

# How can EPA's WaterSense program help your small water utility?



SOUTHWEST ENVIRONMENTAL FINANCE CENTER

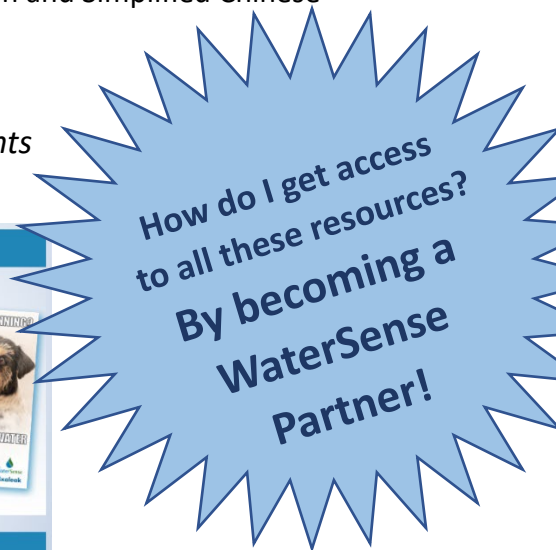
WaterSense is a free program sponsored by the United States Environmental Protection Agency (EPA) that promotes water conservation among manufacturers, builders, water utilities, and other promotional partners. Resources provided by WaterSense can help you promote conservation within your community and reduce overall water use.

## What does WaterSense provide?

- Informational resources in various formats to help educate your consumers about water conservation
- Resources for special water conservation events, including Fix a Leak Week, World Water Day, Earth Day, Energy Action Month, and more
- Educational webinars to learn about how to best utilize WaterSense resources for your community and other educational topics and networking events to interact and learn directly from other communities
- Learning activities for various age groups, including lessons for elementary, middle, high school students as well as adults
- Tools, such as a water savings calculator that allows users to input various scenarios to see how much water and energy can be saved
- Many resources are provided in multiple languages, including Spanish and Simplified Chinese
- Regionally specific information and promotional material
- Social media posts that you can share on your utility's pages

Each month has a WaterSense conservation theme with many events throughout the month:

January	February	March
<p>Ring in the New Year With Water Savings</p> <p>Make conserving water your resolution for 2023. Take the "I'm for Water" pledge today and save water, energy, and money all year.</p>	<p>WaterSense Ode to the Commode</p> <p>Love the water bill savings you'll get by installing an affordable WaterSense labeled toilet.</p>	<p>Fix a Leak Week</p> <p>#FixALeak Week March 20-26</p> <p>Fetch a new flapper to stop toilet leaks and save water this Fix a Leak Week.</p> <p>#WorldWaterDay March 22</p>
April	May	June
<p>Spruce-Up and Save Water Outside</p> <p>Do You Know How Much Water You Use Outdoors?</p> <p>Drop your water use this spring and install WaterSense labeled irrigation products.</p> <p>#EarthDay April 22</p>	<p>Jump Into Pool Water Efficiency</p> <p>Before you dive in this summer, make sure your pool is operating efficiently and avoiding water waste.</p>	<p>Partners Help People Save</p> <p>WaterSense partners make it easy for consumers and businesses to save water and energy.</p>





Sample Facebook post to share to your utility's Facebook page!



## Why become a WaterSense Partner?

- As a WaterSense Partner you have access to the partner-only website where you can access all the resources for FREE

## Why conserve water?

- Decreasing water consumption as a utility can have many benefits, including:
  - Reduced source water demand
  - Reduced need for water rights
  - Reduced wear and tear on equipment
  - Reduced electricity and treatment costs
  - Reduced need for infrastructure upgrades
- Did you know you can structure your rate schedule to promote water conservation while minimizing decreased revenue from lower consumption?

## How to Become a WaterSense Partner:

- Partnership is FREE and includes access to the partner only website hosting all WaterSense promotional materials and resources
- Become a WaterSense promotional partner here:**  
<https://www.epa.gov/watersense/join-watersense>



Want to learn more about WaterSense before becoming a partner? Follow them on social media and check out the non-partner resources available:

<http://www.facebook.com/EPAWatersense>

<https://twitter.com/EPAwatersense>

<https://www.epa.gov/watersense>

The Southwest Environmental Finance Center at the University of New Mexico is a proud WaterSense partner.