







RAIN BARREL, RAIN GARDEN... INCENTIVE PROGRAMS FOR CITIZENS' COMMITMENT

EXPLORATORY PHASE (2017)

Issues > Stormwater management: new stakeholders, new challenges

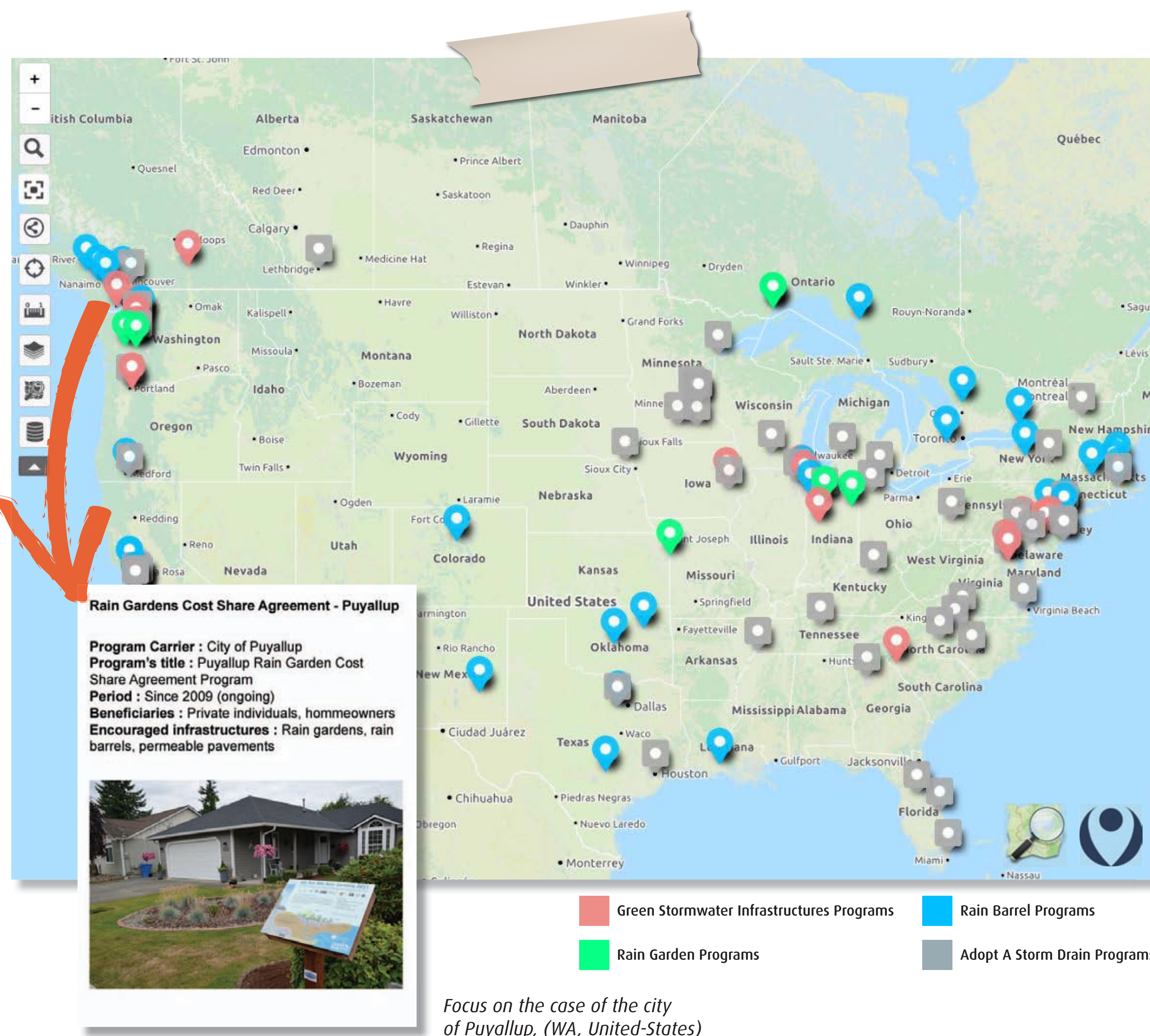
Involving city dwellers in stormwater management is now a necessity. But developing framework dedicated to public participation raises new challenges to local authorities:

-  How to analyze the opportunity and feasibility to launch incentive programs to mobilize citizens in stormwater management?
-  What stakeholders and decision-making processes to be involved?
-  Which measures should be encouraged, according to what criteria?
-  What types of incentives, should be prioritized especially financial ones?
-  What kind of support should be put into place to foster the success of such programs?
-  How to evaluate the results of the incentive programs?

In order to learn from foreign experiences and and inspire local authorities, we have identified and characterized pioneer programs around the world.










Melbourne, Australia - Credits : E. Boutefeu







Tools and method > Online interactive world map of local experiences

This map is the result of an international benchmark study of programs. The first selection resulted in the creation of a database using a spreadsheet program. Incentive programs were classified and characterised according to a number of criteria, including when available:

-  program carrier, its location, kind of body,
-  kinds of stormwater management devices addressed and title of the program,
-  beneficiaries of the program,
-  terms and conditions of participation and kind of incentive mechanism,
-  motivations for the creation of the program and promotion arguments,
-  communication and training tools used,
-  obtained results in the light of the original objectives...

The map was created on Umap, an open source mapping tool from Open Street Map that can be shared.

Conclusion > Keys-elements learned from the global overview

-  The programs are clustered in the United States, Canada and Australia.
-  A majority of programs led by local governments, from small towns to metropolises.
-  3 types of programs are set up:
 - installing rain barrels
 - creating rain gardens
 - developing "green stormwater infrastructure", which offers multiple solutions in private and public spaces (rain gardens, rain barrels, green roofs, planted areas, permeable pavements, basins, etc.).
-  A new kind of program is emerging in the United States, along the line of the "Adopt a Drain Program" in San Francisco. The city is offering to cooperate with local residents to maintain and monitor the city's storm drain network through a sponsorship system.

to be continued

A selection of innovative cases and a detailed analysis of the 4 schemes set up by these local authorities.



Rain Garden, Chicago - Credits : Rain Ready

Authors : Cerema (J. Champres, M. Degrave, E. Hasle, N. Le Nouveau, M. Saulais)