



CASE STUDY – MUNICIPAL SUBSIDIZED PROGRAM NASHVILLE, TENNESSE

OVERVIEW

The Cumberland River is one of Nashville's greatest assets, an abundant water source, a source of pride, and a major contributor to the city's quality of life. Metro Water Services, a department of the Metropolitan Government of the City of Nashville and Davidson County created a rain barrel subsidies program to help ensure the environmental health of the Cumberland and its tributaries. By providing public subsidies, the city proved its commitment to a green infrastructure that makes residential water harvesting easy and affordable. Nashville residents showed appreciate for the city's support by purchasing over 1,000 of 'Ivy' rain barrels in 2016.



ACTION

In 2016 to broaden support for its water conservation efforts the Metropolitan Government of Nashville and Davidson County approved a program to subsidize the sale of rain barrels to its residents. To help increase awareness and community support for the program, the city's [Metro Water Services](#) agency partnered with [Rain Water Solutions](#) to sell and distribute eco-friendly, 'Ivy' rain barrels to the city's residents.

With a budget of \$20K, Rain Water Solutions worked with Metro Water Services to provide subsidies for 1,000 'Ivy' rain barrels.

- Rain Water Solutions contracted to sell each 'Ivy' rain barrel at a wholesale price that was 50% less than normal retail
- Residents received a \$20 subsidy to offset the cost of their rain barrel. (Total savings over retail – 60%!)
- Two rain barrel subsidies were allowed per household; additional 'Ivy' rain barrels were available at the wholesale price
- Residents applying for the subsidy were required to enter their Metro Water Service's account number in a custom field added to Rain Water Solutions secure ecommerce site

Rain Water Solutions provided Metro Water Services with a streamlined, customized approach for sales, subsidy tracking, and distribution. Program organizers received marketing tools, a dedicated customer website, and the onsite event support they needed to stay within budget and meet objectives. Residents picked up their purchase at the rain barrel distribution event held in downtown Nashville.

RESULTS

- Metro Water Services sold all 1000 'Ivy' rain barrels offered in their subsidy program
- The city is planning another 'Ivy' rain barrel distribution event in the Spring of 2017

"We love it! We wish we had bought two more. We use it all the time for our garden and plants. Looks great, functions really well. If you sell them again next year, we will buy two more."

– City of Nashville Resident

"This is a fantastic idea! I love and support any efforts for Metro to become more Green!"

– City of Nashville Resident

In surveys of Nashville Residents/Customers

- **86%** had installed and were using their 'Ivy' rain barrels
- **79%** bought a rain barrel for the first time
- **93%** would recommend 'Ivy' rain barrels to limit runoff
- **98%** were satisfied with the ordering & distribution process
- **97%** are likely to continue conserving rainwater

"This program is an important step toward protecting clean water in our community because it offers an inexpensive and proven option to help people make a difference in their own backyards. We are pleased to be able to offer the "Ivy" rain barrel at a discounted price. Metro Water Services is committed to protecting our water quality and managing the damaging effects of stormwater runoff. Rain barrels will provide residents the tools they need to conserve water and prevent pollution..."

– Michael Hunt, Manager of Stormwater Pollution Prevention - City of Nashville Metro Water Services

Learn more about Rain Water Solutions and how to start a rain barrel distribution program at rainwatersolutions.com.