

STORM WATER EDUCATION PROGRAM FOR BLOOMINGTON-NORMAL & MCLEAN COUNTY 2017 ANNUAL REPORT



THE ECOLOGY ACTION CENTER HAS COMPLETED THE FOLLOWING TASKS AS PART OF THE STORM WATER EDUCATION AND PUBLIC PARTICIPATION PROGRAM AGREEMENT OF FEBURARY 1, 2016.

2017 TOTAL REACH: 217,405 INTERACTIONS

DIRECT (PROGRAMS, EVENTS, PHONE INQUIRIES): 12,812

MEDIA (NEWSPAPER, RADIO, SOCIAL MEDIA, WEB): 204,593

EDUCATION PROGRAMS – SORTED BY LOCATION/AUDIENCE

In Bloomington/primarily for Bloomington residents:

- Clean Water Programs for 3rd grade classes at
 - Cedar Ridge (4 classes/107 students)
 - Grove (4 classes/120 students)
 - Irving (3 classes/70 students)
 - Northpoint (7 classes/189 students)
 - Oakland (3 classes/90 students)
 - Pepper Ridge (3 classes/70 students)
 - Sheridan (3 classes/60 students)
 - Stevenson (3 classes/93 students)
 - Washington Elementary (3 classes/89 students)
 - **Total: 9 schools, 33 classes, 888 students**

- Presentation about environmental stewardship for Northpoint School Cub Scouts who were doing a hike and clean up at Tipton Lake (23 participants)

- Coordinated 6 Sugar Creek Stewards stream buffer restoration workdays near Tipton Park and Ewing Park with a total of 43 volunteers participating.

- Ongoing storm drain stenciling initiative to label storm water inlets with clean water messaging ("Drains to Stream-



Keep it Clean") and distribute storm water runoff prevention information to area households via informational door hangers. In 2017, 62 volunteers stenciled 296 storm drain inlets in the City of Bloomington and distributed informational door hangers to 1,443 households.

In Normal/primarily for Normal residents:

- Clean Water Programs for 3rd grade classes at
 - Colene Hoose(3 classes/79 students)
 - Glenn (4 classes/96 students)
 - Oakdale (3 classes/90 students)
 - Parkside (2 classes/55 students)
 - Prairieland (3 classes/94 students)
 - Sugar Creek (2 classes/47 students)
 - **Total: 6 schools, 17 classes, 461 students**

- Coordinated 5 Sugar Creek Stewards stream buffer restoration workdays at Fairview Park with 37 total volunteers.

- Ongoing storm drain stenciling initiative to label storm water inlets with clean water messaging ("Drains to Stream-Keep it Clean") and distribute storm water runoff prevention information to area households via informational door hangers. In 2017, 82 volunteers stenciled 407 storm drain inlets in the Town of Normal and distributed informational door hangers to 1,962 households.

- Presentation for Normal Citizens Academy, including clean water information (30 participants)



In McLean County/primarily for county residents:

- Clean Water Programs for 3rd grade classes at
 - Carlock (1 class/16 students)
 - Hudson (2 classes/45 students)
 - Hudson (2 classes/61 students)
 - Tri Valley (3 classes/80 students)
 - **Total: 4 schools, 8 classes, 202 students**

For community-wide audience:

- Clean Water Programs for 3rd grade classes at
 - Cornerstone Christian (1 class/20 students)
 - Corpus Christi (2 classes/46 students)
 - Epiphany (2 classes/67 students)
 - Metcalf (2 classes/50 students)
 - St. Mary's (1 class/15 students)
 - Trinity Lutheran (2 classes/28 students)
 - **Total: 6 schools, 10 classes, 226 students**
- Presentation for ISU Environmental students including storm water issues (1 presentation, 5 students)
- Presentation for ISU students about Alternative Spring Break ideas, including water conservation issues (1 presentation, 60 students)
- Presentation for Paul Mitchell School including water conservation issues (18 participants)
- Presentation for Lutheran Women's group including water conservation issues (22 participants)
- Presentation for ISU class including water conservation issues (5 participants)
- Presentation for High Road School including water conservation issues (8 participants)
- Presentation for Heartland Community College Biology class including water conservation issues (24 participants)
- Presentation for ISU Criminology class including clean water issues (2 classes, 53 participants)
- Presentation for Association of Professional Energy Consultants group including clean water issues (10 participants)
- Presentation for Unitarian Church including clean water issues (67 participants)
- Presentation for Kiwanis group including water conservation issues (12 participants)
- Presentation for ISU Faculty on topics including clean water issues (11 participants)
- Presentation for Master Naturalists Program, including information about clean water program and Sugar Creek Stewards (26 participants)
- Presentation for ISU Renewable Energy & Sustainability class including information about clean water program (13 students)

- Presentation for Heartland College students at EAC, including information about clean water (15 students)

INFORMATIONAL EVENTS – COMMUNITY-WIDE

- Coordinated Household Hazardous Waste Collection event with much publicity of protecting our local waterways. 1,460 cars brought waste from 3,022 households to this biannual event funded by the City of Bloomington, the Town of Normal, McLean County, and many private donors.
- Co-sponsored Illinois Sustainable Living and Wellness Expo with Illinois Wesleyan University including exhibitors on clean water topics (2,250 participants). Pre-event coverage in Pantagraph, on WGLT, and WJBC.
- Informational booths including clean water protection, Yard Smart program and storm water runoff at
 - Earth Day Event at ISU Quad (48 participants)
 - Merwin in May ParkLands Foundation event (37 participants)
 - Social Justice Fair at Unitarian Church (32 participants)
 - David Davis Glorious Garden Festival (2 days, 31 people)
 - Village of LeRoy Wellness Fair (75 people)
 - Sugar Creek Arts Festival and Sweet Corn Blues Festival in Normal (4 days, 1,131 people)
 - Wellness Fair at City of Bloomington/McLean County (87 participants)
 - Chamber of Commerce non-profit showcase (27 participants)

YARD SMART PROGRAM

Hosted Annual Yard Smart Garden Walk on June 24 highlighting area yards that utilize practices to reduce their impact on clean water pollution (71 participants). This year's event focused on smaller urban gardens maximizing their space, and featured several homes with gardens occupying the entire front yard, as well as back. The gardens on the walk displayed various types of urban agriculture, insect houses, and rainwater catchment systems with 55-gallon and 275-gallon rain harvesters. Participants also enjoyed a presentation on McLean County water quality and quantity issues from Krista Kirkham with the Nature Conservancy. The event was

advertised through social media, and



advertised through social media, and the Pantagraph, WGLT and WJBC.

- Held 7 rain barrel making workshops with focus on storm water runoff issues resulting in construction of

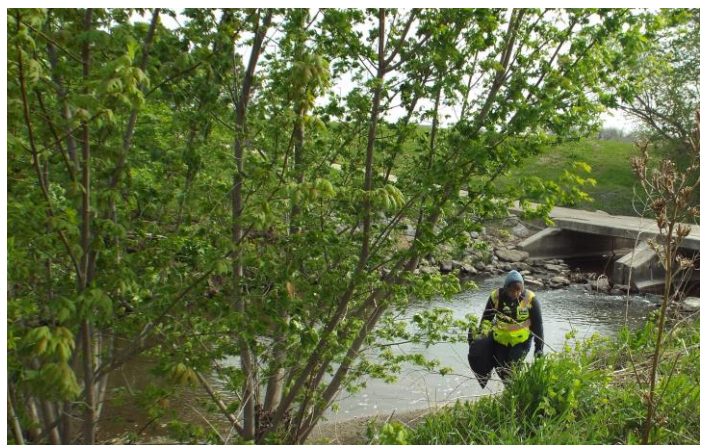
32 rain barrels.

- Provided Master Gardeners Home, Lawn and Garden Day information booth on Yard Smart program, rain barrels, and storm water runoff (75 participants).
- Gave presentation on Sugar Creek Stewards Program at Master Gardeners Home, Lawn & Garden Day (8 participants).
- Answered 117 inquiries from visitors and callers about the Yard Smart program, rain barrels, and storm water issues.



OTHER OUTREACH EFFORTS

- Coordinated Sugar Creek and Constitution Trail Clean Up Event with other nonprofit partners as part of Bloomington-Normal Clean Up Week on Earth Day. 45 volunteers removed approximately 1,000 pounds of trash from the creek and trail in one day.
- Promoted clean water protection through radio campaign. Sponsored radio spots encouraging clean water protective practices aired on four local radio stations--WGLT, WJBC, WBNQ, and WBWN, reaching approximately 114,000 area listeners.
- Participated in McLean County Greenways Committee; EAC Executive Director part of panel discussion concerning clean water efforts at Greenways Conference (60 attendees).
- Put out a full page ad in The Pantagraph on Earth Day, highlighting the many resources the EAC provides, including storm water issues and Yard Smart program.
- Produced and distributed quarterly EAC newsletter to 270 member households with information on storm water issues, plus made content available on EAC website.



- Promotion of clean water issues and strategies for protection through resource-rich websites—12,003 visits to water-related pages and posts on ecologyactioncenter.org and visits to pages about clean water content on mCLEANwater.org.
- Promotion of clean water and watershed awareness through social media channels. EAC created watershed-related posts on Facebook and Twitter resulting in a total of 35,070 views. Hashtag “#WatershedWednesday” is used to create a recurring campaign of clean water social media messaging.
- Sent semi-monthly EAC Action News email newsletter to over 930 email subscribers with information about rain barrel workshops, watershed issues, pesticides and Yard Smart topics.



