



August 7, 2014

President Barack Obama
The White House
1600 Pennsylvania Avenue, NW
Washington, DC 20500

Dear Mr. President,

The mission of the American Rainwater Catchment Systems Association (ARCSEA) is to promote sustainable rainwater harvesting practices to help solve potable, non-potable, stormwater and energy challenges throughout the world.

We request that you empower rainwater harvesting to help solve national economic and resource challenges by issuing the following unifying proclamation and by proposing and supporting legislation to facilitate the growth of an embryonic but promising industry. Doing so would create new jobs associated with design; installation; education; research and development; component and consumable sales; plumbing; landscaping; roofing; guttering and maintenance of rain harvesting systems, all of which could lead to establishing a dominant U.S. position in this fledgling field, with compounding fiscal benefits.

- Whereas water shortages are a growing problem in many U.S. locations, and
- Whereas the rainwater harvesting industry is small but has nevertheless grown steadily in the face of adverse economic and regulatory conditions, and
- Whereas rainwater is an underutilized economic resource that should be converted into jobs, and
- Whereas rainwater harvesting has been practiced widely throughout the world for millennia to meet potable and non-potable needs, and
- Whereas most rainwater harvesting research and development is currently conducted elsewhere and there is meager support provided to U.S. universities, and
- Whereas harvesting rainwater makes good use of what could otherwise become polluting stormwater, and

- Whereas the national water infrastructure is aging, which provides opportunities for investment in decentralized and therefore more secure water-supply solutions, and
- Whereas in locations where annual rainfall averages 30 inches, a home with a 1,500-square-foot roof could harvest 29,000 gallons of water annually to reduce demand on the nation's limited potable water supplies, and
- Whereas in the same locale, a 100,000-square-foot commercial building could annually harvest 1.8 million gallons to reduce stormwater runoff, flooding and demand on our potable water supplies, and
- Whereas rainwater is a superior nutrient for all living organisms, which, with minimal onsite treatment, can far exceed EPA drinking water standards, and
- Whereas ARCSA was instrumental in developing the first national standard to guide the design and installation of rainwater harvesting systems with the publication of ARCSA/ASPE/ANSI Standard 63-2013, and
- Whereas state, county and local jurisdictions often lack awareness of the opportunities and safety of proper rainwater harvesting, and often adopt local codes that diverge from the recommendations of the national code bodies, and
- Whereas a unifying Presidential Proclamation and legislative leadership from Congress at this critical stage in the development of this industry would maximize the economic potential,

NOW, THEREFORE, I, BARACK OBAMA, President of the United States of America, do hereby proclaim the following policy of the United States of America regarding rainwater harvesting:

That obstacles to rainwater harvesting should be removed, and that state, county and local jurisdictions should be encouraged to adopt uniform codes, ordinances, policies, regulations and guidelines that do not diverge from the guidance of their states' reference national plumbing code. Furthermore, that Congress should harness the potential of rainwater harvesting to create new jobs and to bolster the general economic welfare of the United States through legislation that would convert this valuable resource into a multifaceted economic engine.

Sincerely,



David Crawford, President
American Rainwater Catchment Systems Association
Cc: President's Council on Jobs and Competitiveness