

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, and 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

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 take advantage of WaterSense resources:

- Partnership is FREE and includes access to the partner only website that hosts 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>