

The Water Coalition

02.24.10

The Water Coalition Media Announcement

The Water Coalition is working to incorporate water efficiency incentives into jobs legislation. The Water Coalition represents widely diverse interests -- plumbing and irrigation contractors, union members, equipment manufacturers, wholesalers, retailers, utilities, environmental groups, water efficiency organizations, and real estate organizations.

Members are seeking consumer rebates for products that meet EPA criteria for WaterSense. Here's why a jobs bill with a WaterSense incentives makes good sense:

Promoting water-efficient retrofits will create near-term jobs in the plumbing manufacturing and installation industry – on the order of 18 jobs per one million dollars of direct investment in replacing plumbing fittings and fixtures.

Installing WaterSense products also will save consumers money, conserve billions of gallons of water, reduce energy consumption, and reduce greenhouse gas emissions.

Replacing an older, existing toilet with a WaterSense-labeled model can save 4,000 gallons per year. Installing water-efficient appliances in all U.S. households would save more than 3 trillion gallons of water and more than \$18 billion dollars per year.

Incentives for purchasing WaterSense products and services can be deployed quickly to build consumer demand for WaterSense technology and create and retain jobs. The WaterSense label certifies that a product will save water and perform well and is backed by third-party testing and independent certification to ensure that the product meets EPA's criteria for efficiency and performance.

www.thewatercoalition.org