

MCLEAN COUNTY SOLID WASTE PROGRAM

2014 ANNUAL REPORT

ECOLOGY ACTION CENTER



THE ECOLOGY ACTION CENTER HAS COMPLETED THE FOLLOWING ITEMS IN FULFILLMENT OF THE SOLID WASTE AND WASTE REDUCTION EDUCATION PROGRAM AGREEMENT OF JANUARY 1, 2014.

LEADING INDICATORS

Goal: Visit **70%** of eligible classrooms in McLean County, Bloomington, and Normal for elementary school recycling and waste reduction education programs. Reaching this target means directly engaging with approximately 1,500 students.

- ✓ There are 83 Fourth grade classrooms in McLean County, which includes all public and private schools. **We visited 74 of the possible 83 classrooms during 2014, and reached 2,146 students. This represents 89% of eligible classrooms, which exceeds our goal.**

Goal: Visit **60%** of public libraries within McLean County, Bloomington and Normal and provide a summer reading program on recycling and waste reduction topics. Reaching this target means directly engaging with approximately 300 library patrons.

- ✓ There are 14 public libraries in McLean County. **We visited 12 of the 14 public libraries in McLean County in the summer of 2014, and educated 466 people. This represents 86%, which exceeds our goal.**

Goal: Provide recycling and waste reduction education programs at **80%** of after school programs, reaching approximately 200 students. This year's target group includes 9 after school programs.

- ✓ **In 2014, we visited 10 after school programs with a total of 470 students. Our goal was 80%, and we reached 111% of targeted schools.**

Goal: Provide recycling and waste reduction presentations for **25** local groups or approximately 750 individuals including civic groups, scouts, preschools, non-target school groups, university classes. ¹

- ✓ **In 2014, we provided 26 presentations and reached 1,246 people, exceeding our goal.**

Goal: Promote recycling and sustainable practices to direct audiences utilizing social media channels including Facebook, Twitter, LinkedIn, and YouTube with a target of **30,000** interactions annually.

- ✓ **In 2014, our social media posts resulted in 140,843 interactions, representing 469% of our goal.**

Goal: Provide and promote comprehensive online resources on recycling and waste disposal for Bloomington, Normal, and McLean County with a target of **12,000** visits to these pages annually.

- ✓ **Our online resources were visited 22,649 times in 2014, 188% of our goal.**

2014 TOTAL REACH: 461,121 INTERACTIONS

DIRECT (PROGRAMS, EVENTS, PHONE INQUIRIES): 12,630

MEDIA (NEWSPAPER, RADIO, SOCIAL MEDIA, WEB): 448,491

¹ In practice the EAC provides these programs for nearly 100% of those requesting the services.

LAGGING INDICATOR

*As the main goals of the McLean County Solid Waste Program are to increase recycling while increasing source reduction, the annual measurement and reporting of these rates by the EAC can act as lagging indicators of the success of outreach efforts. However, the value of this performance indicator is also limited by other factors impacting recycling and waste generation rates, such as accessibility of recycling programs and macroeconomic forces. While quantifying source reduction of municipal solid waste is problematic, tracking recycling rates is much more reliable. Per the 2012 Five Year Update to the McLean County Integrated Solid Waste Management Plan, **the county-wide recycling rate goal is currently set at 40%, which will also serve as the EAC's target for purposes of this indicator. The 2013 recycling rate, calculated and report in 2014, was 37.7%.***

HOUSEHOLD HAZARDOUS WASTE (HHW) COLLECTION

- Developed formal proposal to provide for local funding of Household Hazardous Waste Collection by McLean County, City of Bloomington, and Town of Normal. This agreement, approved by the local governments, **will provide for biennial HHW collections coordinated by the EAC starting in fall 2015.** Media coverage of this agreement included articles in the Pantagraph and on WJBC, reaching approximately 35,000 people.
- Spring HHW email update sent to 1,190 subscribers and posted to social media feeds notifying local residents of no local HHW collections this spring but directing them to other IEPA collections in other communities. Alternative local programs were also promoted as well as source reduction strategies. This continues to be an effective form of communication with citizens on this issue-- when the Fall HHW Update email went out the subscriber list had increased to 1,235 recipients.
- EAC coordinated a **proposal to Illinois EPA for a potential permanent Household Hazardous Waste Collection site** in our community, taking advantage of an unpublished opportunity.
- Initiated planning and site selection for fall 2015 locally funded Household Hazardous Waste Collection Event.
- Researched “waste generator” status liability issues relevant to hosting household hazardous waste collection events.
- Awarded the 2014 Outstanding Special Recycling Program Award by the Illinois Recycling Association for ongoing efforts to find new solutions to addressing HHW issues including 2012 fundraising effort.



SOLID WASTE COORDINATOR ACTIVITIES

- Surveyed area waste haulers, recyclers, municipalities, and institutions to gather data for calculation of county-wide 2013 municipal solid waste generation rate and recycling rate.

- Applied for 2014 Illinois EPA electronics recycling outreach grant; received \$2,000 grant award.
- Facilitated quarterly Solid Waste Technical Committee Meetings including follow-up submission of materials to the McLean County Land Use Committee.
- Coordinated McLean County schools recycling grants program.
- Coordinated McLean County small municipality recycling grant program.
- Ongoing administration and promotion of Compact Fluorescent Lamp (CFL) recycling program with three 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 (**22,619 pounds recycled on 2014**).
- Ongoing administration of Plastic Pot Recycling Program in cooperation with YouthBuild McLean County. Current efforts focus on the development of a longer-term, more sustainable means to support the volunteer-based program.
- Provided consultation on pollution control facilities regulations to the Town of Normal.
- Provided consultation on waste reduction for Bloomington Farmer's Market.
- Performed annual residential waste audit to determine trends in waste generation and usage of local recycling programs.

- E-waste recycling promoted utilizing grant from Illinois EPA. Campaign included radio spots aired over a period of two weeks on two local radio stations directing residents to local drop-off facilities that accept electronics for recycling. In addition, targeted social media ads were placed on Facebook encouraging residents to recycle their e-waste. A mailing was sent to 40 McLean County electronics retailers with two full-color posters showing information on local drop-off facilities that accept electronics for recycling. Retailers were encouraged to display posters prominently to fulfill their responsibilities under the state e-waste law. 24,000 residents reached through radio spots. Poster and mailing to retailers were reprinted and sent a second time due to significant changes in collection sites.

- EAC Assistant Director attended composting workshop in Springfield.
- EAC staff assisted with the McLean County pollution control facility siting process for Henson Disposal



Construction and Demolition Recycling Facility.

- Coordinated local efforts to **mitigate impacts of a statewide CRT (cathode ray tube) TV and monitor recycling crisis**. Actions include:
 - Assessment of status of e-waste recycling in Bloomington-Normal and McLean County
 - Convening all area e-waste recyclers to discuss the situation and brainstorm solutions
 - Proposal for intergovernmental support for CRT recycling program offered by Normal to more evenly distribute the burden of the program expense. Most other collection locations in our community discontinued collection of CRT TVs and monitors due to the significant expense.
 - Public education of the issue through the media.
 - Education of elected official via reports at public meetings and meetings with key officials.
 - Assistance with statewide efforts to build a proposal to remedy the problem on the state level.
 - Statewide survey of all solid waste agencies to determine statewide status of CRT and e-waste recycling and the impacts of the current crisis.

COMMUNITY-WIDE WASTE GENERATION AND RECYCLING RATE

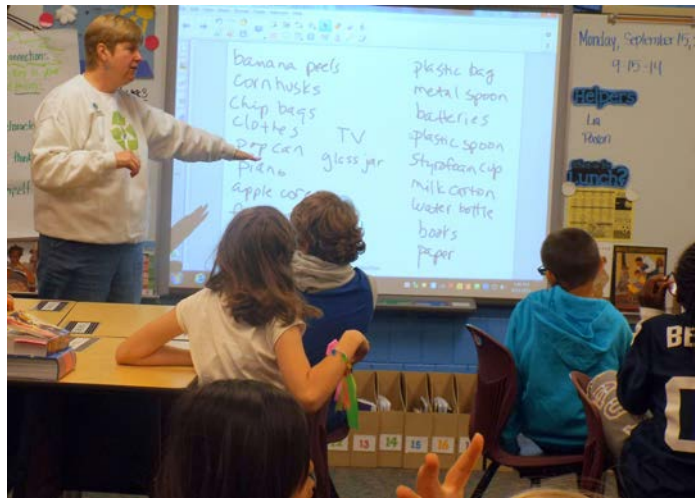
- Surveyed area waste haulers, recyclers, municipalities, and institutions to gather data for calculation of county-wide 2013 municipal solid waste generation rate and recycling rate. **Reported new 2013 recycling rate as 37.7%, an all-time high.**
- **73,833 tons of municipal solid waste were recycled in McLean County in 2013, a 3.4% increase from the 2012 rate.** This is the highest rate yet recorded by the Ecology Action Center in its annual calculations of total waste generated and total waste recycled.
- While minor fluctuations in the recycling rate have occurred over the past several years especially during the economic recession, **McLean County continues to inch closer to the community-wide recycling goal of 40%.** This goal is established within the McLean County Integrated Solid Waste Management Plan, which is updated every five years.

Year	2009	2010	2011	2012	2013
Total MSW Recycled	80,217	80,541	71,099	66,737	73,833
Total MSW Landfilled	148,089	134,325	136,927	116,290	121,991
Incinerated/Fuel Blended	-	-	-	52	0
Total Municipal Solid Waste Generated	228,306	214,866	208,026	183,079	195,824
Percent Change from Previous Year	-12.7%	-5.9%	-3.2%	-12.0%	7.0%
Recycling Rate	35.1%	37.5%	34.2%	36.5%	37.7%
Percent Change from Previous Year	-6.5%	6.7%	-8.8%	6.7%	3.4%
Population	167,699	169,572	170,701	172,295	174,647
per capita per day (pounds)	7.5	6.9	6.7	5.8	6.1

EDUCATION AND OUTREACH

- **Earth Schools Recycling and Waste Reduction Fourth grade presentations:**

Benjamin (3 classes, 90 people), Bent (3 classes, 73 people), Calvary Christian (1 class, 31 people), Carlock (1 class, 25 people), Cornerstone Christian Academy ²(3 classes, 65 people), Epiphany² (2 classes, 61 people), Fairview (2 classes, 49 people), Fox Creek (2 classes, 64 people), Glenn (2 classes, 52 people), Grove (4 classes, 125 people), Heyworth (3 classes, 78 people), Colene Hoose (3 classes, 77 people), Hudson (2 classes, 65



people), LeRoy (3 classes, 65 people), Lexington² (4 classes, 85 people), Northpoint (5 classes, 132 people), Oakdale (3 classes, 78 people), Oakland² (6 classes, 140 people), Olympia North (Danvers) (2 classes, 48 people), Parkside (2 classes, 50 people), Pepper Ridge (2 classes, 63 people), Prairieland (4 classes, 113 people), Ridgeview (Colfax) (2 classes, 45 people), St Mary's (1 class, 17 people), Stevenson (3 classes, 74 people), Sugar Creek (2 classes, 48 people), Towanda (1 class, 33 people), Tri Valley² (Downs)(6 classes, 145 people), Trinity Lutheran (2 classes, 45 people), Washington (4 classes, 105 people)

Total schools: 30; Total Classrooms 74; Total Programs: 83; Total Students Reached: 2,146

- **Other K-12 School activities:**

- Solid waste reduction program for Irving School after school program with ISU mentors (20 participants)
- Family Science Night booth at Benjamin Elementary, with a focus on composting (35 participants)
- Garbage Monster waste reduction program at Boys & Girls Club summer camp (1 presentation, 25 participants)
- Solid waste reduction program Unity Center after school program (25 participants)
- Garbage Monster Waste Reduction and re-use craft presentation at 8 elementary school After School Programs: Grove, Oakdale, Colene Hoose, Sugar Creek, Glenn, Parkside, Fairview & Prairieland (8 programs, 425 participants)

- **Preschool Garbage Monster Presentations:**

- Bright Horizons Preschool (1 presentation, 21 participants)
- Scribbles Preschool (1 presentation, 15 participants)

- **Scout activities:**

- Solid waste reduction and recycling program for Cadet Girl Scouts (1 program, 14 participants)

² Total programs is higher since some classrooms were visited in twice in 2014. For example, we visited Tri Valley 4th grade in January of 2014, and then saw this year's 4th graders in December.

- Solid waste reduction and recycling program for Prairieland Cub Scout Troop (1 program, 24 participants)
- Performed a program about environmental stewardship to scouts from Northpoint School who were doing a clean-up and hike at Comlara Park (28 participants)
- Visited regional Cub Scout daycamp at Comlara and did 6 presentations to 290 scouts about waste reduction and waste-free lunches. Went back later in the week to “grade” their lunches.
- **University Programs:**
 - Worked with representatives from ISU, Town of Normal, Home Sweet Home Ministries, and Recycling Furniture for Families to repeat the annual 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. Positive coverage of the effort on WMBD news, WJBC, and marketed on Facebook.
 - Presentation for ISU Student Environmental Health Association (60 participants)
 - Facilitated Heartland Community College class hands-on recycling at plastic garden pot program and sorting of textile recycling at Home Sweet Home Ministries (2 programs, 50 participants)
- **Community solid waste reduction programs and information booths:**
 - Solid waste reduction and recycling program for PEO group (28 participants)
 - Booth at Sugar Creek Arts Festival, plus distributed refillable bottles to artists (350 people)
 - In partnership with Midwest Fiber offered food waste and paper napkin composting and recycling at Sweet Corn Blues Festival along with an information booth (1,105 booth visitors)
 - Participated in Festival ISU (30 people)
 - ISU Horticulture Center booth focusing on composting and vermicomposting (59 people)
 - Hosted Green Drinks event with specific topic of textile & electronics recycling
 - Recycled Paper Making booth at ISU’s Family Science Day (350 people)
 - State Farm Earth Day event (3 events, 175 people)
 - Information Booth at Culture Fest (47 people)
 - Information table for AFNI employees (8 participants)
 - Outreach at Mitsubishi Wellness Fair (150 people)
 - Information booth at ISU Wellness Fair (62 people)
- **Library Programs:**

Garbage Monster Waste Reduction and re-use craft presentations at Bloomington Library (105 participants), Normal Library (90 participants), Carlock (2 programs, 31 participants), Chenoa (15 participants), Colfax (30 participants), Danvers (25 participants), Heyworth (19 participants), Hudson (36 participants), LeRoy (45 participants), Lexington (13 participants), Stanford (11 participants), and Towanda (2 programs, 46 participants).
- **Other Programs:**
 - Presentation at Westminster Village (25 participants) with emphasis on waste reduction

- Hosted Freecycle Free-For-All event at White Oak Park to encourage reuse of materials instead of disposal (45 participants)
- Hosted Freecycle Free-For-All waste reduction event at Anderson Park to encourage reuse of materials instead of disposal (60 participants)
- Arranged hands-on volunteering for 35 Normal Police Department summer youth program students at Plastic Garden Pot sorting facility
- Presentation at Sunrise Rotary Club (55 participants)

OTHER ACTIVITIES

- Produced four quarterly EAC paper newsletters featuring solid waste issues among other topics. Mailed to approximately 270 households each issue and made available as free download on the EAC website.
- Sent 12 issues of the 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, recycling, vermicomposting and more.
- Promoted waste reduction, recycling, composting and proper disposal of household hazardous wastes through social media. EAC posted 74 messages on its Facebook, Twitter, LinkedIn, and YouTube accounts on solid waste topics, with a resulting 140,843 views of these posts. Also used paid targeted promotions on Facebook boosting posts or advertising events or practices generating over 60,000 interactions with local residents.
- Answered phone calls and other inquiries about the disposal of household hazardous waste and recycling (415 inquiries about recycling/waste disposal, 283 inquiries about household hazardous waste, and 204 inquiries about electronics recycling).
- Received over 22,815 visits to solid waste, recycling, and hazardous waste related pages within EAC's website.
- EAC featured on WGLT's Sound Ideas program about e-waste issues.
- Radio spots on WJBC regarding Earth Day; reached over 23,000 listeners.
- Provided information for Pantagraph article on "curbing" leaves.
- Provided information for Pantagraph article about e-waste disposal issues and challenges.
- Promotion of holiday waste reduction and recycling through media story in Pantagraph and WJBC, social media posts, and email newsletter.
- 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. (1,926 current members with an average of 99 messages exchanged monthly).
- Updated county-wide recycling information at ecologyactioncenter.org.
- 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 Westminster Village Green Team for their work in promoting recycling of many materials, energy conservation and native landscaping. The McLean County World of Difference Award was presented to Roy & Carolyn Treadway, local residents who have raised awareness and promoted action concerning a number of environmental issues for many years.
- 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 3200 participants.

- Coordinated “Renewable Fashion Challenge” program at ISLWE to promote textile reuse and waste reduction.

- Mega-Recycling Event held at ISLWE collecting electronics, clothing, shoes, plastic garden pots, light bulbs and batteries from 300 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.

- Promoted nontraditional recycling programs through annual America Recycles Day Mega Recycling Event in partnership with Illinois Wesleyan University in November. Over 500 households recycled thousands of pounds of electronics, textiles, light bulbs, batteries and garden pots. Each participant was given local listings for recycling these items anytime throughout the year and also updates about the Household Hazardous Waste collection. Pre-event promotions reached approximately 70,000 local residents.

- Coordinated the We Care Twin Cities races as a demonstration “Zero Waste” event. This two day event includes a Kid’s Run, 5K, 10K and Half Marathon. Managed event to avoid waste generation, increase use of reusables, and increase recycling; the event ultimately only landfilled about 5 pounds of waste for approximately 1500 people participating.
- Installation of new solid waste exhibits at the Ecology Action Center; portions of the former “Oh Rubbish” exhibit from the Children’s Discovery Museum were adopted for use within the EAC.
- Coordinated massive waste reduction effort at Sugar Creek Arts Festival by providing all artists with reusable plastic water bottles, and then providing refills throughout the weekend. Last year, over 5,000 single use bottles of water were distributed to the artists. This year, only refillable bottles were used.
- Held two classes on composting with a total of 8 participants.
- Loan of special event recycling containers to Boy Scouts for May events.
- Loan of special event recycling containers and EAC staff help for WGLT Summer Concert Series in Downtown Bloomington.



E-Cycle!

Reduce your electronic waste.

Did you know that when outdated electronics are thrown out with the garbage, they can have a devastating impact on the environment?

E-waste is hazardous. Illinois state regulations PROHIBIT most consumer electronic waste disposal in landfills.

McLean County residents can recycle electronics locally at:



Best Buy

2103 N Veterans Pkwy Suite 200, Bloomington
Mon-Sat 10:00 am-9:00 pm, Sun 11:00 am-8:00 pm
Accepts tube-style TVs and monitors up to 32".
Does not accept appliances or TVs that are consoles or rear-projections. Maximum 3 items a person.



Town of Normal Public Works

1301 Warriner St., Normal
Mon-Fri: 7 am-1:30 pm
First Sat. of every month: 8 am - noon
Accepts tube-style TVs and monitors.



HOME SWEET HOME MINISTRIES
Renewing individuals, families and our community

Home Sweet Home Ministries

1700 W. Washington St., Bloomington
24 hour drop-off, OR

Mission Mart

303 E. Oakland Ave., Bloomington
Mon-Sat: 8 am - 4 pm

Does not accept tube-style TVs and monitors.



Habitat For Humanity ReStore

1402 W. Washington St., Bloomington
Tues-Fri: 10 am - 5 pm, Sat: 9 am - 4 pm

Does not accept tube-style TVs and monitors.

WHAT ELECTRONICS CAN I RECYCLE?

- Cell Phones
- Televisions
- Monitors
- Printers & Scanners
- Computers & Tablets
- Keyboards & Mice
- MP3 Players
- DVD Players & Recorders
- Video Game Consoles
- Fax Machines
- Videocassette Recorders
- Small Scale Servers
- Digital Converter Boxes
- Cable & Satellite Receivers
- Stereo Equipment
- CDs & DVDs
- Holiday lights, electrical cords & just about anything with a cord



(309) 454-3169

www.ecologyactioncenter.org



Funded by the Illinois EPA

These local recycling programs accept only residential waste. **They CANNOT accept business or commercial waste.** For information about business recycling options or for additional locations to recycle electronics in McLean County, please contact the Ecology Action Center.

Printed on recycled paper, of course!

