



August 2, 2010

The Honorable Harry Reid
United States Senate
Washington, DC 20510

Dear Senator Reid:

We, the undersigned members of the WATER Coalition, a diverse coalition representing plumbing contractors, union members, equipment manufacturers, wholesalers, retailers, utilities, environmental groups, water efficiency organizations and real estate organizations, along with other allied organizations, are pleased to support the inclusion of the WaterSense rebate provisions contained in the *Home Star Retrofit Act of 2010*, now part of the *Clean Energy Jobs and Oil Company Accountability Act of 2010* and urge the Senate to follow your lead in supporting the creation of jobs through incentivizing the efficient use of water technologies, products and services.

Created in 2006, the Environmental Protection Agency's WaterSense program designates products and services that save water and perform efficiently. The label is backed by third-party testing and independent certification to ensure that the product meets EPA's stringent criteria for efficiency and performance. Since the standards and certification are already in place, incentives for the purchase of WaterSense products and services can be deployed quickly to build consumer demand for WaterSense technology and create, generate and retain jobs in the plumbing and irrigation industries.

We are convinced that the WaterSense incentives proposed within the Home Star program will spur hiring by manufacturers that produce these products, wholesalers and retailers who sell the products and the local contractors and construction workers who will retrofit products, thus leading to significant water savings and job creation. In fact, the jobs potential for investment in replacing plumbing fixtures is on the order of 18,000 jobs per billion dollars of direct investment. These WaterSense incentives will help

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reverse the disturbing decline in construction-related jobs -- unemployment in plumbing-related construction jobs is at an alarming 25 percent.

Again, thank you for your efforts and leadership in ensuring that water efficiency is recognized as an essential component of an efficiency retrofit program. We applaud the inclusion of WaterSense rebates and, if the measure is signed into law, we look forward to working with you, your colleagues in the Senate and House of Representatives, and the Administration in ensuring the success of the Home Star retrofit program.

Sincerely,

Alliance for Water Efficiency
American Rivers
American Standard Brands
American Supply Association
Bradley Corporation
First Supply
GreenPlumbers USA
International Association of Plumbing and Mechanical Officials
International Code Council
Kohler Company
Lowes Companies, Inc.
Mechanical Contractors Association of America
Moen Incorporated
National Association of Clean Water Agencies
Plumbing Contractors of America
Plumbing Manufacturers Institute
TOTO USA
U.S. Green Building Council