

## ANNUAL UPDATE

### General Information (all partners)

Organization Name<sup>1</sup>: \_\_\_\_\_

Contact Information (for questions from the EPA WaterSense Team regarding this plan)

Name: \_\_\_\_\_ Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Number of residential customers in service area<sup>2</sup>: \_\_\_\_\_

### A. Retailers and Distributors

#### I. Promotional Activities

Have you implemented a WaterSense education campaign?  Yes  No

If yes, please estimate the number of households reached: \_\_\_\_\_

Campaign activities conducted, please indicate number of times for each campaign activity:

- \_\_\_ Print advertising
- \_\_\_ Exhibit(s) at public fair, meetings, etc.
- \_\_\_ Bill insert
- \_\_\_ Program/workshop for consumers
- \_\_\_ Presentation(s) to schools, groups, etc.
- \_\_\_ Web site promotion
- \_\_\_ Partnership with other organization (e.g., a retailer or utility (name of partner: \_\_\_\_\_))
- \_\_\_ Other, please describe: \_\_\_\_\_

- Activities conducted:
- Print advertising
  - In-store promotions
  - Television/radio advertising
  - Billboard advertising
  - Web site promotion
  - Program/workshop for consumers
  - Partnership with government or utility (name: \_\_\_\_\_)
  - Newsletter or trade journal article placed (name of journal: \_\_\_\_\_, date)
  - Other, please describe:

<sup>1</sup> Please use the same name used on your partnership agreement. If you do not yet have a partnership agreement, please contact us to complete one.

<sup>2</sup> For utilities only

## II. Sales Data

For each WaterSense product sold:

Product Name (Make and Model): \_\_\_\_\_

Estimated marketshare of WaterSense product compared with conventional product: \_\_\_\_\_

Units sold: \_\_\_\_\_

Geographic area in which sales occurred (if available) : \_\_\_\_\_

## B. Product Manufacturers

### I. Product Information

For each WaterSense certified product:

Product Name (Make and Model): \_\_\_\_\_

Date of market launch: \_\_\_\_\_

Total WaterSense labeled units shipped: \_\_\_\_\_

Total units shipped for each model in product line: \_\_\_\_\_

Percent of total units in product line that are WaterSense labeled \_\_\_\_\_

## C. Certifying Organizations

Name/Number of professionals certified in delivery of water-efficient services

## D. Promotional Partners

### I. Promotional Activities (All promotional partners)

Have you implemented a WaterSense education campaign?  Yes  No

If yes, please estimate the number of households reached: \_\_\_\_\_

Campaign activities conducted, please indicate number of times for each campaign activity:

- \_\_\_ Print advertising
- \_\_\_ Exhibit(s) at public fair, meetings, etc.
- \_\_\_ Bill insert
- \_\_\_ Program/workshop for consumers
- \_\_\_ Presentation(s) to schools, groups, etc.
- \_\_\_ Web site promotion
- \_\_\_ Partnership with other organization (e.g., a retailer or utility (name of partner: \_\_\_\_\_))
- \_\_\_ Other, please describe: \_\_\_\_\_

**II. Rebates (Utility partners only)**

Residential population served (e.g., number of residential hook-ups): \_\_\_\_\_

Did you offer rebates on any WaterSense products?  Yes  No

For each product, please indicate the rebate amount and number of rebates issued:

<u>Name of Product</u>	<u>Amount of Rebate</u>	<u>Number of Rebates Issued</u>
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**III. Water Distribution Information (Utility partners only)**

Gallons of water sold: \_\_\_\_\_ (please specify time period; e.g., average annual residential use per hookup)

Price per gallon of water: \_\_\_\_\_

**IV. Wastewater Treatment Information (Utility partners only)**

Gallons of waste water treated: \_\_\_\_\_ (please specify time period; e.g., annually, daily)

The public reporting and recordkeeping burden for this collection of information is estimated to average 18 hours per response. Send comments on the Agency's need for this information, the accuracy of the provided burden estimates, and any suggested methods for minimizing respondent burden, including through the use of automated collection techniques to the Director, Collection Strategies Division, U.S. Environmental Protection Agency (2822T), 1200 Pennsylvania Ave., NW, Washington, D.C. 20460. Include the OMB control number in any correspondence. Do not send the completed promotional annual update to this address.