

Pinecrest Neighbourhood RAIN Pilot Project: Final Report

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Background and Overview

Originally started in 2017, the Pinecrest RAIN pilot project was designed to test outreach methods that encourage homeowners to adopt simple actions on their property to reduce stormwater runoff. The project was in response to the Pinecrest Creek/Westboro Stormwater Management Retrofit Plan that articulated the need to reduce stormwater impacts through lot level measures such as redirecting downspouts, rain barrels, rain gardens, infiltration trenches and permeable surfaces.

Phase One of the pilot was carried out between May-December 2017 and focused on the development of messaging and initial testing of outreach tactics. The pilot continued into a second phase which ran from March 2018-November 2019. This second phase focussed on learning further information about what motivates residents to make positive changes to their properties, what strategies are most effective and developing engagement tools that may be scalable from a target area to a city-wide program.

EnviroCentre was contracted as the local delivery agent for both Phase One and Phase Two of the RAIN Pilot Project. They worked closely with city staff to identify opportunities and community engagement strategies for this project. Green Communities Canada (GCC) also supported the project, with messaging, branding and activities used in their RAIN Community Solutions Program.

This report summarizes the RAIN pilot activities and outreach strategies, presents overall findings and provides recommendations for future engagement regarding residential rainwater management in Ottawa.

RAIN Pilot Objectives

The key objectives of the RAIN Pilot project were to develop and implement various communication and engagement strategies and assess their effectiveness. Upon the completion of the pilot, the final report should include recommendations to support the expansion of the RAIN program city-wide.

The targeted neighbourhoods for this project fell within the Pinecrest Creek watershed and the Ottawa River upstream of Westboro Beach (Appendix A). Key project activities included:

- Provide information about residential stormwater management;
- Provide simple solutions to common challenges with rain run-off (re-direct downspout, proper installation of a rain barrel, instructions for rain garden);
- Gather data on current practices, interests and motivators;
- Test different outreach methods and messaging, including social media; and
- Build a contact list for future promotion and evaluation; and
- Create a local demonstration rain garden.

Key questions to be answered during the pilot program include;

1. Did the outreach lead to increased public awareness of stormwater runoff, the impacts on local waterways, and steps residents can take to reduce these impacts?
2. Did the outreach and engagement lead to behaviour change? What was the rate of adoption of the proposed on-site stormwater management measures (re-directed downspout, rain barrel, landscaping, etc.)?

3. Which outreach and engagement tactics were most effective in increasing awareness and encouraging behaviour change?
4. What additional outreach or incentives are recommended in order to reach City targets in uptake of residential lot-level measures?

Planning and Development

In order to provide the highest quality education and engagement for residents, it is important to have a good understanding of the reasoning, information and potential outcomes for the project. The following steps were undertaken at the beginning of the project and reviewed mid-pilot to ensure pilot objectives could be met;

- ✓ Background materials including Pinecrest Creek/Westboro Beach Stormwater Retrofit study and implementation plan, watershed maps, and other reference material provided by the City were reviewed.
- ✓ Program launch meetings to discuss key objectives and opportunities.
- ✓ Development of an engagement strategy and communications channels using knowledge of best practices and incorporating learnings as the pilot developed.
- ✓ Input from Green Communities Canada's RAIN Community Solutions program.
- ✓ Feedback from a Technical Advisory Committee of City departments involved in the planning, operation and communication of stormwater management.
- ✓ Feedback from a Community Advisory Group composed of representatives of local community associations, environmental organizations and local residents engaged in stormwater management.
- ✓ Utilizing information and recommendations as outlined in the final report of Phase One of the pilot program

Project branding

As part of the licensing agreement with Green Communities Canada for the RAIN Community Solutions program, the City of Ottawa was able to use their graphic identity and RAIN logo with the three key messages, 'Slow it down, Soak it up, Keep it Clean'. The benefits of using this branding include;

- Cost effectiveness of using readily available communications materials/logos.
- The name and key messages had been tested in other cities and are proven to be effective.
- Continuity of messaging from Phase One to Phase Two of the pilot.

Messaging

The key messaging for the RAIN program was designed to make residents aware that it is best to keep rainwater where it lands. In order to make the messaging impactful, connections were drawn from a home to the river and highlighted what residents can do on their own property. Messaging for the RAIN program focussed on;

- Ensuring downspouts are directed toward grass or a garden
- Ensuring downspouts are expelling water at least 3 metres from any foundation

- Proper use of a rain barrel
- How to successfully install a rain garden or other landscaping that encourages infiltration
- Benefits of native plants, shrubs and trees
- Keeping storm drains clear of debris
- Reducing use of chemicals on one's property
- Cleaning up pet waste

The target neighbourhoods

The pilot project focused on neighbourhoods near the Ottawa River between Pinecrest Creek and Westboro Beach (Appendix A). These include: Wood Park, Carlingwood, McKellar park, Highland Park, Westboro and Westboro Beach. The neighbourhood boundaries were selected based on criteria provided by the City, which included:

- Within the Pinecrest Creek/Westboro watershed stormwater catchment area
- Mixed housing type and ownership
- Mixed socio-economic profile
- Community considerations like well-organized neighbourhood associations
- Retrofit opportunities (downspouts, permeability)
- Manageable size

Key characteristics of these neighbourhoods included:

- A high percentage of home ownership
- Active community associations and local events
- One community drains directly into the Pinecrest Creek
- Other communities are in proximity to the river/beach
- Supportive community Councillors

Key Lessons Learned in Phase One (2017):

Phase One of the pilot was carried out between May-December 2017 and focused on the development of messaging and initial testing of outreach tactics such as community booths, online materials and workshops. An online questionnaire gathered information on knowledge, current practices, and motivators and barriers for further action. Information gathered from Phase One was used to develop the strategies and education resources for Phase Two (March 2018-November 2019). Key learnings that shaped Phase Two include:

Reaching beyond the target area. Though the focus of the pilot is on the Pinecrest Creek/ Westboro Beach Watershed, it was deemed that a city-wide outreach campaign for social media would be beneficial to run in tandem with more targeted face-to-face activities in the selected neighbourhoods. This allowed messaging to reach beyond the boundaries of the watershed, but still have a platform that those within could access information and tips on the RAIN program.

Identifying community champions. Stakeholders can have a significant network that can be leveraged for some outreach campaigns. Though some will be more interested and active in promotion of events and sharing information, it is also important to provide opportunities for stakeholders to provide ideas and feedback on pilot activities.

Social networking with a small incentive is a cost-effective way to gather data. Use of a prize was successfully used to incentivise completion of the RAIN questionnaire and help improve data collection for the program.

Engagement at community events. Phase One showed us that there was a clear advantage to attending community events that attract many people. It is much more effective to join an existing event than to promote a stand-alone educational event.

Some specific outreach strategies were based on results of the Phase One questionnaire. “Ask an Expert” booths and a demonstration rain garden were designed as over **40%** of respondents reported that they would like to know more about Rain Gardens and Soak Away Pits, and **48%** reported that personalized advice would be helpful. A Rain garden information sheet was produced and made available through the Ottawa.ca/rain website as **52%** wanted how-to instructions online. There was strong interest (**48%**) in a DIY video as well, so links to existing videos were added to the website.

Project Highlights

This section provides a snapshot of key project activities and results. Details of the communications, outreach and engagement tactics are covered in the following section, along with recommendations.

Simple messaging: The project used branding and messages from the Green Communities Canada (GCC): RAIN Community Solutions Program. The three messages ‘Slow it down. Soak it up. Keep it Clean.’ were found to be easy to remember and recognize.

Development and use of community booths: Community booths at large public events proved to be an excellent way to educate residents who may have never considered where their rainwater flows. It was important to reach out beyond the people who are actively interested in the environment and speak with a wide range of residents. Visual and interactive materials were essential, and small giveaways (downspout extender) also helped draw people to the booth. Some booths had a specific theme such as garden planning, while others were more general. The most successful booths were at Westboro Fuse, the Westboro Beach opening events and the Westboro Farmer’s Market. **In total 28 community booths** were held throughout the pilot project. These led to **just over 1800 personal interactions with residents** to encourage and promote good rainwater management.

Home Visits: Residents in the watershed area were offered an opportunity to have a detailed stormwater management assessment as part of the RAIN program. An expert from Green Communities Canada led the home visit while both the homeowner and the general public followed along and participated by seeing examples and asking relevant questions. In total **6 home visits** were conducted with **28 participants**.

Community Tours: In the first part of the pilot, a **bus tour** was arranged for local stakeholders. In total **14 people** participated in this half day event. It was a good opportunity to educate leaders in the community about the RAIN project. In the second phase, two walking tours were done in the Westboro Beach area. One was done as a public Jane’s walk and the other was promoted as part of Ottawa Architecture Week. In total, the **walking tours had 65 participants**.

Workshops: Throughout the project two workshops were offered. One focused on how to install a rain barrel and the other was branded as “Ready for Rain” with a more general overview of looking at stormwater management around the home. Neither were well attended (only 6 participants at each) but were valuable in that they highlighted the **need to align education with secondary opportunities** such as a larger event or network of people. In 2019, two “Ask an Expert” sessions on rain gardens were held at a local gardening store (Home Depot) in order to talk to people already thinking about gardening.

Dedicated social media channel: In addition to online resources available at www.ottawa.ca/rain in 2018, EnviroCentre created and administered a RAIN-PLUIE Facebook page. This was a trial and the first time a third party has directly done social media communications for a City of Ottawa program.

Implementation of a demonstration rain garden: After careful consideration of available site opportunities, a large demonstration rain garden was installed at the **Cornerstone Women’s Shelter** at 373 Princeton Ave. This garden will have the long term support of community members and includes a sign to explain what makes the garden special and where to find instructions online to create one at a home.

Data gathering: Three data gathering tools were used. A quiz gauged the level of knowledge of stormwater management and was effective at starting conversations at booths. An online questionnaire gathered information on current residential practices, as well as motivators and barriers for taking further action. Questionnaire respondents had the chance to win a rain barrel or landscaping gift certificate. **287** people completed the quiz and **454** people completed the questionnaire. At the end of the pilot a follow-up survey was sent to the **356** people that had participated in project activities or signed up for project updates. **42** people completed this survey.

Community Outreach and Engagement

The RAIN program is focused on providing information to residents regarding rainwater management at their home. In order to reach a wide variety of people in a positive and effective manner, many different communications tactics and engagement strategies are needed. People gather their information in different ways and we must ensure there are several channels to reach people. The following looks at some of the main strategies used.

Communications Tactics

Communications tactics for the pilot project included:

- Dedicated web page on Ottawa.ca
- RAIN-PLUIE Facebook page (Phase Two only)
- Email list outreach
- Community partner’s networks

Dedicated page on Ottawa.ca:

A dedicated web page for the project was used to share information and resources. The contents included information on residential stormwater management, a visual story map that explains stormwater runoff in the Pinecrest area as well as links to the quiz and questionnaire, and upcoming events. In Phase One of the pilot, 52% of the questionnaire respondents indicated that how-to instructions online would be most helpful. This knowledge was incorporated into Phase Two. Additional resources were added including links to resources and ‘how-to’ videos, as well as information on building a rain garden.

After Phase One, the URL was shorted from Ottawa.ca/pinecrestrain to Ottawa.ca/rain for simplicity and longer term use of the webpage. It should be noted that time spent on the web page greatly increased in 2018 and 2019. This is likely due to increased sharing of the webpage in Phase 2 as a resource for information where people may go into more depth finding topics they are interested in. In 2017 the webpage link directed people to the quiz (a short task that takes less than 2 minutes to complete).

To look at this website trends over the course of the pilot see Appendix B.

Recommendations: The website is an excellent place to direct residents for more information on the project as well as resources regarding their particular interest or situation. It also provides an avenue for residents to contact City staff with specific questions. Through analysing the website analytics there may be an opportunity to measure whether people are interested in the resources provided. Improvements to monitoring the website for current content (such as upcoming events) and updating is needed. Promotional material related to the RAIN program should continue to use this webpage as a resource for finding further information.

RAIN-PLUIE Facebook Page: At the beginning of Phase Two, the City of Ottawa requested that EnviroCentre create and maintain a bilingual social media channel for the project. The social media platform objectives were to;

- generate dialogue with and amongst residents
- share ideas and information about rainwater management strategies
- showcase best practices and innovative solutions to common challenges
- promote upcoming events

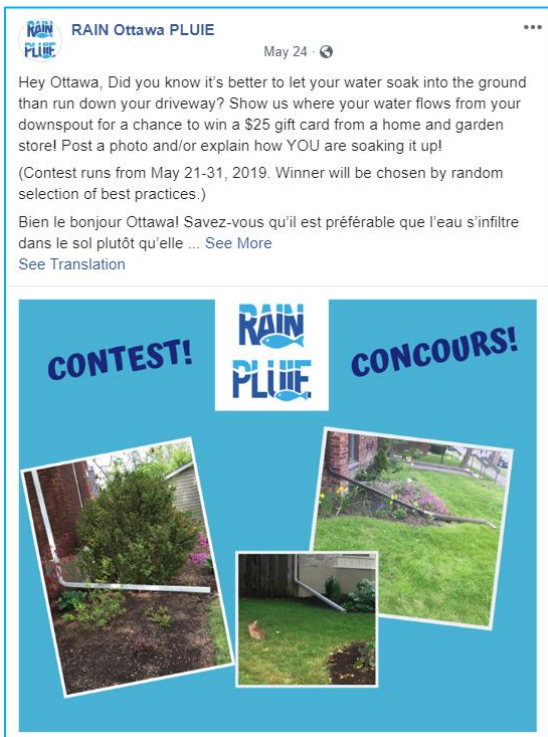
After considering these objectives, it was deemed a Facebook page would be the most suitable to achieve this. Twitter was not visual enough and does not allow for more detailed content and Instagram is too informal and may not reach the right demographic. As the social media channel used by many other community organizations, Facebook allowed us to share content and highlight partners.

Overall, the Facebook page has been limited in it’s uptake by the Ottawa community. Created in August 2018, it has been live for 15 months and currently has **107** followers. In total, the RAIN Pluie page had **62 posts**. **Overall reach was 6083** with **605 clicks** and **337 engagements** (likes, comments, shares).

The RAIN program made use of the Facebook post promotion feature which allowed a selected area (accounts with postal codes within the target area) to be highlighted for a pre-set budget. This feature makes posts visible beyond page followers and is useful for broadening the reach of the message. In

total **\$135.06 was spent on 6 promoted posts**. These were used primarily to share events but it should be noted that there was not an uptake in followers as a result of these posts. The typical reach of a non-promoted post was less than 80 individuals while a promoted post could reach close to 2000.

On July 8, 2019 The City of Ottawa French Facebook channel shared a post encouraging people to follow the RAIN-PLUIE Facebook. This generally led to more engagements 1(6 likes, 1 comment and 3 shares), but there was no increase in followers related to the post.



With the implementation of the new Rain-Pluie Facebook page, there were some trial engagement strategies such as;

- a photo contest (eg. followers were encouraged to send in pictures of their own garden for a chance to win a rain barrel). This post had a reach of 1820 with 112 engagements but only one person entered the contest.
- 3 pop-quiz posts (eg. choose the right photo answer). Each had a reach of approximately 60 with only 5 engagements.

Both of these strategies had little uptake due to the relatively small following of the Facebook page. Not every member of a page will see each post due to Facebook’s algorithms. For an overview of the RAIN-PLUIE Facebook analytics see Appendix C.

Recommendations: The RAIN-PLUIE page is generally a resource for sharing information rather than a dialogue environment. The content does not seem to inspire homeowners to share their own experiences. When looking at other Facebook pages with similar content, we can see that this is a general trend. There is some challenge with posts being bilingual as the content becomes long and appears less spontaneous. It is recommended that posts remain short and visual as much as possible. It can be difficult to gain momentum of a new Facebook page and new ideas for sharing the

page will need to be explored. Now that the page is created and has followers, it is recommended to keep it live so it may be used in any long-term program development.

Email list: An email list is an important way to reach out to people who have actively shown an interest in the RAIN program. In Phase One of the RAIN Pilot, **170 emails** were collected, Phase Two added another **112** through public outreach and **72** through the questionnaire for a total of **354** contacts. Email outreach was used sparingly during the pilot to promote workshops, Home Visits and questionnaire (1-2 emails per year). A follow-up survey was sent to the list at the end of the pilot. All people receiving e-mail have used the opt-in format (providing their name and e-mail address) for the purpose of receiving information from the City of Ottawa's RAIN program.

Recommendations: Email is a good way to reach out to community members who have actively shown an interest in the RAIN program. It is recommended that this list continue to be added to as more residents learn about the program and opportunities for events, incentives or resources are available. It is important to keep the list as up to date as possible to ensure anyone wishing to opt out is removed from the list.

Community Partner's Networks: Throughout the project, Stakeholders and the Community Advisory Group were encouraged to be involved in helping to promote the RAIN program to their networks. This was a key part of the original program design as there was an understanding that in order to reach residents in the watershed, the community leaders and organizations would need to be involved. Despite best efforts in providing updates and opportunities to share RAIN information and events in the community, there was little participation by these organizations. Two of the five community associations invited to participate in the Advisory Group shared information on events and encouraged participation from the RAIN program (Westboro FUSE and Westboro Beach Opening).

Recommendations; Providing pre-written text, posters and social media posts may help in encouraging community partners to share information. Many of these organizations are volunteer led or have other priorities that messaging may be competing with. Perhaps looking at what the partner is focussing on and tying the RAIN program into their existing message would be beneficial. For example, if infill is a top priority, provide information about loss of green space and increase of hardscaping on new builds.

During an end-of-project interview, Ottawa Riverkeeper¹ recommended;

- *Using their knowledge and resources regarding the watershed/Ottawa river*
- *Having stakeholder meetings during business hours (in person or via conference call)*
- *Send agenda and specific outcomes ahead of time for stakeholder meetings*
- *Preparing text/resources that align with their current projects in order for them to share them*

CKCU- A Luta Continua; April 26, 2019: Jen Stelzer from EnviroCentre was interviewed on the radio about her Jane's Walk and how it relates to the City of Ottawa's RAIN program. She highlighted why it is important for residents to look at their own property and their own actions to keep Ottawa's rivers and watersheds clean. Unfortunately, there is no recording of this interview available.

¹ Ottawa RiverKeeper is one of three organizations on the Community Advisory Group with staff.

Councillor Leiper Newsletter; October 26, 2019: Jeff Leiper highlighted the demonstration rain garden in his newsletter. He included a picture and encouraged people to drop by to visit the location. The newsletter with this feature can be seen at:

<https://kitchissippiward.ca/civicism/mailling/view?reset=1&id=df61028bf96fd01c>

Recommendations: Earned media can be difficult to achieve for public education campaigns. It is recommended that a public interest story that ties into the program be considered for future. This could include helping an organization or public space solve a rainwater management issue using the strategies promoted through the RAIN program.

Outreach Materials



To have a successful educational campaign it is important to have a diverse set of tools to work with. Residents have a broad range of interests and foundational information about stormwater management. We want to be able to speak to each person in a way that reflects their needs and questions.

Below is a brief description of the outreach materials developed in Phase Two.

Informational Brochure: An informational brochure was created as a key takeaway at booths, events and presentations. This four-page brochure replaced the postcard created in Phase One of the project. It offers information about the RAIN program, simple tips, a checklist and the website information. The brochure was offered in both English and French. (See Appendix D for the full brochure)



Bookmark: A bilingual RAIN bookmark was a small takeaway that proved to be helpful at booths. Its simple messaging was colourful and attractive enough to be used as a bookmark, it served as a reminder about the RAIN program and provided the webpage address. Booth staff handed the bookmarks out like a business card. When people were interested in finding out more about the program or wanted to complete the questionnaire at home, they were offered a bookmark. Public reaction was positive to this handout.



Rain Garden poster: A rain garden poster was created to help garner interest at our booths. This image was used to point out different aspects of a rain garden and show residents what makes them special. It was an easy way to explain a garden in simple terms. The poster was based on a design used by the Toronto Conservation Authority and was a good prototype for our permanent rain garden sign.



Model home display: During Phase One of the pilot, and in the early months of Phase Two we borrowed the watershed model from Ottawa Riverkeeper to use at our booths. This large scale model drew people over to the booth but was difficult to translate into a discussion about what can be done around one's home to help reduce runoff. EnviroCentre built a simple house model to replace this for booth outreach. The benefit of having a model house complete with water, eaves troughs, rain garden, permeable driveway, downspouts, extender and a rain barrel was evident after one trial. It showed people the flow of rainfall in a simple and effective way. The drainage to the fish-shaped storm sewer was key to educating residents about where their water flows.



Tablecloth: A simple RAIN-PLUIE branded tablecloth showed people what the theme of the booth was. It also quickly showed that they could chat with booth staff in either official language (see image above).

Watershed map: Much like the rain garden poster, the watershed map was useful to help aid conversations with booth participants. People were asked if they lived on the area highlighted on the

map, and that could lead to some very meaningful conversations about the watershed and the impact of rainwater runoff from their home (see image above).

Banner: Initially a banner was borrowed from GCC for the project. This was effective in drawing attention to a booth, but could be confusing as there was no connection with the City of Ottawa. A dedicated City of Ottawa RAIN banner was created later in the pilot to better align the project with the City. The new bilingual banner features the RAIN tag lines along with photos to share the most basic information of the campaign. Slow it Down, Soak it Up, Keep it Clean. It is clear, concise and easy to understand.



Wheel of Knowledge: In the first phase of the project, an online quiz was used to engage people at booths and open a discussion about rainwater. iPads and access to the internet were required for this and could create a challenge in some situations.

In order to keep a “quiz” type feel and leverage a fun visual cue, the “Wheel of Knowledge” was utilized. This spinning wheel has questions in 10 sections. It makes a clicking noise that draws attention from people surrounding the table. Participants can spin it and try to guess the answer. It is a fun and engaging way to share information and allows staff to give away items in a controlled manner. At a RAIN booth, you could “win” a downspout extender just for trying the wheel.



Miniature Rain garden: A small rain garden display was created to bring to events where gardening may be of interest to participants. By being able to see what was going on beneath the surface, people could learn what makes a rain garden special. It was attractive, easy to understand and a nice way to add natural interest to our booth.



“This Garden Soaks it up” sign: In total, **40 signs** were given out by staff door to door in the Westboro Beach area, at home visits, and to selected community members. The signs were intended to highlight best practices in the community and allow homeowners to have a sense of pride in being recognised. After one year, everyone who was given a sign in the Westboro Beach area continues to have it installed.



Do it Yourself (DIY) Videos: In Phase One, DIY Videos were originally identified as a tool to provide to residents to help them with rainwater management. After researching available material created

and shared by several other conservation authorities and organizations, it was decided that Ottawa’s RAIN program did not need to produce dedicated material. Suitable videos to assist homeowners were curated to ensure recommended resources were aligned with the RAIN program objectives and links were added to the RAIN webpage.

Incentives

In Phase One, 69% of questionnaire respondents reported that financial incentives were the most helpful way for them to reduce rainwater runoff. The RAIN pilot did not include financial incentives such as rebates for rainwater management, but several product incentives were used to share information about the RAIN program with residents or to encourage participation in a survey or event.

An inexpensive, **lightweight downspout extender** was often attached to the four-page brochure to encourage residents to take away information regarding residential stormwater management. It should be noted that not all residents could use or wanted the downspout extender so there were always brochures without them made available. Approximately **450** of these downspout extenders with brochures were given away throughout Phase Two of this program.

A limited quantity (15) of **permanent downspout extenders** were used as incentives for workshop participants. These proved to be difficult to distribute as homeowners attending the workshop either already had one, did not want the colour available or had no use for the extender on their property.

Rain barrels were purchased as prizes for questionnaire respondents and workshop participants. These proved to be effective to garner interest in questionnaire participation but workshop attendance did not seem to be influenced by this incentive. Rain barrels were logistically difficult to get to winners and required EnviroCentre staff to deliver or arrange for pick-up during office hours. Storage of this large incentive is also challenging.

For a final push for participation in the RAIN questionnaire, umbrellas were purchased to give away at booths geared toward data collection. **50 un-branded umbrellas** were given away to community members who completed the RAIN questionnaire in person. Keeping the umbrella incentive visible at the booth created line-ups to complete the questionnaire to receive one. Though this is a laborious way to collect data, it was effective and led to high quality interactions with participants.

As a special thank-you to homeowners who offered their homes for tours, residents who were champions of the RAIN program and stakeholders who helped us promote our events and information; **40 branded RAIN umbrellas** were produced. These high quality golf sized umbrellas were branded with the RAIN logo and tag line. These were very well received and will act as a long term-promotion of the program as they are used.



Recommendations: Incentives should continue to be used to garner interest in the RAIN program. By giving residents something that will remind or encourage them to think about stormwater management around their home, the program will offer a longer term engagement. The role of financial incentives such as rebates to encourage adoption of rainwater management practices on private property should be further explored as a complement to outreach activities.

Community Engagement Activities

During Phase 1 of the project, community engagement focused on starting the conversation about stormwater management and testing communication materials. The project spoke with 443 people in 2017 through 7 face-to-face events such as community fairs and events, presentations at community meetings, and one workshop. See the Phase 1 Report for further detail.

Phase Two extended the engagement and outreach strategies in the target area. An outreach plan was developed based on findings in Phase One as well as opportunities in the community. In total we participated in **35** community engagement activities during 2018 and 2019. This engagement led to high quality interactions with approximately **1554** residents (see Appendix E for details).

The activities included;

- 21 Community Booths
- 1 Workshop
- 2 Rain friendly garden design advice sessions at a local gardening centre
- 6 Home Visits
- 2 Walking tours
- Demonstration Rain Garden
- 2 Attendance/speaking at community meetings

This section examines the effectiveness of these engagement activities.

Community Booths: As described in the Highlights section, the use of community booths was successful in reaching many people to educate and encourage good rainwater management practices. Booths were generally part of a larger community event such as the Westboro Farmer's Market, Ecology Ottawa's Green infrastructure events or the opening of Westboro Beach.

Recommendations: Continue to find opportunities at existing events to engage and educate residents on rainwater management. People were genuinely interested in learning about where rainwater goes and how they can best manage it on their property. Focus on keeping the conversation positive and on topic. Have knowledge of resources to direct people should they have specific questions regarding rebates, measurements, bylaws and other detailed or how-to information. A one-page reference document for booth staff would be helpful in providing advice on where to direct residents for more information beyond the RAIN program (eg. Conservation Authorities information, any City rebates available, information on native plants).

Ready for RAIN workshop: In Phase One of the Rain Pilot Program, 40% of people indicated they would be interested in a DIY (Do it Yourself) workshop. In Phase Two we engaged the help of a Landscape Architect (Doug Fountain) to co-facilitate a workshop on residential rainwater management. The workshop was promoted as "an informal, fun and engaging look at managing rainwater around your home" and was \$5 to attend. A nominal fee tends to increase participation as

residents develop a sense of commitment to the event if they have paid for it. It occurred on Saturday, October 20, 2018, 9:30-10:30 am. Participants had a chance to win a rain barrel at the workshop and all attendees received a downspout extender. Overall, public attendance was very low. Only 6 people came despite efforts to promote the event through social media, the stakeholder community and RAIN e-mail channels. Although two workshops had been originally planned to offer participants the option of a weekday evening or weekend morning, the second workshop was cancelled due to low registration. This also happened in the rain barrel workshop during the first phase of the RAIN pilot. Only 6 participants attended and the second workshop was cancelled in 2017.

Recommendations: The Ready for RAIN workshop was vague and did not give tangible solutions to homeowners other than basic advice on rain barrel installation. The landscape architect we worked with provided examples of bio-swaales, and large scale rain garden design at a school and apartment building complex. Through a participant feedback form, we learned that these examples were not relevant to homeowners looking for advice they could take away and use on their own properties. Any future workshops should be very specific in what participants will learn so that the presenters have a firm idea of how best to teach/inform on a topic and participant expectations can be met. It would be advantageous to partner with another organization that hosts workshops (eg. Home and Garden Show or a conference for homebuilders/architects). Incentives do not appear to bring an audience for these workshops so we need to explore new networks to bring these educational workshops to residents.

Rain garden advice and design: In Phase One of the Pilot Project, 48% of respondents in the questionnaire reported that personalized advice would be most helpful for them to reduce rainwater runoff from their property. As seen in the description of workshops, there was not much success in getting residents TO a workshop, so the RAIN program developed a drop-in learning opportunity at a local garden centre. A residential landscape architect was hired to accompany staff to a booth at Home Depot in the spring and fall of 2019. In both cases, a table was set up and the landscape architect was made available to customers for free advice on designing and suitable plants for a rain garden. These were promoted through social media and posters in the store. People were encouraged to bring photos or sketches of their property for personalized advice. Both had limited public engagement and no one came to the store specifically for the advice being offered.



Recommendations: These “advice tables” may be better suited to join other existing events that are related to gardening, home improvement, etc. Our staff observed that most customers were in the store to complete their shopping and leave. Plant swaps, community events and other places that people go with the purpose of learning and meeting people, may be better suited for this type of outreach.

RAIN Home Visits: These interactive home visits were done by a representative from Green Communities Canada (GCC) based on a similar program offered by GCC. In total there were six of these provided in Phase Two of the RAIN program. Through these tours, a homeowner receives a detailed assessment of their current rainwater management practices, and is provided with recommendations for areas they could have opportunities for improvement. Up to 10 other homeowners participated to ask questions and learn from the experience. It gives an exceptional opportunity for homeowners to address specific questions and concerns while the other participants can discover similar solutions or challenges and relate them to their own home. A detailed and informative report is then provided to the homeowner by Green Communities Canada.

Recommendations: Home visits are a very in-depth way of reaching community members. There were initially challenges finding volunteers for the host homes, but this was easier in 2019. Though these home visits were heavily promoted on social media and through our e-mail channels, attendance was generally low, the maximum being about 10 available spots. This may be a challenging program to offer at a citywide level, simply due to the scale, and the limited capacity of each event. As these do offer the in-depth information some residents are looking for, it could be considered to make these home visits available by request and train local people to deliver them.

Walking Tours: The RAIN program participated in Ottawa’s popular Jane’s Walk event. This event encourages residents to get out and explore their city through storytelling and educational walks. The *Follow the Raindrop* was submitted and accepted. Approximately **40 residents** came to the walk hosted by a representative from EnviroCentre and the City of Ottawa. It toured the Westboro Beach Community and pointed out positive examples of what homeowners in the area were doing to manage rainwater on their property and why it mattered. A second Jane’s Walk was done as a special event during Ottawa’s Architecture Week. This event had **15 participants**, many of which were architects and architecture students.

Recommendations: The Walking tours were successful and everyone reported learning something new by participating. There may be an opportunity to reach out to other stakeholders and offer a walk to help inform those involved in home, garden or roof design and offer a series of professional walks. It is recommended that the RAIN program continues to participate in the Jane’s Walk to reach new and interested residents.

Demonstration Rain Garden: After considering several spaces a demonstration rain garden was installed at 383 Princeton Ave at the **Cornerstone Woman’s Residence**. This is a publicly accessible space that clearly shows how roof runoff can be directed to a garden. The residence further benefitted by getting a beautification of their landscaping. It was built using the rain garden specifications recommended by the Toronto Regional Conservation Authority and designed by a local landscape architect. The rain garden was well received by the organization but participation from their residents and staff was extremely limited. A community volunteer has been found to look after the garden long term.



The purpose of the rain garden demonstration site is to have a local example that residents could visit to better understand the concept. This large garden has native plants and shrubs and includes an 18"x24" sign that explains the basic elements of a rain garden with a link on where to find more information. Following the link, brings a resident to the RAIN webpage where downloadable/printable instructions on building a rain garden can be found. You can see that resource [here](#).



Recommendations: Demonstration gardens are a good resource for community members to see “real examples” in their neighbourhood. Keeping the gardens in a space that is available to the public is key. Finding community partners who may have a more engaged group of volunteers to help is recommended. Working more closely with City Councillors, or Community Associations to find an appropriate spot could be beneficial. Gardens could be built as training workshops if the right partners and opportunity for cross promotion with a larger group was found.

Speaking opportunities: There were two opportunities for RAIN program staff to speak with community members during Phase Two. One was a brief introduction of the RAIN program at an **Ecology Ottawa** Green Infrastructure event and the other was for the **Master Gardeners** of Ottawa

at a monthly meeting. The Ecology Ottawa speaking opportunity encouraged people to visit the booth RAIN had on site and let people know the City of Ottawa had a pilot program in place to educate and encourage residents on the topic of rainwater management at home. The Master Gardeners speaking opportunity was much more in depth and included a Power Point presentation. Overall, both were positive but did not lead to long-term engagement of participants.

Recommendations: Speaking opportunities can be an excellent way to reach people. Audiences can vary from those with keen interest, knowledge or very little knowledge of the subject. It is important to speak to the audience using language and solutions that will be perceived as positive and doable. It is recommended that the RAIN program continue to look for suitable speaking opportunities at community events/meetings. See Appendix E for a full breakdown of engagement activities, reach and effectiveness.

Community Partnerships

Local project stakeholders were invited to be part of a **Community Advisory Group** for the project with a mandate to:

- Provide feedback on communication materials and events.
- Provide insight into barriers and motivators for the adoption of rainwater best practices on private property.
- Promote project activities through personal and organizational networks.
- Identify people or organizations who may be interested in working with us on the project.
- Provide input to the evaluation of the pilot project and suggestions for a future program.

Though it was sometimes difficult to garner enthusiasm and assistance from all members, there is value in working with and keeping community organizations informed of the program. In 2019 we shifted from in-person meetings to e-mail updates and telephone calls on specific topics as this seemed more convenient for our community partners. The main ways in which community members provided assistance were in inviting the project to host a booth at their community events, finding properties for the home visits and joining in the Jane's Walk.

Community Advisory Group members:

- Westboro, Westboro Beach, McKellar Park, Carlingwood and Wood Park Community Associations
- City of Ottawa's Environmental Stewardship Advisory Committee
- Ottawa Riverkeeper
- Rideau Valley Conservation Authority
- Ecology Ottawa
- Faith and the Common Good
- Local residents active on stormwater issues

Other Partners

- Cornerstone Woman's Shelter
- First United Church
- Jane's Walk
- Master Gardeners of Ottawa

Councillors Jeff Leiper and Theresa Kavanagh were very supportive of the project. Each attended RAIN events and dropped by community booths throughout the project.

Recommendations: By providing the group members with pre-written information about the project (newsletter content, social media posts, posters for events) on an on-going basis they may be more likely to share it with their networks. Project staff should remain up to date on when groups are sending information out and in what ways they are interested in receiving information about the program. Proactively letting Community Advisory Groups and Partners know that the RAIN program is looking for ways to engage with their community may be helpful.

Survey Results: Stormwater Knowledge, Current Practices, Motivators and Behaviours

The quiz and questionnaire were developed in 2017 and hosted on <http://www.ottawa.ca/rain>. The purpose of the quiz was to gauge the level of understanding of stormwater issues and solutions. The questionnaire collected information on current practices, challenges and ways to encourage homeowners to adopt rainwater management practices.

No changes were made between Phase One and Phase Two. This has allowed us to amalgamate the data and have a better understanding of the challenges, opinions and current practices of residential rainwater management, both in our target area and beyond.

The Questionnaire was promoted through social media, at booths and offered a chance to win a rain barrel for completion. As a final push at the end of the pilot, 50 umbrellas were purchased for the purpose of giving to individuals who completed the survey in person at dedicated booths set up for data collection purposes. EnviroCentre staff went to various locations in the Pinecrest creek watershed for this purpose (IKEA, Carlingwood Shopping Centre, Senior's Wellness Fair in Britannia, MEC)

Questionnaire Highlights

In total the RAIN questionnaire had 454 respondents. Data Highlights included:

- **78%** of respondents reported having more than 1/4 of their property being greenspace
- **41%** of respondents within the watershed reported having a downspout leading to a lawn or garden at least 8 feet away from their house
- **56%** of all respondents use de-icing salt in on their steps and driveway
- **85%** of respondents were interested or very interested in reducing rainwater runoff from their property (this number is not surprising as the respondents took the time to visit the webpage and/or engage with the RAIN program in some way)
- **74%** of residents have or would like to have a rain barrel or cistern with **52 %** reporting they would like to get one within the next year
- **73%** of residents reported that taking pride in their property was a motivation for home/garden improvements
- **61%** of respondents reported that financial incentives would be very useful in helping them reduce their rainwater runoff
- **82%** of respondents reported owning their own home
- **57%** of respondents reported they receive community information from social media and **52%** reported they receive community information from a community newspaper.

For a full report of questionnaire data, see Appendix F

Quiz Highlights

The RAIN quiz was available for residents to test their knowledge of stormwater management. **287 residents completed the quiz** over the course of Phase One and Two of the RAIN Pilot. The quiz offered an easy way to engage with homeowners and help them understand some of the strategies they could use on their own property. This was an effective way to see trends in current practices and knowledge of rainwater management.

The simple multiple choice (3 or less choices) format made selection of answers easier for respondents but may have affected the data by “showing” a response that could be guessed when the resident may not know. A good example of this is the high rate (90%) of residents reporting the correct answer for “What is a rain garden?”, but the personal interactions at booths overwhelmingly saw residents not knowing what a rain garden was. The wheel of knowledge was developed as supplemental engagement tool in order for booth staff to have a more interactive conversation with residents while testing their knowledge.

Highlights of the quiz include;

- **81%** of respondents selected that rainwater flowing over city streets is generally not clean
- **83%** of respondents selected that rainwater runoff is collected in stormwater ponds in newer neighbourhoods
- Only **16%** of residents selected they should drain their full rain barrel onto their lawn or garden if rain is in the forecast. **76%** chose not to answer this question which had 5 choices.

The quiz was effective for giving people an opportunity to learn about stormwater management, but due to the nature of the questions this data should not be seen as a true reflection of current knowledge regarding stormwater management. The personal interactions with residents saw that most people had very limited knowledge of where their rainwater goes, how to properly install and use a rain barrel and what a rain garden is.

For a full report of quiz data, see Appendix G

Recommendations: Data collection is key to making good program decisions and measuring the effectiveness of any program. Phase Two was developed using some of the key data findings of Phase One.

Careful consideration should be made regarding how data is collected, who it is collected from and the way questions are phrased. These decisions can affect the quality and response rate of data. Future data collection should strive to offer simplified questions/language that can be easily understood by those who are not familiar with rainwater management vocabulary and strategies. Avoid use of double negatives as people may become confused. Too many simple (less than 3) multiple choice answers can impact the quality of data collected as respondents tend to just give “their best guess”.

The questionnaire and quiz were useful to collect information from those that were involved in some way in the RAIN program, maybe only via e-mail or a quick stop at a booth. By virtue of the way data was collected, some answers may be skewed to reflect a higher knowledge of rainwater management than the broader population. Incentives are useful to garner higher response rates in short term data collection periods.

Evaluation of the Pilot

The Rain Pilot Project was designed to implement and assess strategies to increase public awareness of stormwater runoff and encourage the adoption of best practices on residential properties. Over three years, the RAIN pilot project discovered;

1. Outreach strategies that lead to increased public awareness

2. Engagement that leads to behaviour change
3. Engagement tactics that are most effective in reaching a targeted audience
4. Outreach or incentives that could be implemented in the future

The pilot project was evaluated using various methods

- post-event feedback (eg. written evaluation form after workshops and home visits)
- survey of project participants (see below)
- discussions with Community Advisory Members/ Community Stakeholders – At the end of the pilot, an email was sent to members of the Community Advisory Group thanking them for their involvement and encouraging them to provide any feedback on the project. EnviroCentre contacted two active members of the group to seek their feedback. One member (Ottawa River Keeper) provided ideas for how to engage with organizations such as theirs (see Communications Tactics section).
- review of qualitative and quantitative data (including notes from conversations at booths)

End of Project Survey

At the end of 2019 a short survey was sent by email to everyone on the project contact list. This list of 354 people included anyone who had participated in a project workshop or home visit, or signed up to the contact list after visiting a booth, viewing the website or completing a questionnaire. This e-mail thanked people for their interest and support of the project and asked what measures they had taken in the last two years to manage rainwater on their property, as well as what RAIN events, booth and other engagement opportunities they may have participated in. Respondents were offered the chance to win a \$50 gift card for their next rain project.

Highlights of this survey are:

- **42** people completed the survey (a 12% response rate)
- **19%** had visited a booth
- **48%** had viewed the website
- **45%** had completed the RAIN questionnaire
- **73%** had taken some action in the last 2 years (moved downspout, installed rain barrel, added greenspace)
- **40%** of respondents had moved their downspout to a permeable surface within the last two years and of those **29% had visited a RAIN booth** and **47% had visited the rain website**
- **26%** of respondents had installed a rain barrel within the last two years and of those **9% had visited a RAIN booth** and **64%** had visited the RAIN website
- **45%** of respondents had added greenspace to their property within the last two years and of those **53%** had visited **26% had visited a RAIN booth** and **53% had visited the rain website**

For a full report of Follow up e-mail survey data, see Appendix H

Effectiveness of Outreach Strategies and Tactics

As outlined throughout this report, some strategies were more effective than others. Some of the key learnings were;

- Workshops were identified as a helpful resource in the questionnaire (75% reporting they would be useful), yet in practice it is difficult to get attendance as a stand-alone event
- Booths at large public events are successful in engaging residents when they have time and in their neighbourhood.
- Stand alone booths without a pre-existing event can be a challenge. People are at a location for a purpose and do not necessarily want to make time to chat. At Home Depot people were focused on shopping and at Dovercourt parents were picking up children. In both cases engagement was low for the number of people present.
- Engagement to Stakeholders and Community Partners is challenged by their staff time, volunteer availability and other competing priorities. There is value in working with partners but these relationships need to be better defined (how does the RAIN program fit into their objectives) to help garner more support.
- Incentives are a highly motivating way to engage residents
- Simple messaging is easiest to work with. There is still limited knowledge in the community on where rainwater flows. Starting by helping people understand the impact of where their downspout drains is a good first step.
- Finding local sites for demonstration of good rainwater management practices is time consuming but could lead to a good earned media opportunity.
- Building a vibrant social media community for an educational campaign is challenging with such a small target audience and subject matter

Key Recommendations for any Future RAIN Program

1. **Offer a diverse set of resources and opportunities for learning.** RAIN questionnaire data shows that residents are looking for many different types of resources about rainwater management. In talking with residents, staff learned of the many challenges, situations, levels of knowledge and experiences that people had regarding rain or stormwater around their property. There was such a diverse set of interests that often booth staff would guide a conversation to meet the needs of the person. As we look beyond person to person engagement, it is important to recognize this. A well-designed resource page on the City of Ottawa website with various types of information (DIY videos, digital instructions, links to gardening resources, etc.) should be updated with more content and continue to be made available.
2. **In-person engagement** Personal learning through outreach booths, home visits and other speaking opportunities should continue to be offered. People are keen to discuss solutions for their property. These high quality interactions can give residents the tools they need to go home and improve their rainwater management or share the information they've learned with others.
3. **Leverage other events.** Rather than trying to promote and build an audience from scratch, take advantage of the many successful and well branded events and opportunities that already exist. Reach out to event planners, facilities and organizations that focus on the target area, home-owners, gardening or home improvements.

4. **Work with Stakeholders on their terms.** There seemed to be genuine interest in the RAIN program by stakeholders but often these community organizations are busy with other priorities. Efforts should be made to align the RAIN messaging with stakeholder priorities and how it fits into the work they are doing. Providing pre-written text, posters and other easy to share information with this in mind may help garner more support in sharing information with their networks. Information can be made available to a wider number of community organizations, recognizing that only a subset will respond. A suite of activities could be available on a request basis, such as presentations, booths, home visits, or targeted workshops.
5. **Incentives should be used more widely.** Financial Incentives were deemed useful by 83% of RAIN questionnaire respondents. We know through providing incentives for survey collection at booths and having other hand-outs of value, we are able to speak with more residents. A small chance to win a prize created an incentive for people to fill out the questionnaire online. Other municipalities have had success in providing incentives/rebates for buying rain barrels, or installing permeable paving or rain gardens. Smaller incentives (handouts) for booths and surveys should continue to be used as residents tend to go to booths with “swag”.
6. **Boost and Promote Social Media.** Until the RAIN–PLUIE page has enough followers to become self-promoting (through followers commenting, sharing and liking content) it is recommended that promoted and sponsored posts are done regularly. Use this channel as a way to reach Ottawa residents and provide positive and timely information regarding residential stormwater management. Keep bilingual posts very short and use graphics every time to ensure maximum visibility.

A supplementary overview report looking at residential stormwater education and engagement practices in other municipalities in North America is being provided for future program development and reference.

Conclusion

Overall, the RAIN pilot program had a positive effect on the community. The pilot project developed and tested a wide range of communication materials and engagement tactics. Many residents were educated about stormwater run-off, **up to 45% of people knowledgeable about the RAIN program made changes on their own property and in-person feedback was overwhelmingly positive.**

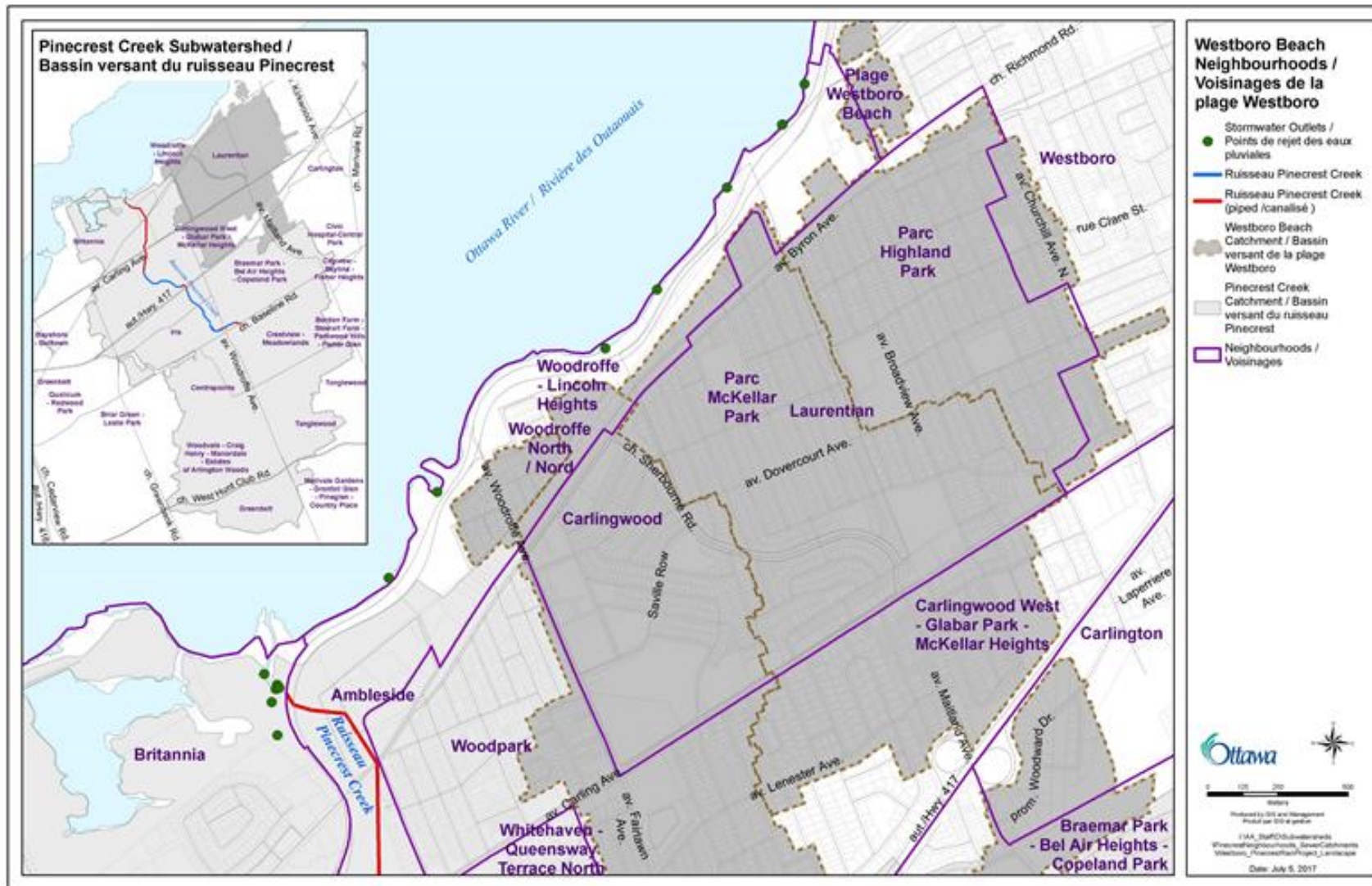
Through our personal engagement strategies, our team was able to have **high quality interactions with over 1500 residents.** These conversations often led to education about stormwater run-off on individual properties and what could be done by homeowners to help keep rainwater where it lands. By using EnviroCentre staff for public outreach, conversations were generally positive and kept on track with message focusing on the health of our urban environment rather than personal flooding/sewage overflow concerns that some residents may have. EnviroCentre staff are well trained in positive engagement for environmental education and this technique was beneficial for keeping the messaging for this program clear and concise.

The solutions for managing rainwater on residential properties are not unique to the Pinecrest Creek/Westboro areas. The RAIN program should be expanded beyond the Pinecrest Creek Watershed and look to provide information to all Ottawa residents. It will be beneficial to look at what other municipalities have done to educate and incentivise their residents to bring awareness to residential

stormwater management, but Ottawa's unique geography with residents who feel connected to their rivers and canal should be leveraged.

The connection to how managing rainwater at home will make a difference on a personal level is vital to creating a large scale shift in behaviour. As the program develops reflect on why people make changes around their home and align outreach with those key factors. Pride of ownership and beautification come before drainage issues (Q8 on questionnaire). Perhaps a native plant is a better incentive than a downspout extender. One will be bought if needed but both can be used to make a property a more rain friendly space.

Providing residents with the tools and information they need to make a shift in their behaviour can be challenging. Our community is changing and people are becoming more aware that the choices they make affect their environment. The City of Ottawa has an excellent opportunity to help residents understand their impact on stormwater flow and with a well designed, broad-scale education campaign we could create a program with a lasting impact.



Appendix A: Map of project target area within the Pinecrest Creek/Westboro Beach Subwatershed

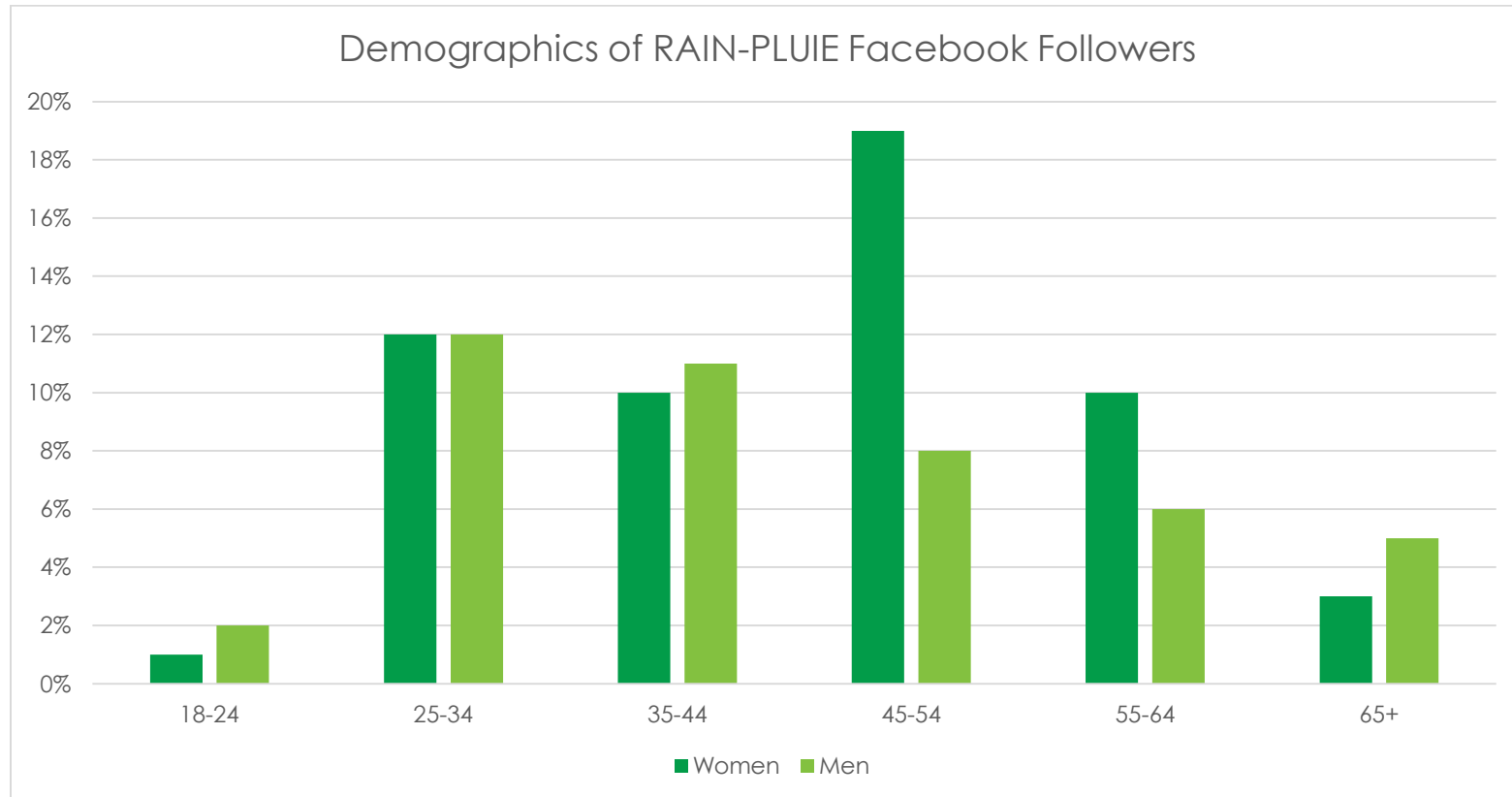
Appendix B Website Analytics

Page	Unique Page Views (Eng)	Avg. Time on Page	Unique Page Views (Fr)	Avg. Time on Page	Unique Page Views (Total)
www.ottawa.ca/rain *includes all urls that lead to the above page	<i>A unique page view represents the number of sessions during which that page was viewed one or more times</i>	<i>These are approximate numbers based on available data</i>	<i>A unique page view represents the number of sessions during which that page was viewed one or more times</i>	<i>These are approximate numbers based on available data</i>	<i>A unique page view represents the number of sessions during which that page was viewed one or more times</i>
June 1-2017-Dec 31 2017	1700 (estimate)	1 ½ minutes	83 (estimate)	1 ½ minutes	1783
January 2018- December 2018	1710	3 ½ minutes	148	4 minutes	1858
January 2019- November 2019	1760	4 minutes	43	3 ¼ minutes	1803
Total number of page visitors from June 1, 2017 to November 2019	5170	3 minutes	274	3 minutes	5444

Appendix C: Facebook Analytics



The RAIN-PLUIE Facebook page started on **August 8, 2018** and now has **107 followers**.



RAIN Facebook Page Posts

Date Published	Post	Type	Reach	Post clicks
Time Published				Reactions (comments, shares)
11/15/2019	See you next spring! On se voit au printemps!	<u>Photo</u>	58	3
12:23 PM				6
11/07/2019	Do you know where your snow will go when it melts? Try to pile it on a permeable surface! Où ira ta neige quand elle fondra? Essayez de l'empiler sur une surface perméable!	<u>Photo</u>	363	22
10:18 AM				18
10/21/2019	Could you use a new RAIN BARREL? Complete this short questionnaire for your chance to win one! Pourriez-vous utiliser un nouveau BARIL DE PLUIE? Remplissez ce court questionnaire pour courir la chance de gagner un! https://s-ca.chkmkt.com/?e=88916&h=61C9DBB77757063&l=en	<u>PROMOTED \$30.00 Link</u>	1.8K	51
11:00 AM				10
10/09/2019	It's great to see EnviroCentre out in the community making concrete changes! C'est magnifique de voir EnviroCentre dans la communauté réaliser des changements concrets! https://www.cbc.ca/listen/live-radio/1-100-ottawa-morning/clip/15739878-de-paving-pontiac-street	<u>Status</u>	47	10
4:08 PM				3
09/30/2019	Join us! Rejoignez-nous! 📍 Westboro Beach Underpass 📅 Wednesday, October 2nd ⌚ 2 pm	<u>Link</u>	25	3
10:15 AM				0
09/19/2019	Slow it Down. Soak it Up. Keep it Clean. Ralentissez-la. Infiltrez-la. Garder-la Proper. Depave!	<u>Link</u>	57	3
1:04 PM				3
09/09/2019	Join us this weekend for a RAIN Home Tour! Register by 5pm this Friday. Rejoignez-nous ce week-end pour une visite à domicile RAIN! Inscrivez-vous avant 17h vendredi.	<u>PROMOTED \$23.55 Link</u>	1.3K	34
4:20 PM				12
08/28/2019	It's raining today! Do you know where all of that water goes? Il pleut aujourd'hui!	<u>Link</u>	92	11

2:22 PM	Savez-vous où s'en va toute cette eau?			10
08/14/2019	Neat garden or natural garden? Jardin soigné ou jardin naturel?		56	3
11:14 AM				2
08/13/2019	How do you wash your wheels? Comment lave-tu tes roues?		56	3
3:45 PM				2
08/12/2019	Seal it up or keep it grey? Which one of these driveways is A-OK? Scelle-le ou garde-le gris? Selon vous, laquelle de ces allées est la meilleure?		61	3
3:46 PM				2
08/08/2019	It's important to redirect your downspouts into a garden or grass covered area. Slow it Down, Soak it Up, & Keep it Clean! Il est important de rediriger vos descente d'eaux pluviales dans un jardin ou une zone recouverte d'herbe. Ralentissez-la, Infiltez-la, et Gardez-la Propre!	<u>Photo</u>	67	2
4:33 PM				3
07/22/2019	Our friends at Rideau Valley Conservation Authority have this great video on rain garden basics and ways to reduce rainwater run-off on your property! Have a look! Nos amis de Rideau Valley Conservation Authority ont cette superbe vidéo sur les bases du jardin pluvial et les moyens de réduire le ruissellement des eaux de pluie sur votre propriété! Regarde!	<u>Link</u>	444	25
12:37 PM				14
07/18/2019	We had so much fun depaving and beautifying Elgin Street Public School and École élémentaire publique Marie-Curie! We'd like to thank our partners Green Communities Canada, Depave Paradise, Ontario Trillium Foundation, TD Friends of the Environment Foundation, City of Ottawa, Conseil des écoles publiques de l'Est de l'Ontario, and Ottawa-Carleton District School Board (OCDSB) Nous avons eu tellement de plaisir à débloquer et à embellir Elgin Street Public School et École élémentaire publique Marie-Curie! Nous aimerions remercier nos partenaires Green Communities Canada, Depave Paradise, Ontario Trillium Foundation, TD Friends of the Environment Foundation, Ville d'Ottawa, Conseil des écoles publiques de l'Est de l'Ontario, et Ottawa-Carleton District School Board (OCDSB)	<u>Photo</u>	640	62
12:03 PM				29
07/17/2019	Wow! Have a look at this beautiful permeable parking lot! Hou la la! Regardez ce beau parking permiable!	<u>Photo</u>	69	15
11:17 AM				8
07/12/2019	RAIN Ottawa PLUIE	<u>Shared</u>	59	19

8:53 PM		Video		7
07/09/2019	Congratulations Valerie for completing the RAIN Program Garden Master Class! Your gardens are beautiful! Félicitations Valerie pour avoir terminé la classe de maître sur le jardin de RAIN Program! Tes jardins sont magnifiques!	Photo	87	21
10:07 AM				8
07/05/2019	Sign up today! This interactive home tour will be led by a certified RAIN Guide from Green Communities Canada Inscrivez-vous aujourd'hui. Cette visite interactive sera animée par un guide certifié RAIN de Green Communities Canada https://www.eventbrite.ca/e/rain-home-visit-2019-visite-a-domicile-rain-2019-tickets-64360171004	PROMOTED \$7.05 Link	1.1K	29
9:33 AM				23
06/25/2019	Special thanks to Red Squirrel Conservation Services in Kingston for taking us on a tour of your lovely raingardens! Un merci tout spécial à Red Squirrel Conservation Services de Kingston pour nous faire visiter vos beaux jardins pluviaux!	Photo	242	33
11:53 AM				11
06/23/2019	Join us today! Free rain garden consultations. Joinez-nous! Consultation de jardin gratuite 9-11 am Home Depot -1900 Baseline Rd.	Photo	72	1
9:51 AM				2
06/12/2019	Join Us! Rejoignez-nous! Ecology Ottawa Ottawa Riverkeeper - Garde-rivière des Outaouais Greenspace Alliance of Canada's Capital McKellar Park Westboro Community Association Westboro Beach Community Carlingwood Community Association City of Ottawa Kitchissippi Ward, Councillor Jeff Leiper	PROMOTED \$16.53 Link	73	3
12:35 PM				3
05/24/2019	Hey Ottawa, Did you know it's better to let your water soak into the ground than run down your driveway? Show us where your water flows from your downspout for a chance to win a \$25 gift card from a home and garden store! Post a photo and/or explain how YOU are soaking it up! (Contest runs from May 21-31, 2019. Winner will be chosen by random selection of best practices.) Bien le bonjour Ottawa! Savez-vous qu'il est préférable que l'eau s'infilte dans le sol plutôt qu'elle ne ruisselle le long de votre allée? Montrez-nous comment vous gérez les eaux de pluie qui s'écoulent dans vos tuyaux de descente pluviale. Vous pourriez gagner une carte-cadeau de 25 \$ à dépenser dans un magasin de matériaux de construction et de jardinage. Publiez une photo ou expliquez-nous pourquoi vous ne pataugez plus dans l'eau! (Dates du concours : du 21 au 31 mai 2019. Le gagnant ou la gagnante sera choisi(e) au hasard, en fonction de ses pratiques exemplaires).	PROMOTED \$40.00 Photo	1.8K	86
3:52 PM				26
05/21/2019	Hey Ottawa, Did you know it's better to let your water soak into the ground than run down your driveway? Show us where your water flows from your downspout for a chance to win a \$25 gift card from a home and garden store! Post a photo and/or	Photo	72	5
11:04 AM				6

	explain how YOU are soaking it up! (Contest runs from May 21-31, 2019. Winner will be chosen by random selection of best practices.) Bien le bonjour Ottawa! Savez-vous qu'il est préférable que l'eau s'infilte dans le sol plutôt qu'elle ne ruisselle le long de votre allée? Montrez-nous comment vous gérez les eaux de pluie qui s'écoulent dans vos tuyaux de descente pluviale. Vous pourriez gagner une carte-cadeau de 25 \$ à dépenser dans un magasin de matériaux de construction et de jardinage. Publiez une photo ou expliquez-nous pourquoi vous ne pataugez plus dans l'eau! (Dates du concours : du 21 au 31 mai 2019. Le gagnant ou la gagnante sera choisi(e) au hasard, en fonction de ses pratiques exemplaires.			
05/04/2019	Come walk with us! Venez marcher avec nous! https://janes-walk.herokuapp.com/en/walks/jane-s-walk-ottawa-gatineau-2019/19971	<u>Link</u>	63	1
8:30 AM				2
04/29/2019	We are doing a Jane's Walk. Join us! Nous organisons une promenade de Jane. Rejoignez -nous. https://www.janeswalkottawa.ca/en/walks/jane-s-walk-ottawa-gatineau-2019/19971	<u>Link</u>	595	20
9:18 AM				17
04/26/2019	Rain is an important part of our urban landscape. We are looking for feedback on how you manage the rainfall near your home. Please take a moment to complete (and share) this survey! La pluie est une partie importante de notre paysage urbain. Nous recherchons des informations sur la manière dont vous gérez les précipitations près de chez vous. Veuillez prendre un moment pour remplir (et partager) ce sondage!	<u>Link</u>	41	0
1:52 PM				0
04/25/2019	From our friends/De nos amis Rideau Valley Conservation Authority	<u>Photo</u>	57	3
11:16 AM				2
04/18/2019	Do you know where this week's rain will end up? Connect the drops and follow your stormwater's journey through the Pinecrest Creek Watershed! https://ottawa.maps.arcgis.com/apps/Cascade/index.html?appid=ba1269c787c443f6b3b358c3c1067aca	<u>Link</u>	63	5
12:17 PM				6
04/10/2019	Could you use a new RAIN BARREL? Complete this short questionnaire for your chance to win one! Pourriez-vous utiliser un nouveau BARIL DE PLUIE? Remplissez ce court questionnaire pour courir la chance de gagner un! https://s-ca.chkmkt.com/?e=88916&h=61C9DBB77757063&l=en	<u>Photo</u>	415	32
10:50 AM				11
03/22/2019	We're getting ready for RAIN! Complete this questionnaire for your chance to win a rain barrel! Nous nous préparons pour la PLUIE! Remplissez ce questionnaire pour avoir la chance de gagner un baril de pluie! https://s-	<u>Photo</u>	267	17
9:44 AM				11

	ca.chkmkt.com/?e=88916&h=61C9DBB77757063&l=en			
02/01/2019	From our friends at Green Communities Canada. De nos amis à Green Communities Canada.	<u>Link</u>	49	0
1:08 PM				2
01/22/2019	What a perfect craft idea for a cold day! Quelle activité artisanale parfaite pour une journée froide! https://www.instagram.com/p/BfVO6dkl6Yy/	<u>Photo</u>	44	2
3:31 PM				2
12/11/2018	TREEmendous! FormidARBRE!	<u>Link</u>	112	5
2:04 PM				3
11/29/2018	Isn't this grate? N'est-ce pas génial?	<u>Photo</u>	55	6
1:28 PM				8
11/21/2018	Is your garden ready for snow? Votre jardin est-il prêt pour la neige? (L' enseigne: PLUIE ce jardin infiltre la)	<u>Photo</u>	47	1
12:56 PM				3
10/25/2018	#Didyouknow that the highest single day of rain in Ottawa's history was September 9, 1942 with 93mm falling in one day. Learn more about rainfall in Ottawa at https://buff.ly/2P2yPn7 July 22-25 2018 were the wettest 4 days in 13 years. #Saviezvous qu'il est tombé 93 mm de pluie en un seul jour le 9 septembre 1942? Tout un record! Apprenez-en plus sur les précipitations à Ottawa au https://buff.ly/2MFjIOB . Les 22, 23, 24 et 25 juillet 2018 ont été les 4 jours les plus humides en 13 ans.	<u>Link</u>	37	0
4:25 PM				1
10/19/2018	Rain, rain stow away, save it for another day – learn how to save and divert rainwater in order to get the most out this free resource. Join EnviroCentre and f.d. fountain Landscape Architecture and Design on Saturday, October 20 at 9:30 a.m. for a 1-hour workshop. Conservez l'eau de pluie pour plus tard – Apprenez comment conserver et capter l'eau de pluie afin de tirer le maximum de cette ressource gratuite. Joignez-vous à EnviroCentre et à f.d.fountain Landscape Architecture and Design le samedi 20 octobre, à 9 h 30, pour un atelier d'une heure.	<u>Link</u>	51	2
7:50 AM				5
10/17/2018	Don't waste your rainwater! Learn how to Slow It Down, Soak It Up, and Keep it Clean. Join EnviroCentre and f.d. fountain Landscape Architecture and Design on Saturday, October 20 at 9:30 a.m. for a 1-hour workshop. Ne gaspillez pas l'eau de pluie! Apprenez comment ralentir l'écoulement des eaux pluviales, favoriser leur	<u>Link</u>	213	8
7:50 AM				4

	infiltration dans le sol et les garder propres. Joignez-vous à EnviroCentre et à f.d.fountain Landscape Architecture and Design le samedi 20 octobre, à 9 h 30 pour un atelier d'une heure.			
10/15/2018	This Saturday - come and learn about RAIN for your chance to win a rain barrel! Register now! Ce samedi - viens apprendre la PLUIE pour votre chance de gagner une citerne pluviale! Inscrivez-vous!	<i>PROMOTED</i> \$17.93 Link	1.1K	9
3:24 PM				1
10/12/2018	Rain, rain stow away, save it for another day – learn how to save and divert rainwater in order to get the most out this free resource. Join EnviroCentre and f.d.fountain Landscape Architecture and Design on Saturday, October 20 at 9:30 a.m. for a 1-hour workshop. Conservez l'eau de pluie pour plus tard – Apprenez comment conserver et capter l'eau de pluie afin de tirer le maximum de cette ressource gratuite. Joignez-vous à EnviroCentre et à f.d.fountain Landscape Architecture and Design le samedi 20 octobre, à 9 h 30, pour un atelier d'une heure.	Link	156	3
7:50 AM				1
10/11/2018	#Didyouknow that Ottawa gets about 141 days of rain each year? #Saviezvous qu'il y a environ 141 jours de pluie à Ottawa chaque année?	<i>Photo</i>	33	1
4:25 PM				0
10/10/2018	Don't waste your rainwater! Learn how to Slow It Down, Soak It Up, and Keep it Clean. Join EnviroCentre and f.d.fountain Landscape Architecture and Design on Saturday, October 20 at 9:30 a.m. for a 1-hour workshop. Ne gaspillez pas l'eau de pluie! Apprenez comment ralentir l'écoulement des eaux pluviales, favoriser leur infiltration dans le sol et les garder propres. Joignez-vous à EnviroCentre et à f.d.fountain Landscape Architecture and Design le samedi 20 octobre, à 9 h 30 pour un atelier d'une heure.	Link	36	1
7:50 AM				1
10/05/2018	Make sure your downspout is redirected at least 2.4 metres from your foundation – a great way to #soakitup! Votre descente pluviale doit être redirigée à au moins 2,4 mètres de vos fondations – une bonne façon d'#infiltrer l'eau de pluie!	<i>Photo</i>	32	2
4:25 PM				1
10/04/2018	Get Ready for Rain – an informal, fun and engaging look at managing rainwater around your home. Join EnviroCentre and f.d.fountain Landscape Architecture and Design on Saturday, October 20 at 9:30 a.m. for a 1-hour workshop. Paré pour la pluie – Un atelier qui vous permettra de porter un regard informel, ludique et stimulant sur la gestion des eaux pluviales autour de votre maison. Joignez-vous à EnviroCentre et à f.d.fountain Landscape Architecture and Design le samedi 20 octobre, à 9 h 30, pour un atelier d'une heure. https://www.eventbrite.ca/e/ready-for-	Link	27	1
4:50 PM				2

	rain-workshops-ateliers-pare-pour-la-pluie-tickets-50087857129			
10/02/2018	How do you #keepitclean around your house? This photo is a hint for one way to do it! Comment garder son terrain #propre? Cette photo vous donne un indice!	<u>Photo</u>	32	0
4:25 PM				0
09/28/2018	EnviroCentre and f.d.fountain Landscape Architecture and Design are co-presenting Ready for Rain - an informal, fun and engaging look at managing rainwater around your home. EnviroCentre et f.d.fountain Landscape Architecture and Design vous présentent conjointement « Paré pour la pluie », un atelier qui vous permettra de porter un regard informel, ludique et stimulant sur la gestion des eaux pluviales autour de votre maison. https://www.eventbrite.ca/e/ready-for-rain-workshops-ateliers-pare-pour-la-pluie-tickets-50087857129	<u>Link</u>	168	7
7:02 AM				8
09/27/2018	Did you know that on average, 870 mm of rain falls in Ottawa each year? Le saviez-vous? Chaque année, il tombe en moyenne 870 mm de pluie à Ottawa.	<u>Photo</u>	34	1
8:41 PM				2
09/18/2018	RAIN home tours available this Thursday and Saturday! Register today! Les visites guidées RAIN disponibles ce jeudi et samedi! Inscrivez-vous aujourd'hui! https://www.eventbrite.ca/e/rain-home-visit-visite-a-domicile-rain-tickets-50012788597	<u>Photo</u>	33	2
11:38 AM				1
09/17/2018	Come walk in the rain with us! Venez marcher sous la pluie avec nous! Ecology Ottawa Ottawa Riverkeeper - Garde-rivière des Outaouais McKellar Park Carlingwood Community Association Westboro Community Association Westboro Beach Community Glabar Park Community Alliance https://www.eventbrite.ca/e/rain-home-visit-visite-a-domicile-rain-tickets-50012786591	<u>Link</u>	163	3
2:02 PM				2
09/10/2018	We want to know where your RAIN flows! Fill out this brief questionnaire for your chance to win a rainbarrel! Nous aimerions savoir où ruissellent vos eaux pluviales! Répondez à ce court questionnaire du programme RAIN, vous gagnerez peut-être une citerne pluviale! https://s-ca.chkmkt.com/surveys/?e=88916&s=0&c=0&v=false&h=61C9DBB77757063&d=&l=en	<u>Photo</u>	124	3
3:40 PM				5
09/07/2018	#Didyouknow that a single tree can absorb up to 9000 litres of water every year? #Saviezvous qu'un arbre peut absorber jusqu'à 9 000 litres d'eau chaque année?	<u>Photo</u>	38	1
12:13 PM				2
09/06/2018	#Didyouknow that the rain that flows off your driveway ends up in the Ottawa River?	<u>Photo</u>	33	0

8:23 AM	Another reason it is important to #keepitclean. Visit www.ottawa.ca/rain for tips! #Saviezvous que l'eau de pluie qui s'écoule d'une allée finit dans la rivière Outaouais? Une autre raison de la garder #propre. Pour des conseils, visitez le www.ottawa.ca/fr/rain .			0
09/05/2018	How do you #slowitdown and #soakitup at your house? Here is a great example of how the City of Ottawa does it! Comment #ralentir et #infiltrer l'eau pluviale à la maison? Voici comment la Ville d'Ottawa le fait!	<u>Photo</u>	35	0
8:11 AM				2
08/30/2018	A rain garden is a garden that absorbs rainwater runoff on your property and is a beautiful addition to your lawn! #soakitup Un jardin de pluie absorbe le ruissellement des eaux pluviales sur votre terrain tout en embellissant ce dernier.	<u>Photo</u>	31	4
2:10 PM				2
08/28/2018	A permeable surface is any surface that allows rainwater to soak through rather than flow off – the picture below is an example of a great way to #soakitup on your driveway! Une surface perméable en est une par où l'eau pluviale peut s'infiltrer au lieu de s'écouler. Voici d'ailleurs une très bonne façon d'#infiltrer l'eau dans votre allée.	<u>Photo</u>	85	7
7:30 AM				3
08/24/2018	Each growing season, a 200L rain barrel can provide 27,000L of water to use around your garden. #soakitup Lors d'une période de végétation, une citerne pluviale de 200 litres peut fournir 27 000 litres d'eau à votre jardin. #infiltrer	<u>Photo</u>	61	2
7:50 AM				4
08/23/2018	A fish symbol on a sewer grate means the water flowing into it flows directly into a creek or a river. To learn more about how stormwater is managed in Ottawa, visit www.ottawa.ca/rain Un symbole de poisson sur une grille d'égout signifie que l'eau qui y coule s'en va directement dans un ruisseau ou une rivière. Apprenez-en plus sur la gestion de l'eau pluviale au www.ottawa.ca/fr/rain .	<u>Photo</u>	76	5
1:27 PM				7
08/16/2018	Did you know that picking up after your pet directly helps to keep our river clean? Don't forget to Stoop and Scoop! #keepitclean Saviez-vous que de ramasser les excréments de vos animaux contribue directement à préserver la propreté de notre rivière? N'oubliez pas de les suivre pelle en main! #propre	<u>Photo</u>	62	1
12:00 PM				4
08/14/2018	Is your downspout shy? We caught this one peeking at us as it hides in a perennial garden! Votre descente pluviale est-elle timide? En voici une bien cachée parmi ce jardin de plantes vivaces.	<u>Photo</u>	34	1
9:25 AM				2
08/08/2018	Think about that downspout! Keep it away from your foundation and let rainwater flow into the earth. Il fallait y penser! Éloignez vos descentes pluviales de vos fondations et laissez les eaux couler directement dans la terre.	<u>Photo</u>	14	0
5:30 PM				0
08/08/2018	Repurposed patio stones: a raised rain barrel makes filling your watering-can easy!	<u>Photo</u>	13	0

3:37 PM	#RAINinOttawa #rainbarrel #stormwater Nouvelle utilité pour les dalles de terrasse : surélever une citerne pluviale pour faciliter son remplissage! #PLUIEàOttawa #citernepluviale #eaupluviale			1
08/08/2018	Learn+B3:B126 how to Slow it Down, Soak it Up and Keep it Clean at www.ottawa.ca/rain Apprenez à ralentir l'eau pluviale, à l'infiltrer et à la garder propre au www.ottawa.ca/fr/rain .	<i>Photo</i>	14	2
1:52 PM				1
Total		56	6083	605
				337



Appendix D: Four Page Brochure



Appendix E: Table of Engagement Activities and Residents Reach

Type of Outreach	Event	Date	Location	# Reached	Notes
Booth	Westboro Beach Community Assoc. - Westboro Beach Opening	Tuesday, June 26, 2018	Westboro Beach	70	~this event brings many local residents together. Great to reach target population and relate RAIN program to river
Booth	Community Advisory Committee	Wednesday, July 18, 2018	Dovercourt Recreation Centre	2	~booth was set up to showcase new outreach materials. Unfortunately, the booth was not well attended by

	Meeting				stakeholders or public in the building.
Booth	Ecology Ottawa Green Infrastructure 101 Pinecrest	Wednesday, July 25, 2018	Foster Farm Community Centre	30	~ helpful in sharing the RAIN program to already interested residents ~Ecology Ottawa workshops were on topic but at times there was a need to clarify information. (eg. Storm water is NOT treated, green roofs are not easy to retro-fit onto an existing home, etc)
Booth	Ottawa Night Market	Friday, August 10, 2018	Ottawa Night Market	35	~mostly spoke with other vendors ~hard to compete with musician and food vendors for participant attention
Booth	Westboro Fuse	Saturday, August 18, 2018	Richmond Road between McRae and Golden	245	~large community events such as these, bring residents who have time to chat together. People are not in a hurry as they wander by booths and entertainment areas
Booth	Westboro Farmer's Market Community Booth	Saturday, October 13, 2018	Westboro Farmer's Market	40	~great way to meet people who are interested shopping local and perhaps more keen to think about their environmental footprint
Booth	Westboro Community Association AGM	Tuesday, October 15, 2018	Churchill Seniors Centre	30	~ booth at the annual AGM ~chatted with Westboro area residents before the meeting to let them know about the RAIN program
Booth	Ecology Ottawa Green Infrastructure in Britannia	Monday, November 19, 2018	Carlingwood Public Library	50	~Ecology Ottawa workshops were often well attended ~beneficial to leverage their network to share RAIN messaging

Booth	Ecology Ottawa Green Infrastructure and Climate Resiliency Workshop	Wednesday, February 27, 2019	Ron Kolbus Lakeside Centre	13	
Booth	Ecology Ottawa Green Infrastructure Rain Garden Workshop	Wednesday, April 24, 2019	Ron Kolbus Lakeside Centre	60	
Booth/ Landscaping Advice	RAIN Workshop - Home Depot/Garden Centre	Sunday, June 23, 2019	Home Depot	28	~double booth, with one offering raingarden advice and one a general RAIN info booth. ~very few people spoke with the landscape architect and though it was promoted through the store and through social media ~there did not seem to be anyone who came specifically for that purpose.
Booth	Westboro Beach Opening	Wednesday, June 26, 2019	Westboro Beach	50	~great to reach target population and relate RAIN program to river
Booth	Westboro FUSE	Saturday, August 17, 2019	Richmond Road between McRae and Roosevelt	224	~ very busy event ~local residents and non-local residents were all interested in rainwater management ~very heavy rain storm day of event was used to highlight flow of water

Booth	Westboro Farmer's Market	Saturday, August 24, 2019	Byron Park	200	~very busy booth ~ great location at east end of market ~ many engagements with local residents
Booth	Dovercourt Recreation Centre post-camp	Wednesday, August 28, 2019	Dovercourt Recreation Centre post-camp	28	~this booth was set up at the doors as parents were picking up their children from camp. Everyone seemed to be in a rush and dialogues were short. Booths with many children and few parents present are challenging as booth staff end up trying to keep conversations on topic and resources secure.
Booth	SMARTNet Alliance Sustainability Showcase	Saturday, September 21, 2019	Horticulture Building, Lansdowne	150	~ very busy booth with highly engaged participants ~this event had many people very interested in and already practicing good rainwater management at home
Booth/ Landscaping Advice	Rain Garden Booth at Home Depot	Sunday, October 6, 2019	Home Depot	8	~ difficult time of year to engage about gardening ~customers appeared to be busy, shopping with purpose and not interested in spending time at a booth
Booth	RAIN Quiz Booth at Carlingwood Shopping Centre	Tuesday, October 8, 2019	Carlingwood Shopping Centre	6	~these booths had the sole purpose of collecting questionnaire responses. Umbrellas were used as

Booth	RAIN Quiz Booth at IKEA	Thursday, October 24, 2019	IKEA	14	an incentive to help gain interest in participation.
Booth	RAIN Quiz Booth at MEC	Friday, October 25, 2019	MEC	17	
Booth	Seniors Health and Wellness Fair - giving away downspout extenders (at door) and questionnaire collection	Saturday, October 26, 2019	Ron Kolbus Centre	100	~ this was a very busy event with older residents in the Pinecrest/Bayshore area
Home Visit	RAIN Home Visit	Thursday, September 20, 2018	private homeowner	2	~though home visits are useful and informative for the home owner and participants, public reach is very small. These were all done by Green Community Canada so travel from Peterborough added extra logistics and expense to these events. In future, if this service is offered it should be streamlined to amalgamate participants and provided by a local organization.
Home Visit	RAIN Home Visit	Saturday, September 22, 2018	private homeowner	6	
Home Visit	RAIN Home Visit	Saturday, July 13, 2019	private homeowner	3	
Home Visit	RAIN Home Visit	Saturday, July 13, 2019	private homeowner	4	
Home Visit	RAIN Home Visit	Saturday, September 14, 2019	private homeowner	10	
Home Visit	RAIN Home Visit	Saturday, September 14, 2019	private homeowner	3	

Walking Tour	RAIN Jane's Walk	Saturday, May 4, 2019	Westboro Beach	45	~walks were well attended by residents both within and beyond the target area.
Walking Tour	Follow the Rain Drop Walk	Wednesday, October 2, 2019	Westboro Beach	20	~Jane's Walk organization provided an excellent opportunity to leverage a network beyond the people who had shown interest in the RAIN program.
Workshop	Ready for RAIN Workshop	Saturday, October 20, 2018	Dovercourt Boardroom	6	~stand alone workshops have proven to be difficult to garner attendance ~for the efforts and costs of providing a professional landscaper, there should be an effort made to find an already existing audience to host this workshop.
Demonstration Garden	Cornerstone rain garden installation	Thursday, September 5, 2019	Cornerstone Housing for Women		~though the initial idea was to have community members participate, no residents came forward to help ~one staff member helped with clean up ~worth considering where future demonstration gardens may be installed and the demographics of the community involved. Seniors' homes may have had a similar result.
Speaking Opportunity	Master Gardeners RAIN Presentation	Thursday, January 24, 2019	Kitchissippi United Church	25	~great way to introduce the RAIN program to gardeners ~very few meeting participants lived

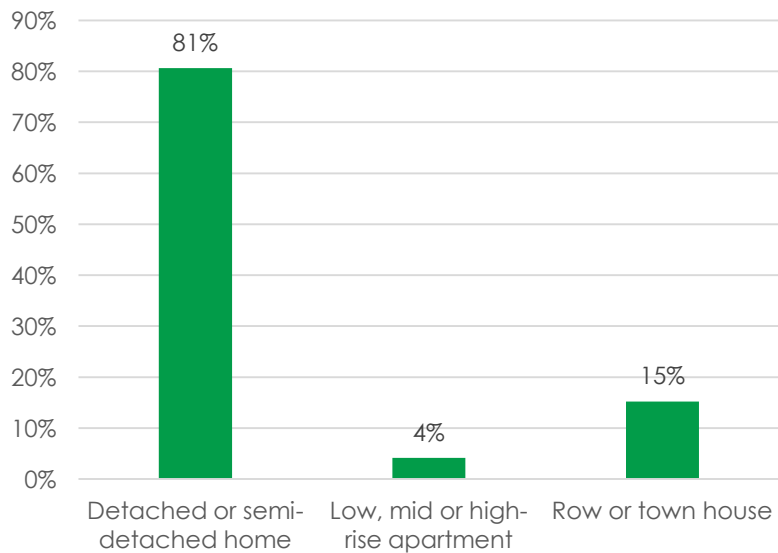
					in the target area and some lived well into rural parts of Ottawa.
Speaking Opportunity	Cornerstone Party (ribbon cutting)	Wednesday, October 23, 2019	Cornerstone Women's Shelter	30	~ councillor's office, residents, staff and supporters came together to recognize one year of Cornerstone in the community. ~there were a few neighbours present the focus was really on the Cornerstone community.
Total Walking Tour				65	
Total Home Visit				28	
Total Reach at Booths				1400	
Total Outreach and Engagement 2018-2019				1554	

Appendix F: RAIN Questionnaire Results

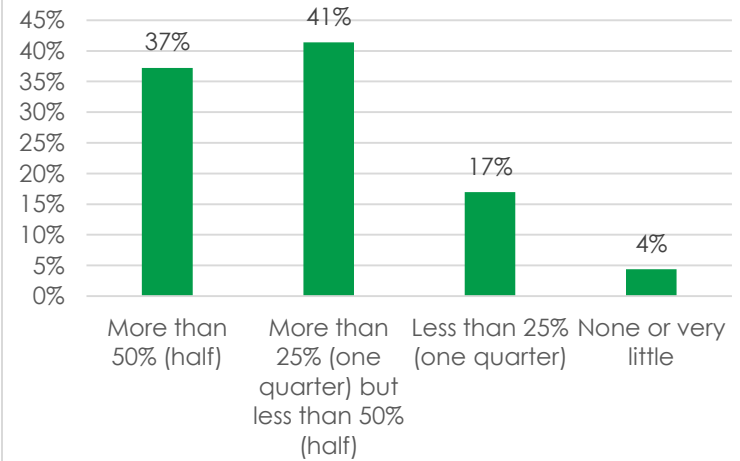
454 respondents

- 37% report living within watershed postal codes
- 52% report living outside of watershed postal codes
- 11% did not report postal code

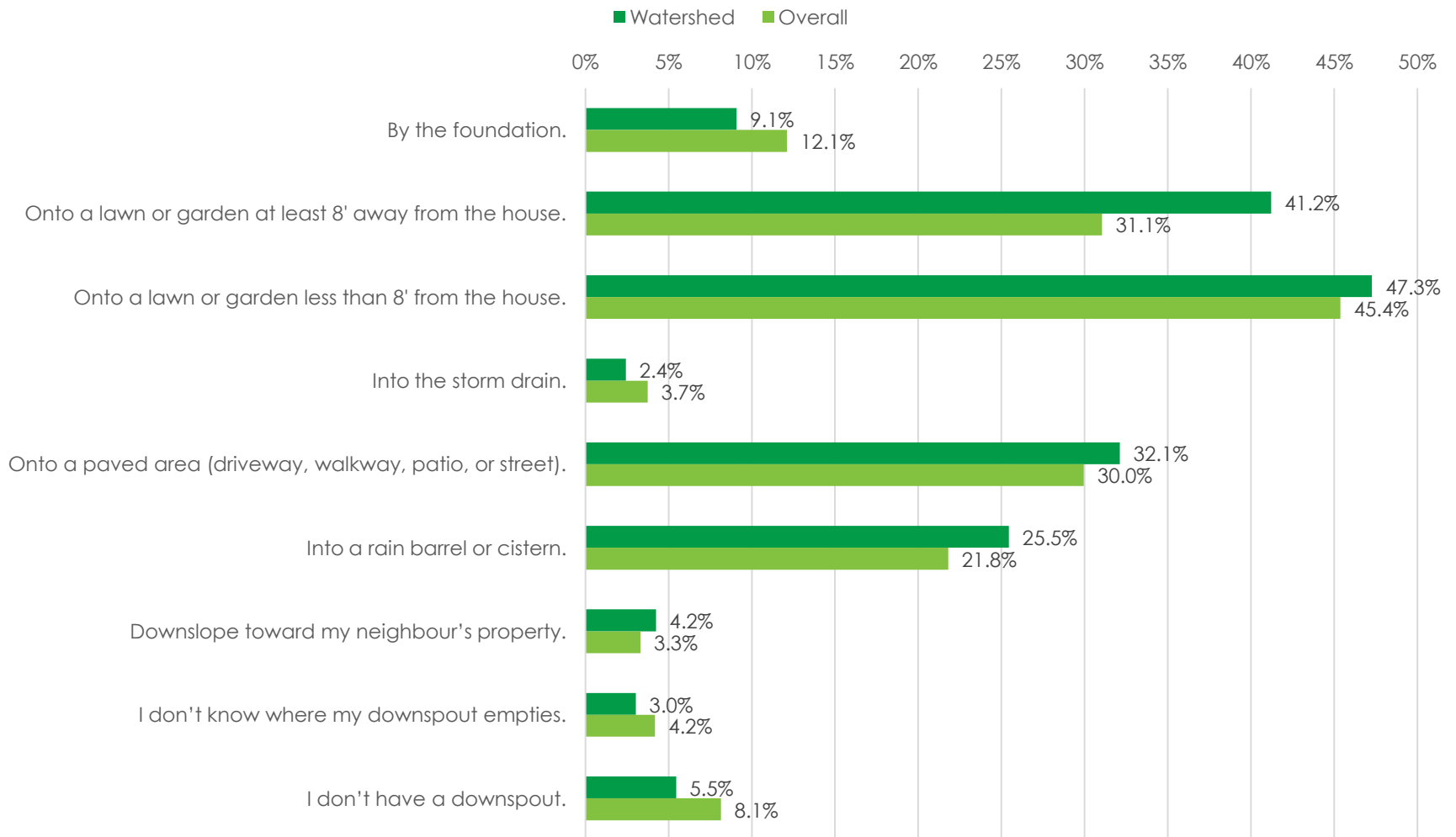
1. What kind of home do you live in?



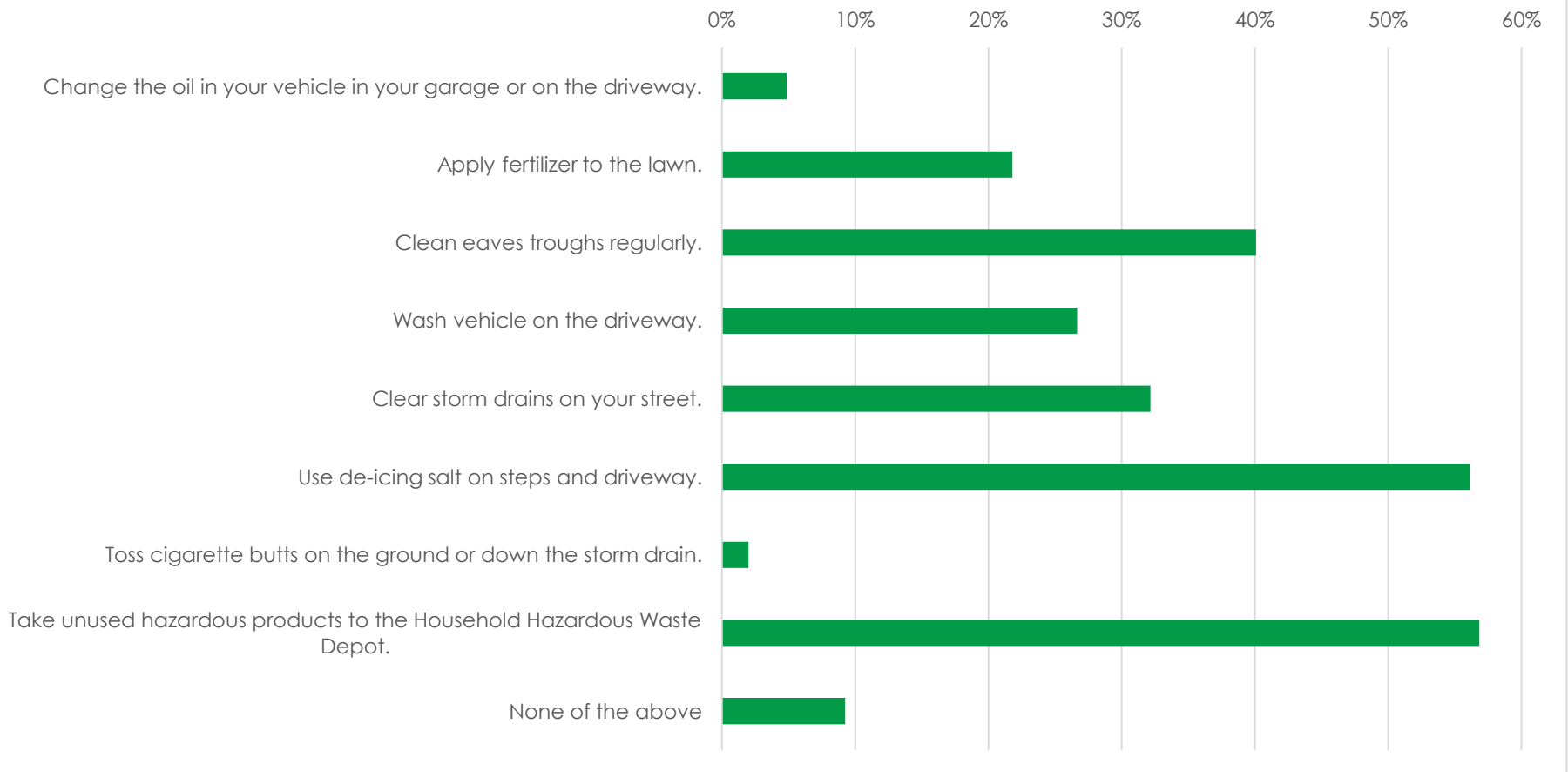
2. What percentage of your property is greenspace (lawn, garden, trees and/or bushes)?
Select one.



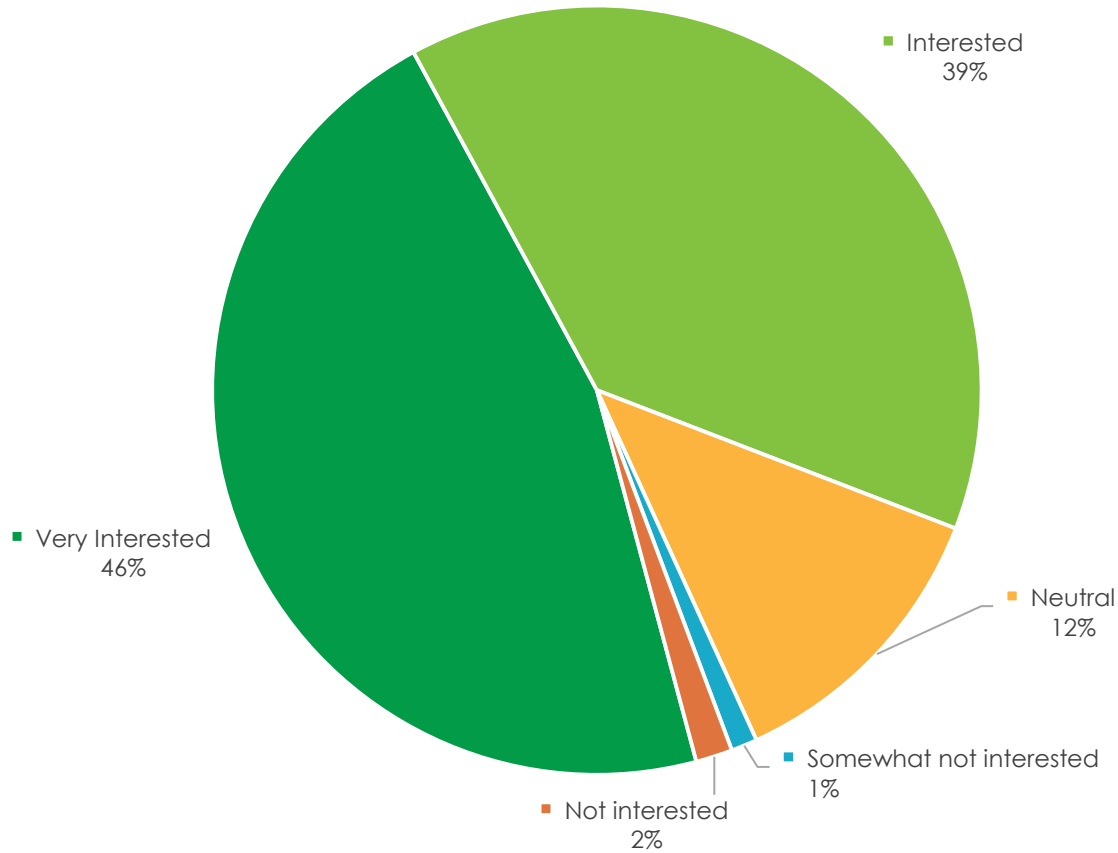
3. Downspout Placement



4. Homeowners were asked if they do any of the following activities. Select all that apply.



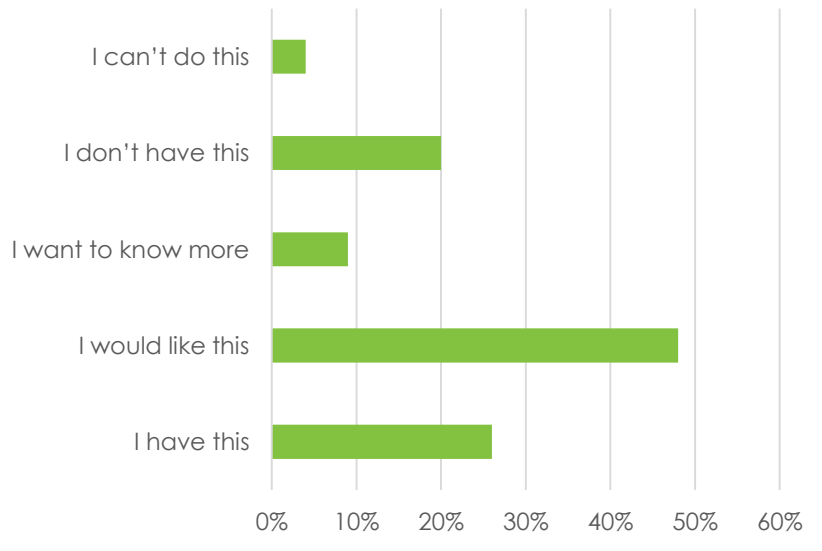
5. Are you interested in reducing rainwater runoff from your property? Rate your interest.



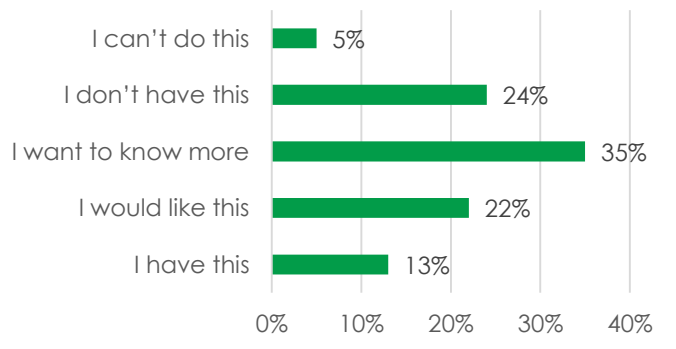
6. Respondents were asked how they currently manage rainwater at their home:



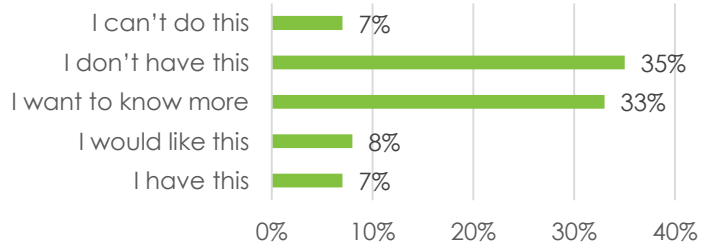
6a. Rain Barrels and Cisterns



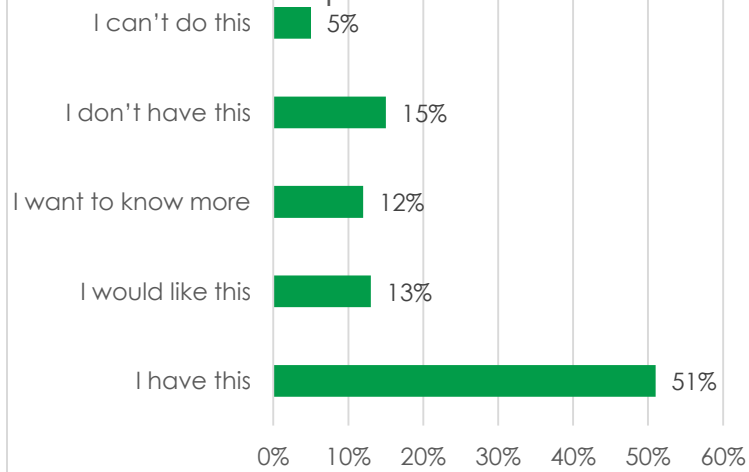
6b. Rain Gardens



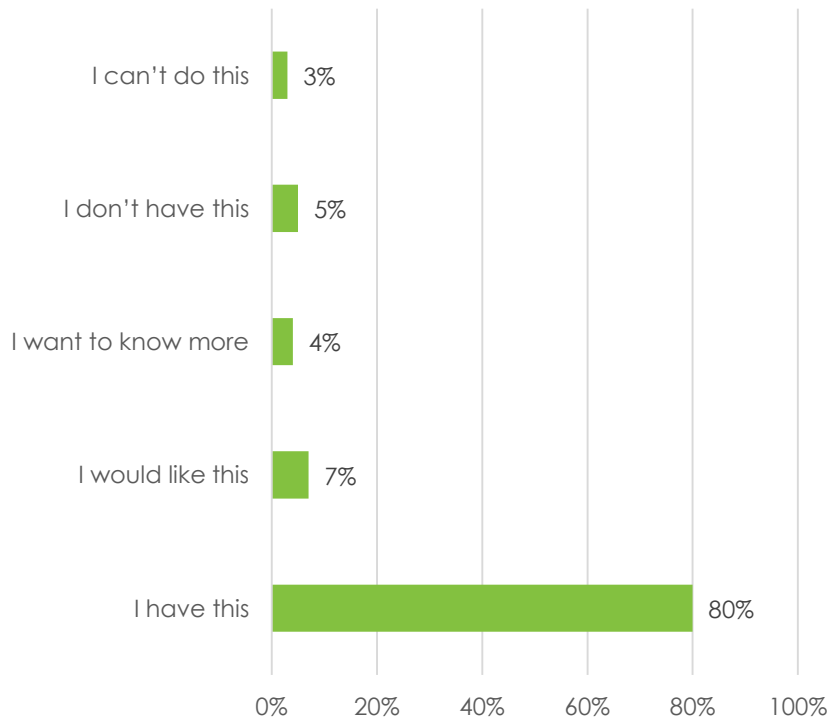
6c. Soakaway Pit/Infiltration Gallery



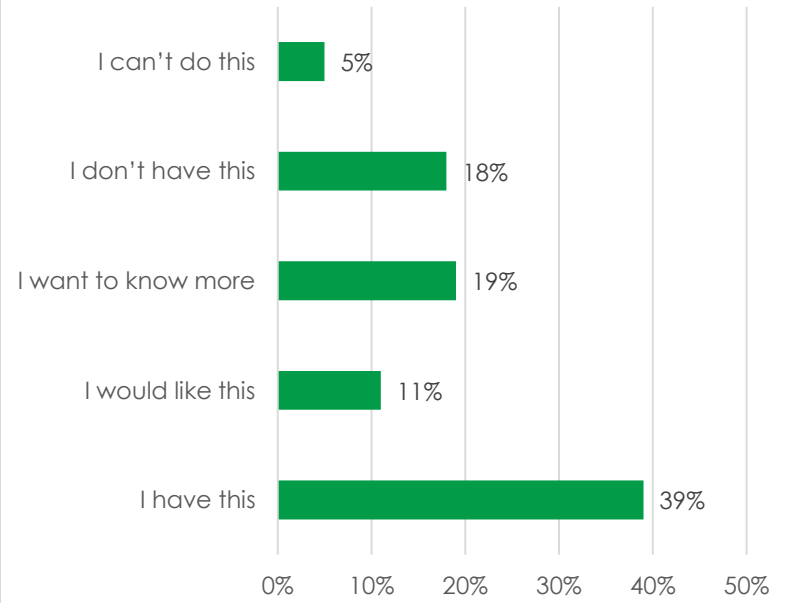
6d. Downspout and/or Sump Pump Direction

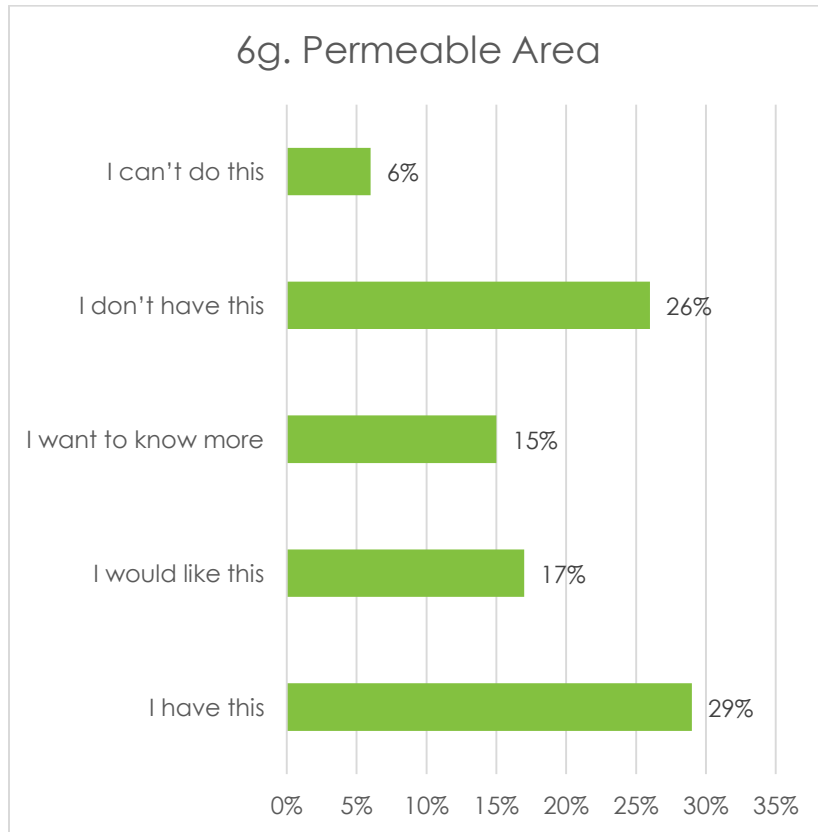


6e. Trees and Bushes

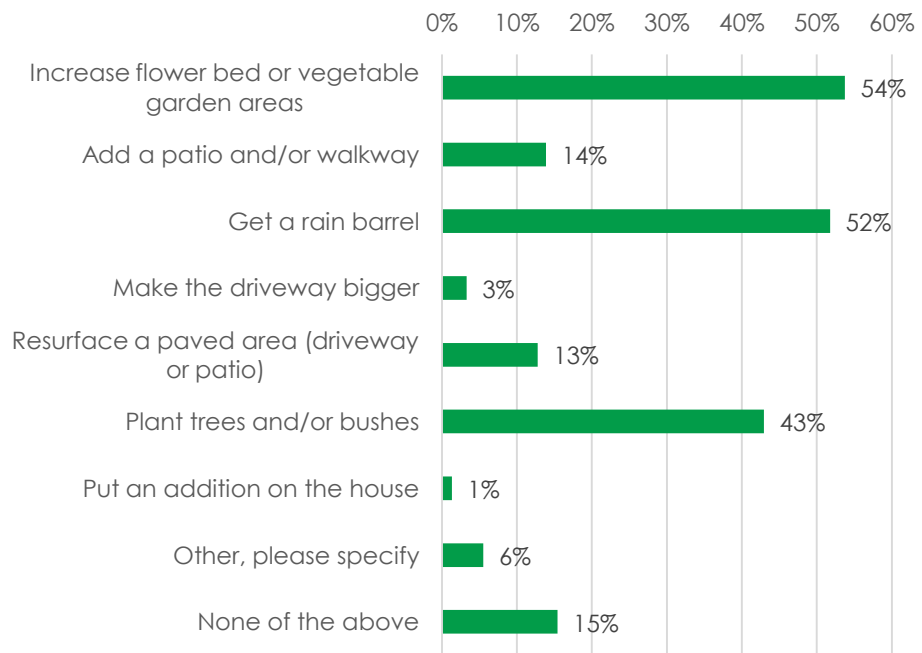


6f. Naturalized Area

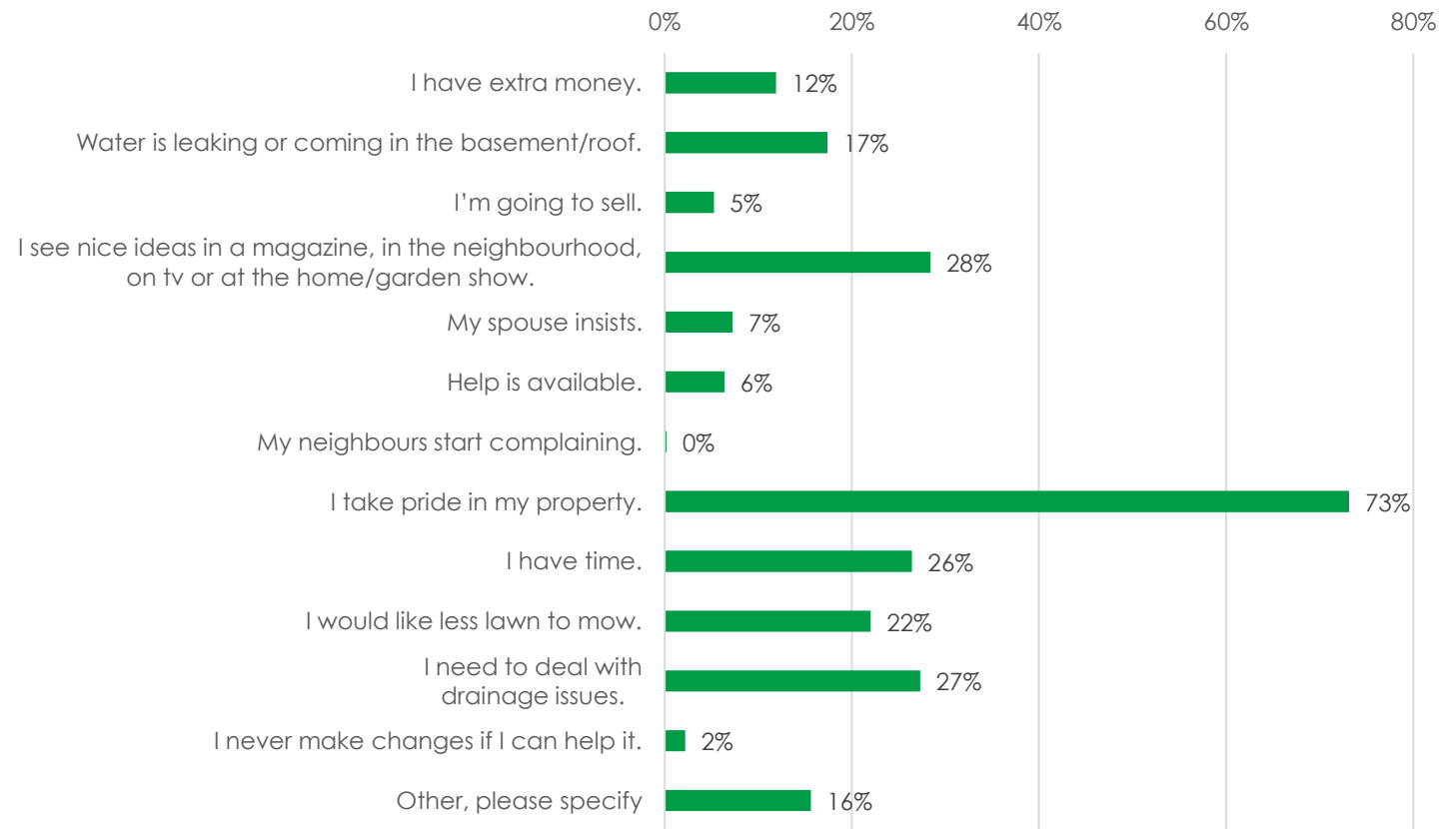




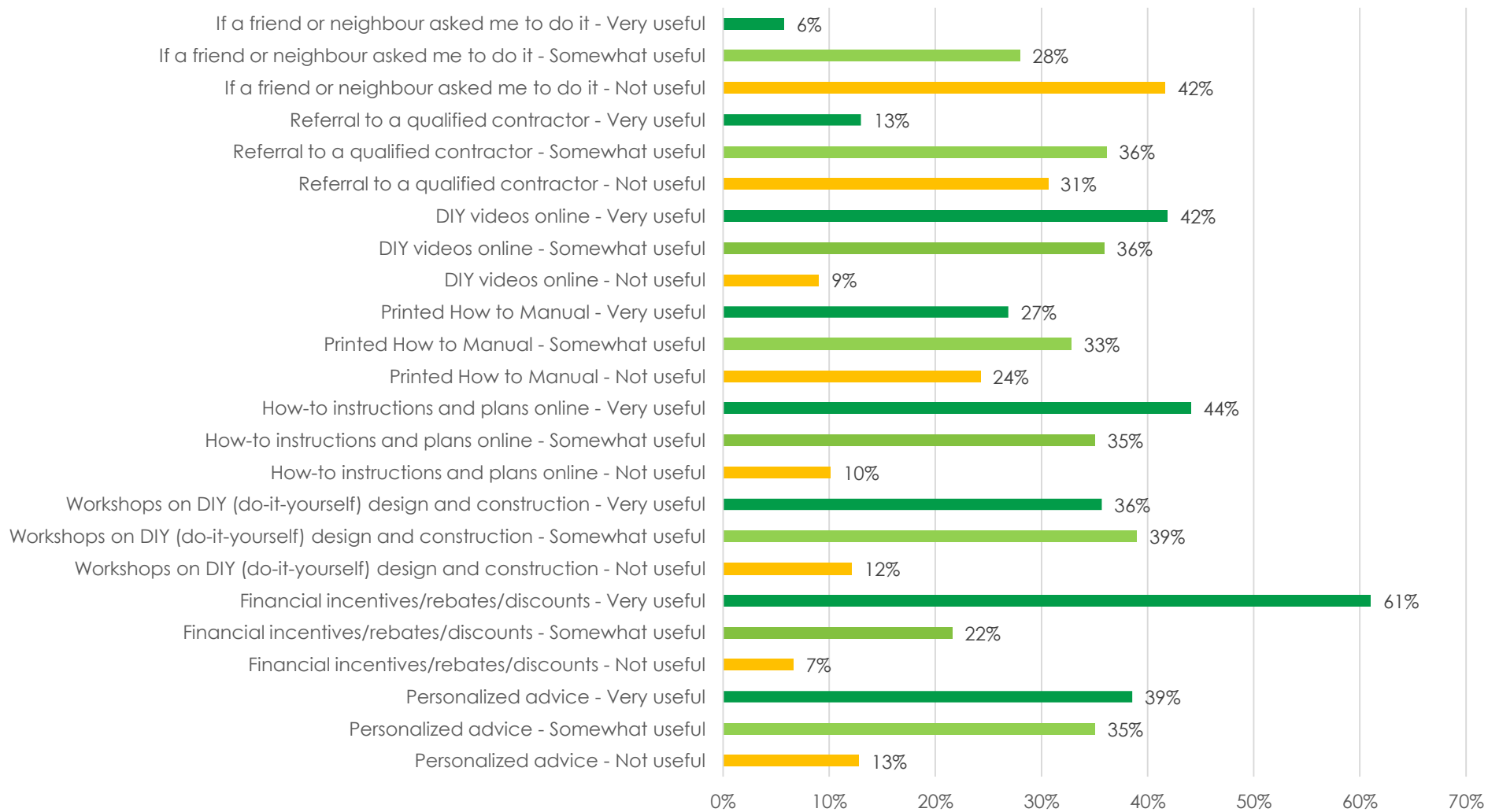
7. What are your rainwater management plans for the next year?



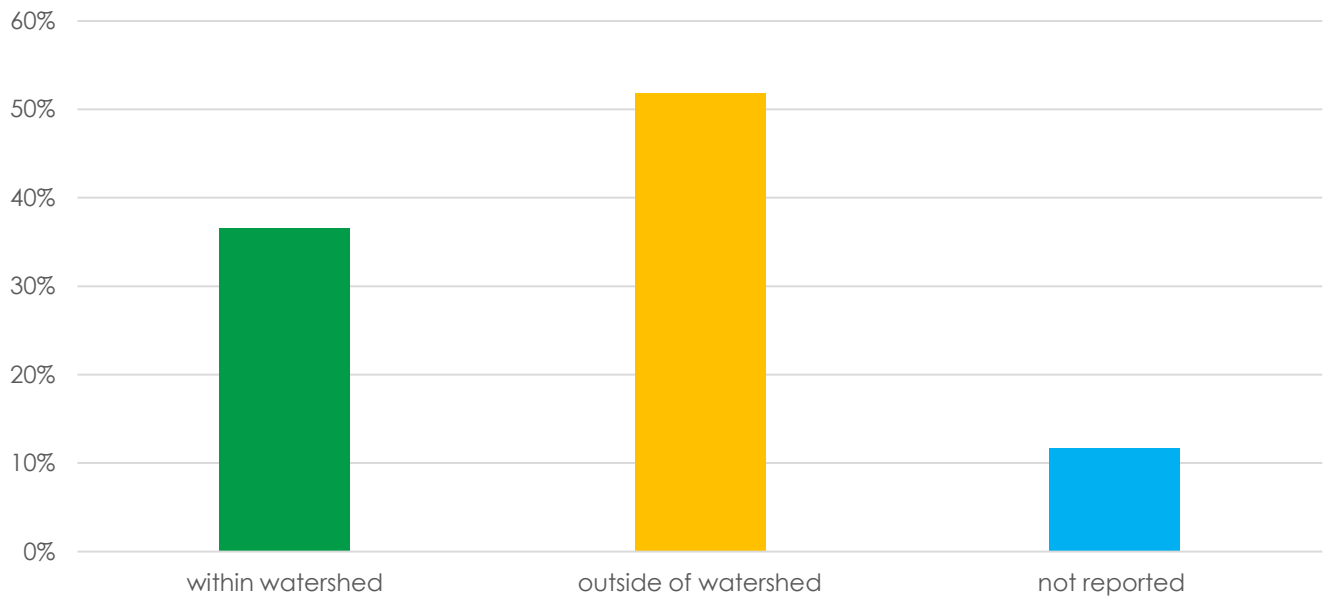
8. What motivates you to make improvements around your house and yard? Select all that apply.



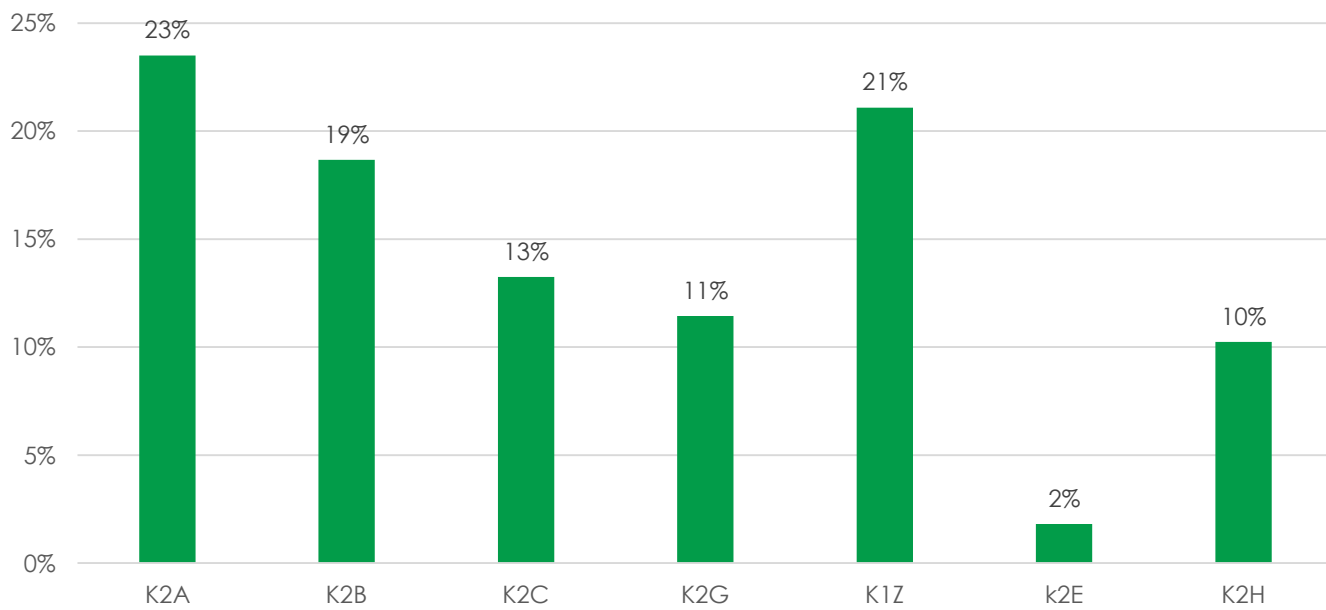
9. Perceived usefulness of resources

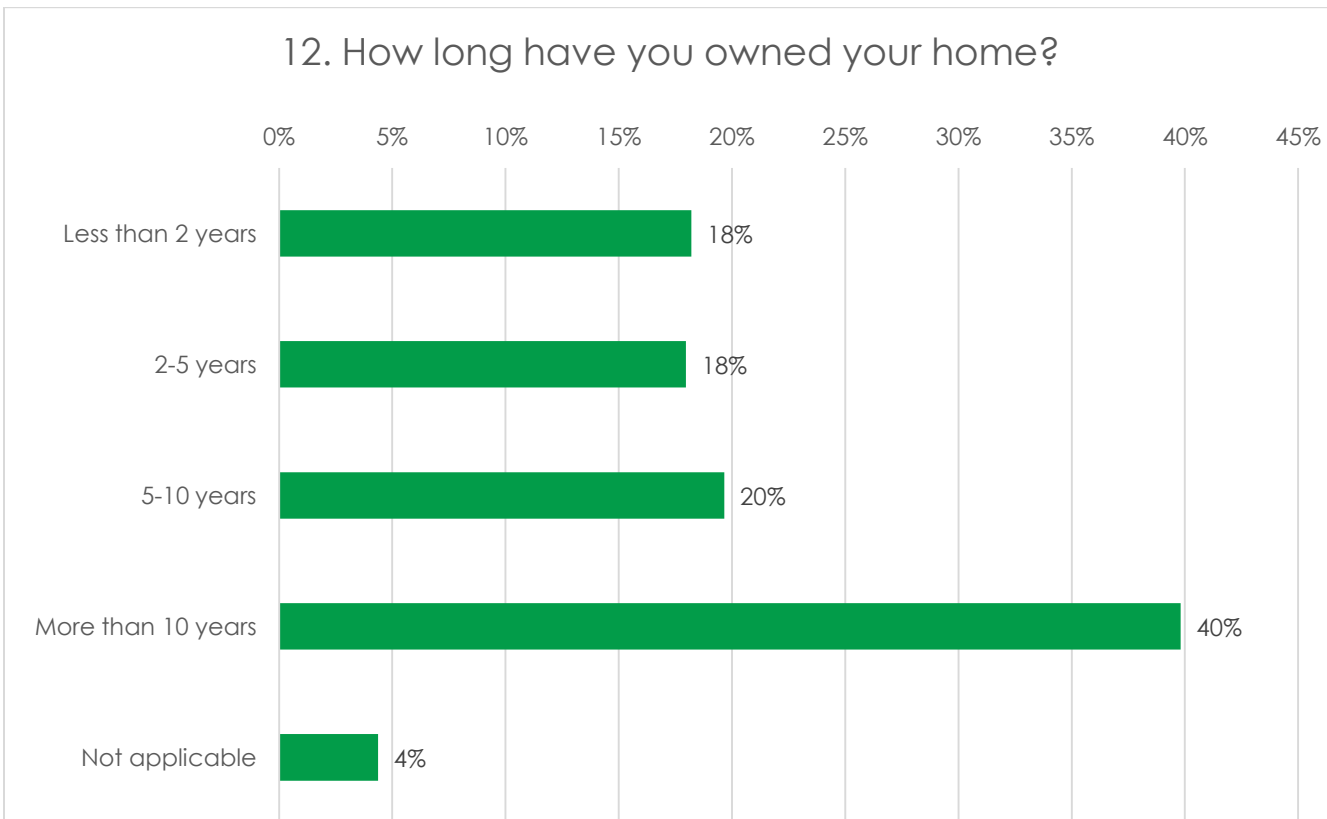
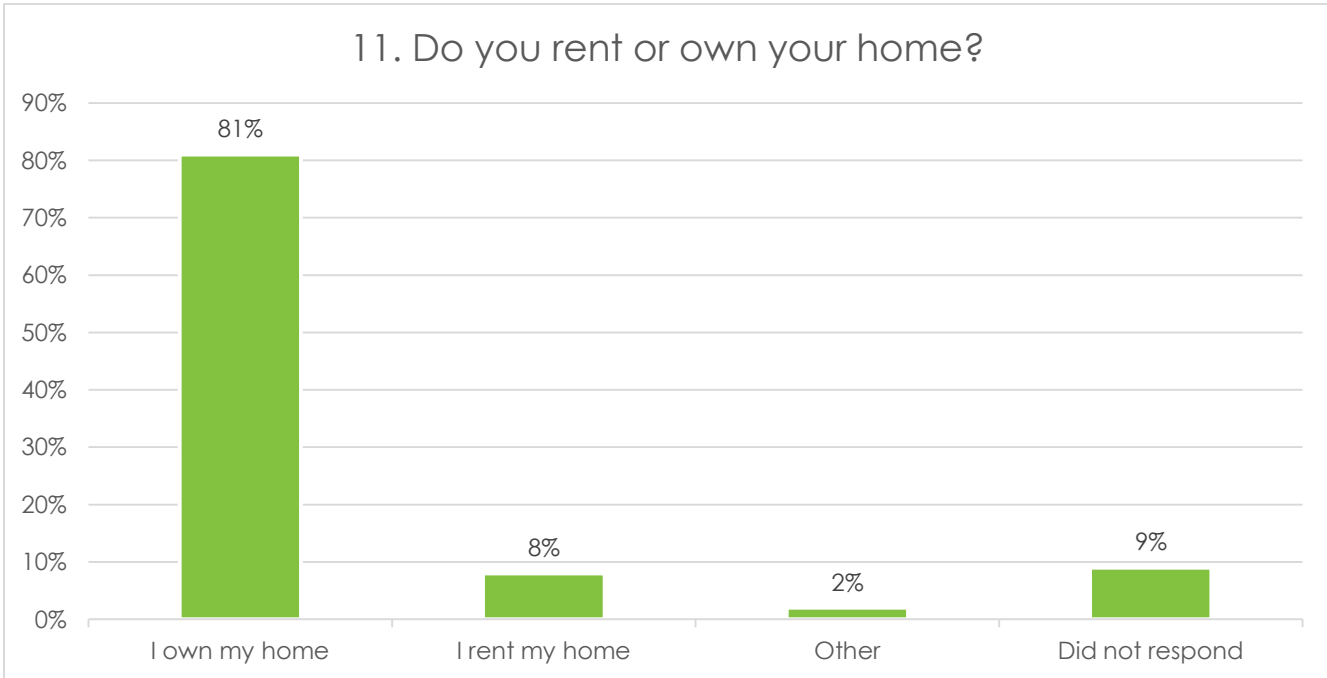


10a. Area of Residence (based on postal code)

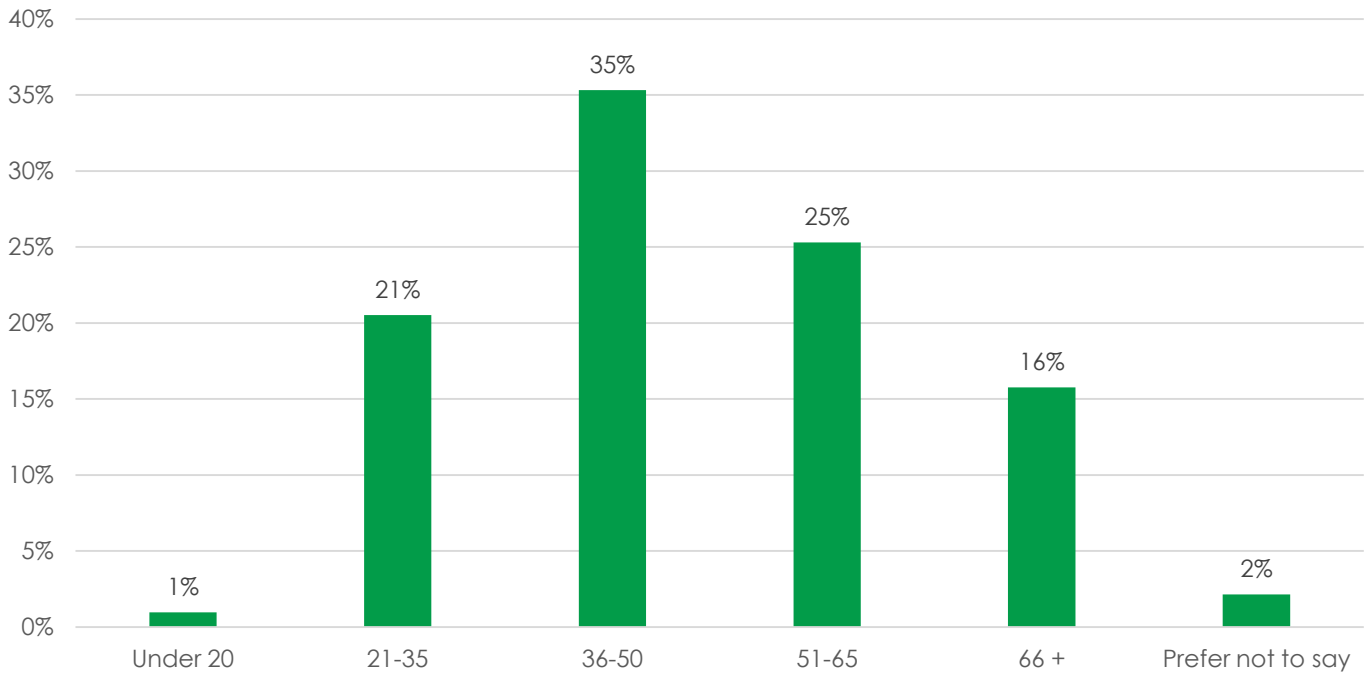


10b. Postal codes within watershed.

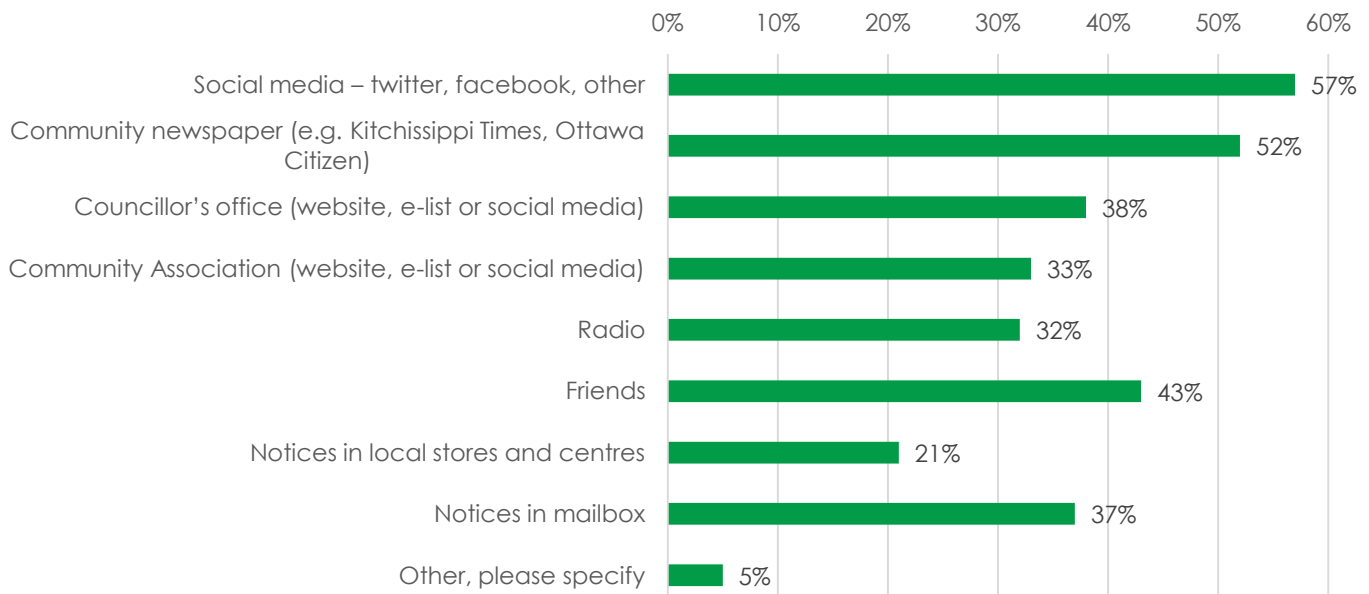




14. Select your Age



13. How do you get information about local news and events?

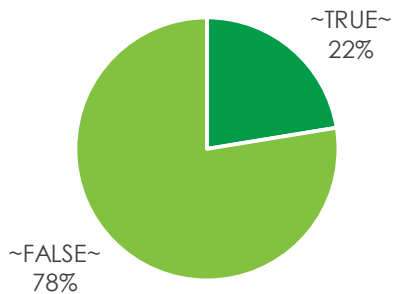


Appendix G: RAIN Quiz Results

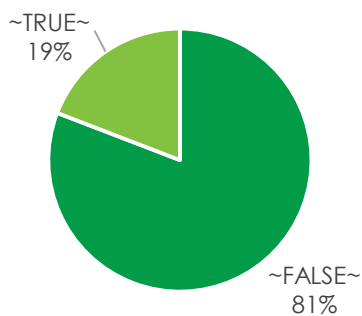
287 respondents

- **24% report living within watershed postal codes**
- **35% report living outside of watershed postal codes**
- **40% did not report postal code**

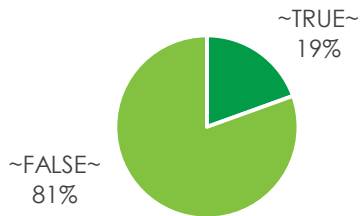
2. Storm drains usually flow to a sewage treatment plant. True or false?



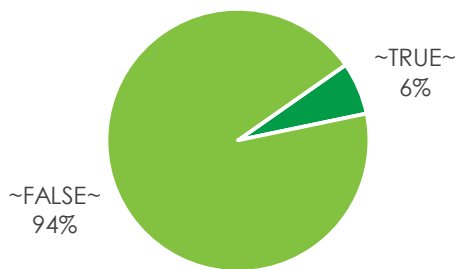
1. Rainwater runoff that flows over city streets is generally clean. True or false?



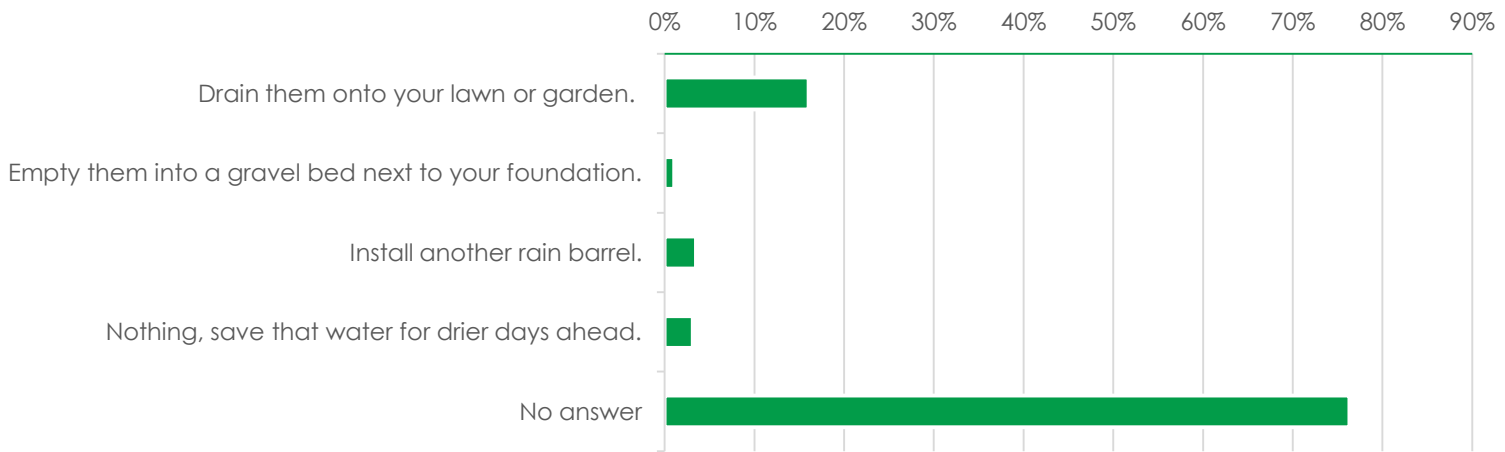
4. Two properties of the same size, same age and in the same neighbourhood will typically generate the same amount of runoff. True or false?



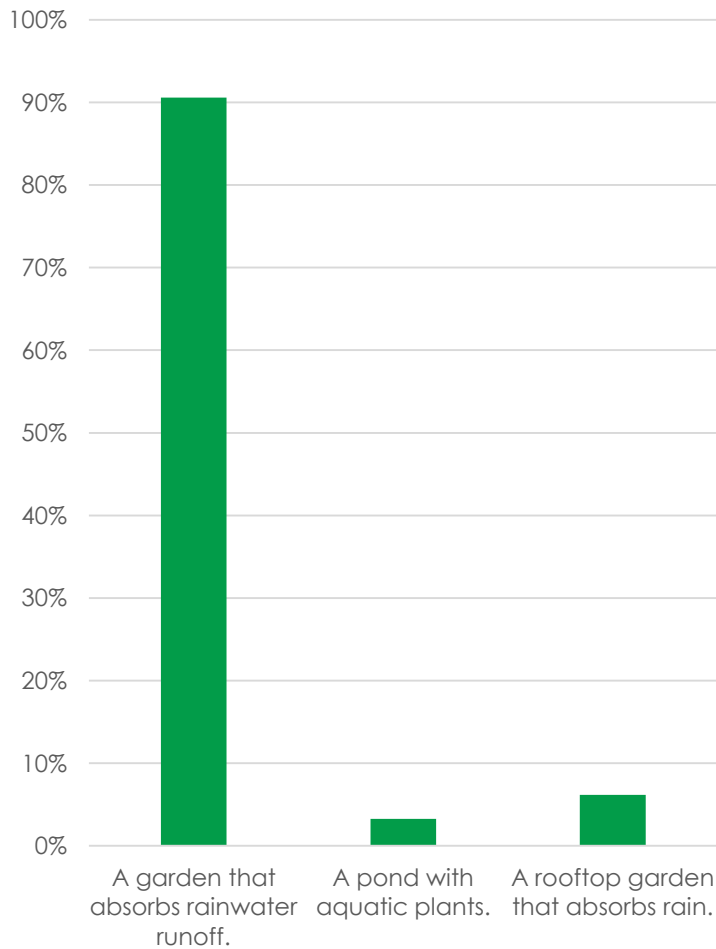
3. Rainwater runoff from urban areas is not harmful to creeks and rivers. True or false?



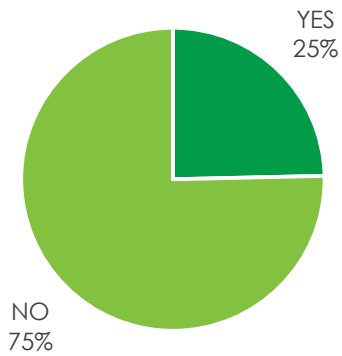
8. If rain is forecasted the next day and your rain barrels are already full, the best thing to do is:



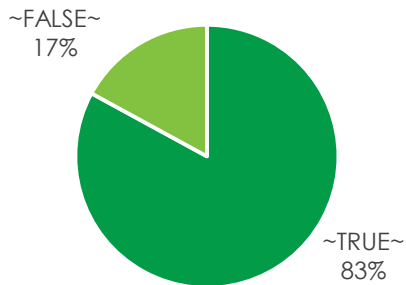
6. What is a rain garden? Select one.



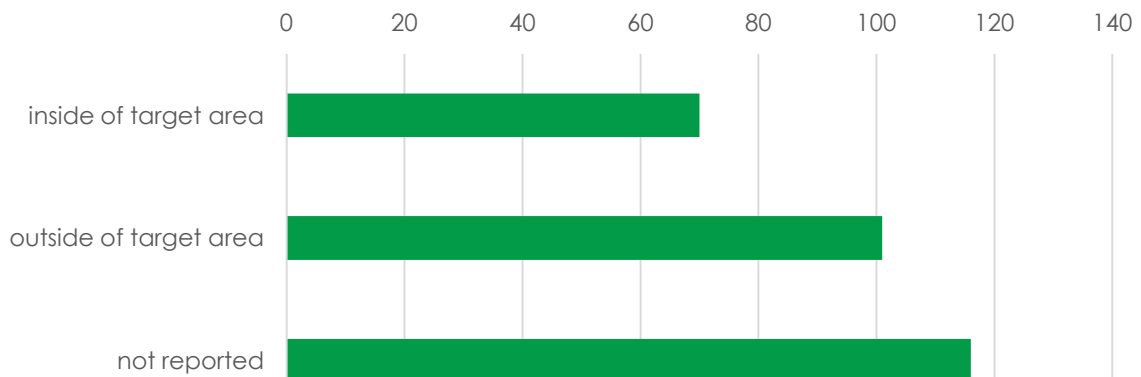
7. Do you have a rain barrel?
Yes/No.

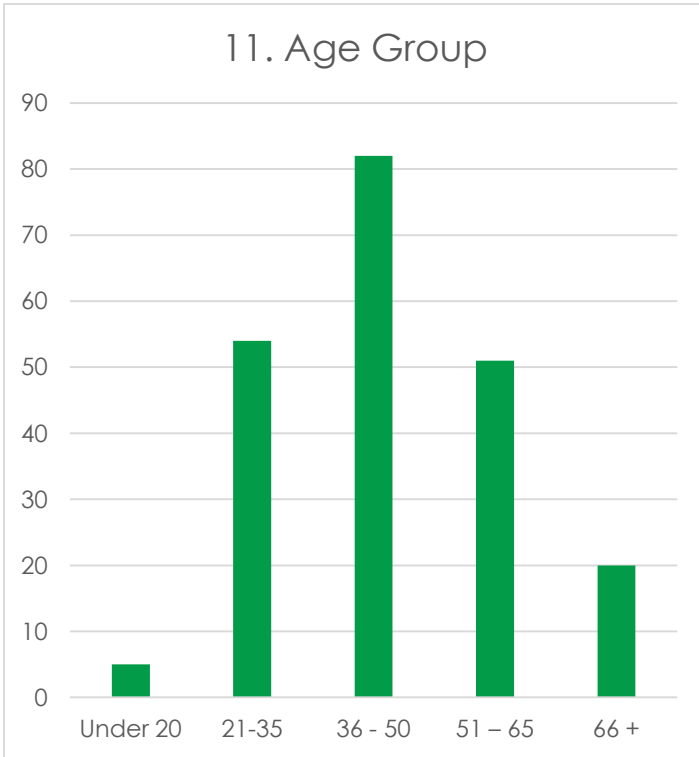


5. In newer neighbourhoods rainwater runoff is collected in stormwater ponds. True or false?



9. Postal codes





Appendix H: Final E-mail Survey Results

42 respondents (12% response rate, sent to 354 people)

1. In the past two years did you move your downspout from a hard surface (driveway/walkway) to a permeable surface (garden/lawn)

Yes	17 out of 42
% of participants	40%

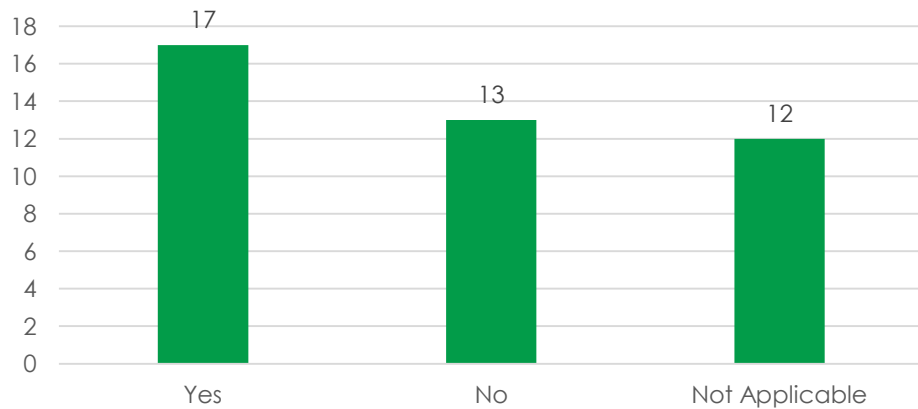
4.4. Visited a community RAIN booth at an event such as FUSE, Westboro Market, Carlingwood Shopping Centre, etc

5 of 17 attended
29%

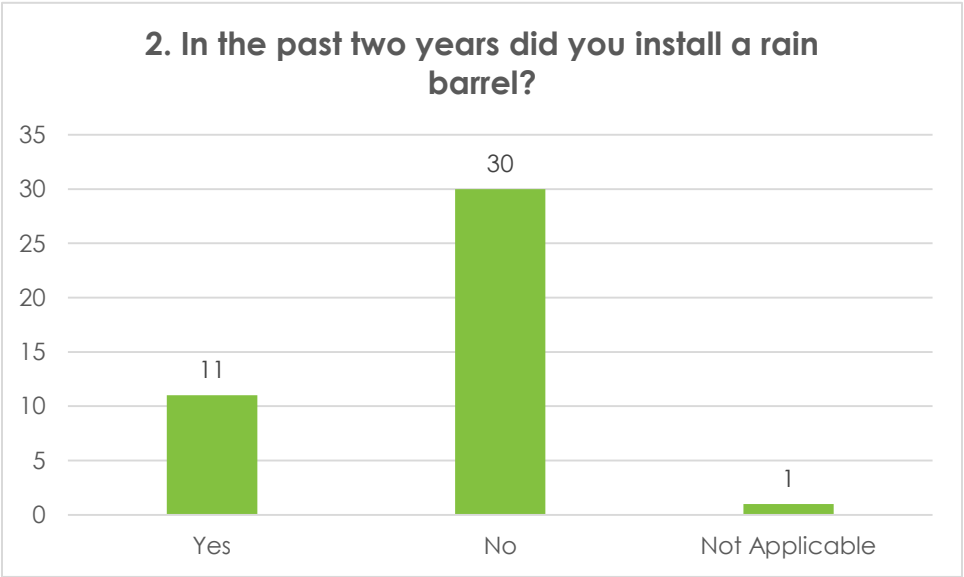
4.8. Visited Ottawa.ca/rain for program information and resources

8 of 17 visited
47%

1. In the past two years did you move your downspout from a hard surface (driveway/walkway) to a permeable surface (garden/lawn)



2. In the past two years did you install a rain barrel?	
Yes	11 of 42
% of participants	26%
4.4. Visited a community RAIN booth at an event such as FUSE, Westboro Market, Carlingwood Shopping Centre, etc	
1 of 11 attended	
9%	
4.8. Visited Ottawa.ca/rain for program information and resources	
7 of 11 visited	
64%	



3. In the past two years did you add greenspace to your property (remove asphalt/patio stones, increase garden area)

Yes	19 of 42
% of participants	45%

4.4. Visited a community RAIN booth at an event such as FUSE, Westboro Market, Carlingwood Shopping Centre, etc

5 of 19 attended
26%

4.8. Visited Ottawa.ca/rain for program information and resources

10 of 19 visited
53%

