<table>
<thead>
<tr>
<th>Time</th>
<th>Topic</th>
<th>Presenter</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00pm - 6:15pm</td>
<td>Marketing</td>
<td>Johnson Nguyen, King County</td>
</tr>
<tr>
<td>6:15pm - 6:45pm</td>
<td>Becoming a Contractor</td>
<td>Tom Gannon, Program Manager</td>
</tr>
<tr>
<td>6:45pm - 7:05pm</td>
<td>Break / Hands on Exercise</td>
<td></td>
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<tr>
<td>7:05pm - 8:20pm</td>
<td>RainWise Constriction Part 3</td>
<td>James Barnett, PE - RainWise</td>
</tr>
<tr>
<td>8:20pm - 8:30pm</td>
<td>Q &amp; A / Overview of Saturday</td>
<td>Tom Gannon, Program Manager</td>
</tr>
</tbody>
</table>
RainWise and Your Business

We want to help you succeed!

Marketing, Johnson Nguyen, King County
Opportunity!

- Over 50,000 eligible parcels
- Contractors are needed all over Seattle, but especially in the South neighborhoods
How can RainWise help my Business?

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

1. Media, community events, and direct mail

2. Signage and word-of-mouth from happy customers that generate referrals

3. RainWise “Meet the Contractor” Fairs and exposure at various community events
Outreach Staff and Consultants

We have a great team with great tools to get the word out:

• 700milliongallons.org
• Brochures
• Postcards
• Events & Workshops
• Flyers & Info Boxes
• Signage and Banners
• Media & Social Media
What is green stormwater infrastructure?

Green Stormwater Infrastructure (GSI) uses natural processes like rain gardens and cisterns to slow, capture, and clean polluted runoff before it harms our lakes, rivers, and streams. It also helps add color and beauty to our homes and communities.

Learn More
Postcards

Postcards go out about six times a year with seasonal messages and advertising events.

We hope you will join us at our outreach events, it is a GREAT way to meet clients.
Events and Workshops
RainWise is now hosting Webinars! Like our in-person workshops, at this webinar you will learn:

- About Seattle’s stormwater problem
- The solutions we’re using to solve it
- How you can help, and get a rebate of up to 100% of the cost on rain gardens and cisterns. We'll cover the rebate process, selecting a contractor, and you'll have a chance to ask questions with a homeowner, program experts and inspectors.

Look out for our next RainWise Webinar announcement!

Links to these Webinars are on 700milliongallons.org
“Big Roof” Celebrations
“Coming soon” banners and demonstration project signage
Media and Social Media

RainWise rain gardens a hit in Ballard

By Zachariah Bryan
02/06/2013

When it comes to Seattle Public Utilities’ RainWise rain garden program, it’s hard to find a dissatisfied customer.

You can ask Steve Severin. "It looks beautiful, but it's also functional," he said. "It's
We now have materials available in Spanish, Vietnamese, Chinese, Somali, Tigrinya, and Khmer.
Customer Follow-up

- General Encouragement
- Answer Questions
- Contractor Rosters and web resources
- Cluster/big roof opportunity emails to contractors asking about interest
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?
Narrowing the Field

• Communication
• Work experience and examples
• Costs
  – Free consultation? Deposit required?
  – Work within the rebate amount?
  – Offer “Vendor Payment Option”?
• Timing
### Find a Contractor to Install Your Rain Garden or Cistern

The contractors listed here are RainWise-trained and are ready and willing to work in your neighborhood. A consultation is the way to get started!

Contact a contractor today.

**RainWise Liability:**

#### Seattle Region
- NE
- NW
- SE
- SW

#### Service
- Cisterns
- Rain Gardens

#### Other Languages Spoken
- Spanish
- Vietnamese

#### Fine Design
With a passion for residential design and sustainable practices, Fine Design's approach to garden design [...] (Link to more information)

#### Clear Water Gardens LLC
We're passionate about supporting nature's long-standing water filtration systems by creating sustainable gardens that act [...] (Link to more information)

#### Stone Soup Gardens
Services:
- Cisterns
- Compost and Mulch
- Fossus Pavement
- Rain Gardens
- Tree Vendor services
- Build (construction, plantings) [...] (Link to more information)

### Reset Filter
- Clear Filters
Monsoon Rain Gardens

Focusing on Rain Gardens after 30+ years installing and growing landscapes in greater Seattle.

Vendor Services: Build (construction, planting), Design (architects, designers)
Services Offerings: Cisterns, Compost and Mulch, Gutters/Downspout Disconnection, Porous Pavement, Rain Gardens, Trees
Languages: No info available
Email: info@monsoonraingardens.com
Website: http://www.monsoonraingardens.com
Phone Number: 206-782-0418
Address: 6044 10th Avenue Northwest, Seattle, Washington 98117
Tips for Success

- Know the RainWise program process and specifications
- Do their own marketing and outreach, and participate in RainWise-sponsored outreach activities
- Show examples of their work
- Come in “at” the rebate amount or have customer out of pocket expenses fairly low
Customer Service

• 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:
  • A beautiful newly landscaped yard
  • Little-to-no out-of-pocket costs
  • Reduced flooding or drainage problems
  • Helping keep waterways clean and free from pollution
  • Your Property and neighborhood beautification
Vendor Payment Option (VPO)

Some homeowners cannot pay the upfront costs of installation, even if they will be reimbursed.

Solution: The Vendor Payment Option (VPO) shifts the payment and rebate to the contractor.

RainWise Pilot Access Loans

Contractors who take on VPOs do not have the funds to start new projects until the rebate is issued.

The Solution: RainWise Pilot Access Loans, a partnership with Craft3, provides loans for contractors for a small fee.
Grant & Alternative Funding Options

NEED: More $$ for Project

RainWise Access Grants
- Up to $1,000 in additional support
- Income-based
- Churches, community centers and non-profits qualify

RainWise Pilot Access Loan (RPAL)
- Cash flow for contractors
- Run through Craft3 (www.craft3.org)

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

ev@stewardshippartners.org
206-292-9875
It’s a Partnership

We can help each other!

• Join us at workshops and tabling events
• Encourage your customers to share their stories and experiences
• Use our brochures, maintenance guides, planting plans, etc.
• Send us your questions and feedback about what works and what doesn’t
• We are available to answer questions for your customers, if you don’t know an answer
How we communicate with you

- Email
- Monthly Marketing Summaries
- Contractor Newsletter
Contractor resources on the web site

Contractor Resources

Becoming a RainWise Contractor

If you would like to install rain gardens and cisterns for the RainWise Rebate Program, you must attend one of our free trainings (offered twice a year). The next training is in November. RainWise contractors must also be licensed.

See Contractor Licensing Requirements [PDF] for more information.

Program Materials

Contractor Overview and FAQ – inspection request email and phone number

Rebate Instructions and Forms – Updated 9/14/15. Customers no longer need to enter their project on the RainWise website map.

Large Facility Agreement – Over 5,000SF – New! Added 9/2/15. For facilities over 5,000 square feet, the Property Owner is required to sign this 10-year commitment instead of the Homeowner Agreement.

Vendor Payment Option for contractors only

Infiltration Test Form

Warranty Form for Cisterns and Rain Gardens

Invoice Cost Template

Notice of RainWise Project – Only for contractors approved to have their pre-inspection waived. Updated 10/06/15
How to communicate with us

• For general questions about the program: rainwise@seattle.gov
• To schedule a pre- or post-inspection: inspectionrequest@seattle.gov or call 206.684.0100
• For questions about an installation or a specific property, please contact your Seattle Public Utilities or King County RainWise inspector
• For program questions or problems: tom.gannon@seattle.gov or 206.684.5855
Becoming a RainWise Contractor
What you need to know
City of Seattle and King County are accountable to our ratepayers and customers.

This requires us to have certain processes/procedures in order to granted a rebate to our customers and contractors.
How our Drainage System Works
Contractor Overview

1. Attend ALL 3 days of RainWise Contractor Training
2. Provide proof of City of Seattle Business License
3. Be bonded in Washington State
4. Be licensed to work in Washington State
5. Complete RainWise Contractor Sign-Up
6. Provide copies of the above documents the RainWise Rebate processor, Tasha Bassett

http://www.seattle.gov/rca/license/Licman.htm
http://bls.dor.wa.gov/licensing.aspx
http://gisrevprxy.seattle.gov/wab_ext/DSOResearch_Ext/
Contractor Overview

http://www.seattle.gov/rca/license/Licmain.htm

http://bls.dor.wa.gov/licensing.aspx
Before Project Starts
RainWise Contractor Essentials

- Is property eligible?
  - Eligibility is based on GSI data
  - Can be over-ruled upon site visit or additional research

- Contract with homeowner
  - Customer Understanding Form - Example in Notebook

- Conduct Infiltration Test (if applicable) - Example in Notebook

- Cistern Calculator (if applicable) - Example in Notebook

- Follow Design Specification

- Site Plan - Example in Notebook
RainWise Contractor Essentials

- Schedule Pre Inspection - inspectionrequest@seattle.gov
  - Site address & Owner Name
  - Customer Understanding Form
  - Infiltration Test (if applicable)
  - Cistern Calculator (if applicable)
  - Site Plan

- Conduct installation

- Schedule Post Inspection - inspectionrequest@seattle.gov
  - Site address & Owner Name
  - Complete Rebate Packet
After Project is Done
Rebate Package

- RainWise Rebate Checklist
- Rebate Form
- Homeowner Agreement
- W-9
- Final Invoice
- Pre and Post Inspection Forms
- Statement of Rain Garden Function
- Statement of Cistern Function
- Rockery Release Form
- Infiltration Test (if applicable)
- Cistern Calculator (if applicable)
- Site Plan
- Vendor Payment Option (if applicable)

Rebate Forms can be found at -
www.700milliongallons.org/rainwise
RainWise Site Plan - What to include?

- Size of contributing area
- Size of raingarden (if applicable)
- Size of Cistern (if applicable)
- Flow path, both entry and exit
Post Inspection - What are they looking for?

- Downspout disconnect
- Conveyance to facility
- Conveyance from facility
- Inflow and outflow structures
- Plants at adequate density
- Appropriate set backs
- Followed plan
- Final measurement of roof area captured
Cistern Calculator

- Excel-based calculator
- Accepts roof sizes between 300 (contributing to 400 total) and 4,200 sq ft.
  - Larger roofs will need to be modeled by our engineers
- If the cistern is too small for the roof area captured, the calculator will let you know!
- Pre-loaded with common cistern sizes
  - “User defined” option: enter dimensions specified by manufacturer and include spec sheet with rebate package
Working with Homeowner

- The more you know about the process, the smoother it will be
- Forms available on the RainWise website
  - Always download a new form for new customer, forms change.
- Customer Communication is Key
  - Explain your costs BEFORE you visit a customer
  - Be clear on your schedule for installation
  - Remember many customers have never worked with a contractor before.
- Vet property before site visit
  - Address - Look at Google Maps
  - Double check eligibility on website
  - Age of home, roof sq ft, gutter condition, etc
Next Steps

- Make sure the homeowner knows how to maintain the facility!
- Help the homeowner with rebate paperwork
- Rebate takes 4-8 weeks to be processed.
Financial Tools

- Craft 3 Loan
    - 0% interest rate on the outstanding loan balance
    - A fee of 2.45% is charged per disbursement to help cover Craft3 expenses
    - Contractors that perform 3 or more installations a year are eligible for the annual underwriting fee of $500 to be paid for by RainWise.
  - RainWise Access Grant
    - Provides up to an additional $1000 for RainWise eligible homeowners and non-profit community organizations for income limited and underserved communities.
Our program is structured to reduce risks and ensure success.

Forms are on the website. Make sure they are all there and signed before the rebate is mailed.

Explain maintenance steps.

Communicate with your customers: explain your costs and schedule. Always return phone calls and emails!

You have 1 year to get started

We are here to help
Questions?

General Questions
www.rainwise@seattle.gov
OR
Tom Gannon, Program Manager
tom.Gannon@seattle.gov
(206) 684-5855
Saturday Field Class

Meet at 10AM at St. Luke Church - 5710 22nd Ave NW

Walking Tour of Installations - Wear comfortable shoes and be prepared for wet weather (and to climb some serious hills!)

Be Sure to sign the sign-up forms while in the field!

And a snack if you need one ...
Hands On Exercise