



RainScaping Campaign Overview

Did you know that stormwater runoff is *the* major cause of water pollution in Anne Arundel County?

Over time, people have changed the Chesapeake region's landscape from fields and forests to more hard surfaces. The Chesapeake Bay Program reported that, between 1990 and 2000, population in the Bay watershed increased eight percent. However, during the same time span, impervious surfaces grew by over 40 percent.

Before extensive development, the landscape absorbed much of the rainfall. This natural process filters out pollutants, recharges groundwater, and reduces the likelihood of erosion and flooding. In urban and suburban settings, rainfall washes over impervious surfaces creating runoff. Downspouts, hard surfaces, and storm drains are used to divert and channel stormwater runoff directly into local waterways and the Chesapeake Bay. Rainfall that washes over impervious surfaces picks up a wide range of pollutants including fertilizers, pesticides, oils, metals, and sediment, which flow—unfiltered—to our waterways. The resulting dead zones in the Chesapeake Bay now encompass more than a third of the bay each summer.

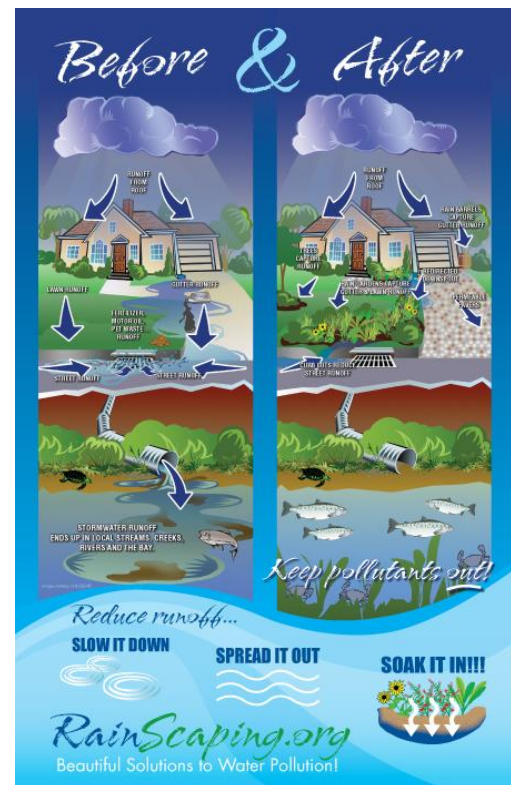
Homeowners and communities throughout Anne Arundel County are taking action to reduce polluted runoff and prevent it from reaching our waterways. RainScaping techniques include a number of innovative approaches that protect our waterways. Ideally, rain that falls on a site should stay on that site.

RainScaping practices include reducing fertilizer and pesticide use, better management of pet waste and trash, redirecting downspouts to planting beds, installing rain gardens and rain barrels, planting native trees and shrubs, and replacing hard surfaces with permeable surfaces. By using these techniques and planting native plants that don't require fertilizers and pesticides, we will improve water quality in our streams, creeks, rivers, and the Chesapeake Bay, while creating habitats full of beauty and life where local birds and butterflies will thrive! RainScaping practices improve water quality, restore habitat, and add beauty to the landscape. Additional significant benefits are increased property values and a reduction in a community's carbon footprint.

An Environmental Partnership for Stormwater Runoff Solutions for Anne Arundel County

To clean up our waterways, a RainScaping Social Marketing Campaign is being implemented by 53 (and growing) partners in Anne Arundel County. The campaign slogan—***RainScaping . . . Beautiful Solutions to Water Pollution!***—speaks to the partners' goal: Improve the health of Anne Arundel County tributaries and the Chesapeake Bay by promoting beautiful landscaping techniques that reduce stormwater runoff. The campaign highlights pollutants carried to our waterways in stormwater runoff such as sediment, excess nutrients from overuse of fertilizers, pesticides, oils, metals, and other contaminants; as well as the lack of natural filtering processes and infiltration. A comprehensive approach to easy-to-use "RainScaping" solutions to clean up our streams, creeks, rivers, and the Chesapeake Bay is especially highlighted.

The RainScaping Campaign encourages residents to practice "***RainScaping...Beautiful Solutions to Water Pollution!***," and to check **RainScaping.org** often for user-friendly information on rainscaping practices, and for a schedule of RainScaping Presentations, Exhibits, and Tours. We invite residents to share photos and videos of their rainscaping projects.



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RainScaping Campaign Partners

- Adams Academy
- Alliance for Sustainable Communities
- Alliance for the Chesapeake Bay
- Annapolis Environmental Commission
- Annapolis Green
- Annapolis Maritime Museum
- Anne Arundel County Library System
- Anne Arundel County Master Gardeners
- Anne Arundel County, Watershed Ecosystem Restoration Services
- Arlington Echo Outdoor Education Center
- Blacks of the Chesapeake Foundation
- Chesapeake Bay Foundation
- Chesapeake Children's Museum
- Chesapeake Conservation Landscaping Council
- Chesapeake Ecology Center
- Chesapeake Environmental Protection Association
- Choose Clean Water
- City of Annapolis, Recreation and Parks Department
- Educators Connecting Research to the K-16 Classroom
- Environmental Center at Anne Arundel Community College
- Environmental Concern Inc.
- Four Rivers Garden Club
- Friends of Quiet Waters Park
- Greater Crofton Council
- Housing Authority of the City of Annapolis
- Jug Bay Wetlands Sanctuary
- Lower Western Shore Tributary Team
- Magothy River Association
- Maryland Department of Natural Resources
Department Partners:
 - Coastal Program
 - Aquatic Resources
 - Tree-Mendous Maryland
- Maryland Master Gardener Program
- Maryland Native Plant Society
- Old Severna Park Improvement Association
- Oyster Harbor Citizens Association
- Patuxent Riverkeeper
- Scenic Rivers Land Trust
- Severn River Association
- Severn Riverkeeper
- Shady Side Rural Heritage Society
- Smithsonian Environmental Research Center (SERC)
- South River Federation, Inc.
- Spa Creek Conservancy
- St. Philip's Episcopal Church
- Town of Highland Beach
- U.S. EPA - Pesticide Environmental Stewardship Program
- U.S. Fish and Wildlife Service
- Unitarian Universalist Church of Annapolis
- Unity Gardens
- University of Maryland Cooperative Extension - Bay-Wise Program
- Volunteer Center for Anne Arundel County
- Watershed Stewards Academy
- West/Rhode Riverkeeper

RainScaping Campaign Program Elements

SUMMARY

Many people are not aware that stormwater runoff is a problem. And rainscaping with rain gardens, rain barrels, and other rainscaping practices is not yet common place. However, many gardeners, environmentalists, and cultural creatives—our target audience—are ready to take the next step to begin rainscaping in their yards and communities. The RainScaping Social Marketing Campaign seeks to "Influence Public Behavior" by encouraging early adopters—that is, urban and suburban private property owners that understand the importance of rainscaping, but may need encouragement to start rainscaping on their own—to adopt new behaviors. By motivating a critical mass of residents to make rainscaping the norm in Anne Arundel County, we will begin to improve water quality.

RAINSCAPING CAMPAIGN—AN ENVIRONMENTAL PARTNERSHIP FOR STORMWATER RUNOFF SOLUTIONS FOR ANNE ARUNDEL COUNTY

Working together, 53 (and growing) environmental non-profit and government partners are implementing a RainScaping Social Marketing Campaign to improve the health of Anne Arundel County's tributaries and the Chesapeake Bay. The strength of the campaign is in the dynamic synergies of the partnership. RainScaping Partners highlight pollutants carried to our waterways in stormwater runoff and promote a comprehensive approach to easy-to-use solutions to clean up our streams, creeks, rivers, and the Chesapeake Bay. RainScaping techniques such as rain gardens, native tree and shrub planting, rain barrels, and permeable pavers are proven and widely-accepted "beautiful landscaping techniques" that effectively **manage stormwater runoff at the source** to protect our waterways, while providing wildlife habitat and reducing our carbon footprint.

We are continuing to recruit partner organizations to promote rainscaping as a social norm to encourage behavioral change. An overall coordinated partner approach includes strategy development with RainScaping Partners to maximize their particular organization's strengths in reaching, inspiring and educating our target audience—including partners' public event presences, speaking and other outreach opportunities, and their communications outlets. Additionally, we are working with a core **RainScaping Work Group**, including Master Gardeners and other representatives throughout the County. **We request that partners and other organizations provide links**

to RainScaping.org and post PSAs and rainscaping information on their websites.

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We are working with local government and the business community to secure permission and funding to install RainScaping Education Stations (RES) at parks, nurseries, and other sites. RESs are either a partial faux house frame that showcases rainscaping practices and includes signage; or large, two-sided house-shaped signs with rainscaping information.

MASS MEDIA DISTRIBUTION OF PSAs AND ADs, AND LIVE VENUES

RainScaping Campaign components include: mass media distribution of PSAs and Ads to television, print, and web outlets; and outdoor advertising. Live venues include RainScaping Presentations, Exhibits, and Tours.

The program is designed to reach our target audience in the most engaging way, through a variety of media and in person through numerous live venues. Multi-media marketing material target Anne Arundel County private property owners to “Influence Public Behavior” for a common goal of improving water quality. We anticipate **reaching 10 percent (50,000) Anne Arundel County residents** and inspiring them to visit RainScaping.org, and to begin rainscaping in their yards and communities. Through the efforts of the campaign, we predict that **five percent of residents will actively participate in rainscaping activities**, which will result in reduced pesticide and fertilizer use, better management of pet waste, trash, oil, and other contaminants; and the installation of rainscapes, including rain gardens, native tree and shrub planting, rain barrels, and replacing impervious surfaces with permeable surfaces.

PROMOTION AND EDUCATION

RainScaping Campaign promotional and educational components continue to be developed and enhanced for maximum effectiveness. **Our slogans are “Beautiful Solutions to Water Pollution,” and “Reduce Runoff ...Slow It Down, Spread it Out, Soak It In”**—which is borrowed from U.S. Environmental Protection Agency.

In addition to mass media distribution of PSAs/Ads and live venues, we are promoting rainscaping and educating residents via the following:

- RainScaping.org website.
- Direct mail, via County mailers.

- Outlets of RainScaping Partners and others, e.g., websites, events, and newsletters.
- Newspaper, magazine, and newsletter articles.
- A quarterly RainScaping newsletter keeps prospects and participants informed about rainscaping practices, resources, presentations, exhibits, garden tours, and special events.
- RainScaping Partner updates.

RAINSCAPING.ORG WEBSITE

In addition to RainScaping PSAs/Ads and numerous live venues, the RainScaping Campaign is centered around RainScaping.org, which contains an About Us page and includes links to our current partner organizations. It includes user-friendly information on stormwater runoff problems and solutions; information on rain gardens, rain barrels, and permeable surfaces; an extensive native plant list with photos and detailed information, and plant and mulch calculators; a Frequently Asked Questions page; a Signage page, with over a dozen downloadable signs; an extensive Resources page; downloadable PSAs/Ads; and campaign background information. Additionally, RainScaping.org informs visitors about incentive programs and Anne Arundel County’s GIS Mapping application. Website upgrades are made frequently.

INCENTIVE PROGRAMS

We are informing citizens about Anne Arundel County’s up-to-\$10,000 tax credit for implementing rainscaping practices; and we are informing residents about Maryland’s “\$25 off the purchase of a tree with retail value of \$50 or more.”

RESEARCH, EVALUATION, AND MONITORING

There is always room for improvement. Research is on-going, and all aspects of the campaign are being monitored and evaluated to fine-tune and adjust the campaign for maximum effectiveness.

SHARING FIELD-TESTED SOCIAL MARKETING TOOLS AND TECHNIQUES

The transferability of the campaign to the entire Chesapeake Bay watershed is high, and we are sharing materials and lessons learned with groups throughout the watershed. Through the collaborative efforts of RainScaping Partners, the benefits of the cooperative RainScaping Campaign include: sharing resources; reducing duplication of effort; improving cost effectiveness between groups by sharing costs; and providing opportunities that would be difficult for a single group to undertake—all of which results in reaching more Anne Arundel County residents, and those residents adopting rainscaping practices to clean up our waterways.