



April 2003

Dear Friends:

Sensible steps to conserve water resources are today more important than ever – for protecting our environment, for maintaining reliable supplies of safe drinking water, and for managing the costs of water and wastewater treatment service. When purchasing new products and equipment that use water, consumers should be able to identify and select the most water-efficient products that meet their needs.

Unfortunately, there is no easy, nationally recognized reference tool for the water efficiency of new products and equipment at this time. A voluntary labeling program similar to the successful *ENERGY STAR*® labeling program developed by the Environmental Protection Agency and the U.S. Department of Energy would help fill this gap.

We are recommending 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 products that use water.

We urge you to lend your support to this effort by endorsing the attached ***Position Statement in Support of a Voluntary Water-Efficient Product Labeling Program***. Your organization, agency, or company can register your endorsement, and be listed as a supporter of this initiative, simply by filling out the attached fax-back form, or sending the same information by e-mail to water-efficient-labeling@starpower.net.

Thanks for your help in protecting the Nation's precious water resources.

Sincerely,

GREG NICKELS
Mayor of Seattle

BRENT BLACKWELDER, President
Friends of the Earth

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*[®] 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*[®] 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.

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

American Rivers
American Council for an
Energy-Efficient Economy
Aquacraft, Inc.
AquaMetrics LLC
Association of Metropolitan Water Agencies
City of Austin
City of Blaine, WA
BRICOR Conservation Products
California Urban Water Conservation Council
Central Utah Water Conservancy District
Delaware River Basin Commission
City of Durham
Environmental Resources Dept., NC
Eugene Water & Electric Board, OR
City of Everett, WA
Firgrove Mutual Water Co., WA
Friends of the Earth
Graham Hill Mutual Water Co., WA
City of Greensboro, NC
City of Houston
Irrrometer Company, Inc.
Jordan Valley Water Conservancy District, UT
City of Kent Public Works Dept., WA
Lakehaven Utility District, WA
City of Millbrae, CA
Mono Lake Committee
City of Moscow Water Dept., ID

National Wildlife Federation
New Mexico State Engineer
North Carolina WaterWise Partners
North of the River Municipal Water District, CA
Northwest Water Source
Oak Lodge Water District, OR
City of Olympia, WA
Olympic View Water & Sewer District, WA
Palouse Water Conservation Network, ID-WA
Rain Bird Corporation
City of Renton, WA
Rockwood Water PUD, OR
Sammamish Plateau Water
& Sewer District, WA
San Diego County Water Authority
SBW Consulting, Inc.
City of Seattle
Social Marketing Services, Inc.
Soos Creek Water & Sewer District, WA
Southern Nevada Water Authority
City of Spokane
Tacoma Water, WA
Tualatin Valley Water District, OR
City of Tukwila, WA
Water Conservation Alliance
of Southern Arizona
Water Conservation Coalition of Puget Sound

FAX BACK FORM

Water-Efficient Labeling Project

To list your organization, agency, or company as endorsing the ***Position Statement in Support of a Voluntary Water-Efficient Product Labeling Program***, fill out and return this form by FAX to:

202-429-2248

name of the organization, agency, or
company to be listed

name of authorized contact person

-- please print --

(**Note:** for our records only; personal
names will not be listed as endorsers)

date

phone number or e-mail of contact in
case clarification or retransmission is
required

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>