



Nominate a Conservation Hero!

Could be you... or someone you know.

Resident Criteria and Nomination Guidelines

With only about 9 inches of rain per year, many El Pasoans understand the value of water and the need to conserve. Our community's long-term water supply strategy depends on continuing to reduce our water consumption.

As a city, we have made great progress, bringing down our water use per person by about 37%, but we need to continue to reduce consumption.

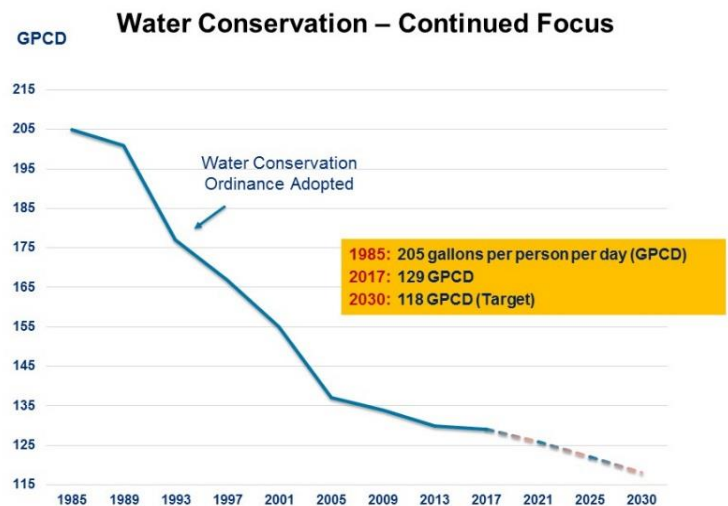
El Paso Water's Residential Conservation Hero Program aims to honor those whom have shown a commitment to conserving water in their home. By sharing success stories and spotlighting best practices, we hope others in the community will learn what they can do too.

Have you and your family adopted good water conservation practices? Maybe you could be our next conservation hero.

Prerequisite: To be considered, the nominee must be at least 18 years or older *AND* must have been a direct customer of the El Paso Water utility for at least four years.

Criteria: El Paso Water will evaluate nominees based on water conservation practices, as demonstrated in six areas:

- **Kitchen** – Newer technologies and better practices are available that can significantly reduce kitchen equipment water and energy use. Are you using water efficient products?
 - Faucets
 - Dishwashers
- **Restrooms** – Sanitary fixtures account for a significant amount of water use in indoors. Have you installed the EPA WaterSense® fixtures and/or low-flow toilets?
 - Toilets
 - Faucets
 - Showerheads
- **Laundry Room** – The average family in the United States uses approximately 10,000+ gallons of water on laundry alone. Are you using water and energy efficient appliances?
 - Washing machine



- **Outdoors** – Direct water use for landscaping can account for a significant portion of a property's overall water use. Have you installed water catchment devices? Does your yard or courtyard include native plants? Do you have drip irrigation, use mulches or use other water efficient practices?
 - Water catchment and reuse (i.e. rain barrel)
 - Low water landscaping covering 50% of landscaped area (i.e. native plants)
 - Irrigation at correct times
 - Use of mulch
 - Permeable pavers

- **Water History** – When we look at your water use over the past four years, will your actual water use reflect your water conservation commitment?
 - Tier 1 water rate with no excessive water use at any time in the last four years and/or
 - Record of reduced consumption over the past four years.

- **Commitment and Practices** – We'll ask you to describe your water conservation commitment and provide details of how you (or the nominee) have integrated water conservation into your lifestyle, including changes you have made, steps you have taken or practices you have adopted that might serve as a model to others.

We do not expect nominees to have perfect scores in all areas, but we do expect to see strong evidence of a conservation ethic.

Deadline: Nomination forms are due no later than May 22 to nluzman@epwu.org

Judging: El Paso Water will select a group of finalists based on the score from their nomination forms. Finalists will receive notification by May 26 and El Paso Water staff and WaterSense volunteers will conduct in-home site visits for finalists. Application of a point system for the different types of water saving appliances, equipment and outdoor landscaping and associated practices is used. Detected leaks on equipment will result in points lost for that category.

Notification and Announcement: We will notify finalists of the Conservation Hero selection and any honorable mentions by June 23. The hero and those identified as honorable mentions are obligated to appear in video(s) that promote good conservation practices in El Paso, in addition to having their photograph taken. Public Announcement of The Conservation Hero will take place for the first time at the Chihuahuas Baseball home game on July 21. El Paso Water will present the award on the field between innings. The Conservation Hero must be in town and available for the Chihuahuas game.

More Information: If you have any other questions about the Conservation Hero program, please contact Norma Guzman at 915-621-2001 or by email at nluzman@epwu.org.



el paso
WATER

Conservation Hero Nomination Form

Residential Category

Have you and your family adopted good water conservation practices? Maybe you could be our next conservation hero!

By honoring those who have shown a commitment to conserving water in the home, El Paso Water hopes to spotlight best practices and influence others to follow in the footsteps of our Conservation Heroes.

Please take a few minutes to complete this simple nomination form. EPWater will recognize the Conservation Hero with the highest score who has effectively demonstrated conservation as a way of life.

El Paso Water Account Number: _____

Name on Account: _____

Email: _____ Phone or mobile: _____

Street Address: _____

City/State/Zip: _____

Please check the items below where you have installed water efficient appliances, equipment or fixtures. If you become a finalist, EPWater will conduct a site visit and look for EPA WaterSense labeled products, where applicable.

Restrooms

- Toilets (*low-flow*)
- Faucets
- Showerheads

Landscaping/Outdoors

- Water Efficient Plants
- Mulches – organic and inorganic
- Trees providing shade
- Watering techniques (*drip irrigation, sprinklers set for assigned days & times*)
- Rainwater catchment design and/or devices – includes swales, permeable materials, rain barrels

Kitchen

- Faucets
- Dishwashing Machine

Laundry Room

- Washing Machine

Water History – Four Years

(check at least one)

- Tier 1 water rate with no excessive water use at any time in the last four years

and/or

- Reduced consumption based on past 4 years average

Commitment and Practice – Please describe in one paragraph your commitment to water conservation and examples of practices that show how you have integrated conservation into your lifestyle.

Recognition

Recognition of the “Conservation Hero” will happen on the field on July 21, 2017 at an El Paso Chihuahuas Baseball home game. The Hero will receive four (4) tickets for their family for that game, and a video highlighting why the customer is an EPWater “Conservation Hero” will be produced. EPWater will retain rights to the video, which will promote the “Conservation Hero” on social media platforms, websites, and at the El Paso Chihuahuas game.

Eligibility

- Nominees must be 18 years or older to enter.
- Nominees must be a **direct residential** customer of El Paso Water and have been a customer for the past four years.
- EPWater employees are **not** eligible.

Deadline: Nomination forms must be received by May 22.

Nomination forms can be emailed to Norma Guzman at nluzman@epwu.org or mailed or hand delivered to the Tech₂O Center at 10751 Montana, El Paso, TX 79935.

Selection Process

- EPWater staff will verify water consumption for the past four years.
- Nominations will be evaluated and scored.
- EPWater staff will select finalists and perform in-home audits to verify water efficiency products and landscaping/outdoor features.
- An EPWater committee will review the nominations, audit data and scores.
- The resident with the highest total points will be named the Conservation Hero and be notified by June 23.
- The selected Conservation Hero must be available to attend a Chihuahua’s game on July 21 to be recognized.

Photo and Water Consumption Information Release

With this signature, I authorize EPWater to use my name, image, and water consumption information for publicity purposes to include photos, videos and the internet.

Print Name _____

Signature _____