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PRESS RELEASE

For Immediate Release

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Resource Action Programs Partners with TORO® to Launch New Outdoor Program

Sparks, NEV. – Resource Action Programs (RAP) has been working diligently to develop an additional innovative program offering to their clients. Breaking into a new area of concentration, Outdoor WaterWise™ is focused on outdoor residential water conservation. Considering that this characteristic is markedly different from current program offerings, RAP has partnered with TORO®, an expert in the outdoor water arena, to develop a kit stocked with products that will yield the outdoor savings clients have been searching for. The program is now available for new and existing clients to launch in the fall 2017 semester.

Outdoor WaterWise™ is currently being offered as a K-12 education program that includes a newly-developed curriculum backed by the key strategies of RAP’s proven proprietary method, Measure-Based Education®. The program is implemented by RAP on behalf of subscribing utility clients within 5th and 6th grade classrooms across client service territories. The kits are provided by the utility at no charge to the participating schools, teacher or students’ families. This is an ideal program for areas that have recently experienced drought, utilities that are focused on water conservation efforts, and any family that is hoping to save precious dollars on their water bills.

“The need for an outdoor-based program was repeatedly made apparent by our clients over the last few years,” said Larry Weight, President of RAP. “The largest challenge in bringing an outdoor program to life was securing an expert in the outdoor water arena. We are extremely pleased that TORO® was interested in partnering with us and was able to provide top-of-the-line Precision Spray Nozzles for this new kit,” he added.

Using RAP’s award winning program methodology as a template, Outdoor WaterWise™ is a valuable addition to RAP’s portfolio of educational program offerings. The program is designed to educate and excite students about outdoor water conservation through engaging in-class lessons and activities while providing families a no-cost, educational solution to water savings. Students share their newfound knowledge with members of their families through the at-home installation activities, educating entire households on the importance of water conservation while providing them the tools to increase savings on utility bills.

For more than two decades, Resource Action Programs has developed and implemented energy efficiency and water conservation programs for utilities, government agencies and community-based organizations. The customized education programs they offer are designed to shape consumer behavior and deliver impressive results that have yielded millions of dollars in savings.

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About Resource Action Programs

Resource Action Programs® (RAP), a Franklin Energy company, is the leader in cost-effective Measure-Based Education® for K-12 education, direct-to-customer, and small/medium business programs. The proven and effective design provides the tools to form energy-literate households and businesses while generating immediate verified savings in energy and water use. RAP programs consistently earn honors and awards from entities such as ACEEE, AWE, APPA, and NEUAC. For more information about RAP, visit www.resourceaction.com.

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