

## **POSITION STATEMENT in support of a voluntary WATER-EFFICIENT PRODUCT LABELING PROGRAM**

The public agencies, organizations, and companies listed below urge the development of a nationally recognizable label for water efficient products. Modeled after the successful voluntary *ENERGY STAR*<sup>®</sup> labeling program developed by the Environmental Protection Agency (EPA) and the U.S. Department of Energy, a water efficiency label would help protect the environment by enabling purchasers to identify and select the most water efficient products that meet their needs. Manufacturer participation would be entirely voluntary. Products would earn the right to use the water efficiency label by meeting specific efficiency criteria set by the EPA, in consultation with willing suppliers.

Currently there is no easy national consumer reference tool for water efficiency. A voluntary labeling program similar to *ENERGY STAR*<sup>®</sup> would help fill this information gap. Manufacturers, retailers, and service providers could use the water efficiency label as a marketing tool. Utilities and other groups could promote the label through information and education efforts, recommendations, advertising, and rebates.

Recent droughts affecting much of the nation have raised public awareness about the importance of conserving water supplies. Maintaining healthy aquatic ecosystems depends on adequate water remaining in springs, rivers, lakes, and estuaries, even as we supply our communities with safe and affordable drinking water. The importance of using water efficiently will expand as our increasing population and economic growth place additional burdens on limited supplies of water. Now more than ever, consumers are looking for ways to lessen their footprint on the environment while reducing their own costs for water and wastewater service.

Greater water efficiency offers substantial financial benefits for the nation's publicly funded water and wastewater infrastructure, as well as the consumers they serve. Water consumption is an important factor in determining the timing and sizing of both water and wastewater capital improvements, and more efficient use of water can help moderate these costs. The nationwide breadth of our multi-billion dollar infrastructure needs, as well as the application of federal funds to meeting these needs, combine to make water efficiency an important national objective. A nationally recognized label for water efficient products will complement and enhance the many local initiatives that now offer incentives and rebates for water conserving products to reduce the demand on their drinking water and wastewater treatment facilities.

It is recommended that the Environmental Protection Agency create and maintain a voluntary labeling program in cooperation with manufacturers and distributors of major water using appliances, plumbing products, cooling systems, irrigation devices, landscape materials, and other commonly sold water using products. It is further recommended that EPA obtain stakeholder input from public agencies, organizations, and companies on label name, logo design, product selection, efficiency criteria, and other program details.

For further information contact:  
Al Dietemann, Seattle Public Utilities, 206-684-5881  
Ed Osann, Potomac Resources, Inc., 202-429-8873  
or e-mail to <[water-efficient-labeling@starpower.net](mailto:water-efficient-labeling@starpower.net)>

**POSITION STATEMENT**  
**in support of a voluntary**  
**WATER-EFFICIENT PRODUCT LABELING PROGRAM**  
**endorsed by**

***Environmental, Consumer, and Civic Organizations***

American Council for an Energy-Efficient Economy  
American Rivers  
Anacostia Watershed Society  
Center for Environmental Law & Policy  
Chesapeake Bay Foundation  
Clean Water Action  
Friends of the Earth  
Homewaters Project, WA  
Maryland Conservation Council  
Mono Lake Committee  
National Wildlife Federation  
Natural Resources Defense Council  
Riverkeeper, NY  
South Carolina Coastal Conservation League  
Washington Citizens for Resource Conservation

***Manufacturing and Consulting Companies***

American Standard, Inc.  
Aquacraft, Inc.  
AquaMetrics LLC  
Best Management Partners  
BRICOR Conservation Products  
Capizzi  
Irrisoft, Inc.  
Irrrometer Company, Inc.  
Maddaus Water Management  
Maytag Corporation  
Northwest Water Source  
Rain Bird Corporation  
SBW Consulting, Inc.  
Social Marketing Services, Inc.  
TOTO USA, Inc.  
Water Management, Inc.  
Waterless Company, LLC

***State & Local Agencies, Utilities, & Associations***

American Public Works Association  
American Water Works Association  
Arlington County Environment &  
Energy Conservation Commission, VA  
Association of Metropolitan Sewerage Agencies  
Association of Metropolitan Water Agencies  
Association of State Drinking Water Administrators  
City of Austin  
Bear Valley Community Services District, CA  
City of Blaine, WA  
City of Boynton Beach Utilities, FL  
California Urban Water Conservation Council  
Castaic Lake Water Agency, CA  
Central Puget Sound Water Suppliers Forum  
Central Utah Water Conservancy District  
Clackamas River Water, OR  
City of Cocoa, FL

***State & Local Agencies, Utilities, & Assoc's. (cont'd.)***

City of Corvallis Public Works Dept., OR  
Covington Water District, WA  
Delaware River Basin Commission  
City of Durham Environmental Resources Dept., NC  
East Bay Municipal Utility District, CA  
El Paso Water Utilities  
Eugene Water & Electric Board, OR  
City of Everett, WA  
Firgrove Mutual Water Co., WA  
Florida Keys Aqueduct Authority  
Gainesville Regional Utilities, FL  
Graham Hill Mutual Water Co., WA  
City of Greensboro, NC  
Hillsborough County Water Dept., FL  
City of Houston  
Inland Empire Utilities Agency, CA  
Jordan Valley Water Conservancy District, UT  
City of Kent Public Works Dept., WA  
Lakehaven Utility District, WA  
Manatee County Utility Operations, FL  
City of Millbrae, CA  
City of Moscow Water Dept., ID  
New Mexico State Engineer  
North Carolina WaterWise Partners  
North of the River Municipal Water District, CA  
Northshore Utility District, WA  
Oak Lodge Water District, OR  
Okaloosa County Water & Sewer System, FL  
City of Olympia, WA  
Olympic View Water & Sewer District, WA  
Orange Water & Sewer Authority, NC  
Palouse Water Conservation Network, ID-WA  
Passaic Valley Sewerage Commissioners, NJ  
City of Phoenix  
City of Renton, WA  
Rockwood Water PUD, OR  
Sammamish Plateau Water & Sewer District, WA  
San Diego County Water Authority  
City of San Jose  
Sarasota County, FL  
City of Seattle  
Soos Creek Water & Sewer District, WA  
Southern Nevada Water Authority  
City of Spokane  
Sunrise Water Authority, OR  
Tacoma Water, WA  
Texas Water Development Board  
Tualatin Valley Water District, OR  
City of Tukwila, WA  
Utah Division of Water Resources  
Washington Governor -- The Hon. Gary Locke  
Water Conservation Alliance of Southern Arizona  
Water Conservation Coalition of Puget Sound  
Water Environment Federation