

Promotional - Annual Reporting

Section I: General Information

Organization Name *

Contact Name *

Email

Telephone Format (xxx xxx xxxx)

Contact Update? New primary contact for WaterSense
 Email and/or telephone update

Please update your [interests and preferences](#) to receive more specific communications from WaterSense.

If water provider, population served Please enter a number without commas.

Is the area you serve currently experiencing water shortages? * Yes No

Do you anticipate that the area you serve will experience water shortages in the next 5 years? * Yes No

Section II: Promotional Activities

Please indicate what types of WaterSense promotional activities you conducted last year and what you plan to implement in 2013.

	2012	2013
Website promotion with link to WaterSense	<input type="checkbox"/>	<input type="checkbox"/>
Coverage on social media outlets (e.g., Facebook, Twitter)	<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	<input type="checkbox"/>	<input type="checkbox"/>
Consumer handouts	<input type="checkbox"/>	<input type="checkbox"/>
Public signage	<input type="checkbox"/>	<input type="checkbox"/>
Exhibit at public fair, conferences, events	<input type="checkbox"/>	<input type="checkbox"/>
Bill insert	<input type="checkbox"/>	<input type="checkbox"/>
Workshop for consumers	<input type="checkbox"/>	<input type="checkbox"/>
Workshop/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, giveaways)	<input type="checkbox"/>	<input type="checkbox"/>
Promotion of new homes	<input type="checkbox"/>	<input type="checkbox"/>
Promotion of We're for Water	<input type="checkbox"/>	<input type="checkbox"/>
Promotion of Fix a Leak Week	<input type="checkbox"/>	<input type="checkbox"/>
Promotion of Shower Better	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>

If your organization participated in or hosted WaterSense promotional activities or events, please describe your activities (e.g., We're for Water, Fix a Leak Week, WaterSense labeled product demonstration, etc.)

Did you use any WaterSense marketing materials in 2012 (e.g., bill stuffers, brochures, fact sheets)? Are there any other tools or materials you would like to see WaterSense develop in 2013?

Describe any other ways you promoted or educated the public about WaterSense in 2012.

[Add your 2012 activities](#) to our WaterSense in Action Partner Story page so others can learn from your success!

Section III: WaterSense Program Feedback

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

On a scale of 1 to 5 (5 = most valuable), how valuable do you find the WaterSense program? *

How has WaterSense added value? *

On a scale of 1 to 5 (5 = most valuable), how valuable do you find the WaterSense partner website? *

In the past year, how often have you visited the partner website? *

By completing your annual reporting form, you will be eligible to apply for a 2013 WaterSense Partner of the Year award. WaterSense encourages all partners to apply regardless of organization size. Are you planning to apply for an award this year? *

- Yes No

Help us improve the awards program by telling us why you're not interested in applying for an award. *

Please go to the [awards page](#) for application materials and instructions. Award application materials will be available on the WaterSense partner website by February 1.

Please provide suggestions for improving the WaterSense program (e.g., tools/materials, webinar topics, communications, Helpline, websites, etc.) *

Section IV: Incentive Programs

If you offer rebate and incentive programs, please fill out the section below. If not, click "Next Page" at the bottom of the page.

For each product type below, please provide the type of incentive and quantity issued between January 1, 2012, and December 31, 2012. If you have a tracking sheet, feel free to attach it to this form.

Tracking Sheet Upload (Optional)

	Type of Incentive	# WaterSense Incentives Issued**	# Non-WaterSense Incentives Issued	# Combined (WaterSense and Non-WaterSense) Incentives Issued	Other Incentive Type
Toilets	<input type="text" value="Please select..."/>	<input type="text"/> Please enter a number without commas.	<input type="text"/> Please enter a number without commas.	<input type="text"/> Please enter a number without commas.	<input type="text"/>
Bathroom Sink Faucets	<input type="text" value="Please select..."/>	<input type="text"/> Please enter a number without commas.	<input type="text"/> Please enter a number without commas.	<input type="text"/> Please enter a number without commas.	<input type="text"/>
Faucet Accessories	<input type="text" value="Please select..."/>	<input type="text"/> Please enter a number without commas.	<input type="text"/> Please enter a number without commas.	<input type="text"/> Please enter a number without commas.	<input type="text"/>
Showerheads	<input type="text" value="Please select..."/>	<input type="text"/> Please enter a number without commas.	<input type="text"/> Please enter a number without commas.	<input type="text"/> Please enter a number without commas.	<input type="text"/>

Flushing Urinals	<input type="text" value="Please select..."/>	Please enter a number without commas.	Please enter a number without commas.	Please enter a number without commas.	<input type="text"/>
Weather-Based Irrigation Controllers	<input type="text" value="Please select..."/>	Please enter a number without commas.	Please enter a number without commas.	Please enter a number without commas.	<input type="text"/>
Irrigation Professionals	<input type="text" value="Please select..."/>	Please enter a number without commas.	Please enter a number without commas.	Please enter a number without commas.	<input type="text"/>

** Products must be independently certified to meet EPA criteria in order to earn the WaterSense label. E.g., not all ≤ 1.28 gpf (high-efficiency) toilets are WaterSense labeled, only those tested and certified as such. Please refer to the WaterSense labeled product list at www.epa.gov/watersense.

If you are planning to offer rebates in 2013, please complete our [Incentive and Rebate Form](#) to make sure you are listed on the Rebate Finder on the WaterSense website.

Section IV: Incentive Programs Continued

For each type of product below, please provide the type of incentive and quantity issued between January 1, 2012, and December 31, 2012. If you have a tracking sheet, feel free to attach it to the previous page.

Product Type	Incentive Type	# Non-WaterSense Incentives Issued	Other Incentive Type
Other <input type="text"/>	<input type="text" value="Please select..."/>	<input type="text"/> Please enter a number without commas.	<input type="text"/>
Other <input type="text"/>	<input type="text" value="Please select..."/>	<input type="text"/> Please enter a number without commas.	<input type="text"/>
Other <input type="text"/>	<input type="text" value="Please select..."/>	<input type="text"/> Please enter a number without commas.	<input type="text"/>
Other <input type="text"/>	<input type="text" value="Please select..."/>	<input type="text"/> Please enter a number without commas.	<input type="text"/>
Other <input type="text"/>	<input type="text" value="Please select..."/>	<input type="text"/> Please enter a number without commas.	<input type="text"/>
Other <input type="text"/>	<input type="text" value="Please select..."/>	<input type="text"/> Please enter a number without commas.	<input type="text"/> Add more products

On the following page, you will be asked to review your responses. You must select "confirm" at the bottom of the following page to submit your Annual Reporting Form to WaterSense.

Please note, you may need to try different printer settings or print as a PDF to print the full report for your records. We apologize for any inconvenience.

[Next Page](#)

[Need assistance with this form?](#)

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EPA Form Number 6100-09. The public reporting and record keeping burden for this collection of information is estimated to average five 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 Avenue, NW, Washington, D.C. 20460. Include the OMB control number in any correspondence. Do not send the completed form to this address.