Rain Barrels

PROGRAM – Rain Barrels	
I. Pollutant of concern (what and why)	Water Quantity Excess runoff increases risk of flooding, stream bank erosion and pollutant transport
II. Target audience (who)	Homeowners
III. Message and delivery	**Goal:** To decrease stormwater runoff by increasing knowledge of issues with stormwater and ways to safely capture and use rainwater in the home landscape. **Objectives:** 1. Participants will increase their knowledge of rain barrels (what they are and why they are important) 2. Participants will understand how to obtain, install, use and maintain a rain barrel 3. Participants will install a rain barrel at their home or office, as appropriate.
	Presentations: Rain barrels- Homeowner workshop ppt (annotated) **Surveys:** Pre-Post survey Follow-up survey (Surveys also available in Qualtrics) **Data:** NA **Articles/Brochures:** Rain Barrel Fact Sheet Build a Barrel Time to Winterize Intercept and Infiltrate General Rain Barrel Tips **Social Media:** Build a Barrel Time to Winterize Intercept and Infiltrate **Videos:** DIY Rain Barrel Build (website link) **Flyers: NA** **Publications:** HENV -201 How to Build a Rain Barrel **Additional Resources:** https://water.ca.uky.edu/waterconservation#rainbarrels
	Other Related and Relevant Resources HENV-204 What's a Watershed?

	Social Media/Articles: see Stormwater General and Water Conservation folders for other related information **Faculty Resources:** Brad Lee Carmen Agouridis
IV. Measure the program	*Note: These would be developed in collaboration with the MS4*
A. Evaluation Method 1. public reporting 2. Inspection results 3. Infrastructure clean out frequency 4. Visual assessment 5. street sweeper/collection amounts 6. water sampling 7. Public survey 8. Stakeholder and collaborators 9. Public participation	MCM1: Public Outreach (*examples of potential measures*) Number of educational materials developed and distributed (emails, print, website, social media/reach or followers) Number of PSAs, articles or press releases Number of homeowners attending educational workshops Number of partnerships established with community organizations Number of partnerships established with local businesses MCM2: Public Participation (*examples of potential measures)* Number of participants installing a rain barrel Number of rain barrels installed Number of participants completing a pre-post survey Number of participants completing a follow-up survey
B. Evaluation Frequency	Determined with MS4 (ex. annually, biannually, every 5 years)
C. Conduct Program and Evaluation	Program implementation
V. Reassess	Determine program effectiveness and what needs to change.
VI. Maintain Documentation	Will need to be done in collaboration with MS4. Examples of documentation include: Contact log Sign-in Sheets Survey results Copies/images of media distributed
Related Programs: see Rain Gardens program folder	

SOCIAL MEDIA and ARTICLES			
Season	Artl	Title/Description	Social Media Content
SP,SU	**X**	**Build A Barrel** TM: Rain barrels conserve water in your landscape.	Looking for a weekend project? Consider building and installing a rain barrel. Rain barrels are an inexpensive way to conserve water in your landscape. They capture rainwater from the roof and store it for later use. Harvested rainwater can be used to water your yard and

			flower beds or clean your lawn tools. This conserves drinking water and lowers your water bill. By capturing rainwater, you also reduce the amount of stormwater runoff entering our waterways. References and Resources: HENV 201: Building a Rain Barrel http://www2.ca.uky.edu/agcomm/pubs/henv/henv201/henv201.pdf Link to video: DIY Rain Barrel Build https://www.youtube.com/watch?v=sKC8wJU_Uvo
F/W	X	**Time to Winterize** TM: Rain barrels conserve water and reduce runoff and should be maintained to extend their life.	When putting your gardens to bed for the winter, take a few moments to perform some simple maintenance steps on your rain barrel. This will extend its life over many growing seasons. References and Resources: HENV 201: Building a Rain Barrel http://www2.ca.uky.edu/agcomm/pubs/henv/henv201/henv201.pdf
Sp,Su	**X**	**Intercept and Infiltrate** TM: Reduce runoff by capturing rainwater and encouraging infiltration.	*Go green infrastructure* to reduce stormwater runoff and improve water quality. Consider installing a rain barrel or a landscape feature like a rain garden or bioswale to intercept stormwater runoff and encourage infiltration. References and Resources: HENV-205: Residential Raingardens http://www2.ca.uky.edu/agcomm/pubs/HENV/HENV205/HENV205.pdf AEN-118: Managing Stormwater Using Low Impact Development (LID) Techniques http://www2.ca.uky.edu/agcomm/pubs/AEN/AEN118/AEN118.pdf
See Rain Garden Program and Native Trees and plants folders for additional social media on encouraging infiltration in the home landscape			

Sp=spring, Su=Summer, F=Fall, W=winter; TM=target message