



SOUTH BAY ENVIRONMENTAL SERVICES CENTER

South Bay Cities Council of Governments

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Cities in the News

Spotlight on a South Bay Business: Rain Goddess

Conventional wisdom suggests that water-starved Southern California would embrace something as sustainable and economical as a rainwater catchment system. However, environmental consultant Kimberly Colbert did not find this to be the case when she suggested such investments to her clients to satisfy the State Water Resources Control Board's Low Impact Development (LID) requirements.

"No one would do it," Colbert said, "because they said the conventional rain barrels looked hideous."

Rainwater catchment systems, also known as rain barrels, are used to collect rainwater for irrigation, vehicle washing, and in the case of LID, reducing stormwater runoff.

Despite their usefulness and the force of state stormwater regulations, Colbert said her clients opted for alternatives that were more expensive. They just found the idea of a bulky rain barrel aesthetically undesirable. This sentiment inspired Colbert, a Southern California native with over 25 years in the environmental field, to design her own rainwater harvesting system, the Rain Goddess Cloud.



The Rain Goddess Cloud has a rectangular shape and sits flush against wall surfaces. It is equipped with a standard $\frac{3}{4}$ inch solid brass spigot while available in five colors (grey, chocolate brown, black, and green) and feature artistically designed faceplates. These designs come on interchangeable faceplates

and can be custom made for any project.

“Rain Goddess Clouds are as low profile or eye-catching as you need it to be,” Colbert imparted.

More and more people are becoming eco-conscious and educating themselves on better means of protecting the environment and saving money. Colbert sees rainwater harvesting as the next step in this progression.



She asserts that her vision is justified in its rationale: “Just five years ago no one was bringing their own bag to the grocery store, and now it’s almost taboo to be seen with a plastic shopping bag. Is it that hard to believe stormwater reuse is headed in the same direction?”

Rain Goddess is based out of San Pedro here in the South Bay. For more information about Rain Goddess visit <http://www.theraingoddess.com>.