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- 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



How the WaterSense Program Works

- Builders sign a partnership agreement with EPA
 - Begin constructing new homes to earn the WaterSense label
 - Open to single-family homes & townhomes of three stories or less, as well as units in multi-family buildings with independent heating, cooling and hot water systems
- Each home must pass an inspection overseen by a licensed certification provider
 - Or sampling of homes in a development

Builder partnership agreements:

<http://www.epa.gov/watersense/partners/builders.html>



New Homes Partner Tools

- Builder/Provider marketing tool kits
 - Press release templates
 - Web site language
 - Artwork templates
- Use of partner logo
- Use of new promotional labels
 - Including builder promo label
- Online materials
 - Text and ideas for builder Web sites
 - Programmed “widget” updated regularly with water efficiency tips from WaterSense
- All WaterSense tools can be utilized by any type of partner (aka are available to HBAs that partner with WaterSense)

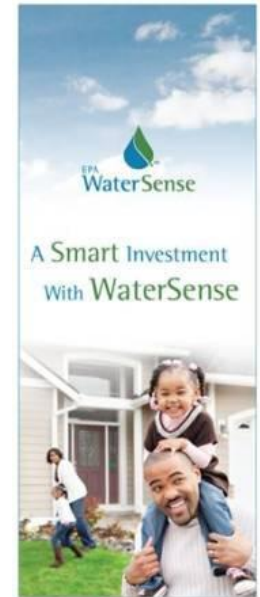


Why Will Consumers Purchase WaterSense Labeled Homes?

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- **Convenience, efficiency, & confidence**
 - Hot water will be delivered to users faster and use less energy
 - Landscaping will be healthy and sustainable, using less water and requiring less maintenance
 - 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!

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Learn More

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- 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

