



## FORT WORTH, TEXAS

## CASE STUDY – AWARENESS CAMPAIGN

### OVERVIEW

Far from its start as a tiny frontier outpost, Fort Worth ranks among the fastest-growing metropolitan areas in the nation. With a goal of being ‘the most livable and best-managed city in the country’, Fort Worth faces the challenge of continuing to provide all residents the infrastructure and resources needed to maintain a strong quality of life. By making it easy and affordable to purchase a rain barrel, the city included residents and nonprofits in their drive to protect water resources from droughts, shortages, and waste. This collaboration has been successful in raising water conservation awareness; to date, Fort Worth’s residents have purchased over 3,200 of ‘Ivy’ rain barrels.



### ACTION

The city created a Sustainability Task Force to ensure its infrastructure and water resources keep pace with demand. As a way to increase awareness and community commitment, the Fort Worth’s Water Conservation, Stormwater Management, and Environmental Management divisions partnered with [Rain Water Solutions](#) to sell and distribute eco-friendly, ‘Ivy’ rain barrels to the city’s residents.

Rain Water Solutions provided Fort Worth’s municipal agencies and partners with a streamlined approach and customized distribution program. Rain Water Solution’s marketing tools, dedicated website, and onsite event support allowed the program organizers to run the new program like ‘old pros.’ The city’s residents were able to learn about the benefits of water harvesting and use a secure e-commerce site to order ‘Ivy’ rain barrels at a price significantly less than retail. Residents picked up their purchase at one of the rain barrel distribution events held throughout the city.

Fort Worth held its first two rain barrel distribution events for their residents in the fall of 2012. Based on the success of these events, the city sponsored a total of five ‘Ivy’ rain barrel sales within the next 18 months. In the fall of 2014, Fort Worth and Rain Water Solutions began a collaboration with the [Botanical Research Institute of Texas \(BRIT\)](#). [BRIT’s Residential Rainwater Program](#) continues to encourage water harvesting, promote rain barrel sales, and organize distribution events. To date, the city of Fort Worth has held nine ‘Ivy’ distribution events and sold over 3,200 barrels.

### RESULTS

- Fort Worth residents have purchased 3,200+ ‘Ivy’ 50-gallon rain barrels.
- The City of Fort Worth’s water department received Low Impact Development (L.I.D.) outreach and permit credits for the program.

*“Great way to partner with city government to help us conserve resources. The discounted price was hard to beat, and I like the collaboration.”*

— City of Fort Worth Resident

*“I could not improve on this program in any way. The people at the pick-up were awesome and very efficient. GREAT JOB.”*

— City of Fort Worth Resident

#### ***In surveys of Fort Worth Residents/Customers***

- **79%** were using their ‘Ivy’ rain barrel
- **81%** bought a rain barrel to conserve water
- **98%** were likely to recommend rainwater harvesting
- **98%** were satisfied with the ordering & distribution process
- **59%** plan to purchase another ‘Ivy’ rain barrel

*“All the residents were very appreciative. The program was a great L.I.D. collaborative-outreach between the Stormwater Management Division, the Environmental Management Division, and the Water Department. The [Rain Water Solutions](#) folks were outstanding in their customer service to us, as well as to our residents. Altogether, a win-win-win.”*

— Linda Sterne, City of Fort Worth Communications Officer

Learn more about Rain Water Solutions and how to start a rain barrel distribution program at [rainwatersolutions.com](http://rainwatersolutions.com).