

ANNUAL UPDATE

General Information (all partners)

Organization Name¹: _____

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

Name: _____ Telephone: _____

Fax: _____ Email: _____

Number of residential customers in service area²: _____

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:

¹ 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.

² 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.