



Low Impact
Development
Center

PRESS RELEASE

CONTACT:

Kara Young
Creative Direction–Rainplan
kara@myrainplan.com

Neil Weinstein
Executive Director
The Low Impact Development Center, Inc.
nweinstein@lidcenter.org

FOR IMMEDIATE RELEASE

10/27/22

Somerset, MD Continues to Lead in Sustainability with Stormwater Solutions from Rainplan

Somerset, Maryland, a town recognized as a Tree City by the Arboretum Foundation and already involved in Pepco's LED streetlight pilot program, continues to maximize sustainable practices. Using a stormwater master plan presented by LIDC and the online platform created by Rainplan, residents can discover impactful water solutions to help mitigate property damage and prevent pollutants from entering the neighboring watershed.

Somerset is an urban community of 400 single-family homes just northwest Washington, D.C., primarily developed in the 1960s. Limited storm drain infrastructure, increased impervious cover in the area, and compacted urban soils have contributed to the flooding of houses and lawns. In 2020, Somerset created a Stormwater Study Committee to help address and find a partnership with pragmatic community solutions.

“We were searching for a source of technical support,” says Julie Greenberg, a member of the Somerset Stormwater Study Committee. **“We wanted to find atypical solutions based on global thinking and to focus on green infrastructure that was collective, and we found a partnership aligned with what we are trying to do.”**

The partnership started with LIDC creating a phase I and phase II master plan to address the stormwater runoff that was a frequent cause of property damage and nuisance flooding in Somerset. The plan's focus is to demonstrate how individual residential property owners can utilize Low Impact Development and Green Infrastructure to help reduce stormwater impacts such as water pooling, damage to landscape plantings, and erosion on and from their property. With the plan in place to facilitate the mobilization of individual property owners, residents were introduced to Rainplan. The technology platform created personal dashboards for every property in the community as a one-stop shop for residents seeking financing, stormwater service pros, and education on green infrastructure solutions specific to their property.

Green infrastructure projects can include dry wells, permeable pavements, bio-swales, houses with vegetated green roofs, conservation landscaping, and rain gardens.

“Our mission at Rainplan is to increase adoption of green infrastructure by connecting solutions through a single platform,” states Cooper Martin, the Incentive Program Administrator at Rainplan. **“We’re thrilled to help the community in Somerset demonstrate that these solutions can be more accessible and more effective by looking across public and privately owned land.”**

By building a first-of-its-kind incentive platform, Rainplan is the de facto marketplace for managing the discovery of stormwater incentives and the workflows associated with these projects. Somerset residents can log in and view their community map to see the direction of water flow and slope in their neighborhood. From there, they can schedule virtual site visits with experts in the field of landscaping, stormwater incentive programs, green engineering, and funding for green projects. A significant benefit of using Rainplan in the town partnership was the discovery of access to local incentive program funding and financing from Rainplan’s own Green Spending Advance, allowing property owners low-interest loans to complete projects more quickly.

Somerset’s ability to continuously think ahead and be proactive about finding resources to solve community issues has made it one of the most successful sustainable neighbors in the DMV area. By partnering with LIDC and Rainplan, Somerset will be the first town in the United States to use an online platform to approach cost-effective community solutions regarding water runoff and pollution.

###

Word Count = 536

ABOUT RAINPLAN

Rainplan is the first technology company designed to bridge the gap between stormwater incentive programs, contractors, and property owners. Our vision is to energize the stormwater marketplace by bringing stormwater management to the forefront of urban property improvements. Through our platform, we knock down the barriers of financing and time management to bring green infrastructure into a more accessible marketplace for contractors and property owners. To learn more, visit www.myrainplan.com

For photo or interview opportunities, please contact Kara Young at kara@myrainplan.com

ABOUT LOW IMPACT DEVELOPMENT CENTER (LIDC)

The LIDC is a non-profit 501 (c) 3 organization that focuses on sustainable and resilient planning and design for stormwater management and community development. Formed in 1998, LIDC has led research teams and partnerships on research, pilot projects, guidance documents, manuals of practice, standards and specifications, and environmental planning for equity and inclusion in urban areas. LIDC works with federal, state, and local government agencies and stakeholders to integrate effective Green Stormwater Infrastructure and Low Impact Development into their stormwater programs.