

MEMORANDUM

To: Salt Spring Island Watershed Protection Alliance Steering Committee
Date: January 8, 2020
Subject: Scope of Work – DRAFT FOR DISCUSSION
Project: **Rainwater Project**

Submitted by: SSIWPA Rainwater Subcommittee, Coordinator Shannon Cowan
Members: Ian Peace, John Millson Maxine Leichter, Rhonan Heitzmann, Sandra Ungerson

Primary Goal: The project aims to promote rainwater harvesting and to increase the number of successful rainwater use installations as part of freshwater sustainability in the Salt Spring Island Local Trust Area.

Lead agency: SSIWPA (IT)

Project Manager: SSIWPA Coordinator

Project Advisory Committee: SSIWPA Rainwater Subcommittee (see member list in header).

It may be worthwhile for a member of Islands Trust planning staff to sit on the subcommittee or to liaise with the subcommittee.

Strategy 1 – MATERIALS: SSIWPA will coordinate the development and/or compilation of targeted, standardized educational materials about rainwater harvesting barriers and solutions to meet three different needs:

A. **Brochure** (Audience = general public, widely):

- Message: Non-potable use of rain can be cost effective, safe and feasible as one type of water conservation method to address over-stressed surface and groundwater resources, climate impacts/drought, increased demands (tourism, development).

B. **Non-Potable Rainwater Harvesting Best Practices Guide:** (Audience: residents, gardeners, farms, institutions).

- Information about how to select the appropriate system type for non-potable collection, filtering, storage, maintenance and use (including water quality considerations for non-potable).

C. **Professional Design Guide for Potable Rainwater Harvesting Systems** (Audience: Professionals)

Strategy 2 – COMMUNICATIONS CAMPAIGN:

SSIWPA will coordinate a Rainwater Harvesting Education Campaign in the fiscal year 2020–21.

Strategy 3 – REBATE INCENTIVE PROGRAM:

SSIWPA will coordinate a Rainwater Harvesting Rebate incentive program based on previous CRD–Water Council and Regional District of Nanaimo models over 2020–21.

Project Schedule of Deliverables

	Who	Deliverable MM–YYYY
Create and distribute rainwater use brochure. See A page above. See Outreach Plan below for detail.	Coord Subcommittee support	January, 2020
Create and distribute Non–Potable Rainwater Harvesting Best–Practices Guide See A page above. See Outreach Plan below for detail.	Coordinator Subcommittee support	March, 2020
Develop Rebate* Program for Rainwater Installations* Develop application and adjudication process. Secure funding. Secure administration method, locally. Subcommittee support for program parameters.	Vice–Chair Holman, Coordinator	March, 2020
Rainwater Harvesting Tour and Non–Potable Guide Launch	SSIWPA, Coord	Late Spring 2020
Distribute Guide and Brochure as per Communications Plan	Coord	May – Dec, 2020
Rebate Application Intake, Approval	?	June–Oct, 2020
Rebate Payments (upon receipt of complete set of receipts, photo)		January – March 2021

***Rebate Program Criteria**

These represent the results of a discussion at the Rainwater Subcommittee (January 8, 2020). Potential to approve rebates of up to \$400 or 50% of storage cistern cost + up to \$300 or 50% of other approved costs (fittings, labour, gutters, filters).

An application process/strategic rebates to favour priority areas and users:

- Low income
- Community need (institutions, community gardens)
- NSSWD, Fernwood–Highland Service Area, Cedar Lane Service Area, Scott Point Water District, North Beach Road area, Walker Hook area, Cusheon Lake residents (and Beddis Service Area).
- Affordable housing demonstrated need.

Another idea was for the rebate program to be broad in accepting first come–first served for the first offering of such a high rebate amount.

Communications Plan

BROCHURE – Distribution of print materials

- Government offices, provincial government offices, tourist info center, Chamber of Commerce, Hospital
- Businesses: Windsor, Mouat's, Restaurants and cafés, BC Ferries if permitted, Realtor offices, Banks
- Water District/Service Area billing cycle as additional piece in hard copy mailing
- SS Water company billing cycle (as link for electronic billing)

NON-POTABLE BEST PRACTICES GUIDE – Distribution of print materials

- Professionals – plumbers, septic, Windsor Plywood and Mouat's
- Government offices, provincial government offices, tourist info center, Chamber of Commerce,
- Water District/Service Area billing cycle as additional piece in hard copy mailing
- SS Water company billing cycle (as link for electronic billing)

Events: in 2020 to disseminate brochures, Non-Potable Best Practices Guidebooks and link to same, booth, display and in-person expertise/ information about other SSIWPA programs and water initiatives:

Rainwater Harvesting Home Tour – late April or May 2020

SSI Fall Fair – September 2020

Other events optional for these materials, as workable for SSIWPA budget and its Coordinator's schedule: Seedy Saturday 2021; Garden Club events; Agricultural events; Film Festival Social Bazaar 2021.

Rainwater Materials & Information – Distribution Online:

- Develop and maintain Rain Resources Page (links, diagrams, professionals listing) on SSIWPA Website (content advice from Subcommittee)
 - Promote Non-Potable Guide launch and Rain Tour on SS Exchange, Driftwood
 - Share SSIWPA weblinks to these deliverables (both) via Web, Facebook, Instagram
- Ask to join newsletters and campaigns – link to website, to materials:
- Conservancy, Transition SS, Area Farm Plan, Climate Action Plan, Facebook and Instagram

Rainwater Project Budget Phase 1: November 2019 to March 31, 2020

Item	Source, Who	Estimated Cash Cost (\$)	In-Kind (hours)
Meetings, Literature review, Admin	Coordinator, Committee Members	0	~60 coord / ~30 volunteers
Brochure	Coordinator, Designer printing, distribution	\$1000	~10 coord
Non-Potable Guide	Coordinator, Designer Costs to be incurred next fiscal.	\$0	~100 coord / ~30 volunteers
Rebate Program	Costs to be incurred next fiscal.	\$0	~10 coord
TOTAL Cash Needs 31/03/2020	Events and Communications 2019-20 SSIWPA Budget	1,000	170 coordinator hours

Budget Phase 2: April 1, 2020 - March 31, 2021 - Draft for discussion -

Item	Source, Who	Estimated Cash Cost (\$)	In-Kind (hours)
Meetings, Literature review, Admin	Coordinator, Committee Members	0	120 Coord/ 30 volunteer
Brochure	Coordinator, Distribution	\$0	20 Coord
Non-Potable Guide	Coordinator, Designer	\$4,000	~300 Coord / ~30 volunteer
Events (Rain Tour), Booth Costs	Coord	\$4,200	120 Coord
Rebate Program	SSIWPA cost-share for communications budget with project lead	\$500	~10 Coord
TOTAL Cash Needs 2020-21	Events and Communications 2020-21 SSIWPA Budget	\$8,700	590 Coordinator hours