



NARUC

National Association of Regulatory Utility Commissioners

March 03, 2021

Chairs of All State Commissions

**RE: Your Commission's Support for EPA's "Fix-a-Leak Week,"
held this year the week of March 15-21, 2021**

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 those that participate in the effort. This year, the EPA WaterSense program announced that it would hold its thirteenth annual "Fix-a-Leak Week" initiative March 15-21, 2021. The EPA encourages all of its WaterSense Partners, including NARUC and its members, to use this week to remind Americans to check their household fixtures and irrigation systems for leaks.

At the 2020 NARUC Winter Committee Meetings in Washington, D.C., NARUC passed a resolution urging all of its members to endorse this EPA initiative. We hope each of you will consider, at least, issuing a commission press release and perhaps providing a link to EPA's WaterSense materials on your commission's website. More information including facts and figures on water leaks can be found on the EPA WaterSense "Fix-a-Leak Week" homepage at <https://www.epa.gov/watersense/fix-leak-week>.

To make it easier to inform your consumers, constituents, and communities about the "Fix-a-Leak Week" program, EPA's WaterSense team has developed sample materials for you to use, including a sample press release and a number of different programmed "widgets" to display on your commission's website. Attached to this letter, you will find links to promotional materials – including sample press releases and proclamations.

In addition, if your commission utilizes Facebook or Twitter social media tools, you can "Like" EPA WaterSense on Facebook at

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<<http://www.facebook.com/EPAWatersense>> and/or “Follow” them on Twitter at <<https://twitter.com/EPAwatersense>> and receive up-to-the-minute updates.

We hope you’ll join our commissions and NARUC in promoting “Fix-a-Leak Week” in your community. If you have other questions, please contact Brad Ramsay at NARUC (202-898-2207 or jramsay@naruc.org) or WaterSense Helpline at 1-866-987-7367 or watersense@epa.gov.

Sincerely,

Paul Kjellander
President, NARUC

Maria Bocanegra
Chair, Committee on Water



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APPENDIX

Fix a Leak Week PROMOTIONAL MATERIALS from EPA's Website

Fix a Leak Week is a time to encourage Americans to find and fix household leaks. As a WaterSense partner, you are uniquely equipped to promote this week in your area, using WaterSense tools and collaborating locally with other WaterSense partners.

EPA's 13th annual Fix a Leak Week will take place March 15 through 22, 2021; scroll down for tools and ideas to promote being a leak detective, chasing down leaks, or finding and fixing leaks during Fix a Leak Week or any time of year.

1. Explore Past Partner Events

If this is your first year participating in Fix a Leak Week, get started by checking out [past Fix a Leak Week events and case studies](#).

2. Share Your Plans

If you're planning a leak detective education effort or thinking about another Fix a Leak Week event, [tell us what you're planning](#) so EPA can connect you with other partners who have planned similar efforts and promote your plans in our traditional and social media outreach.

3. Use These Tools—Updated!

Use the following customizable tools in your outreach efforts to help educate consumers about finding and fixing leaks during Fix a Leak Week 2021; however, many of the tools are timeless and can be customized in Microsoft Word or used any time of the year. Others, specifically the Fix a Leak Week curriculum materials, have been posted on the [WaterSense website](#), including many of our kids' materials.

[1] New! Tools for Virtual Fix a Leak Week Events: If you can't hold an in-person event, there are many ways to celebrate Fix a Leak Week remotely! Whether it's holding a virtual race, turning your leak-fixing workshop into a webinar, or creating a contest to get customers to take the new 10-Minute Challenge, you can



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get tips, best practices, and links to existing tools to help you plan a virtually amazing Fix a Leak Week event!

[Take the 10-Minute Challenge \(virtual edition, PDF\)](#)

[Chase Down Leaks With a Virtual Race \(PDF\)](#)

[Host a Virtual Workshop \(PDF\)](#)

[2] New! Fix a Leak Week Twitter Party Graphic: WaterSense and its partners will participate in a one-hour Twitter storm on Monday, March 15, 2021, from 2:00 p.m. to 3:00 p.m. Eastern. Use one of these graphics, sized for Twitter, Facebook, or Instagram, to promote your participation on your social media accounts or website. Then join us for the hour to tweet your Fix a Leak Week messaging and make the hashtag #FixaLeak trend! [Square Graphic \(JPG\)](#) or [Rectangular Graphic \(JPG\)](#)

[3] Updated! Fix a Leak Week 2021 Graphic: Raise awareness about Fix a Leak Week with the special logo, available in multiple formats. There's also an animated banner you can post on your website, as well as a 6-foot-by-2-foot banner suitable for civic buildings or outdoor events. [Logo Instructions \(PDF\)](#) or [Logo Artwork Files \(ZIP\)](#) or [Animated Web Banner \(GIF\)](#) or [6-foot-by-2-foot Banner \(PDF\)](#) or [6-foot-by-2-foot Banner \(EPS\)](#)

[4] New! Take the 10-Minute Challenge Campaign: If you are rethinking public events for 2021, you can still celebrate Fix a Leak Week with a new suite of tools to encourage your customers to save water at home by taking just 10 minutes to check for leaks. The Take the 10-Minute Challenge campaign can be conducted online, through social media, or with remote learning tools for schools, although you can also use these tools for signs or handouts if you do have events.

Learn more about how to implement Take the 10-Minute Challenge with this campaign brief of implementation ideas and messaging: [Take the 10-Minute Challenge Campaign Brief \(PDF\)](#)

Use either of these logo/graphics to promote Fix a Leak Week and the 10-Minute Challenge on your website or social media. [10-Minute Challenge Fix a Leak Week Logo \(PNG\)](#) [10-Minute Challenge Square Graphic \(PNG\)](#)

Post this infographic on your website or social media to show how much consumers can save by taking 10 minutes to check for leaks: [Infographic \(PNG\)](#)



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Share one of the five social media tip graphics each day during Fix a Leak Week (available in two different sizes): [10-Minute Challenge Social Media Graphics \(ZIP\)](#)

Post this two-sided tip card online or print a stack for your lobby, multifamily buildings, takeout restaurants, or in-person events: [10-Minute Challenge Tip Card \(PDF\)](#) or [10-Minute Challenge Tip Card for printing \(PDF\)](#)

Give teachers or families this activity sheet they can do at home in 10 minutes to find leaks: [Fix a Leak Week at Home Activity \(PDF\)](#)

Share this Detect and Chase Down Leaks Checklist for do-it-yourselfers interested in taking the challenge (in English & Spanish): [Take the Challenge Leak Checklist \(English\) \(PDF\)](#) [Take the Challenge Leak \(Spanish\) \(PDF\)](#)

[5] New! Tools to Encourage Leak Reporting at Work: Finding and fixing leaks in the office and around the workplace is just as important as fixing leaks at home. Distribute these posters and these stickers to your commercial and institutional customers to educate employees and tenants to spot and report leaks in public restrooms. Print the poster on 11x17 paper and have employers write in their building services or maintenance contact information. The stickers can be adhered to stall doors, walls, or mirrors; the ones showing faucets have a place to write in the building services or maintenance contact. [Commercial/Institutional Leak Poster \(PDF\)](#) or [Restroom Stickers \(ZIP\)](#)

[7] Tip Sheet to Find and Fix Leaks (in English, Spanish, and Simplified Chinese): Looking for a handout to provide simple tips during Fix a Leak Week or throughout the year? Partners can print this tool on card stock and cut it in half to teach consumers in English, Spanish, and Simplified Chinese how to determine if a toilet has a silent leak, as well as how to “check, twist, and replace” to save water. If you would like to insert your organization’s logo at the bottom of the page with a program such as Adobe Pro, just follow the simple instructions in the Word document below.

[Tip Sheet in English, Spanish, and English and Spanish \(ZIP\)](#)

[New! Tip Sheet in Simplified Chinese \(PDF\)](#)

[Instructions for Adding Your Logo to the Tip Sheet \(DOCX\)](#)

Note: Use the “read view” to review the handout on your computer; the “print view” PDFs are designed to be printed on 8.5x11” card stock in “Landscape” format; use the “Actual size” and “Flip on long edge” print settings and print double-sided, then each sheet can be cut in half to make two cards.



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[8] WaterSense Lotería Card Deck and Game Boards: Invite event attendees to play a round of WaterSense Lotería to make learning about water conservation fun. We expanded our collection of cards inspired by the Mexican game of chance, Lotería, to put a fun twist on educating your audience with water-saving tips for Fix a Leak Week. Now 16 different water-saving tip cards can be used at your events in either English or Spanish to play your own quick mini-game of Lotería, which is played much like the game of bingo. Follow the simple instructions in the document below to print off your own deck of cards and game boards during Fix a Leak Week.

[WaterSense Loteria Card Game Instructions \(DOCX\)](#)

[English language Lotería card graphics \(PDF\)](#)

[Spanish language Lotería card graphics \(PDF\)](#)

[Game Boards in English \(PDF\)](#)

[Game Boards in Spanish \(PDF\)](#)

[9] Be a Leak Detective for Fix-A-Leak Week - "Leak Detective" Graphics and Ideas: Raise awareness about Fix a Leak Week with the special leak detective logo. There's also an animated banner you can post on your website.

["Be a Leak Detective" Logo \(PNG\)](#)

["Be a Leak Detective" Logo \(EPS\)](#)

["Be a Leak Detective" Web Banner \(GIF\)](#)

Follow these tips and timelines from partners who planned successful leak detective-themed events, contests, and educational efforts.

[Timeline and Tips for "Be a Leak Detective" Educational Events \(DOCX\)](#)

[10] Detect and Chase Down Leaks Checklist (in English, Spanish, and Simplified Chinese): Need a helpful handout for your Fix a Leak Week event or outreach activity? Distribute copies of this checklist to show consumers how it takes just 10 minutes to check for leaks at home. You can copy the first version, which reminds them to look for the WaterSense label, or insert your organization's logo in the version without the WaterSense promotional label on the back page. (Note: If you need original art files for this document, please contact the WaterSense Helpline at watersense@epa.gov or 866-WTR-SENS (987-7367).

[Detect and Chase Down Leaks Checklist in English \(PDF\)](#)

[New! Detect and Chase Down Leaks Checklist in Simplified Chinese \(PDF\)](#)

[Detecte y Elimine Fugas \(PDF in Spanish\)](#)

[Detect and Chase Down Leaks Checklist - Insert Your Logo \(PDF\)](#)

[Detecte y Elimine Fugas - Insert Your Logo \(PDF in Spanish\)](#)



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[11] New! See a Leak at Work? Report It! Social Media Graphics: To help your customers spot leaks even when they aren't at home, post these graphics on social media throughout Fix a Leak Week or anytime. You can post just one or use the whole series, which includes a phone image and leaky toilet, faucet, and sprinkler. Or share them with employers in your area to use as part of their leak reduction efforts. [Report Toilet Leaks Image \(PNG\)](#) -- [Report Faucet Leaks Image \(PNG\)](#) --- [Report Sprinkler Leaks Image \(PNG\)](#) --- [Report Leaks at Work Image \(PNG\)](#)

[12] Leak Fixing Fact Sheet for Facilities: If you're working with commercial and institutional customers to reduce water waste, this tool is the perfect mailer or handout. Share it during Fix a Leak Week or any time of year to help facilities find and fix leaks and other areas for improvement. [Facility Fact Sheet \(PDF\)](#)

[13] Leak Detective Kids' Activities Distribute this activity page or bookmarks to kids at events, schools, libraries, restaurants, in your organization's lobby, etc. They'll learn all about finding leaks and saving water. The activity page PDF prints double-sided on 11-inch-by-17-inch paper and folds in half. A Microsoft Word version is also available; you can customize the back page with your own messaging, graphics, and logo. The bookmarks are designed to be printed four per page on 8.5-inch-by-11-inch paper. [Leak Detective Activity Page \(PDF\)](#) --- [Spanish Language Leak Detective Activity Page \(PDF\)](#) --- [Spanish Student Worksheet \(PDF\)](#) --- [Customizable Leak Detective Activity Page \(DOCX\)](#) --- [Bookmark \(PDF\)](#) **Note:** for more Fix a Leak Week Kids' activities and teacher resources, including an English language version of the Spanish Student Worksheet and a Spanish language Family Fact Sheet, please visit the [WaterSense website](#).

[14] Water Price Tag Game: For your next event, create this eye-catching display and invite attendees to play this fun game as they guess how many gallons of water certain items use or waste. Both English- and Spanish-speaking residents of all ages can participate, by matching water "price tags" with photos of items, including a leaky faucet, a washing machine, food, and more. Follow the instructions to create the game in English or Spanish using the files provided in the zip folder, and use the talking points to engage your audience.

[WaterSense Water Price Tag Game Instructions \(DOCX\)](#)

[WaterSense Water Price Tag Game Guide: Questions, Answers, Talking Points \(Docx\)](#)

[WaterSense Water Price Tag Game Files \(ZIP—includes the files below\)](#)

- English Only, Spanish Only, and Combined Language Water Price Tags (PDFs)
- English Language Game Board Display – Flat Board Version (PDF)
- Spanish Language Game Board Display – Flat Board Version (PDF)
- Game Board Display – 3-Panel W/Interchangeable Spanish Language Panel (PDF)



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[15] Fun Bath Hacks Social Media Graphics and Handouts: Post these lighthearted graphics on Twitter or Facebook or print and hand out the PDFs at events to promote replacing toilet flappers, changing faucet aerators, or swapping out a showerhead for a WaterSense labeled model. In the Social Media Graphics zip file below, the files with the word “partner” in the file path can be customized with your organization’s logo using any graphics software, or contact the WaterSense Helpline at watersense@epa.gov or (866) 987-7367 with any questions. You can post the other files as is to Twitter, Facebook, or Instagram.

[Social Media Graphics \(ZIP\)](#)

[Social Media Graphics in Spanish \(ZIP\)](#)

Handouts

[Ready to Print](#)

[Customize With Your Logo](#)

[16] Fix a Leak Week Animation: Share [this animation](#) (in English and Spanish) on your organization's website and social media channels to show consumers how to check, twist, and replace to stop leaks, as well as encourage them to tweet photos of their leak-fixing successes. Any video editing software (e.g., Adobe Premiere, Final Cut Pro, Corel Video Studio) can be used to add your organization's logo at the end of the MP4 version. Please contact the WaterSense Helpline at watersense@epa.gov or 866-WTR-SENS (987-7367) if you have questions or need help adding a logo.

[Check, Twist, Replace Animation in English \(MP4\)](#)

[Check, Twist, Replace Animation in Spanish \(MP4\)](#)

[17] Fix a Leak Infographics: Encourage consumers to find and fix leaks by communicating the savings they can achieve. Partners can add this artwork to their websites, brochures, and more!

[The Facts on Leaks in English \(JPG\)](#)

[The Facts on Leaks in Spanish \(JPG\)](#)

[Household Leaks Infographic \(PNG\)](#)

[Nationwide Leaks Infographic \(PNG\)](#)

[10 inutes Infographic \(JPG\)](#)

[18] "Chasing Leaks" Road Race Tools: Some partners incorporate a "Chasing Leaks" theme in their communities by organizing a running race in celebration of Fix a Leak Week. These 5k races are a great way to get the whole community involved and educate customers about the importance of finding and fixing leaks. Some of the materials here can help you plan and promote your own event. Follow these tips and use the timelines below for planning a "Chasing Leaks" 5k road race, and use the "Chasing Leaks" graphics to promote your race, which

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include the special logo and a 6-foot-by-2-foot banner suitable for civic buildings or outdoor events.

[Timeline and Tips for Organizing a "Chasing Leaks" Road Race \(DOCX\)](#)

["Chasing Leaks" logo \(PNG\)](#)

["Chasing Leaks" Animated Web Banner \(GIF\)](#)

[19] Fix a Leak Week Fact Sheet: Use these facts and statistics to quantify water wasted from leaks—and how many gallons can be saved by finding and fixing them. [PDF](#)

[20] Media Templates: Use these Microsoft Word templates to promote Fix a Leak Week in print and online media, or provide a public service announcement script to your local radio station.

[Sample Press Release \(DOCX\)](#)

[Sample Article \(DOCX\)](#)

[Sample Web Text \(DOCX\)](#)

[Radio PSA \(MP3\)](#)

[Radio PSA \(PDF\)](#)

[21] Sample Fix a Leak Week Proclamation: Use this sample proclamation to make your support for Fix a Leak Week official! When you issue the proclamation, be sure to send a [press release](#) to local media announcing it and include information specific to your community or state. [Sample Proclamation \(DOCX\)](#)

[22] Updated! Fix a Leak Week Snapchat Filter: If you or your organization has a Snapchat account, you can upload this filter using the instructions provided and encourage followers and friends to add it to their Snapchat photos taken at Fix a Leak Week races and other events. [Snapchat Filter \(PNG\)](#) and [Snapchat Filter Instructions \(DOCX\)](#)