

# President's Perspective

Thoughts, ideas and perspectives from Larry L. Bingaman, President and CEO

August 2017

## Capturing Rain to Save Water, Money and the Earth

It's likely you are enjoying the bountiful harvests of the summer season. But what if there was another harvest you could benefit from? Some of the RWA's customers are doing just that by taking advantage of rain barrels to collect and store rainwater for eco-friendly gardening, as well as reduce stormwater runoff and lower their water bill.

As part of our non-profit organization's conservation and sustainability program, we recently offered our customers the opportunity to purchase rain barrels at a discounted rate through our partner, Rainwater Solutions.

With these 50-gallon containers, customers are able to reduce their outdoor water use. Did you know garden and lawn watering accounts for approximately 40 percent of residential water use during the summer? Thanks to a rain barrel, the stored water can be used for watering plants, gardens and lawns, washing tools, cars and pets, and keeping compost moist. Collecting rain water before it hits the ground also helps to control moisture levels around the foundation of your home.



Storing water onsite not only saves our customers money, it also helps the environment by protecting our streams and rivers. When it rains, runoff picks up soil, fertilizer, oil and other contaminants. Less runoff means water can seep back into the ground slowly, reducing the amount of pollutants that run into rivers and streams.

At the RWA, we are focused on being responsible stewards of our natural resources, and with our recent rain barrel program, our customers are getting to share in that mission by taking ownership of conserving water, while saving money and the environment. That's what I call a triple bottom line win.

For more information on ways you can use water wisely, check out these [tips](#).