

STORMWATER EDUCATION AND PUBLIC PARTICIPATION PROGRAM 2013 ANNUAL REPORT

ECOLOGY ACTION CENTER



THE ECOLOGY ACTION CENTER HAS COMPLETED THE FOLLOWING TASKS IN FULFILLMENT OF THE STORM WATER EDUCATION PROGRAM SERVICES AGREEMENT OF FEBRUARY 1, 2013.

EDUCATION PROGRAMS

- **Clean Water Programs for 3rd grade classes at Benjamin, Calvary Christian, Cedar Ridge, Colene Hoose, Cornerstone Christian, Epiphany, Fairview, Grove, Metcalf, Northpoint, Oakdale, Oakland, Parkside, Pepper Ridge, St. Mary's, Sheridan, Sugar Creek and Trinity Lutheran (44 classes, 1096 participants).**
- Presentations for Heartland students including stormwater issues (2 presentations, 50 students).
- Presentations for IWU Environmental students including stormwater issues (1 presentation, 16 students).
- Presentation for one Cadet Girl Scout group and one Boy Scout troop including information about stormwater issues. Both of these groups assisted with storm drain stenciling efforts (2 presentations, 50 people).
- Presentation for Cub Scout group at EAC including water conservation issues.
- Presentation about environmental stewardship for Northpoint School Cub Scouts as part of a hike and clean up at Evergreen Lake (25 participants).
- Attended Regional Office of Education's Principals and Superintendents meeting at start of school year to promote programs.

INFORMATIONAL EVENTS AND PRESENTATIONS

- Co-coordinated the Illinois Sustainable Living and Wellness Expo with Illinois Wesleyan University including exhibitors on clean water topics (4,000 participants).
- Clean Water workshop for Illinois League of Women Voters (25 participants).
- Information booth at Sugar Creek Arts Festival, Sweet Corn Blues Festival, & the Bloomington Cultural Fest (5 days, 963 people).
- Presentation for the McLean County Regional Planning Commission with overview of EAC's roles in the community including storm water outreach.
- Informational booths including clean water protection, Yard Smart and stormwater runoff:
 - ISU Quadfest information table and stormdrain volunteer recruiting (28 participants)
 - Earth Day Events at State Farm (3 events, 183 participants);
 - Chamber of Commerce non-profit showcase (30 participants);
 - Wellness Fair at City of Bloomington (50 participants);
 - Holistic Fair (50 participants);
 - Health Fair at McLean County Health Dept (75 participants);
 - Wellness Fair at IRS (100 participants);
 - Wellness Fair at ISU (70 participants);
 - Wellness Fair at Mitsubishi (239 participants)

YARD SMART PROGRAM

- **Hosted Annual Yard Smart Garden Walk on June 29 showcasing area yards that utilize practices that reduce impact on clean water (80 participants). Pre-event live interview on WMBD TV's "Living Well" show reached over 1000 people.**
- **Held 9 rain barrel making workshops with focus on stormwater runoff issues resulting in construction of 62 rain barrels and 275-gallon mega rain harvesters.**
- Provided Master Gardener's Home Lawn and Garden Day information booth on Yard Smart program, rain barrels, and stormwater runoff (60 participants).

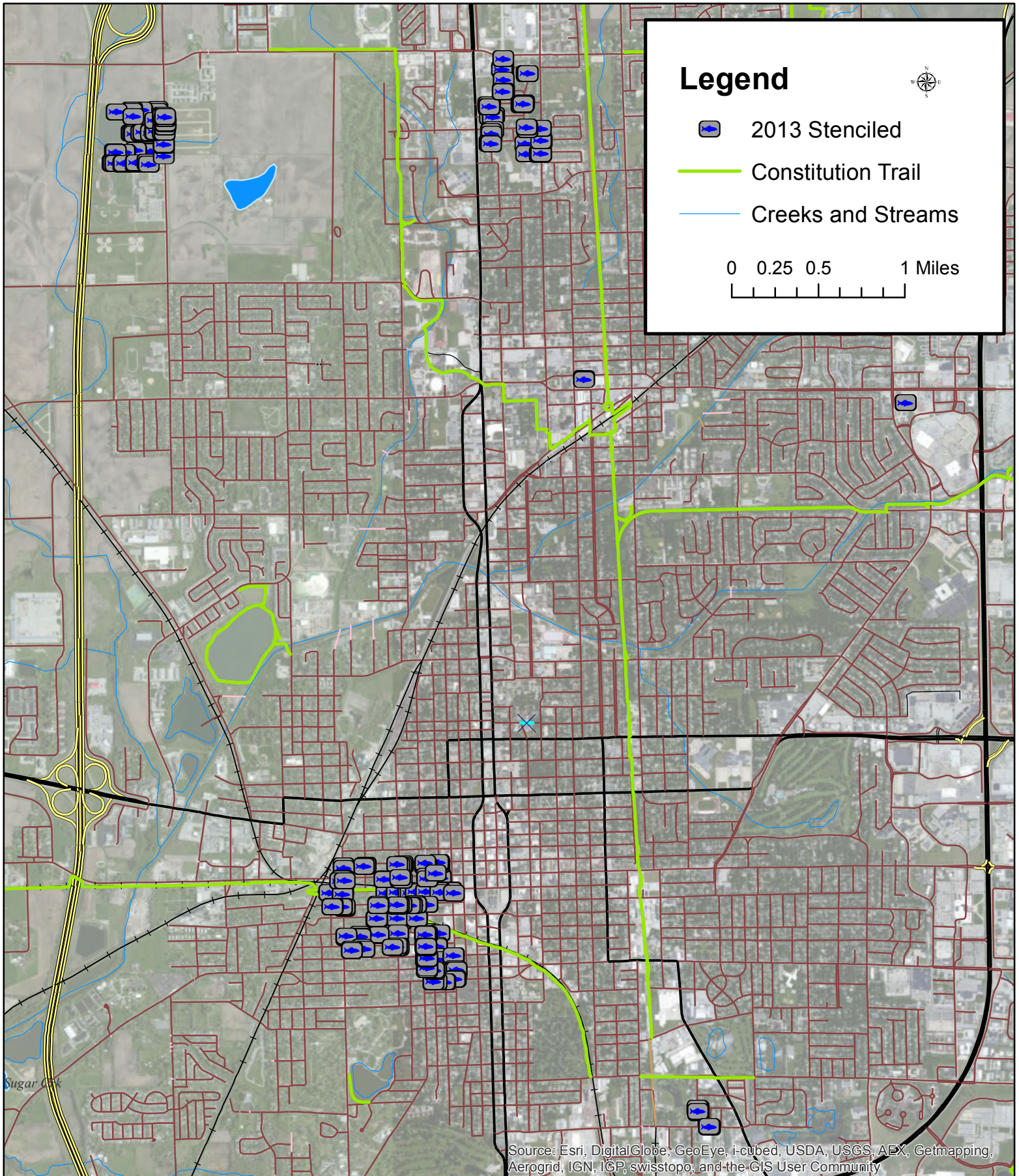
- Gave presentation on Yard Smart and adapting for “Gardening during a Drought” at Master Gardener’s Home Lawn & Garden Day (15 participants).
- Redesigned full set of Yard Smart fact sheets as brochures, added new content and created a new brochure on gardening during a drought.
- Lunch and Learn presentation at State Farm covering Yard Smart, clean water issues and gardening in drought conditions.
- Yard Smart information booth at Fell Arboretum Plant Sale including rain barrels (25 participants).
- Yard Smart information booth at Glorious Garden Tour (18 participants).
- Davis Lodge demonstration rain garden annual weeding and maintenance performed.
- Answered 109 inquiries from visitors and callers about the YardSmart program, rain barrels, and stormwater issues.

OTHER EFFORTS

- **Launched redesigned user-friendly EAC website resulting in over 2,500 visits to webpages on clean water issues at ecologyactioncenter.org.**
- **Storm drain stenciling: a total of 95 volunteers spent 163 hours painting 221 stormwater inlets and distributing information on stormwater runoff pollution and ways to reduce this pollution to 799 homes in Normal and Bloomington (see attached map).**
- **Promotion of clean water and watershed awareness through social media channels. EAC made 100 water-related posts on Facebook and Twitter reaching a total of 29,556 individuals.**
- Facilitation of McLean County Greenways Committee as Chair.
- Ongoing participation in Watershed Plan Implementation Committee.
- Participated in initial meeting for the new “Friends of EverBloom” reservoirs organization.
- New mCLEANwater.org watershed clearinghouse promoted via newsletters, social media, and main EAC website; additional content is being added on an ongoing basis.
- Participated in Bloomington-Normal Clean Up Week by removing trash from large section on Sugar Creek via canoe.

- Stormwater Runoff Awareness advertisements on four local radio stations WGLT, WJBC, WBNQ, and WBWN, reaching approximately 130,000 area listeners.
- Coordinated second Household Hazardous Waste Collection event in two years. 83 volunteers put in approximately 296 hours of work; and facilitated the entry of over 1300 cars and safe disposal of 20,693 gallons of household hazardous wastes.
- Sent EAC Action News to 954 email subscribers 7 times with information about watershed issues.
- Sent four issues of traditional newsletter to 270 EAC member households with information on stormwater issues, plus made content available on EAC website.
- Over 2,500 visits to webpages on clean water issues on EAC's main website ecologyactioncenter.org.
- Adopted new online volunteer management system which will make recruiting, scheduling and managing volunteers more efficient.

Storm Drain Stenciling 2013



Source: Esri, DigitalGlobe, GeoEye, i-cubed, USDA, USGS, AEX, Getmapping, Aerogrid, IGN, IGP, swisstopo, and the GIS User Community