

Rain Gardens

PROGRAM – Residential Rain Gardens	
I. Pollutant of concern (what and why)	<p>Water Quantity - excess runoff increases risk of flooding, transports pollutants and contributes to stream bank erosion and sediment pollution.</p> <p>Water Quality – nutrients, chemicals, and bacteria.</p> <p>Rain gardens help slow down runoff for it can infiltrate and filter pollutants.</p>
II. Target audience (who)	Homeowners
III. Message and delivery	<p>Goal: To decrease stormwater runoff by increasing knowledge of issues with stormwater and ways to intercept runoff and encourage infiltration in the home landscape.</p> <p>Objectives:</p> <ol style="list-style-type: none"> 1. Participants will increase their knowledge of rain gardens (what they are and how they are used) 2. Participants will increase their knowledge of why rain gardens are important. 3. Participants will increase their knowledge of how a rain garden is installed and assess if it is the appropriate BMP for their landscape.
	<p>Presentations:</p> <p>RG for Homeowners (condensed version)</p> <p>For multiple presenters (approx. :</p> <ul style="list-style-type: none"> RG and stormwater RG Overview RG Site Selection RG Construction RG Design <p>Facilitator’s Guide</p> <p>Surveys:</p> <ul style="list-style-type: none"> Pre-Post survey Follow-up Survey <p>Data: NA</p> <p>Articles/Brochures:</p> <ul style="list-style-type: none"> Intercept and Infiltrate Maintenance Tips <p>Social Media: Intercept and Infiltrate</p> <p>Videos: NA</p>

	<p>Flyers: NA</p> <p>Publications: HENV -205 Residential Rain Garden: Design, Construction and Maintenance</p>
	<p>Other Related and Relevant Resources:</p> <p>What's a Watershed?</p> <p>Social Media/Articles: Stormwater Savvy and article- see Stormwater General for other associated topics</p> <p>Faculty Resources:</p> <p>Brad Lee</p> <p>Rick Durham</p>
IV. Measure the program (how to measure)	<i>Note: these would be developed in collaboration with the MS4</i>
<p>A. Evaluation Method</p> <ol style="list-style-type: none"> 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 	<p>MCM1: Public Outreach (<i>examples of potential measures</i>)</p> <p>Number of educational materials developed and distributed (emails, print, website, social media/reach or followers)</p> <p>Number of PSAs, articles or press releases</p> <p>Number of homeowners attending educational workshops</p> <p>Number of partnerships established with community organizations</p> <p>Number of partnerships established with local businesses</p> <p>MCM2: Public Participation (<i>examples of potential measures</i>)</p> <p>Number of participants installing a rain garden or other best management practice</p> <p>Number of participants for a rain garden maintenance day</p>
B. Evaluation Frequency (when)	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	<p>Will need to be done in collaboration with MS4. Examples of documentation include:</p> <p>Contact log</p> <p>Sign-in Sheets</p> <p>Survey results</p> <p>Copies/images of media distributed</p>

SOCIAL MEDIA and ARTICLES			
Season	Artl	Title/Description	Social Media Content
Sp,Su	X	Intercept and Infiltrate <u>TM:</u> Reduce runoff by capturing rainwater and encouraging infiltration	<p><i>Go green infrastructure</i> 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.</p> <p><u>References and Resources:</u> 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</p>
Sp,Su,F	X	Stormwater Savvy <u>TM:</u> Stormwater runoff transports pollutants	<p>In most communities, stormwater is transported through ditches or underground piping. It carries pollutants such as oils, chemicals, and debris from our streets and yards to local waterways. These pollutants degrade water quality which has negative ecological, environmental, and economic consequences.</p> <p><u>References and Resources:</u> HENV 203: Stormwater ENRI website: https://water.ca.uky.edu/urban-stormwater</p>

See Rain Barrel Program and Trees and Plants folders for additional media to encourage interception and infiltration in the home landscape