



*Working together for
healthier homes and
sustainable communities*



Working with the Cities of Kitchener and Waterloo for
sustainable stormwater management



Outline for today

RAIN

- Who we are
- Our role in the Cities of Kitchener and Waterloo
- Our objective and mandate
 - Report to City of Kitchener & MOE
- Our goals
 - How can we encourage the public to care about SWM?
- Our activities



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- **Who we are**

- One of many RAIN programs in Ontario
- Activities organized through Green Communities Canada and its 10 member organizations
- Local delivery across Waterloo Region by REEP Green Solutions



- **What is different about Kitchener and Waterloo**

- City of Kitchener awarded funding through MOE – SWI
 - Partnered with REEP for program delivery
- More intensive programming in Kitchener and Waterloo
- Assist landowners in qualifying for stormwater utility credits



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- Our role
 - Lead stormwater education and outreach programs with all sectors in Kitchener and Waterloo (residential, commercial, industrial)
 - Communicate which activities qualify for stormwater credits in the Cities of Kitchener and Waterloo
 - Create a model to be replicated across Canada

- **Our objectives**
 - **Obligations under the SWI program are outlined in the Grant Funding Agreement (GFA)**
 - **The purpose of the Project is to develop and demonstrate a stormwater source reduction program that can motivate and achieve stormwater abatement. The program will reduce volume and non-point source pollution entering the Grand River and its tributaries in the cities of Kitchener and Waterloo via intensive community-based social marketing and financial incentives for landowners. The program could be used as a model that could be replicated in other municipalities in Ontario.**
 - **Contains specific deliverables and timeframes**
 - **Volume of stormwater discharge reduction**
 - **317,940m³ reduction by January 2014**
 - **Door to door outreach in priority neighbourhoods**
 - **Visit 800 homes by January 2014**
 - **Facilitate stormwater demonstration projects**
 - **Two projects in 2012, four projects in 2013**

Role of the Expert Panel

- Outlined in the Grant Funding Agreement
- Which states:
 - An expert panel will also be formed to provide ongoing expertise and advice throughout the project including quality assurance, technical advice, and liaison with sector associations. The panel will be made up of five to six professionals from a range of sectors including engineering, hydrogeology, landscape architecture, property management, rain water harvesting, environment and health.

- Expert Panel
 - Made up of experts in innovative SWM
 - Canada East Surface Water Program Lead from Stantec
 - Director of Engineering from the ICPI (PICP)
 - Senior Regional Hydrogeologist
 - PhD student / Instructor in alternative water treatment from U of Waterloo & Fleming College
 - Urban retrofit expert from TRCA
 - Leading landscape architects and installers
 - Relevant program representatives from Kitchener & Waterloo
 - Technical advice
 - Liaison with Professional Associations
 - Guidance for demonstration projects

- Activities informed RAIN thus far
 - Outreach!!!
 - more from Cheryl in a few minutes
 - LID Tour (tomorrow October 5th!)
 - Creation of Ontario's most comprehensive online stormwater management community
 - Website and library are under construction, will be ready in late November / early December
 - Access to cutting edge research and best practices
 - Through our expert panel and extensive network of contacts
 - Production of great public education videos such as this...



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RAIN Program: A paddler's perspective on stormw...

Share

More info





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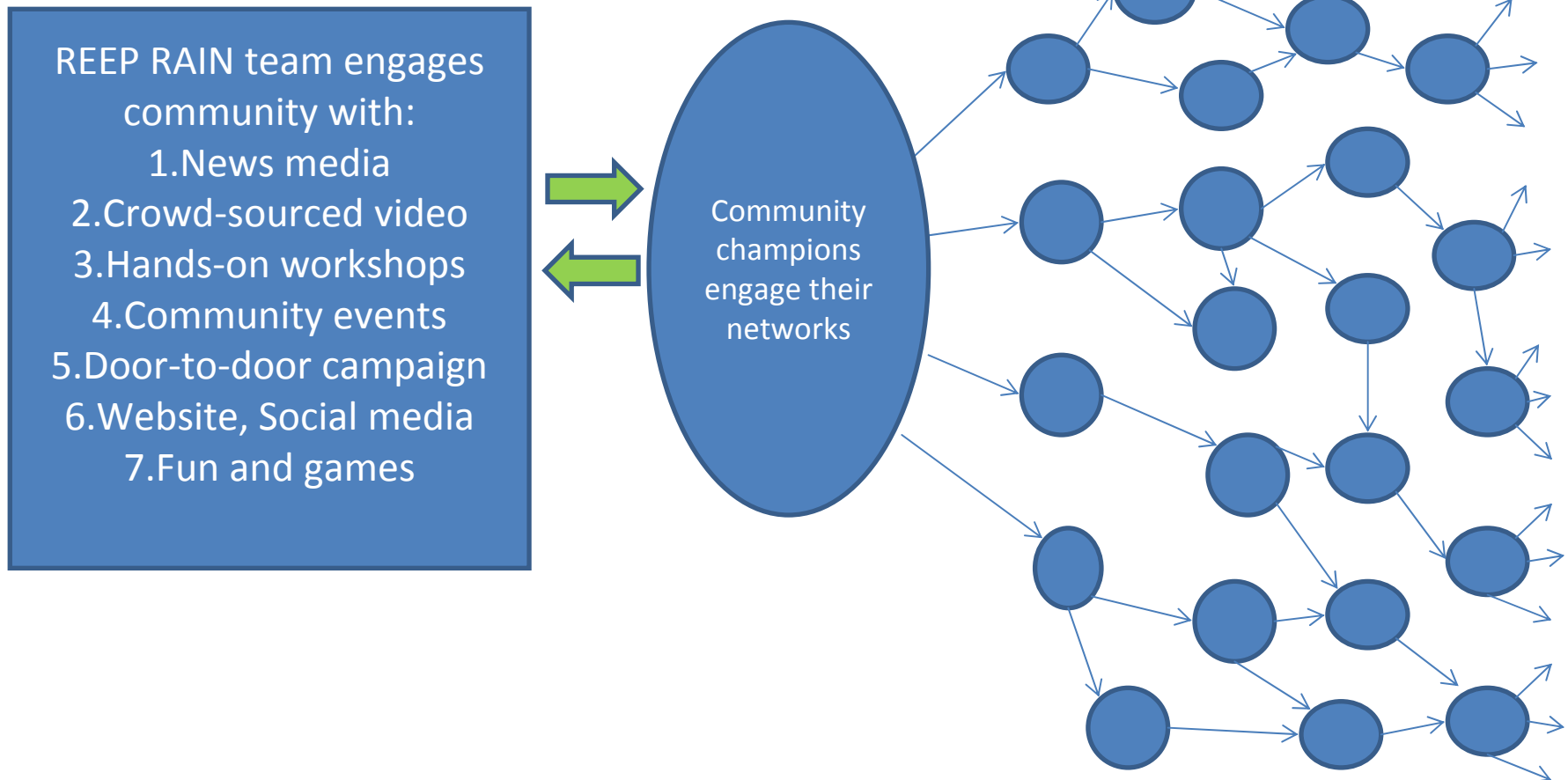
Community outreach based on 3 main messages:

SLOW
it DOWN

SOAK **it**
up

keep it
CLEAN

Community-based approach





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- **Crowd Sourced Video-** Program Launch April 10
- 26 families provided 79 photo and/or video entries





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Hands-on workshops





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Community events





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Door to door campaign





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Social media

The screenshot shows a Facebook post from the REEP Green Solutions page, dated September 14. The post includes a photograph of a dog named Maggie looking at a storm drain on a sidewalk. The drain has several yellow fish-shaped designs painted on it. The post text asks if the viewer has seen these designs in their neighborhood and what they mean. Below the text are interaction options: Tag Photo, Add Location, and Edit. The post has received three likes from users: Slow RAIN, The Mark Maurer Team, and Sharyn Inward. A comment from Tiffany Cooper explains that the yellow fish are meant to remind people that storm drains are sent into untreated waterways, and that the fish will swim in the water. Another comment from REEP Green Solutions mentions a prize drawing for a RAIN watering can. A final comment from REEP Green Solutions asks if the date doesn't work for the user and provides contact information for Cheryl.

REEP Green Solutions September 14

Maggie the stormwater hound was getting soaked on a beautiful walk in the rain this morning. She came across this strange yellow design as she was checking out where the road runoff was going. Do you see them in your neighbourhood? What do they mean?

Tag Photo Add Location Edit

Like · Comment · Share · Edit

Slow RAIN, The Mark Maurer Team and Sharyn Inward like this.

Tiffany Cooper The yellow fish are to remind people that storm drains are sent into our waterways untreated (i.e. fish will swim in the water that goes into them). This hopefully will discourage... See More
September 14 at 3:37pm · Like · 1

REEP Green Solutions Maggie says 'bow WOW!' that is such an excellent answer that you get a prize! Please come to REEP House Saturday Sept 22 from 10-11am to claim your RAIN watering can prize! For mor... See More
September 14 at 8:44pm · Like · 2

REEP Green Solutions If that date doesn't work for you please contact Maggie's mom Cheryl at cevans@reepgreen.ca. Congrats Tiffany

Write a comment...



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Fun and games...

- Goosechase app.



Community champions engage others

- 10 family pilot study
- 4 residential case studies
- Champions provide workshops e.g. rain barrel
- 6 commercial /institutional demonstration projects



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RAIN RESOURCE



Learn to manage the rain that falls
on your property

www.reepgreen.ca/rain



Learn what actions qualify for
upcoming stormwater utility credits

www.kitchener.ca/stormwater

www.waterloo.ca/stormwater

