

Rainy Day Sidewalk Messaging Campaign

In the spring of 2017, we'll be coordinating a region-wide grass roots outreach campaign using Rainworks Invisible Spray. The non-toxic, environmentally safe, and biodegradable Rainworks Invisible Spray solvent darkens concrete when it gets wet. By spraying the coating through a stencil onto concrete, we will create unique, environmentally-themed messages that will appear "magically" when it rains. When dry, the rainwork is completely invisible but when wet, a creative message appears for passersby to enjoy. The rainworks messages are temporary, do not harm the surface they are applied to, and are often classified the same way chalk art is.

We plan to have a total of 8-12 environmentally-themed messages that will be stenciled in various high traffic locations across Hampton Roads. The stencils will be done in 24x40" applications.

To view the rainworks product in action, please watch this short video:

<https://www.youtube.com/watch?v=tDIXnbufDu0#action=share>



HRSD has signed off on the use of this product and is supporting the sidewalk messaging campaign. In addition, DEQ was consulted for their opinion on use of the product for this campaign. We sent the MSDS and below was their response:

From: Stewart, Roger (DEQ)
Sent: Friday, October 07, 2016 2:14 PM
To: DeBiasi, Deborah (DEQ); Davenport, Melanie (DEQ); Bauer, Jaime (DEQ)
Cc: Brockenbrough, Allan (DEQ); Mueller, Sandra (DEQ)
Subject: RE: Rainworks MSDS

Hello People,

This mixture other than being flammable and spark sensitive is fairly innocuous and should not cause any significant toxicity to aquatic life if used in moderation. Everything is toxic it just depends on the dose. The major components are alkanes which have low toxicities and the fluoropolymers which are mostly inert.

roger