



PRESS RELEASE

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FOR IMMEDIATE RELEASE

Cooper Martin Elevates Role to National Program Director, Spearheading Innovative Stormwater Incentive Program Research and Partnership Development

Washington, DC – 3/5/2024 – Rainplan is proud to announce the promotion of Cooper Martin to National Program Director.

With an exceptional track record Cooper has more than 15 years of experience in non-profit management. As the Director of Sustainability at the National League of Cities, he collaborated with mayors, council members, and other local leaders throughout the U.S. to support city-led sustainability efforts, fundraising and administering more than \$3 million in grants. Cooper brings vast experience, dedication, and strategic vision to his new role.

In his previous capacity as Rainplan's Incentive Program Administrator, Cooper demonstrated unparalleled proficiency in developing and administering our database of national incentive programs, managing relationships with industry partners, and ensuring seamless operations and platform growth. His unwavering commitment to excellence and his innate ability to cultivate meaningful relationships with stakeholders have been instrumental in the success of our incentive program partnerships.

As National Program Director, Cooper will lead our efforts in pioneering groundbreaking research and data analytics initiatives to optimize Rainplan's Partner Platform that bolsters the management and outreach of stormwater and nature-based solution program initiatives. His focus will extend to forging strategic partnerships with incentive program directors, fostering collaboration, and driving innovation within the stormwater incentive industry.

In his new role, Cooper will leverage his expertise to develop comprehensive research frameworks, identify emerging trends, and implement cutting-edge strategies that enhance the impact of green infrastructure adoption and outreach for incentive programs on a national scale. His role will also entail fostering robust partnerships with key stakeholders, including government agencies, corporate partners, and nonprofit organizations, to drive sustainable collaboration.

"I am honored to take on the role of National Program Director at Rainplan," said Cooper Martin. "It is amazing to be part of a great team with so many talented colleagues, and to see all of our work gain traction in this industry. I'm excited for this new opportunity to build stronger partnerships with cities and stormwater utilities, and to improve the sustainability of stormwater management throughout the country."

Cooper's appointment marks an exciting new chapter in Rainplan's leadership journey toward excellence in incentivizing positive behavior change among private property owners in urban areas.

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ABOUT RAINPLAN

Rainplan is a DC-based technology company that created the first-ever stormwater incentive platform to help private property owners adopt green infrastructure projects and program partners to manage their funds. Rainplan's mission is to take a complicated process and make it inclusive for all people to add value to their property, their programs, and strengthen urban areas with environmentally conscious upgrades.

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