

**Ecology Action Center
McLean County Solid Waste Program**

2012 Annual Report

January 1, 2012 – December, 2012

The Ecology Action Center has completed the following items in fulfillment of the Solid Waste and Waste Reduction Education Program agreement of January 1, 2011.

Household Hazardous Waste (HHW) Collection

- Coordinated first-ever locally funded Household Hazardous Waste Collection from start to finish. Raised nearly \$150,000 in funding from local municipalities, businesses, individuals, and churches; hired a hazardous waste contractor; recruited and coordinated nearly 80 volunteers putting in approximately 350 hours of work; and facilitated the entry of nearly 2000 cars and safe disposal of 161,000 pounds of household hazardous wastes.
- All residents participating in the HHW event received a handout detailing local options for disposal of some HHW items as well as detailed instructions on safe disposal of non-hazardous latex paint. This handout was also posted to the EAC website immediately following the event.
- Extensive media coverage of HHW fundraising campaign and pre-event news stories including repeated interviews and feature stories on WGLT, WJBC, WMBD TV, and the Bloomington Pantagraph. WGLT's Uncommon Knowledge program focused on Household Hazardous Wastes with the Ecology Action Center for two separate episodes. Follow up stories and interviews on results of HHW Collection event aired on WJBC, WGLT, and in the Pantagraph.
- Through paid advertisements and media sponsors Radio Bloomington, WGLT, Bloomington Pantagraph, and Connoisseur Media hundreds of promotional spots and event advertisements reached thousands of local residents.
- Sent postal mailing about HHW issues to 7500 households in McLean County.
- Provided information booth at Bloomington Farmer's Market on three dates with Household Hazardous Waste information (60) as well as booth at the Chamber of Commerce Non-profit Showcase (25).
- Aired HHW info spots on WGLT and WJBC reaching over 30,000 listeners.
- Sent HHW email message to 995 subscribers, covering HHW fund and safe alternatives to using hazardous materials.
- HHW Collection Event postcard sent to 155 people on HHW notification mailing list.
- Generated post-event report on the attendance, hazardous waste volumes, and final budget of the 2012 Household Hazardous Waste Collection and shared with the Solid Waste Technical Committee, the City of Bloomington, the Town of Normal, and McLean County's Land Use Committee.
- Gave presentations on Household Hazardous Waste, Electronics Recycling, pharmaceuticals disposal, and related topics for Bloomington Downtown Rotary and the Bloomington-Normal Women's Club (50 participants). B-N Jaycees (12) McLean County Museum of History Lunch and Learn (25), ISLWE workshop (4) Daybreak Rotary (30), Dimmit's Grove Neighborhood Association (10), State Farm employees (25), First Presbyterian Church (12), Northwest Neighborhood Association (20), Old North Neighborhood Association (12 Participants) Normal Rotary Club (45), Neighbors Association of Normal (25), Young Men's Club (60), Delta Kappa Gamma (40), and the ISU University Club (30)
- Answered a record 175 calls specifically about HHW. These one-on-one conversations enabled us to provide extensive information to specific questions, expand residents' understanding of HHW issues and encourage participation in the collection event.

Solid Waste Coordinator Activities

- Surveyed area waste haulers, recyclers, municipalities, and institutions to gather data for annual calculation of county-wide municipal solid waste generation rate and recycling rate. Official rates were reported to the Illinois EPA as well as announced publicly.
- Executive Director gave presentation entitled "Planning Zero Waste Special Events" at Illinois Counties Solid Waste Management Association annual meeting.
- Provided testimony at Normal Town Council meeting on documented local demand for curbside recycling per EAC's 2011 Community Recycling Assessment performed by the ISU Stevenson Center. Attended Bloomington City Council meeting on recycling at request of city staff as resource.
- Participated in statewide Illinois Electronics Recycling Summit.
- Drafted Five Year Update to the McLean County Integrated Solid Waste Plan, summarizing solid waste efforts for the past five years for the McLean County community and setting goals and objectives for the next five years. The Five Year Update to the ISWP was approved by the McLean County Board September 18, 2012 and then submitted to the Illinois EPA in accordance with the Illinois Solid Waste Planning Act.

- Coordinated McLean County small municipality recycling grants program, resulting in \$2,450 in support for recycling programs awarded to the communities of Downs, Arrowsmith, Carlock, Heyworth, Lexington, Colfax, and Hudson.
- Coordinated McLean County schools recycling program, resulting in \$2,800 in support for recycling programs awarded to Colene Hoose Elementary School, Sheridan Elementary School, Holy Trinity Elementary School, St. Mary's School, Evans Junior High School, Hammit Junior/Senior High School, and Hudson Elementary School.
- Facilitated quarterly McLean County Solid Waste Technical Committee meetings and follow-up reporting to the McLean County Land Use Committee including special report on the 2012 Household Hazardous Waste effort.
- Conducted Uptown Normal Recycling Survey of business owners.
- Toured new Henson Disposal Construction and Demolition Recycling facility and produced video tour for public promotion of this new recycling resource.
- Interviewed on WJBC about county's waste generation and overall recycling rate.
- Ongoing administration and promotion of Compact Fluorescent Lamp (CFL) recycling program with 3 drop-off points in Bloomington and Normal.
- Ongoing administration and promotion of Household Battery recycling program in conjunction with Interstate Batteries, Batteries Plus, and Springfield Electric (25,279 total pounds recycled in this year).
- Ongoing administration of Illinois Plastic Pot Recycling Program in cooperation with YouthBuild McLean County.
- Attended "Expanding Construction and Demolition Waste Diversion Opportunities in Central Illinois" workshop.
- Ongoing EAC Executive Director Participation in the statewide Illinois Recycling Association Board of Directors, including participation in coordinating the annual statewide recycling conference.
- Hosted Illinois Recycling Association's Board of Directors meeting.
- Performed annual residential waste audit to determine trends in waste generation and usage of local recycling programs.
- Consulted Village of Heyworth on regulations pertaining to electronics disposal in Illinois and options for local residents for proper recycling of consumer electronics.

Bloomington Outreach

- Earth Schools Recycling and Waste Reduction 4th grade Presentations:
Washington, Fox Creek, Bent, Cedar Ridge, Benjamin, Northpoint and Cornerstone Christian Academy (24 programs, 627 participants)
- Other K-12 School activities:
 - Compost information at Washington School Family Science Night (50 participants)
 - Recycling and Waste Reduction Program at Central Catholic High School (18 participants)
- Preschool Garbage Monster Presentations:
LaPetite Academy (1 presentation, 20 participants), Children's Home (1 presentation, 15 participants)
- Scout activities:
Garbage Monster program for Daisy Scouts at Fox Creek (1 program, 16 participants)
- University Programs:
IWU Go Green Event – provided recycling information
- Community solid waste reduction programs and information booths:
 - Country Financial Health Fair (125)
 - Growmark Health Fair (110)
 - City of Bloomington Health Fair (100)
 - Taste of the West – Westside Bloomington event, provided recycling information and activities (50)
 - Bloomington Cultural Festival (50)
 - Bloomington Farmer's Market – (75)
- Library Programs:
Food waste reduction and compost presentation at Bloomington Library (55 participants)
- Presentation for First United Methodist group (30 participants) and Unitarian youth camp group (27 participants) with emphasis on waste reduction
- EAC Committee from Multi-Cultural Leadership Program hosted Recycle Fest at Western Avenue Community Center with partners City of Bloomington and Midwest Fiber (75 participants).
- Hosted Freecycle Free-For-All event at White Oak Park to encourage reuse of materials instead of disposal (95 participants); good coverage with follow up article in Pantagraph.

Normal Outreach

- Earth Schools Recycling and Waste Reduction Fourth Grade Presentations:

Parkside, Calvary Christian, Fairview, Glenn, Sugar Creek, Prairieland, Grove, Colene Hoose and Oakdale (22 programs, 589 participants)

- Other K-12 School activities:
 - McLean County COMPACT Partnership with Kingsley Junior High classroom programs focused on solid waste and field trip to Midwest Fiber's single stream sorting facility (8 programs, 75 participants)
- Preschool activities:
 - Waste Reduction/Recycling program for Mulberry School (2 programs, 45 participants)
 - Garbage Monster presentation for Chesterbrook (1 presentation, 25 participants)
- Scout Waste Reduction/Recycling programs:
 - Cub Scouts (1 program, 13 participants)
 - Oakdale Cub Scouts (1 program, 70 participants)
 - Oakdale Brownies (1 program, 25 participants)
 - Prairieland Cub Scouts (1 program, 30 participants)
 - Epiphany Cub Scouts (1 program, 26 participants)
- University Solid Waste programs:
 - Booth at ISU Earth Day event (40 participants)
 - Presentation for ISU student environmental club (50 participants)
- Community solid waste reduction programs and information booths:
 - Presentation for First United Methodist group with emphasis on waste reduction (30 participants).
 - Booth at Sugar Creek Arts Festival (94 people)
 - Booth at Sweet Corn/Blues Festival (62 people)
 - Table at Town of Normal Wellness Fair (50 people)
- Library Programs:
 - Food waste reduction and compost presentation at Normal Library (40 participants)
- EAC's Eco Action Camp EAC focus on solid waste issues – students toured Midwest Fiber plant, participated in Plastic Garden Pot recycling program, and employing waste-free lunch principles. (12 students, 5 days of solid-waste related activities)
- Composting Workshop (4 participants).
- Hosted Freecycle Free-For-All waste reduction event at Anderson Park to encourage reuse of materials instead of disposal (120 participants).

McLean County Outreach

- Earth Schools Recycling and Waste Reduction Fourth Grade Presentations:
 - Carlock, Towanda, and Hudson schools (6 programs, 107 participants)
- Other K-12 School activities:
 - Program for MECCA Christian School (10 participants)
- University Programs:
 - Presentation at Heartland Community College (2 programs, 40 participants)
 - Presentations for biology class at Heartland Community College including discussion of waste reduction and recycling issues, plus hands-on recycling at plastic garden pot program (2 programs, 50 participants)
 - Worked with representatives from ISU, Town of Normal, Home Sweet Home Ministries, Recycling Furniture for Families and the Habitat For Humanity ReStore to create a University Move-Out initiative to provide students who are moving out of dorms and apartments with resources to donate useful items to charity instead of sending them to the landfill. Received great media coverage of efforts.
- Community solid waste reduction programs and information booths:
 - Presentation at American Business Women's Association meeting (10 participants)
 - Booth at McLean County Chamber of Commerce non-profit showcase (30 people)
 - Paper making/recycling education at ISU Family Science Day (450 people)
 - BroMenn Earth Day Fair (125 people)
 - Mitsubishi Wellness Fair (200 people)
 - We Care Twin Cities Run Expo
 - ISU Wellness Fair (150 people)
- Summer Library Programs about food waste reduction and composting:
 - Crumbaugh Library (LeRoy), Towanda Library, Chenoa Library, McLean Library, Heyworth Library, Lexington Library, Carlock Library, and Danvers Library (8 programs, 240 participants)
- Produced four quarterly issues of EAC paper newsletter featuring solid waste issues among other topics. Mailed to approximately 250 households each issue and made available as free download on EAC website.

- Loan of Clear Stream recycling containers for community 5K running event in Carlock.
- Loan of Clear Stream recycling containers for McLean County Fair.
- Administration and promotion of McFreecycle, a free listserv on the internet for the free exchange of materials in McLean County to avoid disposal of useable items. (1623 current members with an average of 837 messages exchanged monthly).
- Updated county-wide recycling information at www.ecologyactioncenter.org and www.Earth911.com as well as submission of local recycling data to the new statewide EcoPoint website hosted by the Illinois Recycling Association.
- Answered phone calls and other inquiries about the disposal of household hazardous waste and recycling (254 inquiries about recycling/waste disposal, 384 inquiries about household hazardous waste, and 245 inquiries about electronics recycling).
- Gave multiple interviews in the local media about community recycling including WJBC radio, multiple articles in the Bloomington Pantagraph, and the ISU Vidette.
- Met with international delegation from China to discuss solid waste and other issues.
- Assistant Director participated in statewide composting seminar in Springfield.
- Awarded the annual McLean County Green Awards at the April Illinois Sustainable Living and Wellness Expo. The McLean County Waste Reduction and Recycling Award recognized the ISU Student Bio-diesel project and the McLean County World of Difference Award were presented to Sugar Grove Nature Center.
- Co-sponsored the Illinois Sustainable Living and Wellness Expo (ISLWE) at IWU. This year's event was purposefully designed to model "zero-waste" event planning: much of the literature was presented electronically instead of paper hand-outs, food service items were washable instead of disposable, and vendors were encouraged to not distribute extraneous trinkets. Less than one bag of total trash was collected at this event which had over 4300 participants.
- Coordinated the "Renewable Fashion Challenge" at ISLWE to encourage the re-use of textiles rather than buying new.
- Mega-Recycling Event held at ISLWE collecting electronics, clothing, shoes, plastic garden pots, light bulbs and batteries from 221 families.
- Participated in Bloomington-Normal Clean Up Day in April, removing trash from a 1.6 mile stretch of Sugar Creek from Tipton Park to Audubon Gardens.
- Two issues of Talking Trash teacher newsletter sent out electronically to 106 subscribers as a resource for educators on solid waste issues.
- Coordinated America Recycles Day Mega Recycling Event in partnership with Illinois Wesleyan University in November. Over 706 households recycled thousands of pounds of electronics, textiles, light bulbs, batteries and garden pots. Each participant was given information about recycling these items year anytime and also updates about the Household Hazardous Waste collection.
- EAC featured on WGLT's Uncommon Knowledge program about recycling and upcycling.
- Sent ten EAC Action News email newsletters to over 900 email addresses to promote general recycling and waste reduction; issues were also targeted to timely events such as HHW, new municipal recycling procedures, mega recycling events, holiday waste and more.
- Promoted holiday waste reduction and recycling through press releases and social media, resulting in stories in the Pantagraph and on WGLT.
- Promoted waste reduction, recycling, composting and proper disposal of household hazardous wastes through social media. EAC posted 132 messages on its Facebook page and Twitter account on solid waste topics, with a resulting 38,663 views of these posts.