

Every Drop Report: 2/15/2021

Previous steps in project to reorganize and restart Every Drop:

1. A committee was established to consider changes to the Every Drop Program:

Current members: Charlotte Caldwell, Linda Gugin, Jim St. Clair and interns Abigail Stewart and Cullen Hunter)

2. Revised and sent online survey to people who had installed a rain barrel and/or rain garden in the last three years. Fourteen surveys were sent via email. Two bounced back. Three were returned. Rate of return = 25%

3. With only three responses we may try again to get more.

4. We have now tallied the survey answers and can report results. Basically, participants were very satisfied with their installation. The 50% co-pay was an important factor in deciding to do an installation. When asked what they might be willing to pay the response was \$50-75. (A hard copy of the survey and complete results will be placed in the Every Drop file in the KWA office.)

Tentative future plans:

1. Contact current and former BCA members involved with Every Drop projects to get suggestions about what changes we might need to make in the program.

2. With owner's permission visit rain barrel and rain gardens previously installed. All who answered the survey are willing to allow a visit.

3. Contact people who previously applied but are still waiting.

4. Offer training to BCA members who are willing to volunteer for rain barrel and rain garden installations. I have contacted David Collins and he is willing to help with the training and to oversee a couple of installations.

5. Partner with organizations whose programs overlap with ours. Colette Easter at MSD has offered to let us reference some of their online materials about rain garden in materials we create. MSD also has a video about rain gardens they will allow us to share. We should seek other ways we can partner with them. (Note: MSD can only install rain gardens on public properties whereas ours are installed on private property.)

6. Create a simple owner's manual about maintenance or rain barrels and rain gardens. (See item #5 above).

Important to set expectations about how the finished project will look, especially for rain gardens. Not everyone is happy with the native plants we install.

7. Issue of funding:

BCA currently has no funds to purchase rain barrels, plants or other supplies like mulch, so we can no longer offer to subsidize 50% of the cost of installations. (Note: the survey respondents said that the cost-sharing arrangement was very important in their decision to participate. See point #4 under previous steps.)

Owners will have to assume the full cost of rain barrels, plants and mulch. (Rain barrels are in the range of \$80 to \$90; plants cost in the range of \$200 to \$500, depending on the size of the plot.) In exchange we will offer expertise and physical labor for installations. A sliding scale based on ability to pay has been suggested as an option. Higher paying recipients would help subsidize those who pay less. There are concerns about this approach. Basically, we would have to take people's word about ability to pay. And would higher costs paid by some balance lower costs paid by others?

Existing brochures and application forms will need to be revised to reflect these changes.

KWA has applied for a \$1,000 grant from the Louisville Sustainability Council to help defray the cost of rain barrels and plants.