

RAINWISE AND YOUR BUSINESS

We want to help you succeed!



Amelia Bahr
King County WTD



HOW CAN RAINWISE HELP MY BUSINESS?

The RainWise team helps market the program to your potential rebate-eligible customers by:

1. Media and direct mail
2. signage and word-of mouth
3. meetups and community events



Lauren Taylor

**Roots and Rivers
Consulting**



TOOLS TO GET THE WORD OUT



[700milliongallons.org/
rainwise](https://700milliongallons.org/rainwise)



Postcards &
Brochures



Webinars, Meet-
Ups and
Community Events



Signage And
Banners



Media & Social
Media



Contractor
Matchmaking



RAINWISE

Rebates for Rain Gardens and Cisterns

RainWise is a rebate program that helps property owners manage stormwater by installing cisterns and/or rain gardens on private property. This prevents flooding, adds attractive landscaping, and can provide water for summer irrigation. To receive a rebate, you must live in an eligible combined sewer overflow (CSO) basin.



Am I eligible?

Check to see whether your property is eligible for a RainWise rebate for a cistern, a rain garden or both.

[LEARN MORE](#)



Find a Contractor

RainWise-trained contractors are ready to work in your neighborhood. Finding a RainWise contractor you want to hire is how to make your RainWise project happen.

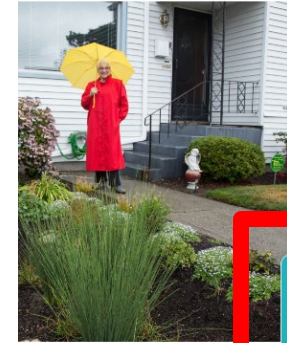
[LEARN MORE](#)



Events

Learn about the program and meet neighbors, contractors and other experts. All RainWise events are currently being held virtually.

[LEARN MORE](#)



Now chatting

Questions about stormwater or RainWise? We'd love to chat.

Hi! Do you have any questions about stormwater or RainWise?

Type here and hit enter to chat

powered by 

700milliongallons.org/rainwise
rainwise.seattle.gov



POSTCARDS

- Go out about 4 times a year to RainWise-eligible properties advertising our outreach events and webinars
- Contractors sign-up for events with a link from our monthly Marketing Summary newsletter



Be RainWise rebates for rain gardens & cisterns

Seattle Public Utilities King County

WEBINARS

HOW TO GET RAINWISE!
Learn the basics and chat with contractors online about your future RainWise project.
Tuesday, January 25th, 5 - 6:30 p.m.
Wednesday, February 16th, 5:30 - 7 p.m.
Thursday, March 10th, 5 - 6:30 p.m.
Register at <http://bit.ly/getrainwise>

CREATING A HEALTHY GARDEN
Explore a variety of yard and garden tips for healthy soil, picking plants & watering wisely.
Guest speakers: Natural Yard Care Program & Tilth Alliance
Thursday, February 24th, 6 - 7 p.m.
Register at <http://bit.ly/rwgardenweb>

GIVEAWAY

REGISTER FOR ANY EVENT TO BE ENTERED!
Prizes include garden tools, gift certificates, plants, and a Chinook Book.
700milliongallons.org/events
Winners notified March 12 by e-mail.

IN-PERSON EVENT

CREATING A HEALTHY GARDEN
Talk to an array of rain garden, sustainability, and garden experts - meet RainWise contractors!
Saturday, March 12th, 10 a.m. - 1 p.m.
Phinney Neighborhood Center Lower Parking Lot
6615 Dayton Ave N, Seattle, WA 98105
Register at <https://rwgardenevent.eventbrite.com>



GET RainWise - REBATES FOR RAIN GARDENS AND CISTERNS

RAINSTORMS ARE COMING AND SO ARE THE SALMON!
Now is a great time to put in rain gardens and cisterns. Check out our FREE events!

HOW TO GET RAINWISE WORKSHOPS
Learn the basics and meet contractors in person!
Tuesday, September 20, 6:30 - 7:30 p.m.
Register: <https://sept20RW.eventbrite.com>
Good Shepherd Center

Monday, October 24, 6 - 7 p.m.
Register: <https://oct24RW.eventbrite.com>
University Friends Center, Social Hall

GARDEN CELEBRATION
Talk to contractors, sustainability, and garden experts! Refreshments and kids' activities provided.
Saturday, October 8, 10 a.m. - 1 p.m.
Register: <https://octgarden.eventbrite.com>
Prospect UCC, 1919 E Prospect St.

HOW TO GET RAINWISE WEBINARS
Learn the basics and meet contractors online!
Wednesday, September 28, 5:30 - 7 p.m.
Wednesday, November 2, 5 - 6:30 p.m.
Register: <https://bit.ly/rwfallwebs>

RAINWISE AND SALMON SEE-SON WEBINAR!
Learn how RainWise helps protect salmon and orcas and how you can be involved.
Wednesday, October 12, 6 - 7:30 p.m.
Register: <https://bit.ly/rainwisesalmon>

MORE: WWW.700MILLIONGALLONS.ORG/EVENTS
We'll let you know if there are any public health guidance changes to in-person events.

Seattle Public Utilities King County



BROCHURES & INFOBOXES

- Brochures are given out during in-person workshops, community events and door-to-door outreach campaigns
- Also available for sharing virtually and downloading online
- Include roster of active contractors and a walking tour map
- Infoboxes host brochures at select homes



South Seattle

Do your part to protect Puget Sound



Preventing polluted runoff is the key action to protect our waterways.

Be part of the solution! By slowing and cleaning runoff on your property, you are positively impacting the whole system. Rain gardens and cisterns on your property are a great way to start. One residential rain garden can divert 70% to 100% of the rain runoff from a property.

With every storm, rain carries pollutants off our roofs, driveways and other hard surfaces to local creeks, Lake Washington and Puget Sound. During big storms, the sheer volume of this "stormwater" can cause sewer overflows, and erode hillsides and stream banks. RainWise rain gardens and cisterns can manage this runoff with your help.

RainWise is a rebate program that helps eligible* property owners manage stormwater by installing rain gardens and/or cisterns on private property. This prevents flooding, adds attractive landscaping, and can provide water for summer irrigation.

- Nearly 2,000 projects completed in Seattle
- Project cost can be covered up to 100%
- Average residential rebate amount is \$4,350



Get RainWise with your neighbors!

When you and your neighbors choose the same contractor, the process can be more cost-effective for everyone...and more stormwater will be managed on site. Win-win! Contact us and we will help you organize a "cluster" project.

What your neighbors are saying about RainWise:



"People walk by all the time and comment on our rain gardens. It's wonderful to know that they also are helping Puget Sound – a win-win."



"We are thrilled to be a part of Seattle's RainWise program and doing what we can to help our Sound."



"With my cisterns, I can use the water in my garden during the summer and help manage stormwater in the winter!"

*To receive a rebate, you must live in an eligible combined sewer overflow (CSO) basin. Rebate varies from \$3-4 per square foot of roof area captured, with a minimum of 400 square feet required for the rebate.



MEET-UPS & COMMUNITY EVENTS

- Meet-ups are in-person workshops centered at libraries in Seattle
- Meet-ups include a presentation on RainWise and a local RainWise story, along with Q&A and a contractor meet-and-greet
- At Community Events, potential customers can stop by the RainWise table to pick up materials and talk with RainWise staff and contractors
- **We look forward to in-person events when it is safe to do so!**





“BIG ROOF” CELEBRATIONS



VIRTUAL RAINWISE OUTREACH

- RainWise Webinars
- Virtual Contractor Meet-Ups

SPRING FOR RainWise!

WEBINARS
HOW TO GET RAINWISE!
Learn the basics and chat with contractors online about your future RainWise project.

Thursday, April 7th, 5 - 6:30 p.m.
Wednesday, May 11th, 5:30 - 7 p.m.
Thursday, June 9th, 5 - 6:30 p.m.

Register at
<https://bit.ly/rwwebinars>

LANDSCAPING FOR CLIMATE CHANGE
Join us for landscaping tips to plan for wetter winters and warmer summers.

Tuesday, April 26th, 5:30 - 6:30 p.m.

Register at <https://bit.ly/rainwisecc>

RAINWISE GARDEN CELEBRATION
Talk to an array of rain garden, sustainability, and yard experts and meet RainWise contractors!

Saturday, May 21st, 10 a.m. - 1 p.m.
Keystone Congregational Church
5019 Keystone Pl. N., Seattle, 98103

Register at
<https://maygarden.eventbrite.com>



S U Y
E R N B V
Q A E G L
F W A N D N U U A
T Y R A I R I S S N Y
W I N D T B A R L N C C U
X F P C R E G P E F V X H
D J S W R S I U Q
J F G C F
Z P H L C N H D F E R
L N D X I M Y G Z
L S U S P Y N P A
F E A C S D N A L J G

Y K C O N T R A C T O R Y
W L F R L X D H R A X
X Y S E D J E C I F F
R Y V T L G E N L O V
O U N S L F W O P F Y
R T C I Q I R W D A W
P E C S D V Q R Y
M L E Q W P D X M

WORD LIST:
CISTERN
CONTRACTOR RAINWISE WATER
GARDEN SPRING WEBINARS
LANDSCAPING TIPS YARD






BANNERS AND DEMONSTRATION PROJECT SIGNAGE



MEDIA AND SOCIAL MEDIA

Forgot account?

RainWise
@SeattleRainWise

Home
Posts
About
Photos
Events
Videos
Community

Create a Page

RainWise
Local Service in Seattle, Washington

Posts

RainWise
42 mins · 🌐

Puget Sounds' 72 Resident Orca Whales depend on us to keep their homes healthy and clean. Here are a couple things you can do this #OrcaMonth to keep Washington waters clean.

1. Fix your car's oil leak.
2. Better yet, ride public transportation (with a mask!)
3. Get RainWise! Rain gardens with native vegetation filter stormwater that would otherwise end up in the Puget Sound. Check out the benefits of native vegetation to Orca Whales courtesy of [Whale Scout!](#)

What's the connection between planting **native vegetation** and **saving whales**?

ABOUT RAINWISE

About

The RainWise program provides rebates that cover most or all of the cost of installing cisterns and ...

See More



CONTRACTOR MATCHMAKING



CUSTOMER FOLLOW-UP



**GENERAL
ENCOURAGEMENT**



ANSWER QUESTIONS



**CONTRACTOR ROSTERS
AND WEB RESOURCES**



HOW CUSTOMERS CHOOSE A CONTRACTOR

Which contractors are working in my area?

What kind of installations do they do?

Do they speak my language?

Can I meet them in person at an event?

Does my timeline match the contractors?

Do their past projects align with my project goals?





What will be your main mode of communication?



What does your portfolio look like, and can you display it somewhere?



What cost-saving options will you provide for your customers? Free consultations? Deposits required? Working within the rebate amount? Or offering the VPO?


SETTING UP YOUR BUSINESS PLAN



CONTRACTOR RESOURCE WEBPAGE

ESPAÑOL | TIẾNG VIỆT | 中文 Search here... Select Language Powered by Google Translate

700 Million Gallons WITH GREEN STORMWATER INFRASTRUCTURE HOME THE GOAL RAINWISE PROJECTS SOLUTIONS RAINCITY TOOLS & RESOURCES



Financial Support Options

For contractors:

- [Vendor Payment Option \(VPO\)](#): For homeowners who choose to have the rebate go directly to their contractor.
 - Please fill out this [Rebate Assignment Option form](#) with the homeowner.
- [Craft3](#): Provides pre-construction rebate advances to RainWise contractors.

For property owners:

- [RainWise Access Grant](#): Provides up to an additional \$1000 for RainWise eligible homeowners and non-profit community organizations (including religious groups) for income limited and underserved communities
 - Access Grant and Mini-Grant in [Spanish](#), [Traditional Chinese](#), [Korean](#)

Marketing, Design and Maintenance Materials & Resources

Marketing:

- RainWise FAQs in [English](#).
- RainWise One Pager in [English](#), [Spanish](#), [Vietnamese](#), [Traditional Chinese](#), [Somali](#), [Tigrayan](#).
- Cistern Fact Sheet available in [English](#), [Cambodian](#), [Traditional Chinese](#).

ESPAÑOL | TIẾNG VIỆT | 中文 Search here... Select Language Powered by Google Translate

700 Million Gallons WITH GREEN STORMWATER INFRASTRUCTURE HOME THE GOAL RAINWISE PROJECTS SOLUTIONS RAINCITY TOOLS & RESOURCES

RAINWISE

Contractor Skill-Building

The RainWise program's Contractor Skill-Building page is designed to help increase contractors' skills and capacity so that they can build more successful RainWise installations and incorporate RainWise as a profit-making part of their business.

Please email rainwise@seattle.gov with any questions.

[Return to the Contractor Resources page](#)

Contractor Skill-Building Series: Launch Your RainWise Business

This five-module series can help prospective RainWise contractors evaluate and leverage their abilities, resources, and readiness to start, maintain, and grow a RainWise contractor business. If you haven't formed your business yet, or are a newer business this series is for YOU!

[Visit the full YouTube playlist](#)

[Download the full Homework & Resources document](#)

Module 1: Get Your RainWise Business Ready

This module's objective is to help you become a RainWise contractor and make a positive difference for not only your business, but also for our shared community and environment.



GRANT & ALTERNATIVE FUNDING OPTIONS



RainWise Access Grants

- **Up to \$1,000 in additional support**
- **Income-based**
- **Churches, community centers and non-profits qualify**

GSI Mini Grants

- **Up to \$1,500 in additional support**
- **Up to \$4,500 for income qualified applicants**
- **Funds can be used for depave, green roofs, rain gardens and cisterns**
- **Eligible across the entire King County WTD service area**


Stewardship Partners

Contact: Emma Vowels

ev@stewardshippartners.org

206-292-9875

12,000 
RAIN GARDENS
in Puget Sound





Collaborate with us on workshops and tabling events



Encourage happy customers to share their story with us



Hand out brochures, maintenance guides, and other materials to prospective customers



Give us feedback and questions



We are also available to answer questions for your customers, if you don't know an answer

IT'S A PARTNERSHIP!





Know the RainWise program process and specifications



Do your own marketing and outreach, and participate in RainWise-sponsored outreach events



Show examples of your work



Come in “at” the rebate amount or have customer out of pocket expenses fairly low

TIPS FOR SUCCESS





Return all phone calls and emails. Respond quickly



Offer referrals if you are too busy to follow-up



Schedule consultations into the future



Sell the product and its benefits

TIPS FOR SUCCESS: CUSTOMER SERVICE





Email



**Monthly Marketing
Summaries**



Contractor Newsletter

HOW WE COMMUNICATE WITH YOU



THANK YOU



**Amelia Bahr
King County
Wastewater Treatment Division**

Q&A