



An ecological approach to stormwater management.

GOAL

- To protect the water quality of our lakes and rivers by engaging urban homeowners in reducing negative impacts of stormwater in multiple communities across Ontario.



OBJECTIVES

- Increase permeable surfaces
- Design natural areas to maximize infiltration
- Capture, storage and use of rainwater
- Avoid release of pollutants
- Maintain and enhance the urban forest
- Conserve water



MARKETING HOOKS

- Swimmable beaches
- Gardening enthusiasts keep up with trends
- Creating beauty in the yard
- Eco-chic aesthetic
- Peer pressure
- Basement is leaking
- Ponding/flooding
- Water metering/conservation
- Fish and wildlife protection (anglers and hunters)



RAIN
RAIN

SLOW
it **DOWN**

SOAK it
up

keep it
CLEAN



SLOW it DOWN

- Capture, storage and slow release of rainwater (cisterns/rainbarrels with soaker hoses)
- Maintain and enhance the urban canopy (Plant trees!)



**HAVE YOU
EMPTIED YOUR
RAIN
BARREL?**
www.slowrain.ca



SOAK it up

- Increase permeable surfaces (permeable paving, soaking pits, rain gardens)
- Design natural areas to maximize infiltration (rain gardens, etc.)



Keep it CLEAN

- Avoid release of pollutants (pet waste, fuels, solvents, cigarette butts, fertilizer, de-icing salt)



STOP Hold On To Your Butt!™
Beaches and streets
are **NOT** ashtrays.

Report Butt Flickers: Call 1-877-211-BUTT





Actions for homeowners:

- Install a rain barrel. Empty it before the next rain.
- Disconnect your downspout.
- Build a rain garden.
- Pick up pet waste. Bury or compost it.
- Wash your car at a commercial carwash.
- Increase areas where rain can soak into the ground.
- Plant native trees and bushes.
- Put your driveway on a low-salt diet.
- Put cigarette butts in the trash (carry a pocket ashtray)
- Spread only natural fertilizers. Apply only during dry weather.



Local activities

- Highlight local people who are already doing the right thing via awards and ceremonies, tours
- Build demonstration projects (rain gardens, cisterns, permeable paved area, pet waste composting at busy dog park)
- Organize and host workshops/training on various topics to include:
 - *Build your own rain garden*
 - *How to convert your driveway to permeable paving*
 - *Make your own rain barrel*
 - *Build a pet waste digester*
- Disconnect downspouts (possible revenue generation with fee for service paid by municipality)
- Conduct comprehensive media, communications and outreach work (stories/awards in the local paper, ongoing follow-up with stakeholders, booths at community events, presentations to partners/stakeholders, target audience, etc.)
- Promote and sell rain barrels
- Host special events at carwash facilities, hand out carwash coupons



EMPTY BEFORE NEXT RAIN



Ontario
Trillium
Foundation



Fondation
Trillium
de l'Ontario

Green 
Communities
CANADA

In summary:

- Talk to other successful project proponents
- Address weaknesses
- Know the audience
- Analyse the barriers and opportunities
- Simplify the messages
- Train peers to be community champions
- Use economies of scale, pool resources
- Model desired behaviours
- Organize DIY activities to empower people
- Recognize and celebrate achievements