



N A R U C
National Association of Regulatory Utility Commissioners

October 6, 2014

Chairs of All State Commissions

**RE: Your Commission's Support for EPA's "Shower Better Month,"
October 2014**

Dear Colleague:

In July 2008, NARUC joined the U.S. Environmental Protection Agency's WaterSense initiative. The focus of the program is to promote water efficiency and conservation through joint activities with members. Because of the overlap between water and energy usage, the EPA WaterSense program, in conjunction with *Energy Action Month*, is encouraging consumers to save energy, water, and money by showering better. Participation can not only reduce water bills but it could also help consumers reduce their electricity and gas costs as well.

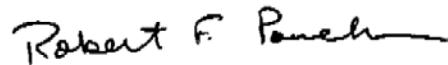
There are several easy ways to become more water efficient. One of the easiest is to install new showerheads carrying the WaterSense label, which will reduce water waste, help the environment, and save consumers' money. With a WaterSense endorsed showerhead, with every shower, a consumer will save enough electricity to power a 60-watt light bulb for eight hours, and every year, that consumer will save the amount of water it takes to wash more than 70 loads of laundry. More water efficiency practices are outlined in the materials attached to this letter.

To make it easier to inform communities about the "*Shower Better Month*" program, EPA developed sample materials for Watersense members to use, e.g., fact sheets, brochures, and info graphics to display on your commission's website or provide to consumers. Attached to this email, you will find *Shower Better Month* Messaging and Facts. Information outlining the direct "*drops to watts*" connection on how saving water can save money is online at: <http://www.epa.gov/WaterSense/pubs/waterenergy.html>. Other materials are available on the WaterSense *Shower Better* website at: http://www.epa.gov/watersense/our_water/shower_better.html.

In addition, if your commission utilizes Facebook or Twitter social media tools, you can “Like” EPA WaterSense on Facebook at <http://www.facebook.com/EPAWatersense> and/or “Follow” them on Twitter at <http://www.twitter.com/epawatersense> and receive up-to-the-minute updates. EPA has also put together the attached list of sample *shower better* social media posts you can use for your agency’s Facebook and Twitter accounts. We hope you’ll join my commission and NARUC in promoting “Shower Better Month” in your community.

If you have other questions, please contact Brad Ramsay at NARUC (202-898-2207 or jramsay@naruc.org) Brian O’Hara (202-898-2205 or bohara@naruc.org), or the WaterSense Helpline at 1-866-987-7367 or watersense@epa.gov. A copy of NARUC's resolution is available at: <http://www.naruc.org/Resolutions/WA%20WaterSense.pdf>.

Sincerely,

A handwritten signature in black ink that reads "Robert F. Powelson". The signature is written in a cursive style with a long horizontal flourish at the end.

Robert Powelson
Chairman
Committee on Water