

# RAINWATER HARVESTING IN CHAMPAIGN-URBANA

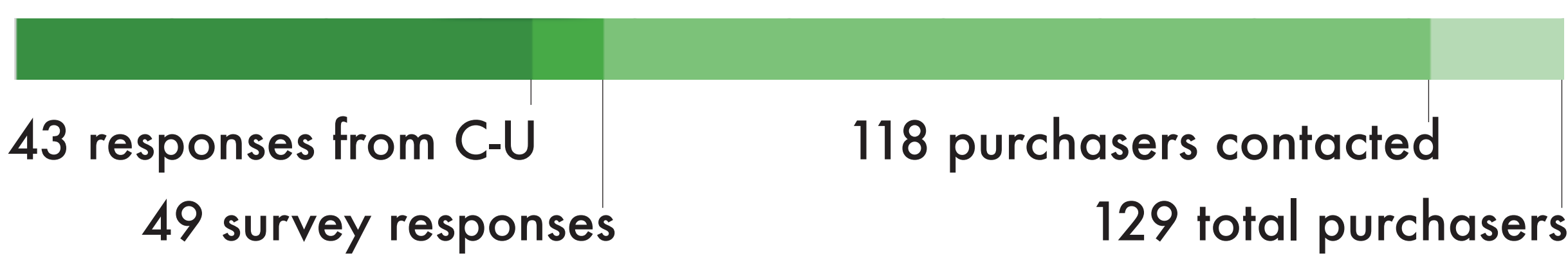
## Background

The City of Urbana and City of Champaign partnered with Faith in Place to organize a Rain Barrel & Compost Bin Truckload Sale in May of 2017. While certain metrics were known immediately after the sale, other pieces of information were unknown. Once rain barrels leave the sale, where and how are they used? What motivates people to engage in rainwater harvesting? Such information can enhance the work of Faith in Place and other stakeholders, each with unique reasons for encouraging the adoption of rain barrels.

## Methods

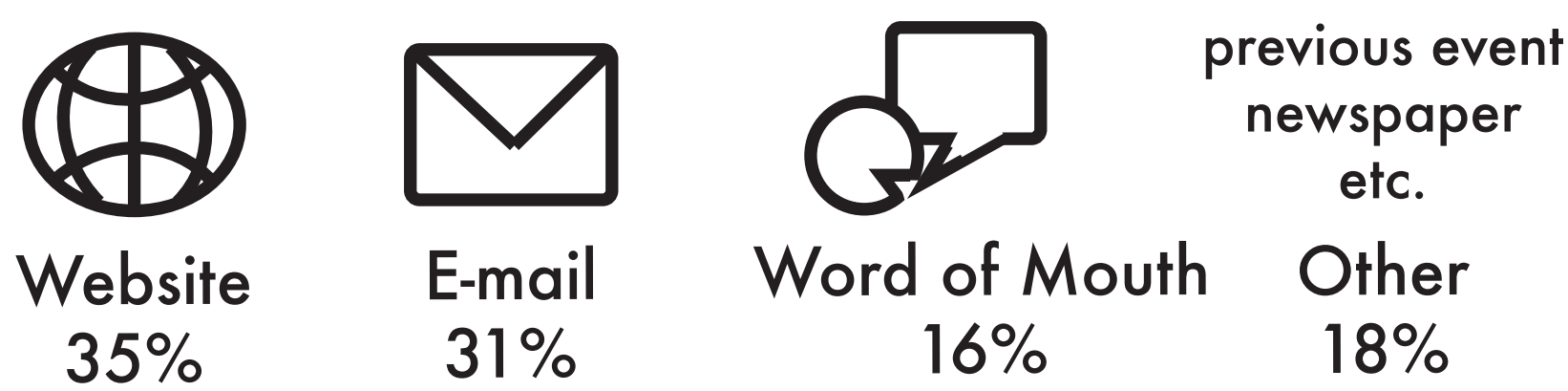


An online survey was created to gather additional information from purchasers. The survey was distributed to all purchasers who agreed to share their e-mail address.



## Rain Barrel Users

### How did survey respondents hear about the sale?



### Customer Demographics

**90%** Completed four-year degree  
**1.2/1** Female to male ratio  
**94%** White  
**71%** Between ages 36-65

### C-U Reference

**52%**  
**0.97/1**  
**64%**  
**27%**

### How many barrels did they purchase?

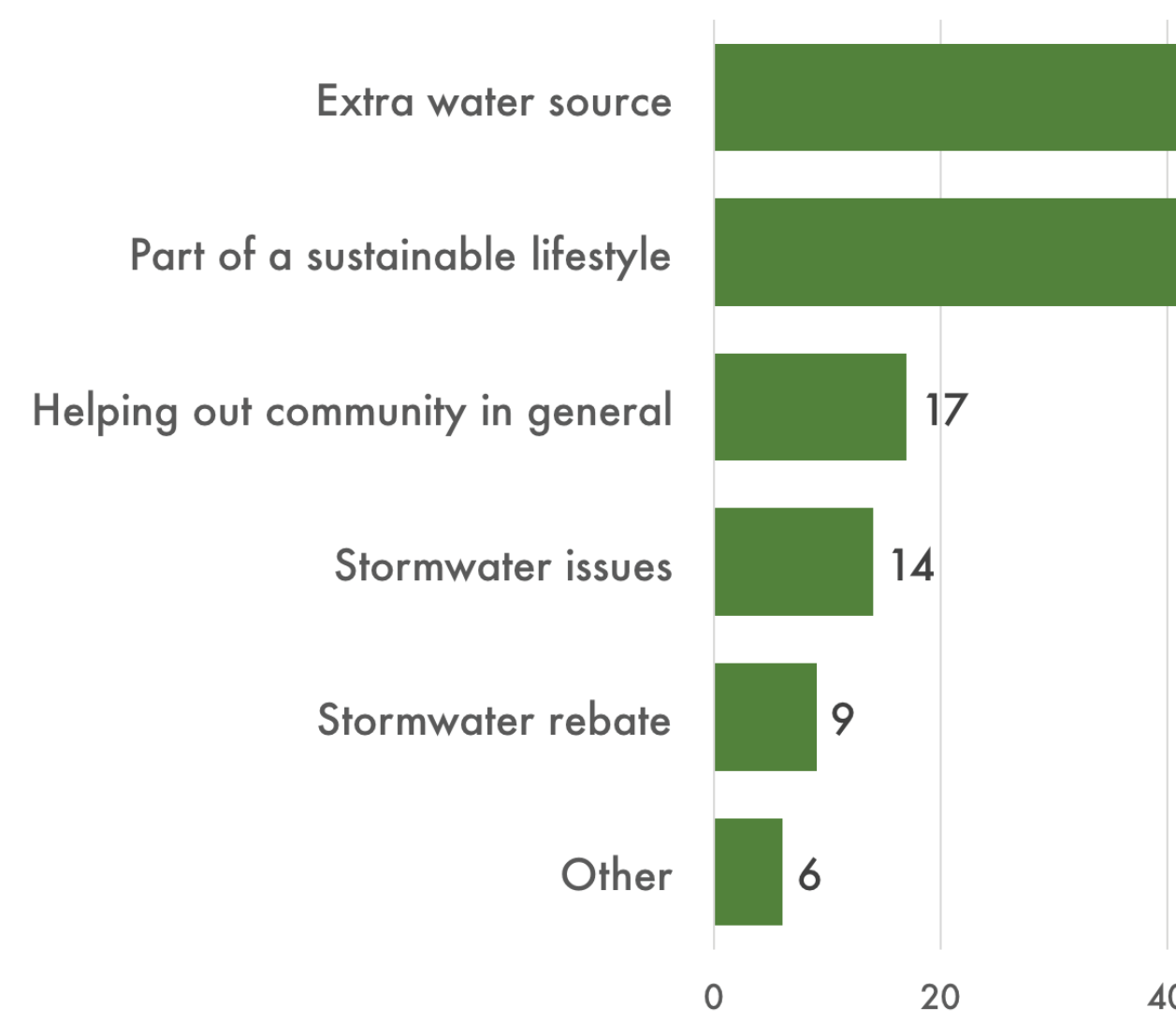


78 barrels were sold to respondents, and 283 barrels were sold at the sale in all. 45% of respondents were first-time rain barrel users.

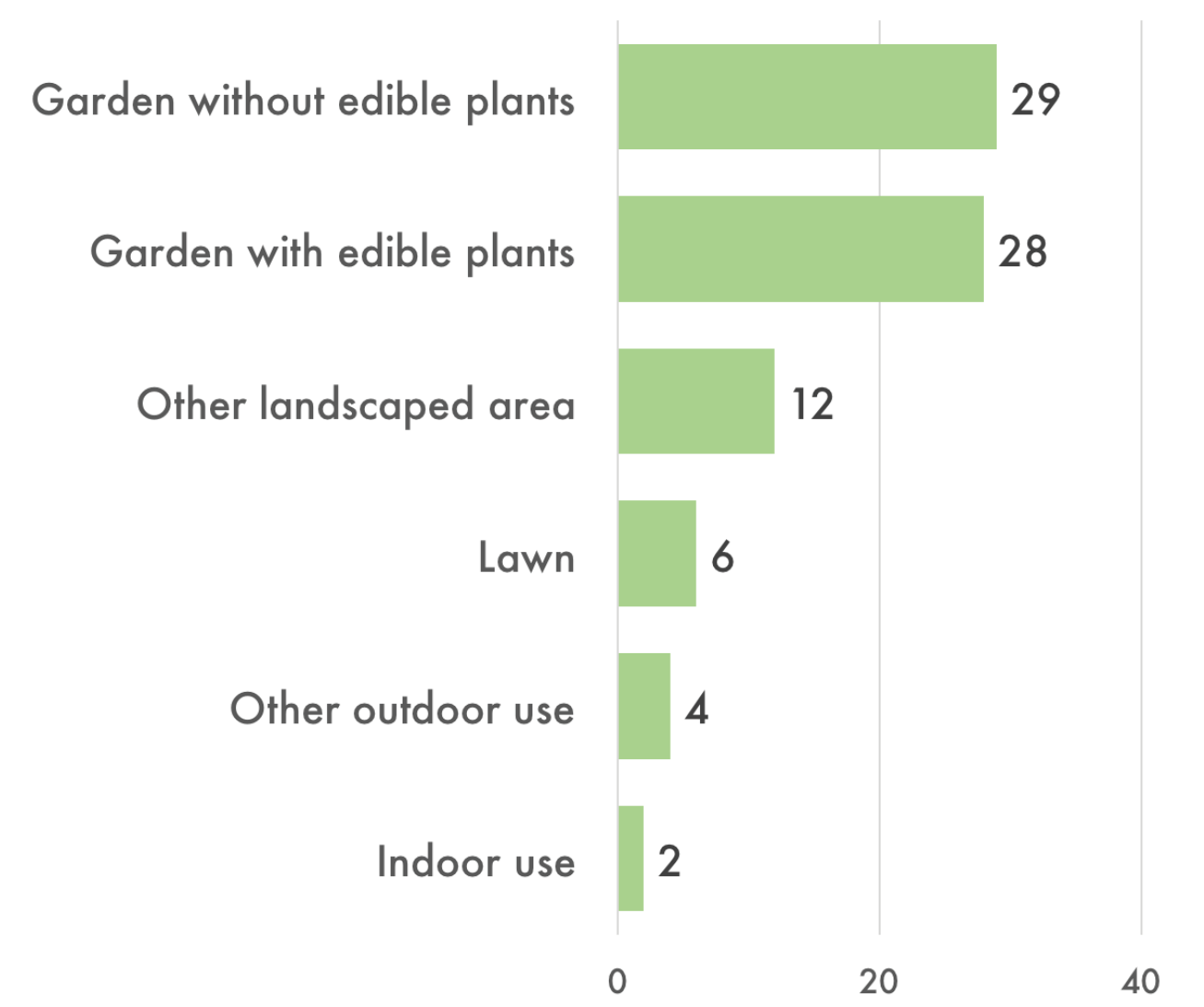
## Rain Barrel Usage

82% of the barrels were installed and operational at the time of the survey. Respondents used 2-5 gallons of harvested water per day on average. 12 of 33 respondents did not empty the rain barrel each time it filled.

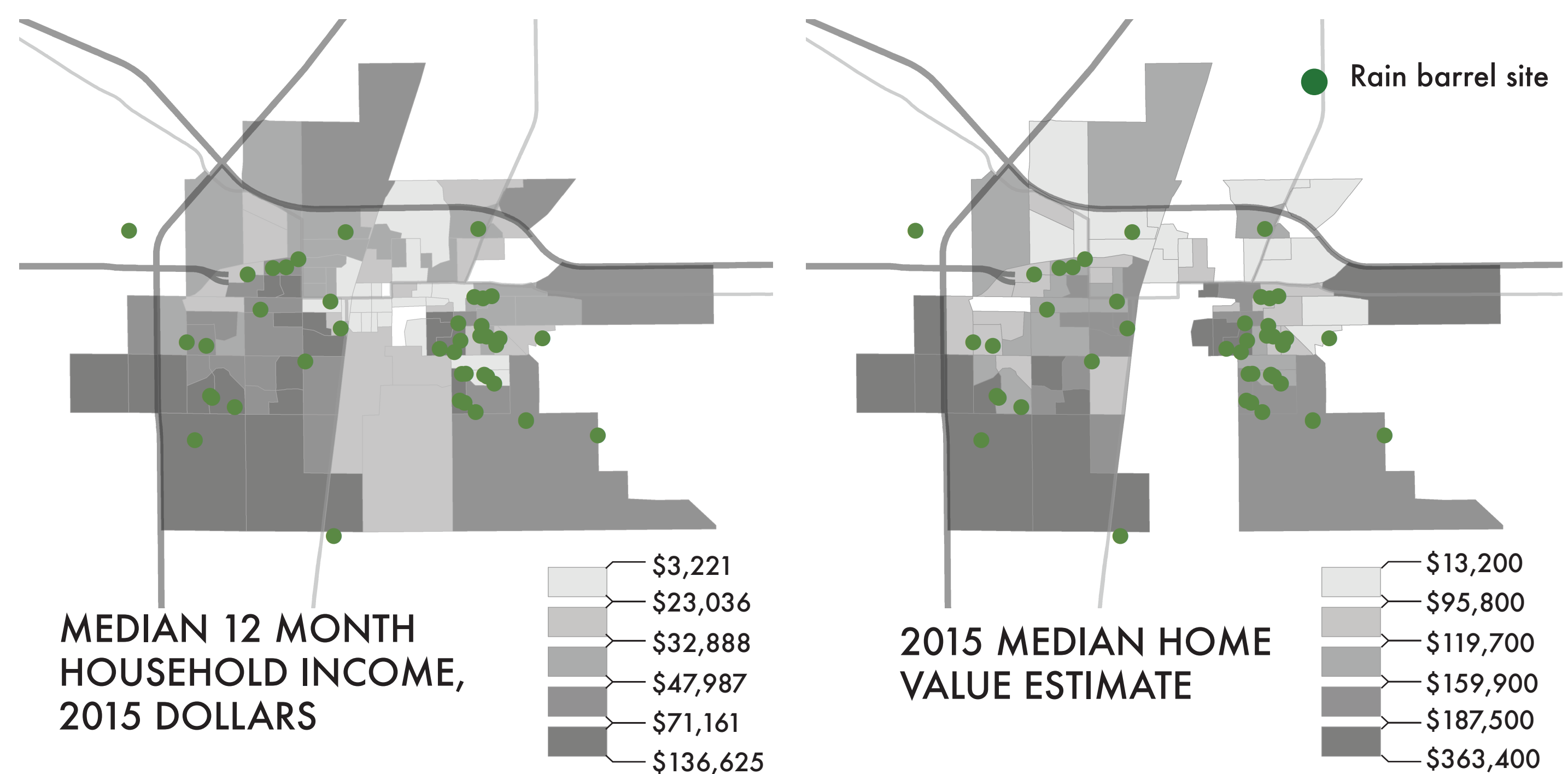
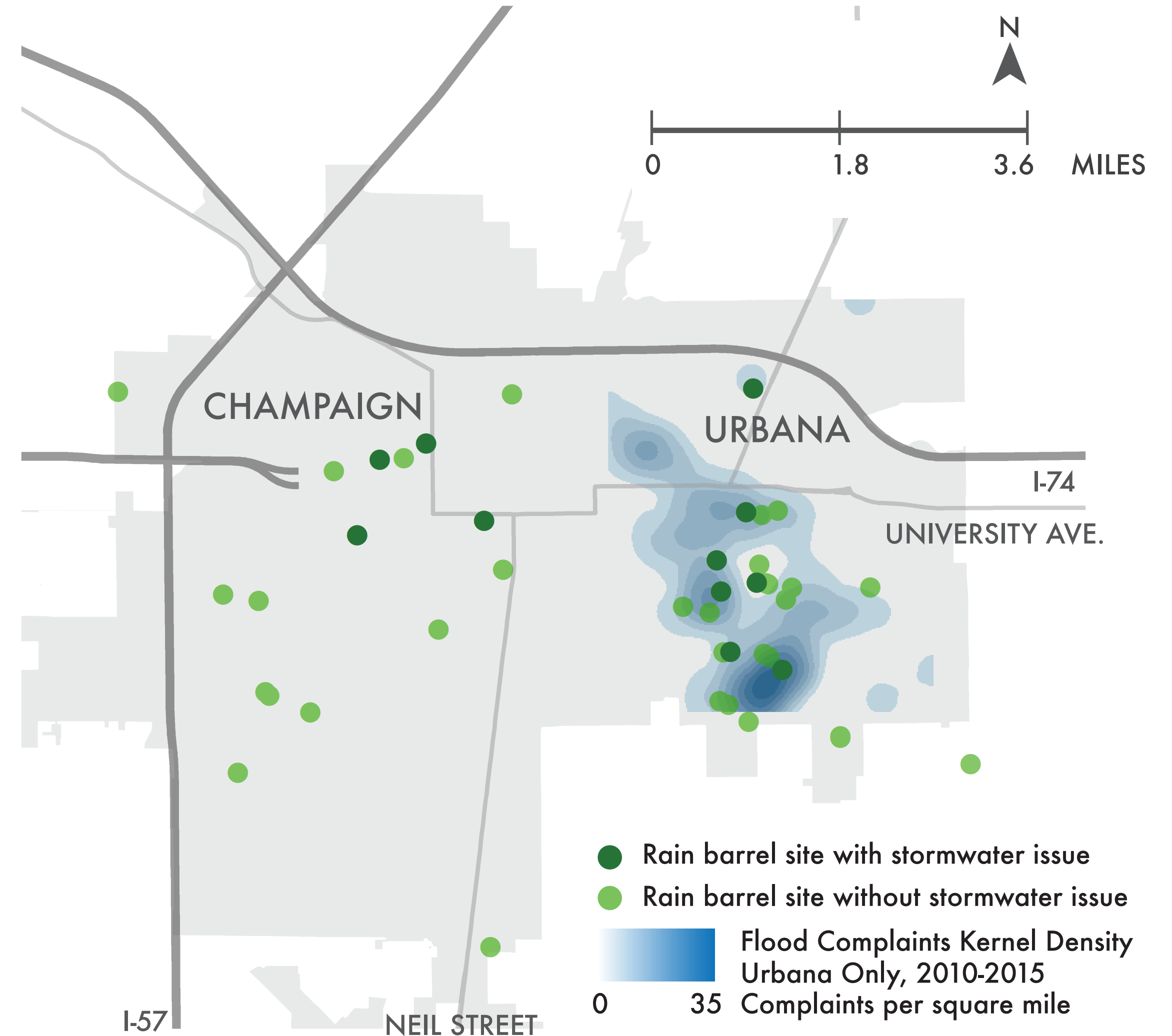
### Why did respondents purchase barrels?



### How are the barrels being used?



## Rain Barrel Locations



## Recommendations

- Provide online resources on installing, using, and maintaining the rain barrel.
- Explain the importance of emptying the barrel prior to the next precipitation event for best results.
- Inform buyers of common problems (water pressure, barrel stability, water overflow, mosquitos) and ways to deal with them.
- Address barriers to reaching populations outside of the current demographic and in neighborhoods where barrels might help with flooding.