



Franklin Soil and Water Conservation District

Creating Conservation Solutions for Over 60 Years

City of Columbus Backyard Conservation Program – Rain Barrels 2012

In Partnership with

**Franklin Soil and Water Conservation District
Friends of the Lower Olentangy Watershed
Friends of Alum Creek and Tributaries
Interested Sustainability Organizations**

Goal:

The overall goal is to improve the environmental stewardship and water conservation of City of Columbus residents. This will be achieved by enabling good decision-making by providing information on the impacts of storm water runoff on water quality and flooding, by providing the tools to act on their decisions, and by removing perceived barriers to the use of rain barrels as a storm water best management practice.

Focus:

This program will focus on rain barrels as a gateway urban storm water best management practice that is highly popular with homeowners, affordable and easy to use. Rain barrel workshops are a proven method to educate about water conservation, storm water runoff and nonpoint source pollutants. They also provide an opportunity to introduce additional storm water practices such as rain gardens.

Target Audience:

The target audience is Columbus residents because, collectively, they represent the largest source of urban nonpoint source pollution in Franklin County. Local residents and homeowners are also the most likely to implement landscape conservation practices if educated about the possibilities and importance of doing so. Residents within the Columbus Water Service area will be able to participate in online workshops. Those residing within City limits will be targeted for in-person and online workshops and program advertising.

Description of Problem or Need:

Storm water runoff is one of the leading causes of degradation to Ohio's waterways. Urbanization puts an undue stress on streams and rivers as increases in impervious surfaces lead to heightened storm water runoff as well as increased pollutant loads. Urban runoff contains pollutants such as pesticides and fertilizers from lawns, oil and grease from automobiles, fecal coliform and nutrients from animal waste, and trash. The increased volume and force of urban runoff erodes stream banks and scours the bed leading to high sediment loads, which create a harmful environment for many organisms such as fish, amphibians, and macroinvertebrates. Where impervious surfaces prevent rainfall from infiltrating the soil, less water is available for groundwater recharge, which can reduce stream base flow and impact aquifer recharge rates. In older neighborhoods, residential storm water runoff can be a contributing cause of sanitary sewer overflows because many older homes have downspouts that drain into combined storm and sanitary sewers. These cumulative effects can create an environment that is unsafe for human activities, as well as one that is detrimental to the health of animals that inhabit it.

Degradation of local streams and rivers is not only an environmental health problem, but an economic one as well. An increase in storm water runoff contributes to flooding and property damage. Lower water quality in lakes, rivers, and wetlands can reduce property values, raise public water utility bills, and reduce tourism and other business related income. Polluted water bodies are unattractive and unsafe, thus contributing to a negative economic effect on surrounding communities. Backyard conservation practices can help residents protect their properties and contribute to the solution of storm water pollution. The proposed program will seek to educate homeowners on the effects of urban runoff and provide them with the tools to manage storm water issues at the residential level using rain barrels as one strategy.

Description of Program:

Franklin Soil and Water Conservation District proposes to work with experienced and trained watershed and sustainability groups and in-house staff to target Columbus residents and neighborhood areas of concern. The program will employ rain barrels as a gateway urban best management practice and means for storm water management, which also enhances water quality, water conservation, and landscape aesthetics. For example, although rain barrels are not a panacea for reducing runoff, this practice can benefit the homeowner and the environment by reducing use of treated water for landscaping. With registration for each workshop, Franklin Soil and Water will offer a reduced rate on rain barrels to residents who are willing to install them.

The educational components of this project will include instructional workshops, as well as technical assistance for residents. Workshops will be informational sessions led by the Franklin Soil and Water Conservation District, watershed, and sustainability groups where participants will learn about rain barrel benefits and other conservation strategies available to them.

Workshops will be conducted on a seasonal basis from /April through August so residents have the opportunity to readily install barrels during the warmer, wetter seasons. Educational aspects of the program will support the City's Get Green Columbus initiative by encouraging residents to take the further steps toward sustainability through the framework provided in the Columbus GreenSpot program.

A series of fact sheets based on backyard conservation themes will be available to residents through the workshops. Program participants will also receive Web links to a comprehensive Backyard Conservation handbook with partner logos, containing additional backyard conservation tips.

In addition, Franklin Soil and Water will use effective multimedia resources illustrating storm water and water conservation concepts, as well as rain barrel installation guidance that are similar to that provided by the in-person workshops. This media resource can be used online in conjunction with an online quiz and registration to give residents the opportunity to purchase a rain barrel at a reduced rate, without attending a workshop. Online resources will be available for residents from April to October.

City of Columbus Backyard Conservation Program – Rain Barrels

This working agreement is entered into on February 1, 2012 and becomes effective on the date of the last signature. The grant agreement expires on December 31, 2012. The agreement is subject to the limitations of authorities, resources and policies of the Franklin Soil and Water Conservation District (Soil and Water) and the City of Columbus (the City).

The purpose of this agreement is to develop a Backyard Conservation Rain Barrel Program and partnership with the goal of distributing 1,000-1,500 rain barrels through a combination of workshops and online educational media resources

City of Columbus Backyard Conservation Program – Rain Barrels

Partnership and Responsibilities:

The Backyard Conservation Rain Barrel Program is a unique opportunity to tie together local governments, Franklin Soil and Water, and watershed and sustainability groups to outreach to urban residents.

Specifically:

The City of Columbus will benefit from the outreach and education provided for homeowners in their community. The program will be a strong component of the Get Green Columbus initiative, connect with watershed group visions, and have sound technical and administrative support from Franklin Soil and Water. The City also benefits from increased infiltration of storm water and storm water education.

Franklin Soil and Water Conservation District will benefit by meeting its goal of having an active and effective backyard conservation program and a strong, ongoing relationship with watershed groups and local governments. This reduces duplication, funding costs, and improves communication and coordination between local organizations working toward similar objectives.

Friends of the Lower Olentangy Watershed (FLOW) and the Friends of Alum Creek and Tributaries (FACT) watershed groups each have experience in presenting backyard conservation programs. Through surveys and discussions, watershed residents have expressed the desire for additional programs and workshop exposure. The proposed Backyard Conservation Rain Barrel Program will benefit watershed groups by building upon this experience and allowing exposure to the watershed group name and membership. A partnership among Franklin Soil and Water Conservation District, community watershed groups, and the City of Columbus in the Backyard Conservation Program will make this expansion and exposure possible.

The Backyard Conservation Rain Barrel Program aims to:

Goal 1: Reach 1,000 -1,500 households with storm water educational message through in-person and online workshops.

Goal 2: Distribute low cost rain barrels to City of Columbus residents who participate in workshops.

Goal 3: Reach and distribute approximately 50 people/barrels to participants of the City's Low Income Discount Program. Reflected in budget as **50 Subsidized Barrels**. (not included with matching funds)

The City of Columbus will provide:

- Compensation to Franklin Soil and Water in the form of operational grants.
- Advertisement of the program and educational components through the Department of Public Utilities billing insert, GreenSpot and City Facebook pages, and DPU webpages.
- Review and consultation on all outreach materials produced by partners.
- Receipt, including unloading and storage of rain barrel shipments at city facilities.

The Franklin Soil and Water in cooperation with Watershed and Sustainability Groups will provide:

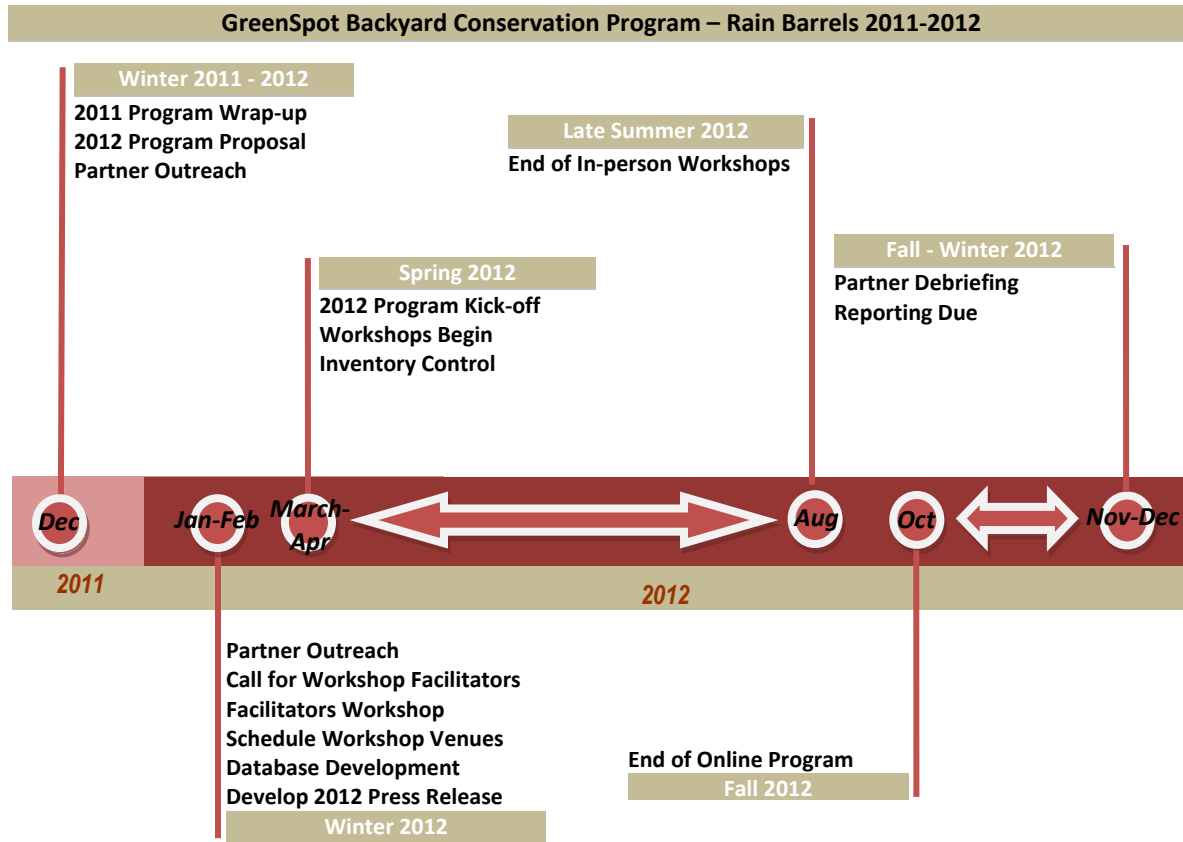
- Outreach and advertising avenues through watershed group websites, Facebook, and neighborhood networks.
- Workshop facilitator(s) attendance at a train-the-trainer session given by Franklin Soil and Water.
- Workshop facilitation including sign-off sheet/tracking, presentation, distribution of vouchers and barrels and return of unclaimed rain barrels to Franklin Soil and Water office.

Franklin Soil and Water Conservation District will provide:

- Matching program funds and procurement of rain barrels through conservation funds.
 - *Franklin Soil and Water has been advised by our ODNR Division of Soil and Water Resource contacts that while we are not required to bid out for contractors on rain barrels that we should collect information from other possible wholesalers. Should we find a wholesaler at any time that can meet the service and product that the current manufacturer provides us we will consider their services.
- Workshop scheduling and venue procurement.
- Educational and outreach materials with partner logos.
- Administrative needs including registration, material ordering and distribution, record keeping, reporting and progress tracking.
- Online mapping and database development to track results and benefits
- Assistance on e-mail and phone calls with landowner questions and concerns.
- Funding to watershed groups for facilitation of workshops and training to members facilitating workshops.
- Development and maintenance of a Web page complete with Web-based educational media, quiz, and registration ordering system that facilitated online, at-leisure workshops.
- Advertising through Franklin Soil and Water's Web site, newsletters, press releases, Facebook and bi-monthly updates to partners.
- Pick-up of rain barrels at city facilities, storage of barrels, and delivery to workshop venues.
- Facilitation of train-the-trainer and debriefing meeting with partners as a means of disseminating information on program needs and methods.
- Progress reports to the city and final 2012 program report.

***Please refer to 2011 Rain Barrel Program Report for additional considerations**

Timeline:



Budget:

For 2012: Additional funding from other municipal partners will be received to cover cost of advertising and in-person and online workshops outside of City of Columbus boundaries. Budget does not reflect cost of barrels. Costs increase due to: increase program area and duration

REVENUE	2011	Actual	2012
Columbus Grant – Sewer and Drains	\$20,000	\$20,000	\$38,000
Columbus Grant – Water		\$7,000	
Watershed Coordinator(s) Grant	\$10,000	\$10,000	\$10,000
FSWCD Funding	\$8,000	\$8,000	\$15,200
TOTAL	\$38,000	\$45,000	\$63,200
EXPENSES			
Workshops mini grant 5 FLOW (\$350 per @ \$1,750) 5 FACT (\$350 per @ \$1,750) 4 Franklin Soil and Water (\$500 per) 14 Rain Barrel workshops	\$3,500 - FLOW/FACT <u>\$2,000 Franklin Soil and Water</u> \$5,500	\$5,500	Approximate Number of Workshops- 20 6 FLOW \$2,100 6 FACT \$2,100 5 FS&W \$2,500 <u>3 Sustain \$1,050</u> Total: \$7,750
“Train the Trainer” workshop	\$500	\$500	\$500
Public Relations and Advertisements (PR Staff)	\$3,000	\$5,000	\$4,500
Video/power point/ quiz/ website updates	\$5,000	\$6,100	\$4,000
Registration, Ordering, Pick-up, Customer Service (Admin Staff)	\$8,000	\$14,500	\$27,450
Delivery Logistics (moving co., storage and field staff)	\$4,000	\$4,500	\$9,000
Educational material development, printing	\$2,000	Absorbed into PR	-
Watershed Coordinator Assistance- Research, Coordination, QC/QA	\$10,000	\$10,000	\$10,000
Sub-Total	\$38,000	\$46,100	\$63,200
50 Subsidized Barrels (unmatched dollars)			\$2,500
Program Total	\$38,000	\$46,100	\$65,700

REVENUE	2012	50 Subsidized Barrels	DPU- Total
Columbus Grant – DPU	\$38,000	\$2,500	\$40,500

It is Mutually Agreed:

That the working relationship will be defined to include lines of communications with appropriate departments.

That Soil and Water reserves the right to expend funds as needed to meet grant agreement and overhead costs.

That the City and Soil and Water will meet when necessary to review and coordinate activities and programs with the aim of developing a multi-discipline approach to resource management.

That all parties will review quality of service and address concerns as they arise.

That credit will be given jointly to Soil and Water and the City in natural resource/ NPDES Phase II related publications prior to publication where applicable.

That this working agreement may be amended at any time by mutual written agreement of the parties. In addition, either party may terminate this agreement by providing the other party with thirty (30) days written notice.

SIGNATURES

The below signatures certify consent on the above agreement.

FRANKLIN SOIL AND WATER CONSERVATION DISTRICT

Signature Title Date

CITY OF COLUMBUS

Signature Title Date