

Appendix B - Recruitment Materials

- News release
- Utility bill insert
- Google ads
- City of Kirkland email newsletters
- Social media
- Yard signs



City of Kirkland NEWS RELEASE

**123 – Fifth Avenue
Kirkland, WA 98033**
www.kirklandwa.gov



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February 21, 2019

City of Kirkland Launches New Yard Smart Rain Rewards Program

Kirkland, Wash –

The City of Kirkland has launched an exciting new program called Yard Smart Rain Rewards to provide free technical and financial assistance to qualified Kirkland property owners who install simple and beautiful landscaping projects to manage rainwater on their property.

Under this new program, property owners who install environmentally-friendly landscape projects like rain gardens, rain capture cisterns, and native landscaping will qualify for rebates covering between 75 and 100% of their project costs up to \$3,500 for single-family homes and up to \$7,000 for multi-family, commercial, non-profit, and industrial properties. "The goal of this program is to work with Kirkland property owners to slow the flow of rainwater runoff and allow it to naturally soak into the ground before it reaches Forbes Creek or Lake Washington," said Aaron Hussmann, Education and Outreach Specialist with the City.

Every time it rains, water picks up and carries pollutants from our roofs, driveways, patios, and lawns, into the nearest storm drain, and finally into local creeks and Lake Washington. During big storms, the volume of rainwater runoff can cause neighborhood flooding and erosion hazards. Yard Smart Rain Rewards projects are designed to capture that polluted rainwater before it leaves a property, slow its flow, and allow it to soak into the ground naturally where pollutants can be filtered out.

Property owners in the Forbes Creek watershed (including large portions of North and South Rose Hill neighborhoods, and small portions of the Highlands, Juanita, Norkirk, and Totem Lake Neighborhoods) are eligible to install a Yard Smart project and claim a Rain Rewards rebate.

Participants in Yard Smart Rain Rewards will receive a free consultation at their property to determine the project that is best suited for their budget, time, and goals. To learn more, determine your eligibility, or sign up for a free Yard Smart consultation, visit kirklandwa.gov/yardsmart. Each property consultation also includes a free bag of yard-friendly compost.

For more information, contact Kirkland's Yard Smart Rain Rewards program at 425-587-3857 or yardsmart@kirklandwa.gov.

###

Yard Smart Rain Rewards is funded in part by the U.S. Environmental Protection Agency under assistance agreement with the Washington Department of Ecology.



YARD SMART RAIN REWARDS

PROGRAM OVERVIEW

What?

Yard Smart Rain Rewards is a City of Kirkland program that provides free technical assistance and **rebates up to \$3,500 or \$7,000*** to Kirkland property owners who install simple and beautiful projects to manage rainwater on their property.



Why?

Every time it rains, water picks up and carries pollutants from our roofs, driveways, patios, and lawns, into the nearest storm drain, and finally into Forbes Creek and Lake Washington.

During big storms, the amount of rainwater runoff can cause neighborhood flooding and erosion hazards.

YOUR YARD CAN HELP.

How?

Slow it down and soak it up.

Installing a rain garden, rain capture cistern, or native landscaping at your home slows the flow of polluted water, and lets it naturally soak into the ground, where pollutants are filtered and the water is cleaned.

Be Yard Smart, Get Rain Rewards Rebates!

For Single-Family Homes:

75% of Project Costs up to **\$3,500** for work done by contractors.

100% of Project Costs up to **\$3,500** for DIY projects.

*For Multi-Family Homes & Commercial Properties:

75% of Project Costs up to **\$7,000**

Eligible projects include **rain gardens, cisterns, and native landscaping**. See reverse for details.



HOW WILL YOU BE YARD SMART?

RAIN GARDENS



Rain gardens are bowl-shaped gardens designed to collect water from your roof and slowly soak it into the ground. Rain gardens add beauty to your landscape, help control runoff, and improve the quality of water draining from your property to Lake Washington.

CISTERNS



A cistern is a large, above-ground container used to collect roof water. During the winter, cisterns collect rain and slowly release it into the ground or your garden. In the summer, water can be collected and used for watering.

NATIVE LANDSCAPING



Native landscaping replaces poorly draining surfaces like pavement and lawns with a thick mulch layer and native plants to beautify your yard, attract pollinators, and clean polluted runoff.

How to Join

1.



FIND OUT IF YOUR HOME IS ELIGIBLE

2.



SCHEDULE YOUR CONSULTATION

3.



CHOOSE YOUR YARD SMART PROJECT

4.



BUILD YOUR PROJECT

5.



CLAIM YOUR REBATE UP TO \$3,500 OR \$7,000

6.



MAINTAIN YOUR PROJECT

Learn More

Online

kirklandwa.gov/yardsmart

Email

yardsmart@kirklandwa.gov

Phone


(425) 587 - 3857



This project has been funded wholly or in part by the United States Environmental Protection Agency under assistance agreement 01J18101 to Washington Department of Ecology. The contents of this document do not necessarily reflect the views and policies of the Environmental Protection Agency, nor does mention of trade names or commercial products constitute endorsement or recommendation for use.



Google Ads




[All](#) [Images](#) [Shopping](#) [News](#) [Videos](#) [More](#) [Settings](#) [Tools](#)

About 141,000,000 results (0.77 seconds)

Yard Smart Rain Rewards | Rebates up to \$3,500 | kirklandwa.gov
www.kirklandwa.gov/ ▼
Planning a landscape project? You may be eligible for \$3,500 in rebates. Learn more here!

A **rain garden** is a **garden** of native shrubs, perennials, and flowers planted in a small depression, which is generally formed on a natural slope. It is designed to temporarily hold and soak in **rain** water runoff that flows from roofs, driveways, patios or lawns.




rain gardens - Groundwater Foundation
<https://www.groundwater.org/action/home/raingardens.html>

[About this result](#) [Feedback](#)

Rain garden

One of the wide variety of **soil-absorption/filter** systems, a **rain garden**, also called a **stormwater garden**, is a designed depression **storage** or a planted hole that allows **rainwater** runoff from impervious ... [Wikipedia](#)

[Feedback](#)



[More images](#)

People also ask


How do you build a rain garden? ▼

What is a rain garden and how does it work? ▼

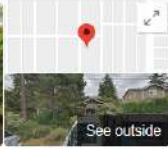
How much does a rain garden cost? ▼

What are the benefits of a rain garden? ▼

[Feedback](#)




[See photos](#)



[See outside](#)

Monsoon Rain Gardens



[All](#) [Images](#) [Shopping](#) [News](#) [Videos](#) [More](#) [Settings](#) [Tools](#)

About 141,000,000 results (0.77 seconds)

Rain Garden Handbook - Access Washington
<https://fortress.wa.gov/ecy/publications/documents/1310027.pdf> ▼
Jun 30, 2013 - Rain Garden Handbook for Western Washington. Funding for this project was provided by the Washington State Department of Ecology ...

How to Build a Rain Garden to Filter Run-Off | This Old House
<https://www.thisoldhouse.com/how-to/how-to-build-rain-garden-to-filter-run> ▼
By building a rain garden, you can divert your gutter water into an attractive planting bed that works like a sponge and natural filter to clean the water and let it ...

How to Build a Rain Garden | Gardener's Supply
<https://www.gardeners.com/how-to/rain-garden/5712.html> ▼
rain garden illustration A rain garden collects water runoff and allows it to soak into the ground. Filled with moisture-tolerant plants, it can also be a beautiful ...

Neighborhood Rain Garden Program - City of Kirkland
https://www.kirklandwa.gov/Drainage/Neighborhood_Rain_Garden_Program.html ▼
A rain garden is a common-sense feature for a Pacific Northwest yard. It is a bowl-shaped garden that uses soils and plants to manage rainwater runoff.

Yard Smart Rain Rewards | Rebates up to \$3,500
www.kirklandwa.gov/ ▼
Planning a landscape project? You may be eligible for \$3,500 in rebates. Learn more here!


Searches related to rain gardens

why are rain gardens important **do rain gardens have standing water**

disadvantages of rain gardens **plants for rain gardens**

rain gardens benefits **rain garden construction**

problems with rain gardens **how do rain gardens work**



1 2 3 4 5 6 7 8 9 10 Next

Yard Care

Yard Smart Rain Rewards. Kirkland's exciting new program, [Yard Smart Rain Rewards](#), provides free technical assistance and rebates up to \$3,500 for property owners who install simple, earth-friendly landscaping projects on their property to help manage the flow of polluted rainwater. Property owners who live in the Forbes Creek Watershed are eligible to participate.



By installing simple projects like rain gardens, cisterns, and native landscaping, your property can help slow the flow of polluted rainwater runoff to Forbes Creek and Lake Washington, and allow it to soak into the ground where it can be naturally filtered. To learn more about this exciting program visit www.kirklandwa.gov/yardsmart or email yardsmart@kirklandwa.gov.

Spring Plant Sale. April 26-27, May 3-4, Lake WA Institute of Technology. Vegetable starts, hardy shrubs and trees, and a wide selection of annuals for sale. [Information about the plant sale, including plant choices.](#)

Are you planning a landscaping project this summer? Make it an earth-friendly project by participating in the City of Kirkland's newest program, [Yard Smart Rain Rewards](#). This exciting new program provides free technical assistance and financial rebates up to \$3,500 to Kirkland property owners who install simple, earth-friendly landscape projects like rain gardens, rain capture cisterns, and native landscaping.

Why?

Every time it rains, water picks up and carries pollutants like oil, soap, fertilizer, pesticides, and pet waste from our roofs, driveways, patios, and lawns, into the nearest storm drain, and finally into local creeks and Lake Washington.

During big storms, the volume of rainwater runoff can cause neighborhood flooding and erosion hazards. In fact, the average Kirkland home produces more than 62,000 gallons of runoff each year, the equivalent of 2 bathtubs of water per day!

Yard Smart Rain Rewards projects are designed to capture that polluted rainwater before it leaves a property, slow its flow, and allow it to soak into the ground where pollutants can be filtered out naturally.

Join Today

Property owners in the Forbes Creek watershed (including large portions of North and South Rose Hill neighborhoods, and small portions of the Highlands, Juanita, and Norkirk Neighborhoods) are eligible to install a Yard Smart project and claim a Rain Rewards rebate.

Participants will receive a free consultation at their property to determine the project that is best suited for their budget, time, and goals. To learn more, determine your eligibility, or sign up for a free Yard Smart consultation, visit kirklandwa.gov/yardsmart. Each property consultation also includes a free bag of yard-friendly compost!

For more information, contact Kirkland's Yard Smart Rain Rewards program at 425-587-3857 or yardsmart@kirklandwa.gov.



Kirkland, WA - Government



February 21 at 1:04pm •

Be Yard Smart, Get Rain Rewards! The City of Kirkland's newest program, Yard Smart Rain Rewards, provides property owners in the Forbes Creek watershed with technical assistance and financial rebates up to \$3,500 to install projects like rain gardens, rain capture cisterns, and native landscaping to slow the flow of polluted rainwater runoff and allow it to soak in naturally.

Find out if your property is eligible and learn how to be Yard Smart at kirklandwa.gov/yardsmart.



Like



Comment



Share



150



Write a comment...





Kirkland, WA - Government

February 21 at 1:04pm • 🌐

Did you know? Every time it rains, water picks up and carries pollutants from our roofs, driveways, patios, and lawns into the nearest storm drain, and finally into your local creek and Lake Washington. During storms, this rainwater can also cause neighborhood flooding and erosion. But your yard can be part of the solution!

Learn how to be Yard Smart and find out if you're eligible for up to \$3,500 in landscaping rebates at kirklandwa.gov/yardsmart.



Like



Comment



Share



173



Write a comment...





Kirkland, WA - Government

February 21 at 1:04pm • 🌐

Are you planning a landscaping project this summer? Be Yard Smart and Get Rain Rewards! The City of Kirkland is offering free technical assistance and rebates up to \$7,000 for qualified property owners in the Forbes Creek watershed who install projects like rain gardens, rain capture cisterns, and native landscaping to help slow down and clean polluted rainwater runoff.

Learn how to be Yard Smart and find out if your property is eligible for Rain Rewards rebates at kirklandwa.gov/yardsmart.



Like



Comment



Share



114



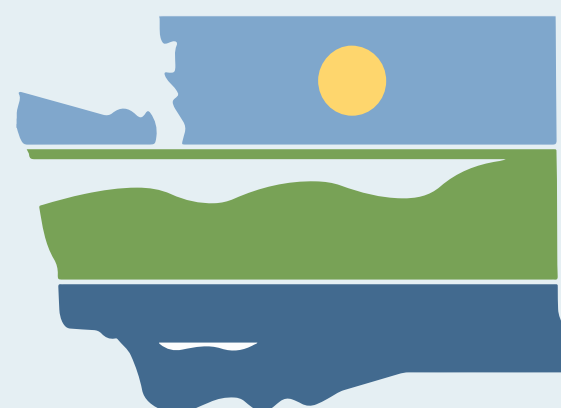
Write a comment...



We're Yard Smart!

We installed

to protect Forbes Creek.



This project has been funded wholly or in part by the United States Environmental Protection Agency under assistance agreement 01J18101 to Washington Department of Ecology.

Learn More

kirklandwa.gov/yardsmart