



# CITY OF ROANOKE NEWS

## Students Paint Rain Barrels for City Giveaway

The city's new Stormwater Division, in collaboration with the Roanoke Arts Commission and Roanoke City Public Schools, recently hosted a Rain Barrel Art Giveaway Contest on Facebook. The goal of this project was to promote the use of rain barrels as one of the cheapest and easiest Stormwater Best Management Practices.

In an effort to encourage the use of rain barrels, Roanoke's new Stormwater Division came up with the idea of a Rain Barrel Contest on Facebook.

But instead of giving away plain rain barrels, the Stormwater crew reached out to the Roanoke Arts Commission and Roanoke City Public Schools. The idea was to have school children paint different designs on the rain barrels, similar to the student-painted snowplows last fall.

The next step was picking the right school. Because Fishburn Park Elementary is the city's environmental

school, those students were chosen to apply their artistic skills to a dozen rain barrels.

After the 12 rain barrels were delivered to the school, students spent about two weeks painting different designs on them.

Once finished, the barrels were returned to the city's Stormwater Division. That's when the Facebook contest began.

Over a two-week period in October, everyone that "liked" the rain barrel post on the Stormwater Facebook page was automatically entered into a drawing to win one of the 12 rain barrels. More than 1,000 users "liked" the post. The overall "like" count on the Stormwater page also jumped from 416 to 742 during the two-week span. Names were drawn at random last week and the winners were notified via Facebook Messenger.



### Did You Know?

Rain barrels provide a variety of stormwater benefits including saving clean water for use on lawns, gardens, and for outdoor cleaning; reducing water bills, especially in the summer; and reducing urban runoff and stormwater pollution. Homeowners in the City of Roanoke can also get 10 percent credit on their Stormwater Utility fee for installing a rain barrel.



For more information about using rain barrels, visit  
<http://www.roanokeva.gov/stormwater>

