

# STORM WATER EDUCATION PROGRAM FOR BLOOMINGTON-NORMAL & MCLEAN COUNTY 2019 ANNUAL REPORT



THE ECOLOGY ACTION CENTER HAS COMPLETED THE FOLLOWING TASKS AS PART OF THE STORM WATER EDUCATION AND PUBLIC PARTICIPATION PROGRAM AGREEMENT OF FEBRUARY 1, 2019.

## 2019 TOTAL REACH: 521,747 INTERACTIONS

DIRECT (PROGRAMS, EVENTS, PHONE INQUIRIES): 3020

MEDIA (NEWSPAPER, RADIO, SOCIAL MEDIA, WEB): 518,727

## EDUCATION PROGRAMS

### Clean Water 3<sup>rd</sup> Grade Classroom Programs

- Bloomington
  - Washington Elementary School; 3 classes, 64 students
  - Sheridan Elementary School; 3 classes, 67 students
  - Cedar Ridge Elementary; 3 classes, 88 students
  - Oakland Elementary School; 3 classes, 76 students
  - Irving Elementary School; 3 classes, 51 students
  - Stevenson Elementary School; 3 classes, 60 students
  - Corpus Christi; 2 classes, 47 students
  - Trinity Lutheran; 2 classes, 26 students
  - Pepper Ridge Elementary; 3 classes, 56 students
  - Cornerstone Christian Academy; 1 class, 24 students
  - Northpoint Elementary; 3 classes, 84 students
  - Cedar Ridge Elementary; 3 classes, 88 students
    - **Total: 12 schools, 32 classes, 731 students**
  
- Normal
  - Glenn Elementary School; 2 classes, 49 students
  - Oakdale Elementary School; 3 classes, 70 students
  - Grove Elementary; 4 classes, 88 students



- Prairieland Elementary; 3 classes, 74 students
  - Calvary Christian Academy; 1 class, 9 students
  - Metcalf School; 2 classes, 49 students
  - Epiphany Catholic School; 1 class, 29 students
  - Sugar Creek Elementary; 3 classes, 60 students
  - Fairview Elementary; 2 classes, 32 students
    - **Total: 9 schools, 21 classes, 460 students**
- McLean County
    - Tri-Valley; 4 classes, 92 students
    - Hudson Elementary; 2 classes, 47
      - **Total: 2 schools, 6 classes, 139 students**

## INFORMATIONAL EVENTS – COMMUNITY-WIDE

- Presentations about storm water runoff pollution, clean water, and watersheds:
  - Presentation for Tri-Valley 6<sup>th</sup> grade classes on watershed health and sources of water pollution - 3 classes, 67 students.
  - Presentation for Epiphany Jr. High on watershed health and EAC's clean water programs - 1 class, 33 students.
  - Presentation for ISU Alternative Spring Break group on local watershed and sources of pollution and prevention methods – 40 students.
  - Presented to an IWU Environmental Studies Vietnamese exchange student group about stormwater pollution issues and prevention methods -15 students.
  - Presented to a Girl Scout troop on stormwater runoff pollution, and water conservation methods - 9 students.
  - Watershed Presentation for Cornerstone 4th grade - 1 class, 23 students.
  - Program for Children's Discovery Museum Explorers Camp on storm water pollution- 23 kids.
  - Story Hour at Bobzby with a story about clean water - 5 attendees.
  - Presentation on storm water pollution and stenciling overview for Heartland Community College biology class - 24 students.
  - Presentation to ISU advisors on volunteer opportunities including Sugar Creek Stewards and storm drain stenciling -16 attendees.
  - Presented at Breaking Chains Advancing Increase summer arts exposure camp about watersheds and stormwater pollution – 13 attendees
  - Yard Smart presentation for Illinois Prairie Wild Ones – 47 attendees
  - Presentation to St. Mary's Boy Scouts group about water conservation including rain harvesting and water saving tips to use at home with 31 attendees.
  - Careers Chat conversation with ISU freshman about the work the Ecology Action Center does for the community, including volunteer opportunities through Sugar Creek Stewards, annual clean-up day, and storm drain stenciling with 24 attendees.
  - Presented to the McLean County Leadership group about Yard Smart, rain barrel workshop opportunities, and volunteer opportunities at our annual creek and trail

- clean-up day, Sugar Creek Stewards workdays, and storm drain stenciling with 27 attendees.
- Presentation to an environmental studies class at Heartland Community College on local watersheds and the negative impacts of storm water runoff, promoting volunteer opportunities through Sugar Creek Stewards and storm drain stenciling with 27 attendees.
- Informational tables
  - Information table at the Master Gardener's Home Lawn & Garden Day promoting Yard Smart, Sugar Creek Stewards, and rain barrel workshops – 86 visitors.
  - Information table to Girl's World Expo promoting clean water programs including Sugar Creek Stewards and storm drain stenciling opportunities - 51 interaction.
  - Information table at Unitarian Universalist Church Social Justice Fair emphasizing volunteer opportunities like Sugar Creek Stewards and storm drain stenciling - 21 visitors.
  - Information booth at ISU Sustainability Expo emphasizing volunteer opportunities like Sugar Creek Stewards and storm drain stenciling - 26 interactions.
  - Information Booth at National Trails Day at Sugar Grove promoting Yard Smart and Sugar Creek Stewards - 62 interactions.
  - Information booth at Heartland Community College promoting volunteer opportunities through Sugar Creek Stewards and storm drain stenciling with 17 interactions.

## SUGAR CREEK STEWARDS

Sugar Creek Stewards is designed to raise awareness about Sugar Creek as an important community storm water system and ecosystem. The EAC works with volunteers at designated sites to improve the overall health and aesthetics of Sugar Creek through invasive species control and removal, allowing native species to thrive.



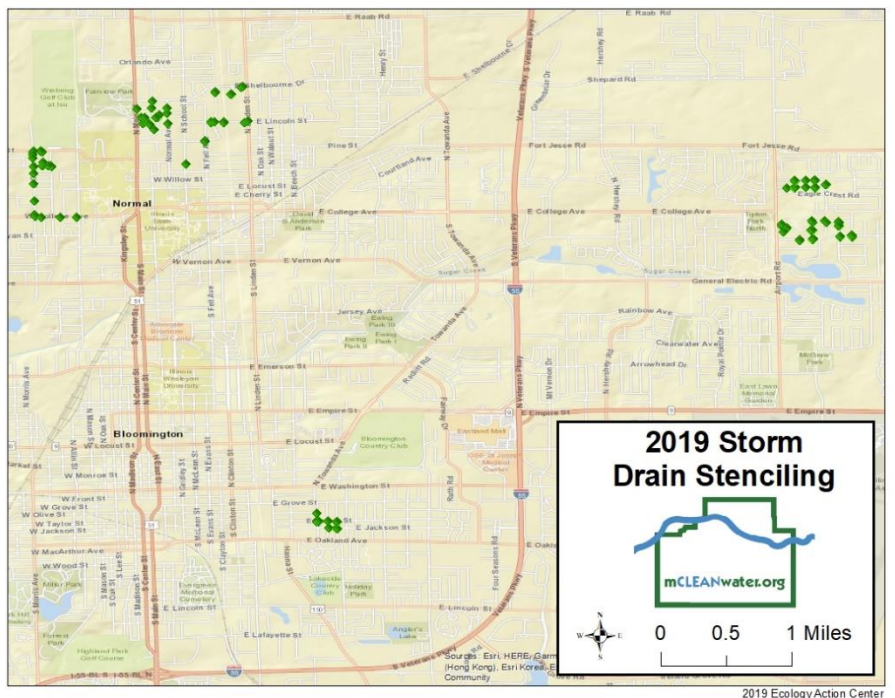
- Bloomington
  - Held March workday along the bridge where the creek meets Airport Road – 4 volunteers
  - Held May, June, July workdays at Ewing II. Planted 2 Blackhaw Viburnum, 2 Witchhazel, 6 Chokeberry, 15 Columbine, 10 Waterleaf, 10 Woodland Aster, 10 ZigZig Goldenrod, and 20 Wild Ginger, and continued to remove Honeysuckle to let new plants thrive. Also removed Bindweed and Thistle – 7 volunteers.
  - October and November workdays at Ewing II continuing to remove Honeysuckle and seeding a native woodland mix in blank spaces – 6 volunteers.

- Normal
  - Held February workday in Normal working along the creek behind the ISU Alumni Center removing honeysuckle – 2 volunteers.
  - Held April workday at Fairview behind the Juvenile Detention Center removing honeysuckle and spread native seeds - 6 volunteers.
  - Held August and September workdays at Fairview clearing Ragweed and Crownvetch, Honeysuckle, and Thistle – 19 volunteers.
  - Held December workday at Fairview seeding native seed north of the bridge off the main road – 3 volunteers.

## STORM DRAIN STENCILING

Storm Drain Stenciling is an ongoing 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.

- Bloomington
  - Girl Scouts troop - 9 volunteers stenciled 15 storm drains and gave information to 82 households
  - Paul Mitchell Green Team – 9 volunteers stenciled 87 storm drains and provided information to 316 households
- Normal
  - Illinois State University students - 4 volunteers stenciled 22 storm drains and gave information to 63 households
  - Heartland Community College students – 25 volunteers stenciled 34 storm drains and gave information to 207 households



## YARD SMART PROGRAM

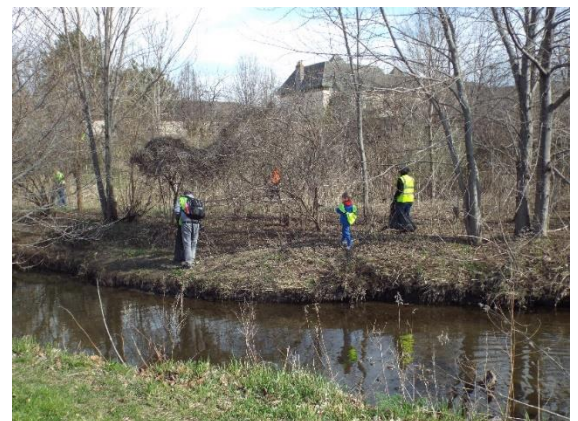
On June 29, the Ecology Action Center hosted its 17<sup>th</sup> Annual Yard Smart Garden Walk. Yard Smart helps teach residents about methods for environmentally friendly yards that are safe for people, pets, and planet by minimizing use of chemicals, and increasing organic product use and gardening with instead of against nature. This year's walk had 53 attendees and highlighted three homes in Normal and the Unitarian Universalist Church in Bloomington. The gardens highlighted native plants, ponds, beekeeping, and a memorial garden established using an organic layered gardening technique. Bill Inks, the owner of AB Hatchery and Garden Center, gave a presentation to attendees about organic pest and weed control products. The event was advertised through social media, the Pantagraph, WGLT, WJBC, and in the brochure for the David Davis Mansion Glorious Garden Walk.

- Held 7 rain barrel workshops where attendees build their own rain barrels to take home. Workshops also contain an educational presentation about storm water runoff pollution and prevention, and rain barrel use best practices. 37 attendees constructed 30 rain barrels.
- Two residents in Normal self-registered their yards as Yard Smart.



## OTHER OUTREACH EFFORTS

- Coordinated annual Sugar Creek and Constitution Trail Clean-up Day with area partners, Friends of the Constitution Trail, Bike BloNo, and McLean County Wheelers. 100 volunteers collected approximately 1000 pounds of trash out of the creek and along the Constitution Trail from Tipton Park to the Audubon Garden at Vernon. This clean-up event helps collect waste which also improves the health of Sugar Creek as a storm water management system.



- Ongoing participation in McLean County Greenways Committee assisting with coordination of progress update to McLean County Greenways Plan.
- Newspaper Promotions
  - Ran a front page advertisement in the Pantagraph to promote the Yard Smart Garden Walk – 81,000 readers.
  - Ran a full page advertisement in The Pantagraph on Earth Day, highlighting the many resources the EAC provides, including promoting the Sugar Creek Stewards, Yard Smart, and the Constitution Trail and Sugar Creek Clean-Up day – 81,000 readers.

**17th Annual**  
**Yard Smart Garden Walk**  
 June 29, 2019 9 am - 12:30  
 Lunch & Program - 12 pm - 12:30 pm

**You will learn about:**

- Organic alternatives to chemicals
- Gardening with natives
- Beekeeping

This free tour highlights beautiful yards and natural areas that protect our environment while benefiting wildlife and using few synthetic chemicals. \$5 donation includes lunch.

**To register:**  
**ecologyactioncenter.org** or call **309-454-3169 ext. 15**  
 For information on how to be Yard Smart: **yardsmart.org**.

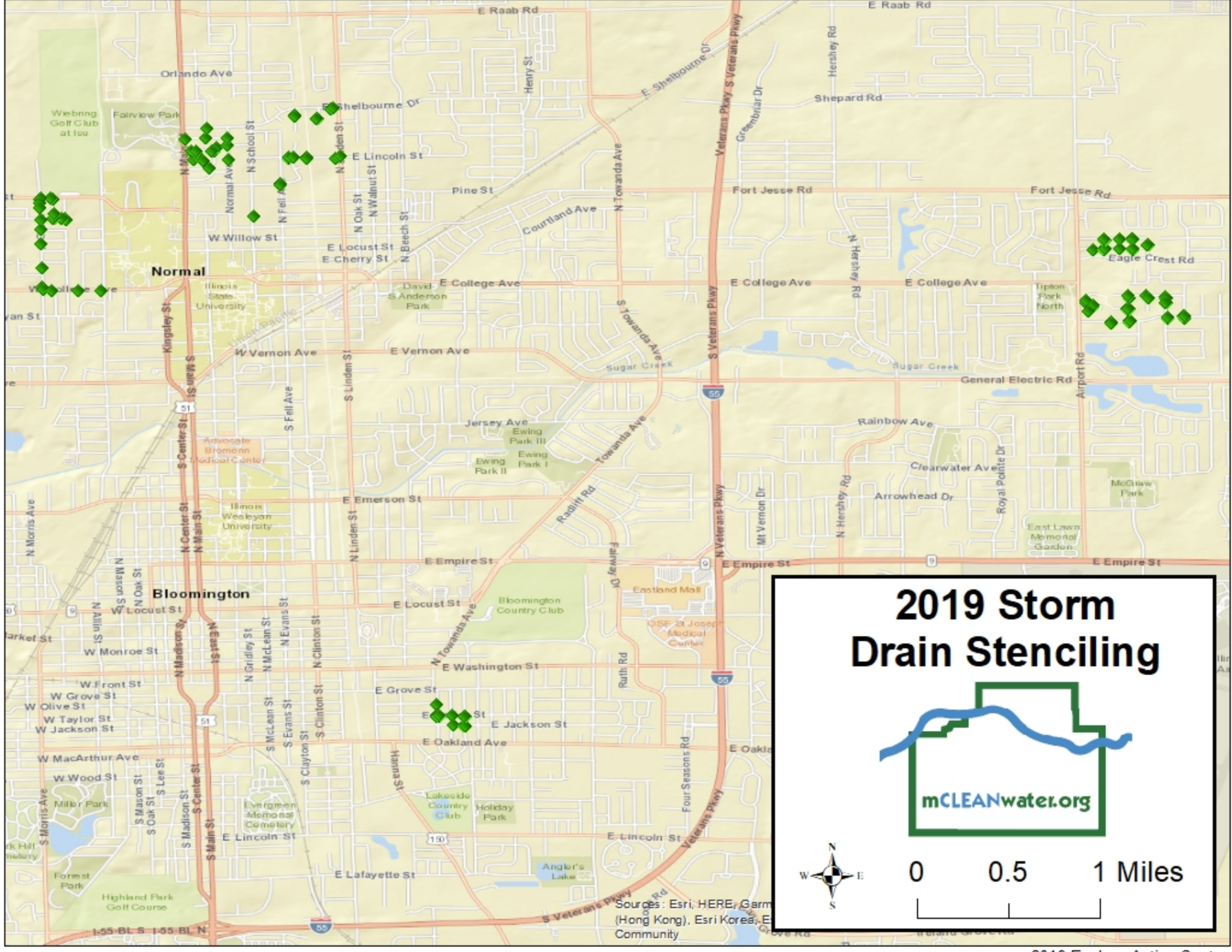
**ECOLOGY ACTION CENTER**

**YARD SMART**

- Advertised the Yard Smart Garden Walk in the David Davis Mansion Glorious Garden Walk brochure – 800 attendees.
- Radio Promotions
  - Advertised Earth Day on WGLT promoting EAC programming including Sugar Creek Stewards and Yard Smart – 25,000 weekly listeners.
  - Advertised Earth Day WJBC, WBNQ, and WBWN promoting EAC programming including Sugar Creek Stewards and Yard Smart – 78,900 average weekly listeners.
  - Advertised the Yard Smart Garden Walk on WGLT – 25,000 regular listeners.
  - Advertised the Sugar Creek and Constitution Trail Clean-up Day on WGLT – 25,000 weekly listeners.
  - Interviewed with Marc Strauss in October about proper leaf raking strategies to avoid storm water pollution reaching 1,000 listeners.
  - Advertised on Cumulus (WJBC, WBWN and WBNQ) in early November reminding residents to curb their leaves or compost them, and not to rake them into the street reaching 78,900 weekly listeners.
  - Advertised on WGLT in November reminding residents to curb their leaves or compost them, and not to rake them into the street reaching approximately 25,000 weekly listeners.
- EAC Newsletters

- EAC's April electronic newsletter featured an article on the creek clean-up and rain barrel workshops - sent to 838 households.
  - EAC's May electronic newsletter featured articles on rain barrel workshops and the Yard Smart Garden Walk – sent to 830 households.
  - EAC's June supporter newsletter featured an article on the Yard Smart Garden Walk- sent to 256 households.
  - EAC's September supporter newsletter featured an article about Rain Barrel workshops - sent to 250 households.
  - EAC's October electronic newsletter featured a Curb Your Leaves article sent to 877 households.
  - EAC's November electronic newsletter featured an "Is Your Rain Barrel Ready for Winter?" article sent to 867 households.
- Social Media
    - Weekly Facebook #WatershedWednesday posts reaching 54,736 people
    - Weekly Twitter #WatershedWednesday posts reaching 14,785 people
    - Facebook ad promoting Yard Smart Garden Walk reaching 3511 people
    - Facebook ad promoting the Earth Day Constitution Trail & Sugar Creek Clean Up reaching 6,734 people
- Promotion of clean water issues and strategies for protection through resource-rich websites—13,443 visits to water-related pages and posts on ecologyactioncenter.org and visits to pages about clean water content on mCLEANwater.org.
- Answered 81 direct inquiries from visitors and callers about the Yard Smart program, rain barrels, and storm water issues.





## 2019 Storm Drain Stenciling

[mCLEANwater.org](http://mCLEANwater.org)

0      0.5      1 Miles

Sources: Esri, HERE, Garmin (Hong Kong), Esri Korea, Esri Community