

## Abstract

### **Rainwater Harvesting Pilot Project Demonstrates Capture and Reuse of Roof Runoff in Urbanized Los Angeles**

First identified in the Ballona Creek Watershed Stormwater Best Management Practice (BMP) Strategy and Implementation Project Report, the City of Los Angeles, Bureau of Sanitation recently completed the implementation of its Pilot Rainwater Harvesting Program. This program is envisioned as a component of the City's LID Ordinance implementation aimed at managing and reusing stormwater runoff from the largely built-out urban core.

This presentation discusses the numerous elements of the **residential** component of the program that supported successful delivery with single-family homeowners. Included in the presentation are the following:

- An analysis of the volume of runoff reduction that is predicted from single family homes and the potential for watershed and city-wide runoff reduction;
- A discussion of the elements of pilot program delivery from choice of rain barrel and vendor, to contractor skills, to providing top notch customer service;
- Preparing a how-to manual for homeowners;
- Creating and analyzing a post-installation customer survey;
- And using survey results to develop models for city-wide delivery.

Also critical to the success of the residential program was its multi-faceted outreach campaign. This presentation includes a discussion of the pilot program's outreach strategy including the development of a branded program brochure a website, e-updates, blog posts, and a Facebook page. The most successful outreach strategies to garner initial homeowner interest in the pilot program are discussed including:

- Engaging "early adopters" to spread the word and champion the program,
- Promoting the program at community events, including neighborhood council meetings, farmers markets, and festivals
- Involving news media outlets and online communities in the program, and
- Spreading interest in the program through friend referrals.

The presentation will conclude with the top five lessons learned for delivery of a residential rainwater harvesting program in urbanized areas.

(Please note: This can be presented as a single short presentation or combined with Vik Bapna's **LID Retrofit Pilot Project Captures Roof Runoff in Urbanized Los Angeles** for a single long presentation on both the residential and commercial elements of the Los Angeles Rainwater Harvesting program.)