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Program coordinator – Rain Ready Ottawa



Today's presentation

- Where it all began... Ottawa's Retrofit Plans
- The Challenge of Residential Retrofitting
- Initial Vision for Ottawa's Program and Jurisdiction review
- Rain Ready Ottawa Program Development
 - Fusion Landscape Professional Training
 - Home Assessment Program
 - Rebates
 - Community Engagement
- How it was all supposed to go... & How it went...
- Addressing Issues
- Questions!



Where it all began...

Ottawa River Action Plan (ORAP)

- Foundational planning document
- Goals:
 - Zero CSOs
 - Minimize stormwater impacts
- 17 Actions



Ottawa's Retrofit Plans

Goals 12 & 13 of ORAP

1. Pinecrest / Westboro Stormwater Retrofit Study (2011)
2. Eastern Subwatershed Stormwater Retrofit Study (2019)

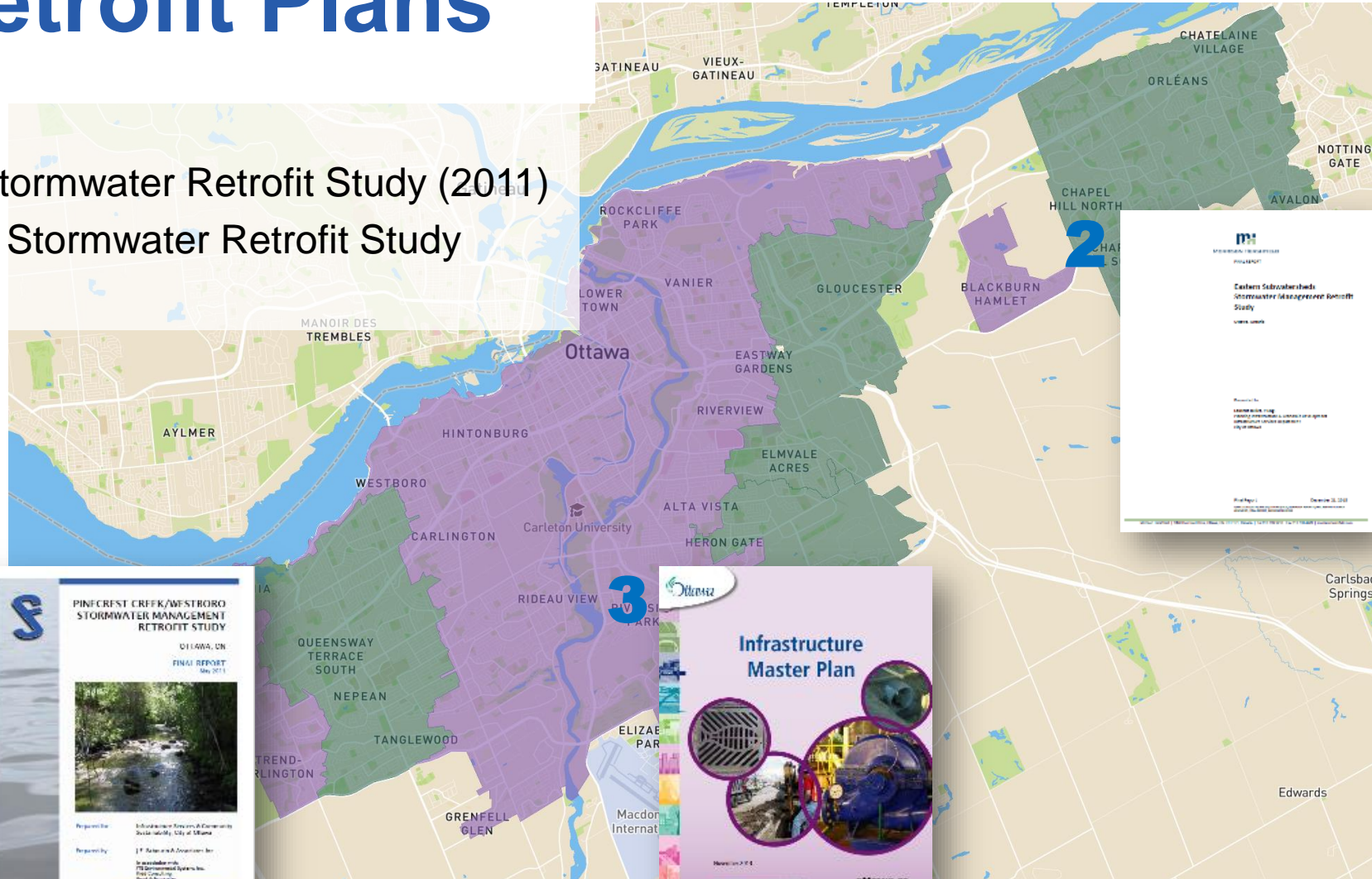
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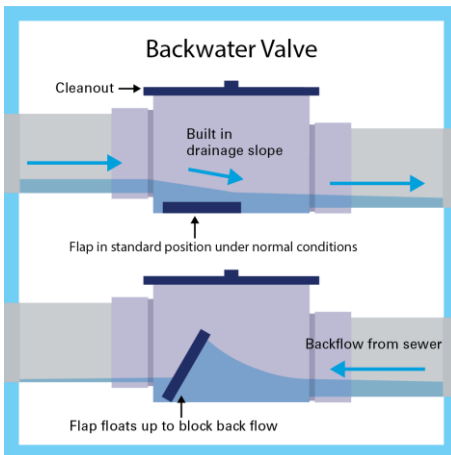


Retrofit Plan Goals

Residential SWM Practice	50-year target
Downspout redirections	2,639 (7% of homes)
Rain barrels	9,425 (two barrels at 25% of homes)
Rain gardens	1,885 (10% of homes)
Permeable paving	16.16 ha (15% household driveways)
Infiltration trenches	942 (5% of homes)

The Challenge of Residential Retrofitting

- Low uptake
 - Ottawa has other 'retrofitting programs'
 - Backwater valve program (~\$1 million/year)
 - Lead pipe replacement program (~1 million/year)



Ottawa Application for a Residential Compassionate Grant for Sewer Backups

Complete the following application and send with supporting documents to the: Residential Compassionate Grant Program, City of Ottawa, Environmental Services Department, 951 Clyde Avenue, Ottawa, ON K1Z 5A6. Telephone: 3-1-1, Fax: 613-728-6929, TTY: 613-565-2401, E-mail: compassionategrant@ottawa.ca, Internet: ottawa.ca

< PLEASE PRINT >

Application Information: Provide both addresses if the mailing address is different from the property address.

Are you the property owner? ☐ YES ☐ NO Are you the tenant? ☐ YES ☐ NO

If you are the property owner please provide your Tax Roll #: 0814 -

Resident's Name(s):

Property Address:

Mailing Address:

(With postal code)

Home Telephone: Telephone (Bus / Other)

E-mail Address:

Sewer Backup Information: Provide a brief description of the sewer backup and loss that you experienced.

1st Backup:	1st Date:
Description:	

2nd Backup:	2nd Date:
Description:	

3rd Backup:	3rd Date:
Description:	

Documentation: Provide the following information with your application.

1. Proof of residence or ownership during all 3 backups (include a copy of deed, land transfer, lease or rental agreement).
2. Proof of \$1,000 damage during the most recent backup (Attach invoices).
3. Proof of 3 sewer backups experienced during significant rainfall events. Provide the following:
 - a. Dates for each sewer backup, and
 - b. City of Ottawa Incident Numbers (if available), and
 - c. Copies of claims or reports submitted to City of Ottawa for each backup (include invoices and photographs etc.) or
 - d. Copies of insurance documents submitted for each backup (include invoices, letters, photographs, reports etc.) or
 - e. A signed affidavit prepared by a Lawyer or Notary Public affirming that you have experienced 3 sewer backups during significant rainfall events. (The affidavit must provide information regarding the dates and circumstances of the 3 backups).

Terms and Conditions: Please refer to the Compassionate Grant Policy and program information before you complete this application. A copy of this information is available upon request or can be downloaded from the Residential Compassionate Grant website on ottawa.ca

1. I acknowledge that the City's offer of a compassionate grant for sewer backups in my home is provided through a general program, and is not an admission of liability by the City of Ottawa in relation to any past sewer backup or flooding of my home.
2. I understand that the grants are offered independently from other programs and that my application for a Residential Compassionate Grant for Sewer Backups does not prevent me from applying to other City programs.
3. I understand that any grant funds paid under this program will be deducted from any potential future claim payment by the City in order to avoid the duplication of damage payments.
4. I understand that this program is offered to all City of Ottawa residents who experience 3 sewer backups in their homes in any 15-year period and is specific to sewer backups during significant rainfall events.
5. I acknowledge that the City of Ottawa will verify the status of the property tax account for the property referred to in this application to confirm that the property is not in tax arrears for the purposes of determining eligibility for a compassionate grant.

Dated At _____, Ontario, this _____ day of _____, 20____

(Municipality) (Day) (Month) (Year)

(Printed name of Applicant)

(Signature of Applicant)

Personal information collected on this form is for the proper administration of the Residential Compassionate Grant Program, as approved by City Council on November 25, 2009 and established pursuant to subsection 107 of the Municipal Act, 2001 S.O. 2001, Chapter 25, and will only be used for the proper administration of the Program. Questions regarding the collection of this information may be addressed to the Residential Compassionate Grant Program: 613-693-2424 ext. 22306.

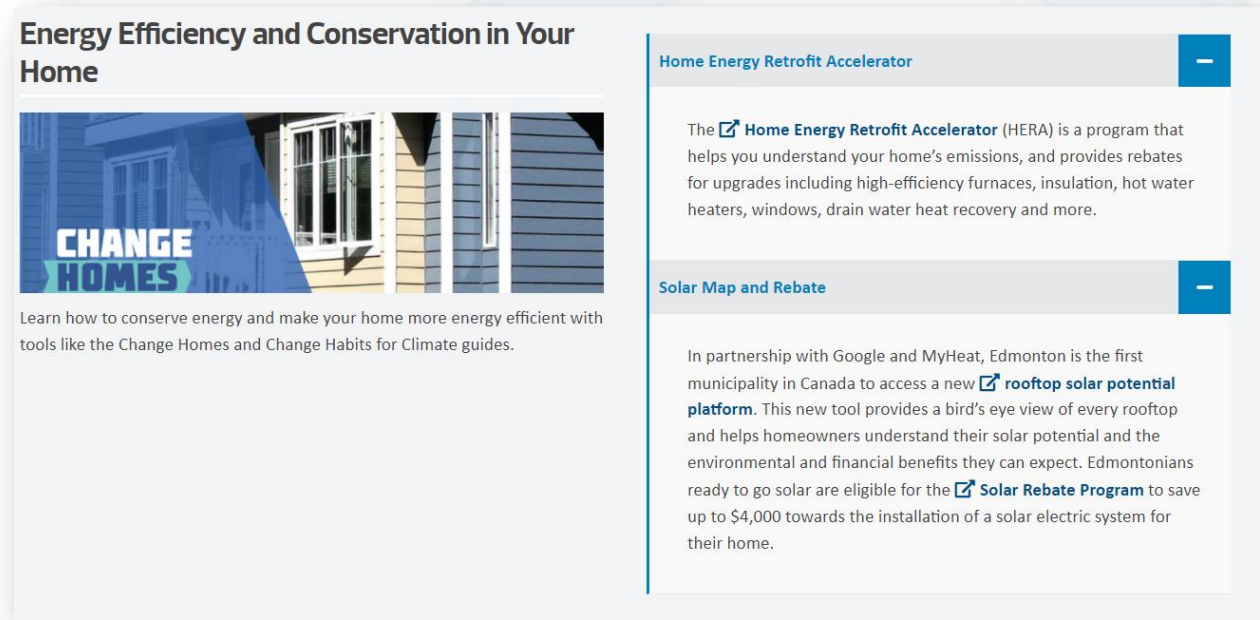
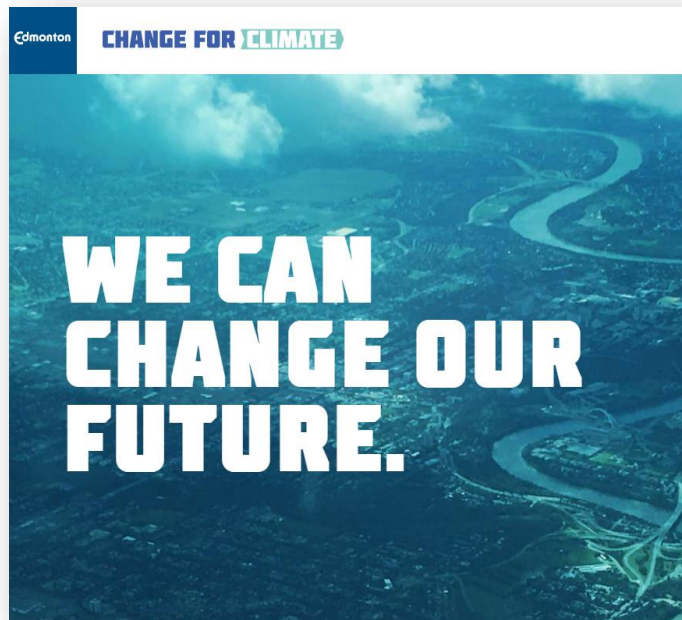
Print Clear Revised July 20, 2010

Example:
Compassionate
grants for
flooded
basements,
a.k.a.:



Initial Vision for Ottawa's Program

- Fully branded standalone program with an identity of its own
 - Marketing, branding and communications – all important!
- Financial rebates for multiple practices



Example: Edmonton's climate programming

Jurisdiction review

- Purpose:
 - Review outside programs including:
 - practices, incentive levels, program structures, successes and failures
 - Glean best practices
 - Gather expert opinions
- Method:
 - Desktop search of top 50 Canadian and top 25 US jurisdictions by population (also recommended programs)
 - Interviewed 26 municipal staff, ENGO staff, consultants, landscapers, and community members



Jurisdiction review

- Focus on 'integrated' programs
 - Multiple incentives
 - Promoting stormwater concepts
 - Standalone program identity
- Takeaways:
 - (Some) strong stormwater management program examples:
 1. The Seattle area's 12k Rain Gardens program
 2. Philadelphia's Rain Check program
 3. TRCA's Sustainable Neighbourhood Action Program
 4. Fusion Landscape Professional Most programs struggle to engage residents
 - Ottawa will have to go well-beyond what any other jurisdiction has done in order to achieve its goals or even have a sizeable impact on stormwater conditions

Chicago:



Philadelphia:



Jurisdiction review

- Takeaways continued (the bad news)
 1. Programs have relied too heavily on motivated residents to implement SW practices (**this is a small demographic**)
 2. Programs have not adequately taken advantage of motivating factors beyond intrinsic (different messaging) and financial factors (incentives)
 3. Programs (except Fusion) have not adequately motivated private industry

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Rain Ready Ottawa

Industry Training



Home Assessments



Community Engagement

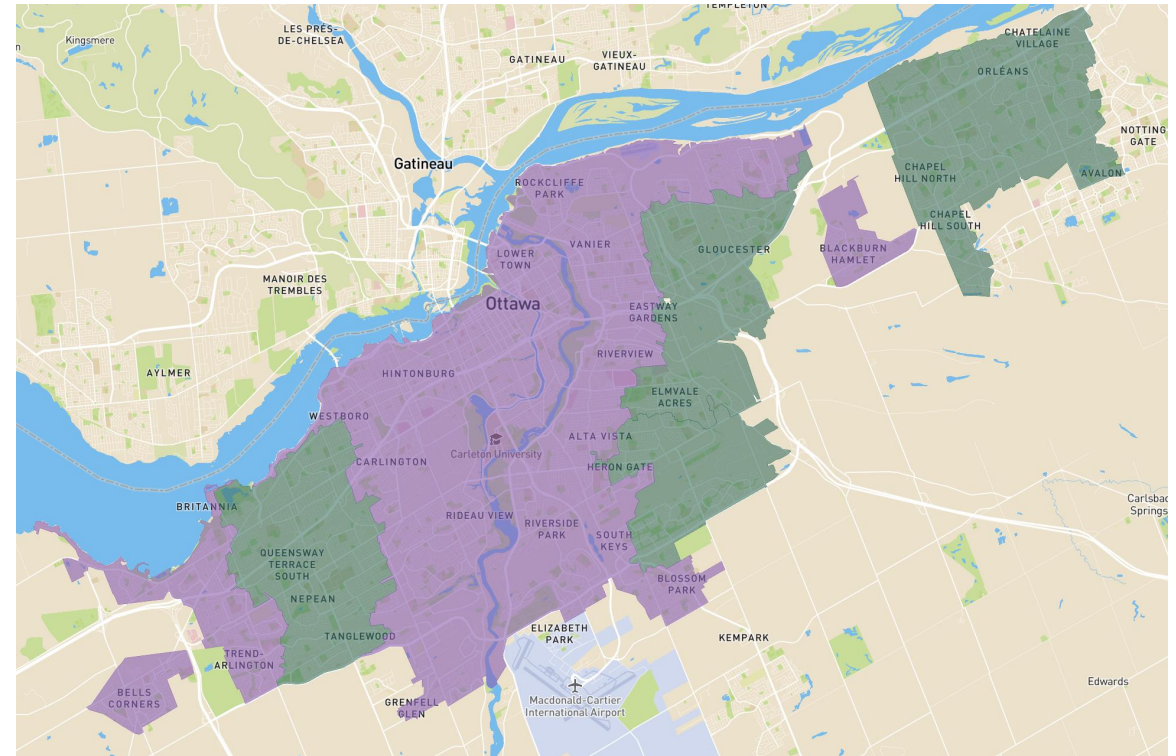


Design and Installation Incentives



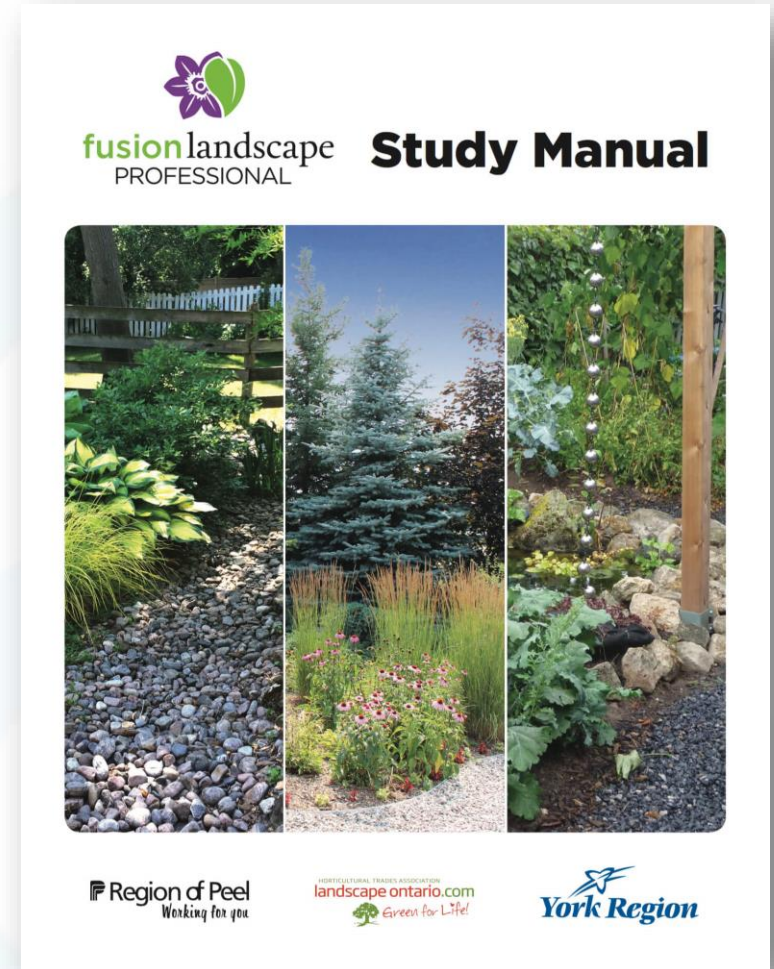
A Note on Resident Eligibility

- Incentives are available in:
 - Pinecrest Creek / Westboro Priority Stormwater Retrofit Area (~18,000 households)
 - Eastern Subwatershed Priority Stormwater Retrofit Area (~73,000 households)
- Eligibility checking tool available at ottawa.ca/rain



Fusion Landscape Professional Training

- Annual training and certification for Landscape Professionals on holistic stormwater management



Home Assessment Program

- Free ~1hr home visit with custom advice
- Delivered in partnership with EnviroCentre
- 115 Home Assessments delivered in 2021
- 150 planned for 2022
- Detailed report provided to residents

envirocentre



Overall Property Recommendations



The following recommendations are based on our observations on 7/8/21

Please note that as with all home/property upgrades, proper permits, soil assessments and professional assistance may be required. These recommendations are intended as guidelines only to inform your decisions regarding your lot level storm water management.



Design and Installation Incentives

1. **Downspout redirection** (max \$1,000)
2. **Rain gardens and soakaway pits** (max \$2,500)
3. **Permeable pavements** (max \$5,000)
4. **Certified landscape designs** (Max \$500)

Max \$5,000 per household



Requirement: Home assessment and/or Contracting a Fusion Landscape Professional

Downspout redirections

- Benefits:
 - Reduced wet basement issues
 - Reduce tripping hazards and icy surfaces
 - Improve property level permeability
- Drawbacks:
 - None if done correctly



Rain gardens



Benefits:

- Curb appeal
- Habitat for pollinator
- Learning opportunities for kids and community
- Low maintenance



Drawbacks:

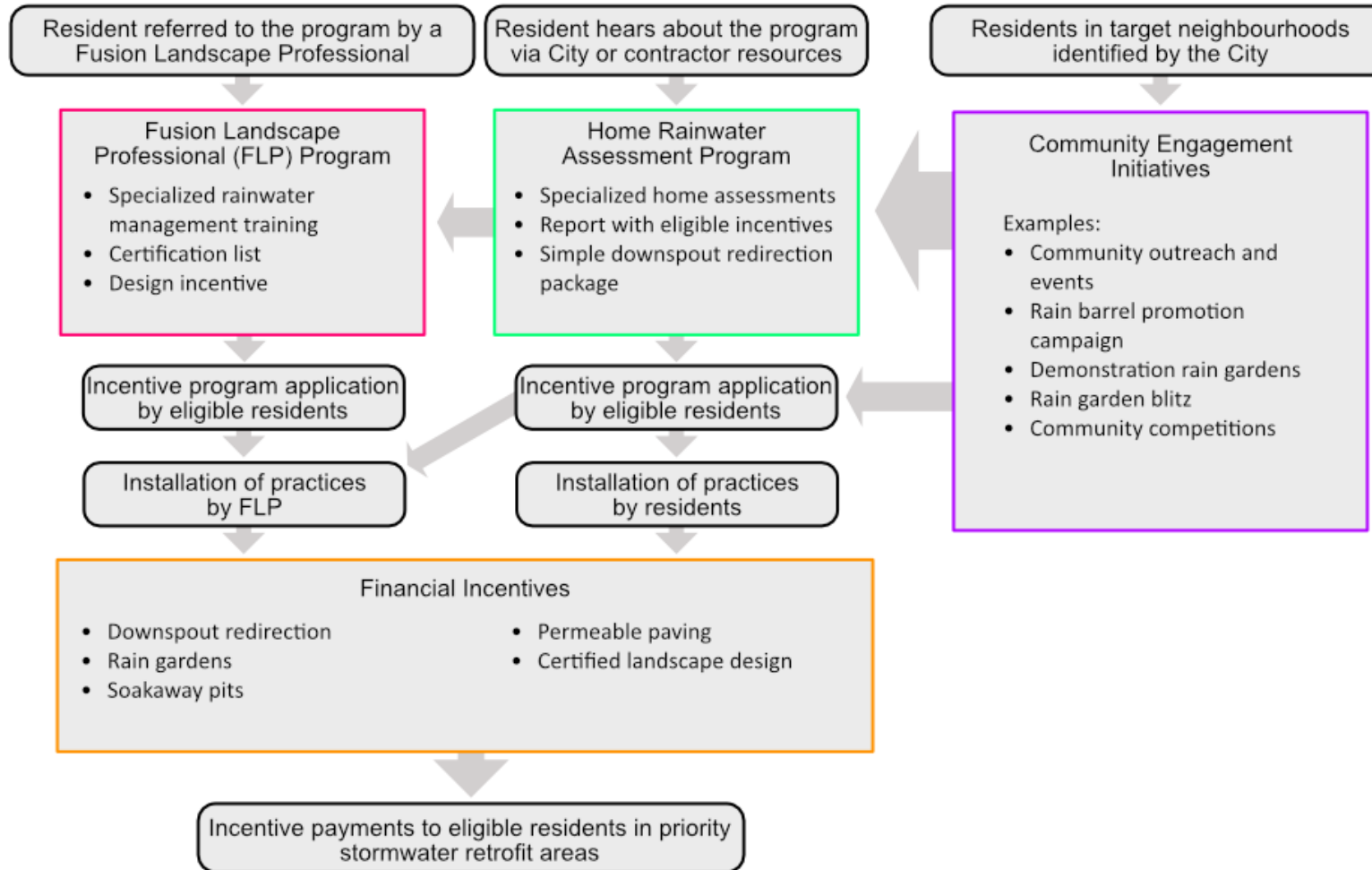
- Upkeep required (less than a typical garden once established)

Soakaways

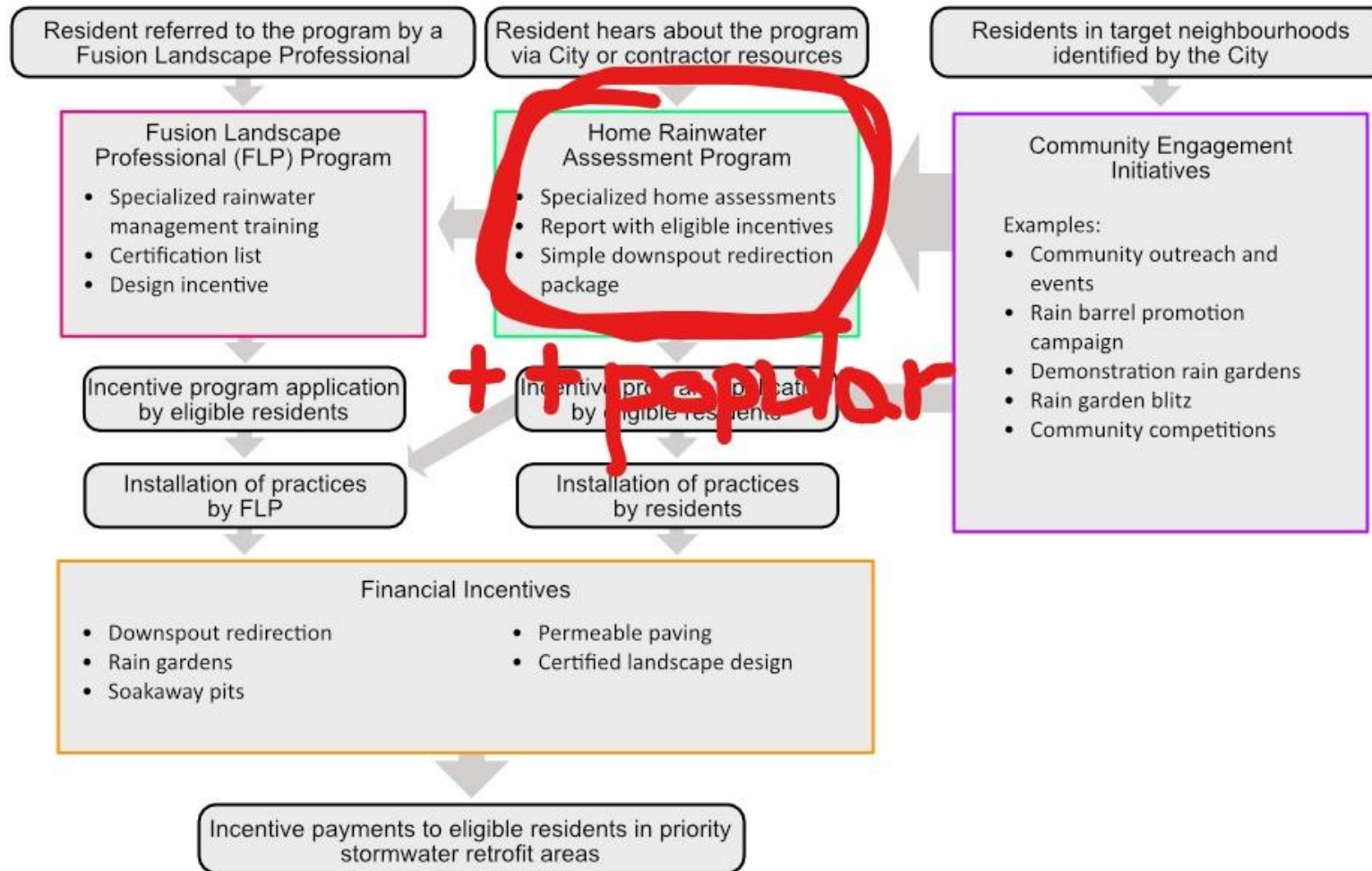
- Engineered rain gardens
- Benefits:
 - Turf on top
 - Invisible
- Drawbacks:
 - No pollinator/biodiversity benefits
 - Not aesthetic benefits



How it was all supposed to go...



How it went...



Year 1 – Home assessment program

- Home assessment program was co-developed with, and delivered by EnviroCentre
- EnviroCentre hired a really great assessor who did a great job
- 75% of assessment were in priority areas, 25% in secondary areas
- Supply chain issues...

116 completed home assessments

6 submitted applications

200 native perennials given away

650+ residents on the waitlist for a home assessment

Year 1 – Fusion Landscape Professional

- Ottawa partnered with Landscape Ontario to deliver Fusion Landscape Professional training and certification in Ottawa
- Training allows clients of certified FLP's to submit RRO rebate applications

16 **certified
Fusion
Landscape
Professionals**

18 **PurePave
applications**

3 **active
FLPs**

20 **submitted
applications**

\$66,593 **in approved
rebates**

Year 1 – RRO rebates

- Rebates came from both streams (home assessments and FLP clients), but most were PurePave projects
- Application approval process and claims process is workable, but not overly efficient

\$74,287

**total value of
rebates
approved**

13/9

**number of
applications
(Pinecrest /
Eastern
Subwatersheds)**

22

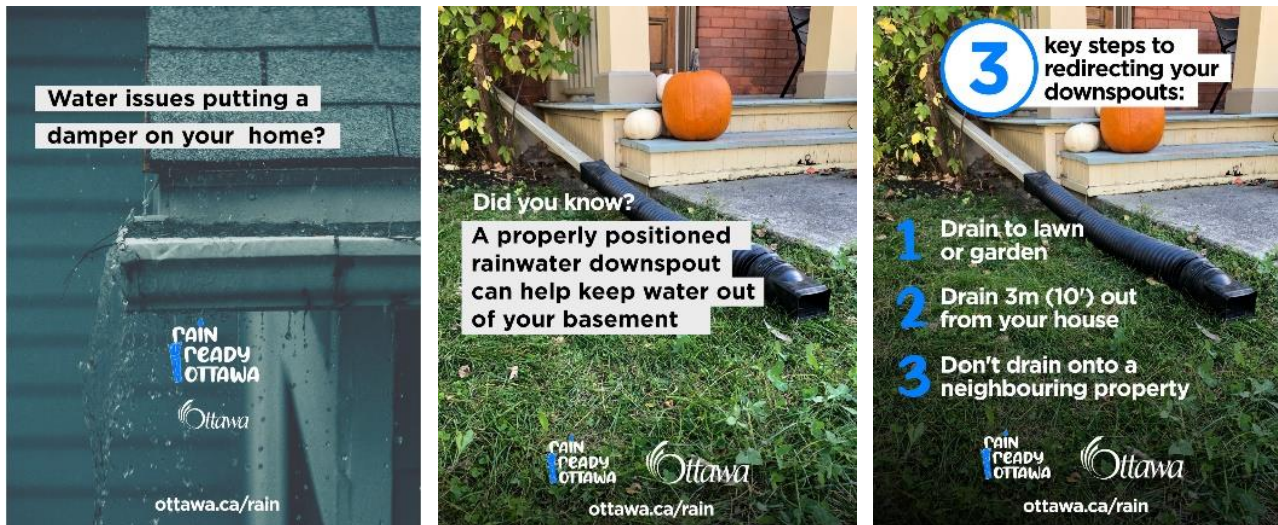
**approved rebate
applications**

\$3,376

**average
approved
rebate**

Year 1 – Community engagement

- 121,568 impressions on social media
- 14,420 visits to the Rain Ready Ottawa website
- Two main campaigns:
 1. Rainbarrel.ca collaboration
 2. Downspout redirection campaign



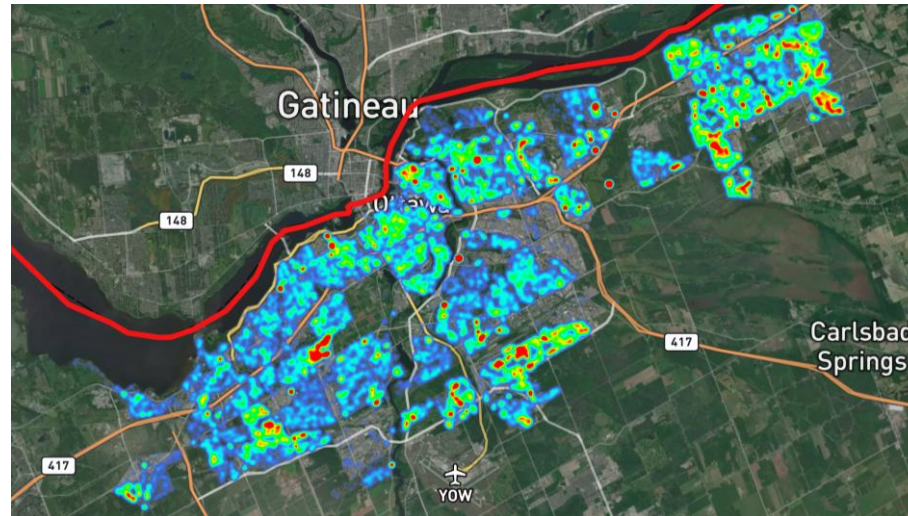
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Year 1 project – Downspout Redirection Identification Project (DRIP)

- Processed 209,011 addresses on Google Streetview
 - Used a machine learning (Artificial intelligence) algorithm to analyse the imagery
 - Identified 31,625 addresses where downspouts drain to driveways



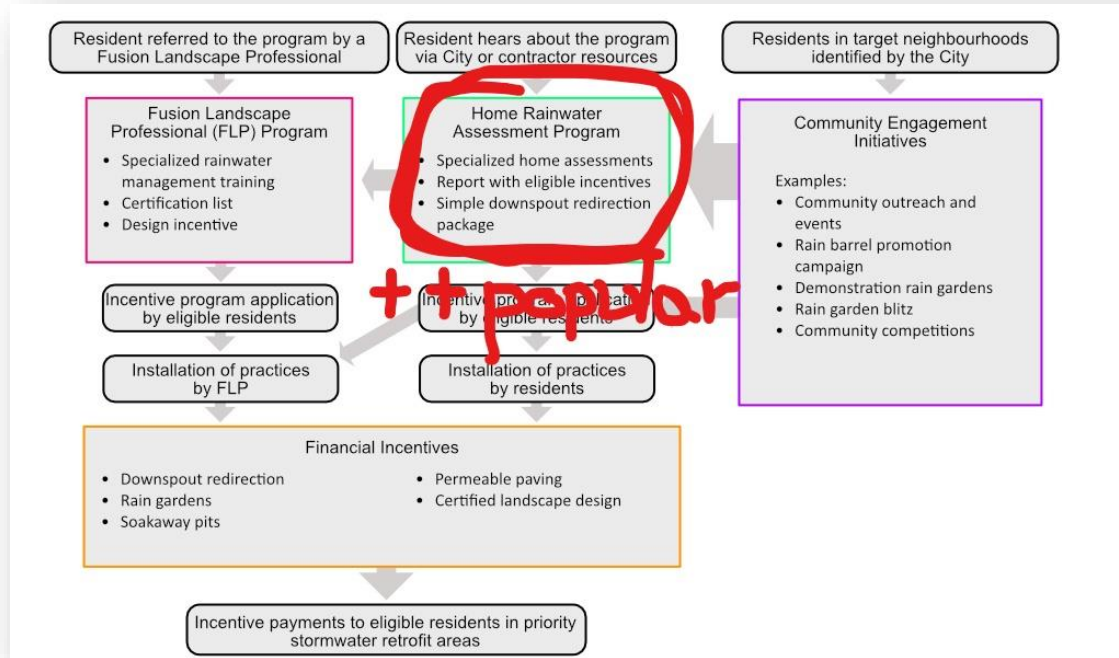
Year 1 project – Downspout Redirection Identification Project (DRIP)



DRIP Stormwater Path Videos



Addressing the backlog



- **Problem:**
 - 750 residents on waiting list
 - No capacity to deliver the assessments



- **Solution:**
 - eLearning program
 - Scalable capacity to train residents and 'get them eligible'

eLearning Program

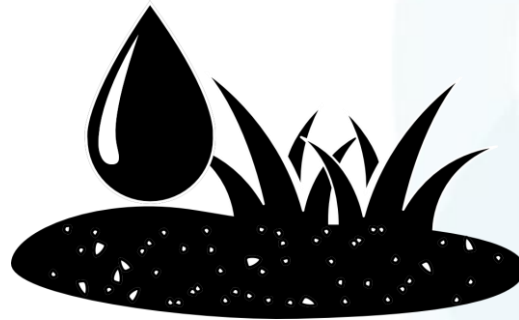
- In development
- Four courses planned
- About 1 hour each
- Free to take for residents



1. Intro and Overview



2. Soakaways



3. Rain gardens



4. Downspout redirection

Benefits of eLearning

- Cost-effective education and outreach:
 - Big 'carrot' justifies deep communication
- Scalable:
 - Cost of an additional learner is almost negligible
 - Upfront costs are manageable
- Maintains contact with learners:
 - If someone gets stalled, an automated email can prompt them to continue
 - Records are kept on learner activity which will provide good insights into which programs are popular

Contact me!

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