

STORM WATER EDUCATION PROGRAM FOR BLOOMINGTON-NORMAL & MCLEAN COUNTY 2015 ANNUAL REPORT ECOLOGY ACTION CENTER



THE ECOLOGY ACTION CENTER HAS COMPLETED THE FOLLOWING TASKS AS PART OF THE STORM WATER EDUCATION AND PUBLIC PARTICIPATION PROGRAM AGREEMENT OF FEBURARY 1, 2013.

2015 TOTAL REACH: 278,656 INTERACTIONS

DIRECT (PROGRAMS, EVENTS, PHONE INQUIRIES): 14,172

MEDIA (NEWSPAPER, RADIO, SOCIAL MEDIA, WEB): 264,484

EDUCATION PROGRAMS

- Clean Water Programs for 3rd grade classes at Calvary Christian, Calvary Christian, Cedar Ridge, Colene Hoose, Cornerstone Christian, Epiphany, Fox Creek, Glenn, Grove, Holy Trinity, Hudson, Irving, Metcalf, Northpoint, Oakdale, Oakland, Parkside, Pepper Ridge, Prairieland, St. Mary's, Sheridan, Stevenson, Sugar Creek, Tri Valley, Trinity Lutheran, Washington Elementary (27 schools, 65 classes, 1604 students)
- Presentation for IWU Summer Scientist Camp including storm water issues and training for stenciling (1 presentation, 70 participants)
- Presentations for Illinois Environmental Health Association about strategies for reducing storm water run off pollution (1 presentation, 40 participants)
- Presentations for ISU Environmental students including storm water issues (1 presentation, 60 students)
- Two presentations for Heartland Community College students regarding clean water issues (50 students)



- Presentation for Brownie Scout group at EAC including water conservation issues (12 participants)
- Presentation about environmental stewardship for Northpoint School Cub Scouts who were doing a hike and clean up at Tipton Lake (15 participants)

INFORMATIONAL EVENTS AND PRESENTATIONS

- Co-sponsored Illinois Sustainable Living and Wellness Expo with Illinois Wesleyan University including exhibitors on clean water topics (3,000 participants). Pre-event coverage on WGLT and WJBC.
- Information booth at Sugar Creek Arts Festival and Sweet Corn Blues Festival (4 days, 1767 people)
- Informational booths including clean water protection, Yard Smart and storm water runoff at
 - Earth Day Events at State Farm (3 events, 130 participants)
 - First Friday event in Downtown Bloomington (25 people)
 - Wellness Fair at City of Bloomington (75 participants)
 - Wellness Fair at Advocate-BroMenn (50 participants)
 - Chamber of Commerce non-profit showcase (30 participants)
 - Fell Fest (30 participants)
 - Wellness Fair at ISU (27 participants)
 - Wellness Fair at IRS (72 participants)

YARD SMART PROGRAM

- Hosted Annual Yard Smart Garden Walk on June 27 showcasing area yards that utilize practices that reduce impact on clean water (65 participants). This year's event featured public spaces, including the Community Gardens/Food Forest, Normal Public Library, Mennonite Church, and the EAC's new Yard Smart demonstration landscaping.



- Held 10 rain barrel making workshops with focus on storm water runoff issues resulting in construction of 50 rain barrels, including both standard 55 gallon 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 storm water runoff (75 participants)
- Gave presentation on Yard Smart and permaculture strategies that help reduce storm water run off pollution at Master Gardener’s Home Lawn & Garden Day (25 participants)
- Rain Barrel workshop held at event at Wendell Neipagen Greenhouses with 10 rain barrels made for use by local citizens
- Yard Smart information booth at Fell Arboretum Plant Sale including rain barrels (25 participants)
- Hosted Wild Ones educators for a presentation at Green Drinks event, promoting native planting and Yard Smart practices (8 participants)
- Yard Smart information booth at Glorious Garden Tour (50 participants)
- EAC’s demonstration Rain Garden at Davis Lodge on Lake Bloomington was weeded and mulched
- Answered 149 inquiries from visitors and callers about the YardSmart program, rain barrels, and storm water issues



- Completed EAC landscaping project which emulates Yard Smart principles. Installed interpretive signage about rain gardens, rain barrels, native plants and more.

OTHER OUTREACH EFFORTS

- Coordinated Sugar Creek and Constitution Trail Clean Up Event with other nonprofit partners as part of Bloomington-Normal Clean Up Week. Forty-five volunteers removed approximately one ton 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.
- Distributed information on storm water run off pollution and ways to reduce this pollution to 1,784 homes in Bloomington, Normal and McLean County; painted clean water protection messages at 416 storm water inlets. Much of this work accomplished by volunteers - 86 people worked a total of 313 hours helping to educate residents about this important message.
- Provided consultation to local government staff on management of native and invasive vegetation along creek corridor.
- Ongoing participation in Watershed Plan Implementation Committee and Urban Subcommittee including field work efforts to identify suitable water sample station locations.
- Participation in the Bloomington Comprehensive Plan Process on the Natural Environment workgroup to provide consultation on clean water protection planning and efforts.
- Reported to IEPA on storm water outreach efforts as part of routine audit of Bloomington's MS4 permit; received positive response from IEPA regarding EAC's extensive efforts.
- Participation in McLean County Greenways Committee.
- Produced and aired Earth Day awareness radio spots on WBNQ; also did extensive interview covering many water quality topics.
- Produced and distributed quarterly EAC newsletter to 270 member households with information on storm water issues, plus made content available on EAC website.

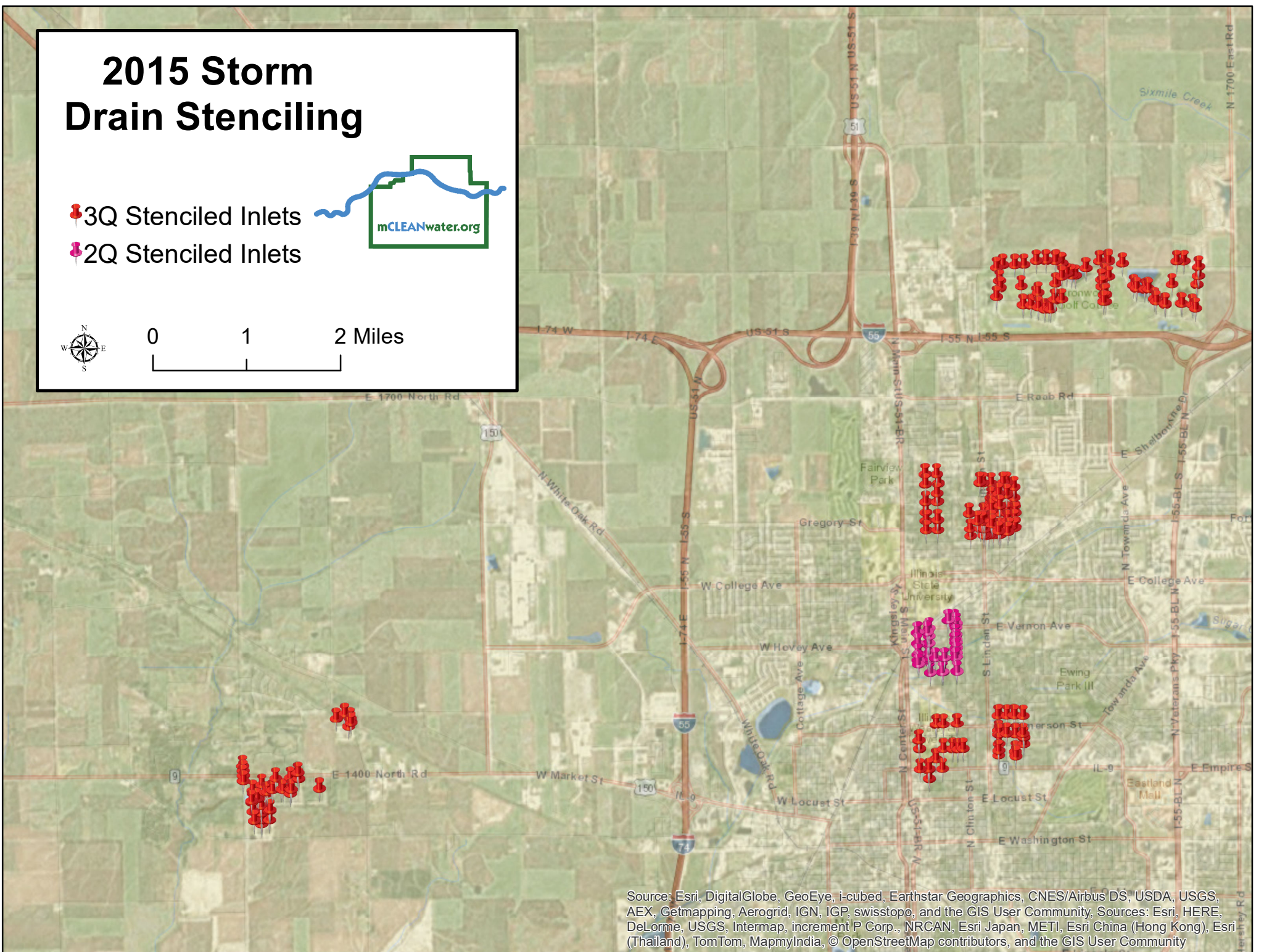
- Promotion of clean water issues and strategies for protection through resource-rich websites—3,609 visits to water-related pages and posts on ecologyactioncenter.org and 2,518 visits to pages about clean water content on mCLEANwater.org.
- Promotion of clean water and watershed awareness through social media channels. EAC created water-related posts on Facebook and Twitter resulting in a total of 119,357 views. Hashtag “#WaterWednesday” is now 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.
- Produced and distributed quarterly EAC newsletter to 270 member households with information on storm water issues, plus made content available on EAC website.

2015 Storm Drain Stenciling

- 3Q Stenciled Inlets
- 2Q Stenciled Inlets



0 1 2 Miles



Source: Esri, DigitalGlobe, GeoEye, i-cubed, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AEX, Getmapping, Aerogrid, IGN, IGP, swisstopo, and the GIS User Community. Sources: Esri, HERE, DeLorme, USGS, Intermap, increment P Corp., NRCAN, Esri Japan, METI, Esri China (Hong Kong), Esri (Thailand), TomTom, MapmyIndia, © OpenStreetMap contributors, and the GIS User Community