

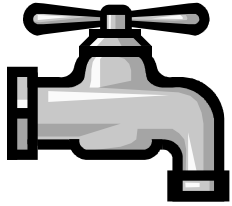
Water Conservation Tips for the Consumer

Indoors

- Repair all water leaks in toilets and faucets immediately. One drop per second wastes 2,400 gallons of water a year.
- Place a bucket inside the shower to collect “warm-up” water. This otherwise wasted water is great for container plants.
- Install water-saving toilets, faucets and showerheads; ***water savings would equal about 5.4 billion gallons a day*** if every American home did this.
- Turn off water while brushing teeth or shaving.
- Scrape dirty dishes instead of using the dishwasher pre-rinse cycle.
- Run dishwashers and washing machines on full loads only.
- Limit disposal use by composting garbage.

Outdoors

- Use an automatic timed sprinkler system to water your yard. It is the most efficient water system because it controls the amount of water. It can also be set to run overnight or in the early morning when temperatures and winds are at the lowest levels, reducing the amount of evaporation. What’s more, these systems allow you to adjust to different application rates for different types of plants—all automatically adjustable to changing weather conditions.
- Install a drip irrigation system. Slow watering can save up to 60% of all water used in lawn and garden areas.
- Spike or aerate lawns to ensure maximum penetration.
- Use pressurized irrigation systems—they deliver water more efficiently than any other method to lawns, gardens and crops.
- Use a broom or blower on sidewalks and driveways instead of a hose.



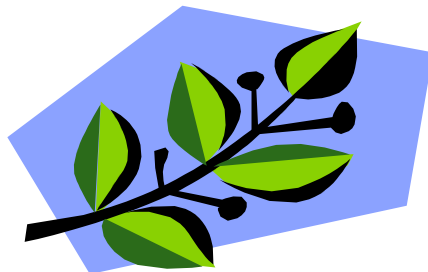
Water Conservation Tips for the Consumer

Outdoors (continued)

- Utilize soil moisture measurement devices. They monitor the amount of water in the soil available to plants and will turn irrigation watering on or off as appropriate to maximize plant growth while minimizing water use.
- Properly prune or trim trees, shrubs and other woody plants to maximize the plants' health and minimize invasion by pests.
- Remove dead or dying plants and all weeds that compete for available water.
- Wash cars with a bucket of water. Do not let the water run while washing your car. Use a nozzle or hose-end turn off valve. If possible, drive your vehicle onto the lawn so excess water can be absorbed into the landscape.
- Use pool covers to reduce evaporation. In arid climates, an average-sized swimming pool loses about 1,000 gallons of water per month if left uncovered.
- Avoid using sprinklers for play; this accounts for an incalculable loss of water.
- Water landscapes infrequently, but more deeply.
- Loosen soil around plants occasionally, or mulch the soil surface to cut down on water evaporation.
- Move container plants to sheltered areas, away from excess wind and sun.
- Maintain sharp blades on pruning shears and lawn mowers.
- Repair all water leaks on hose couplings, bib leaks and similar connections as soon as detected.
- Purchase plants that have scientifically documented low water requirements.

The Environmental Benefits of Landscaping

- Grass, trees and plants reduce soil erosion—a major cause of water pollution by pesticides, fertilizers and sediment.
- One tree removes 26 pounds of carbon dioxide from the air every year and it can produce enough oxygen for a family of four to live on—about 13 pounds annually.
- Plants, trees and grass fight pollution and provide storm water control and shelter for wildlife.
- Shrubs, turf and trees reduce noise pollution by up to 50%.
- Proper selection and placement of plant material can lower heating and cooling costs by as much as 20%.
- Trees absorb as much as 85% of the sun's direct heat.
- Eight average front lawns have the cooling effect of 70 tons of air conditioning.
- Trees can reduce power demand by as much as 59%.
- Temperatures around grassy areas are about 25 degrees cooler than around dead grass or concrete "heat islands."
- One large tree can absorb as much heat as several window air conditioners and can lower temperatures by 10 degrees.
- Healthy turf is a strong asset in fire prevention.



The Economic and Life Enhancing Benefits of Landscaping

American homeowners were asked to identify the most important benefits of a residential or commercial property that has a well-maintained lawn and landscape. They ranked the benefits as follows.



Homeowners Identify and Rank Benefits of Landscaping

- Adds beauty and relaxation for the family, employees or visitors (54.0%)
- Reflects positively on its owner (53.2%)
- Offers a comfortable place to entertain, work or visit (47.4%)
- Increases real estate market value (44.1%)
- Helps beautify the neighborhood (43.3%)
- Provides a safe, high-quality play area for children (36.7%)
- Provides an exercise area for pets (21.3%)
- Helps purify the air (19.9%)
- Helps cool the air (17.8%)
- Provides a natural water filter to protect water quality and the environment (13.5%)

