



## Promotional Partner Annual Reporting

**EPA WaterSense® Program Partners:** Please complete and submit to WaterSense by March 1, 2010.

### Section I: General Information

Organization Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Email: \_\_\_\_\_

Telephone: \_\_\_\_\_ If water provider, population served: \_\_\_\_\_

### Section II: Promotional Activities

1. Please indicate what types of WaterSense promotional activities you conducted last year and what you plan to implement in 2010.

Activities	2009	2010
Web site promotion with link to WaterSense	<input type="checkbox"/>	<input type="checkbox"/>
Print advertising	<input type="checkbox"/>	<input type="checkbox"/>
Television/radio advertising	<input type="checkbox"/>	<input type="checkbox"/>
Newsletter or trade journal article (Journal: _____ date: _____)	<input type="checkbox"/>	<input type="checkbox"/>
Consumer handouts	<input type="checkbox"/>	<input type="checkbox"/>
Public signage (Type: _____ e.g., billboards, bus stops)	<input type="checkbox"/>	<input type="checkbox"/>
Exhibit(s) at public fair, conferences, events	<input type="checkbox"/>	<input type="checkbox"/>
Bill insert	<input type="checkbox"/>	<input type="checkbox"/>
Workshops for consumers	<input type="checkbox"/>	<input type="checkbox"/>
Workshops/training for contractors	<input type="checkbox"/>	<input type="checkbox"/>
Presentation(s) to schools, community groups, etc.	<input type="checkbox"/>	<input type="checkbox"/>
Promotion of WaterSense irrigation partners	<input type="checkbox"/>	<input type="checkbox"/>
Recruitment of new WaterSense partners	<input type="checkbox"/>	<input type="checkbox"/>
Incentive programs (e.g., tax-free holidays, rebates): _____	<input type="checkbox"/>	<input type="checkbox"/>
Other (Please describe: _____)	<input type="checkbox"/>	<input type="checkbox"/>

2. If you participated in the 2009 Fix a Leak Week (Mar. 16-20), please describe your activities:

3. To help WaterSense plan for the future, please describe your efforts in other water conservation areas such as commercial programs and plumber outreach:

### Section III: Incentive Programs

Please provide the following information for each incentive amount and quantity issued between January 1, 2009, and December 31, 2009. If you have a tracking sheet, feel free to attach it to this form.

Type of Product	Type of Incentive (e.g., rebate, giveaway, tax-free holiday)	Number of Incentives Issued		
		WaterSense	Non-WaterSense	Combination
Toilets*				
Bathroom Sink Faucets				
Bathroom Sink Aerators or other faucet accessories				
Other				

\* Only toilets that are  $\leq 1.28$  gpf can earn the WaterSense label, though not all  $\leq 1.28$  gpf (high-efficiency) toilets are WaterSense labeled. Please refer to the WaterSense labeled product list at [www.epa.gov/watersense](http://www.epa.gov/watersense).

### Section IV: WaterSense Program Feedback (Optional)

In the interest of serving you better, EPA would like to learn more about your opinions regarding the WaterSense program and information needs. Please complete the following section to provide feedback to EPA.

1. On a scale of 1 to 5 (5 = most valuable), how valuable do you find the WaterSense program? Value: \_\_\_\_\_

How has WaterSense added value? \_\_\_\_\_

2. On a scale of 1 to 5 (5 = most valuable), how valuable did you find the materials from the promotional tool kit? Value: \_\_\_\_\_

3. Please provide suggestions for improving the WaterSense program (e.g., tools/materials, communications, Helpline, Web site, etc):

**Please submit to the WaterSense Helpline by March 1, 2010.**

Fax: (703) 841-1440

**Mail:** 2300 Wilson Blvd., Ste. 350, Arlington, VA 22201

**Electronically:** If you have Adobe Acrobat Standard or Professional, you can complete the form electronically and e-mail it to [watersense@epa.gov](mailto:watersense@epa.gov). Acrobat Reader users must print forms after completing and fax or mail them. Contact the WaterSense Helpline at (866) 987-7367 if you have any questions about how to complete this form or submission instructions.