

Becoming RainWise: What Motivates People To Manage Their Stormwater?

RainWise



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PROGRAM ON THE
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Background

- Increasing precipitation due to climate change will increase the amount of polluting stormwater
- RainWise rebate program advocates for the installation of Green Stormwater Infrastructure (GSI), see Fig 1.
 - But, many eligible residents don't follow through with the installation
- Aim of my work is to investigate the value-action gap to understand why residents don't follow through with installation of GSI

Research Question

What methods increase motivation in order to engage in RainWise to manage stormwater?



Fig 1. Photograph of a cistern that flows into the rain garden beneath it. Example to Green Stormwater Infrastructure supported by the RainWise program. From RainWise homeowner photos.

Internship + Methods

- Interned with Sustainable Ballard
 - Conducted a survey for eligible residents
- Responsibilities included doorbelling, in-person & online events, social media posts, & infobox refills

Results

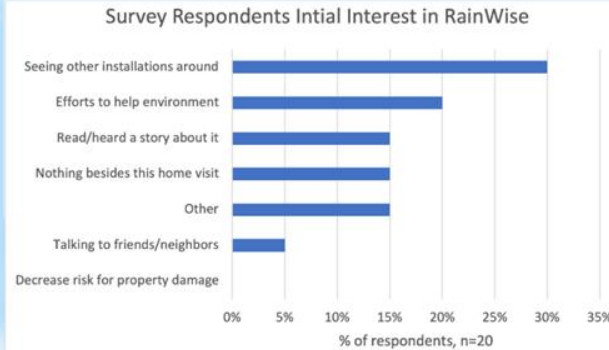
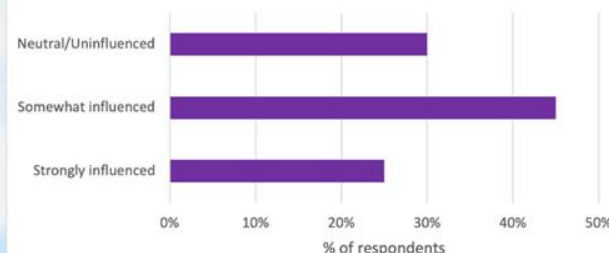


Fig 2. Question 5 from my survey reported that 30% of respondents indicated that their interest was from seeing other installations around their neighborhood. At least 3 respondents (15%) were interested in RainWise because of the home visit (doorbelling).

Survey Respondents environmental background/education and its influences to their interest in RainWise



Key Takeaways

- Main barriers to actual installation
 - Personal attitude (see Fig 3.)
 - Subjective norms (see Fig 2.)
 - Perceived social belief to engage in a behavior (RainWise) or not
 - Ease/convenience of process

Implications

- Increased education of why GSI matters now in order to manage the future
- Clarify the connection between how stormwater pollution effects WA's environment
 - Effects on food systems and economy
- Directly help residents to overcome these barriers by continuing to make RainWise clear on its goal, to increase familiarity & overall convenience of the process

Fig 3. Question 4 from my survey results asking how respondents believe their previous environmental knowledge influences their current views on RainWise. Results showed that past environmental knowledge heavily influenced one's perspective towards RainWise.



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