

[Insert Irrigation Professional Name Here]

## 2013 Irrigation Partner of the Year Written Statement Template

Please complete, save, and upload to your award application. Compose your written statement by addressing the evaluation criteria below based only on your activities in 2012, unless otherwise requested. Your written statement must be **no more than six (6) pages in length**. Organize and label your statement using the categories listed below (e.g., “Promotional, Educational, and Outreach Activities”). The point values following each category indicate the maximum potential value for all activities within that category. Some partners may not be able to address all of the evaluation criteria, but may be eligible for an Excellence Award if they exhibit outstanding accomplishments in one of the following categories.

**Remember that Partner of the Year awards are based on activities that increase awareness about the WaterSense program, labeled products, new homes and services.** General education on the importance of water efficiency is valued, but the focus of your application should be on activities that specifically integrated WaterSense. If you choose to submit supporting materials that complement your written statement, which is recommended, clearly reference each supporting material in your written statement (preferably with annotations).

### Evaluation Criteria

#### **1. Promotional, Educational, and Outreach Activities (40 points)**

- Describe how you used your WaterSense partnership to attract customers, promote WaterSense, or demonstrate your commitment to water efficiency. For example, highlight how you used the WaterSense partner logo in conjunction with your name on websites, business cards, or other marketing materials.
- Describe how you used the following WaterSense materials to educate customers or others:
  - WaterSense irrigation partner toolkit materials (e.g., brochures, press releases, bill stuffers, checklists, window clings, or stickers)
  - WaterSense website
- Describe how you promoted WaterSense via online activities. Online promotions might include featuring web content about WaterSense on your company website, hosting blogs, or frequently highlighting WaterSense on social media outlets (Facebook, Twitter, etc.).
- Explain how you educated your customers or potential customers on the importance of water efficiency. This might include the use of water savings data and/or return on investment to make the case for water-efficient irrigation.
- Discuss how you educated your customers on the use, care, and maintenance of irrigation systems and proper scheduling for water savings. Discuss any efforts made to educate customers on detecting or preventing future leaks or faulty parts.
- Describe how you educated employees, coworkers, builders, home builders/owners associations, and others in the industry about water efficiency and the WaterSense program.

#### **2. Water-Efficient Practices (30 points)**

- Explain how you tracked water savings data to demonstrate benefits to current customers, attract new customers, or calculate return on investment. Provide data on the amount of water saved through water-efficient design, maintenance, or audits, if available.
- If you **design and/or install irrigation systems**, describe how you designed or installed systems for optimal water efficiency in 2012. Explain the types of water-efficient technologies and design features that you used to enhance water efficiency.
- If you **maintain irrigation systems**, describe how you made water efficiency a priority in system maintenance in 2012. Describe upgrades to existing systems that increased efficiency, or ongoing maintenance practices that allowed you to detect leaks, replace faulty parts, or otherwise ensure that the systems performed with optimal efficiency.

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- If you **perform irrigation audits**, describe what types of sites you audited in 2012 (e.g., residential or commercial) and for what types of customers (e.g., residential, commercial, or municipal). Explain the existing condition of the sites and the recommendations that you made for improvement. Report water saved or potential water savings if recommendations were implemented.
- If you provided any of the above services in conjunction with the certification of a WaterSense labeled new home, describe how your involvement contributed to a water-efficient landscape and the home earning the WaterSense label.

**3. Strategic Collaboration (30 points)**

- Describe how you have collaborated with other irrigation professionals or WaterSense partners or stakeholders (e.g., utilities, nonprofits, trade associations, state and local governments, builders, licensed certification providers, etc.) to further a common goal of increasing water efficiency. Provide quantifiable results, if possible, and describe how this collaboration relates to the WaterSense mission.
- Describe how and when you collaborated with the WaterSense program and other stakeholders to develop technical specifications for new WaterSense labeled products or practice categories. (You may include specification support that began prior to but continued into 2012.)