

MCLEAN COUNTY SOLID WASTE PROGRAM 2016 ANNUAL REPORT



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: SUMMARY OF PROGRESS¹

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 90 Fourth grade classrooms in McLean County, which includes all public and private schools. **In 2016, we made visits to 89 4th grade classrooms, and reached 2,221 people.** While this figure seems to indicate that we visited virtually all 4th grade classrooms, we actually visited some teachers in the spring of 2016 and again in the fall of 2016. Those teachers would be counted twice, but they had different students in the fall. **Goal exceeded.**

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.

- ☑ We visited 9 of the 14 public libraries in McLean County in the summer of 2016, and educated 379 people. This represents **64%**, 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 8 after school programs.

- ☑ In 2016, we visited 8 after school programs with a total of 421 students. We reached **100%** of targeted schools; goal exceeded.

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.²

- ☐ In 2016, EAC staff presented **20** programs for these qualifying groups to 491 people. Goal not reached due to presentations to community groups on other EAC program topics.

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 2016, our social media posts resulted in **71,711** interactions, representing 239% of our goal.

¹ The totals below represent Year-To-Date numbers. Specific details of this Quarter's activities are described on the pages that follow.

² In practice the EAC provides these programs for nearly 100% of those requesting the services.

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.

- ☑ Estimated YTD totals: **35,027** visits, which exceeds our goal.

SOLID WASTE MESSAGING:

2016 TOTAL REACH: 405,182 INTERACTIONS

DIRECT (PROGRAMS, EVENTS, PHONE INQUIRIES): 18,444

MEDIA (NEWSPAPER, RADIO, SOCIAL MEDIA, WEB): 386,738

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 2015 recycling rate fell by 1.2 percentage points from 2014 to 36.5%. At less than 0.1% variation from the average of the recycling rate average during past nine years, this is understood to represent no significant change.

HOUSEHOLD HAZARDOUS WASTE (HHW) COLLECTION

- Initiated planning for fall 2017 Household Hazardous Waste Collection early due to significant changes in host site availability. Spent several months negotiating access to multiple possible alternative event locations.
- Negotiated potential major sponsorship from a locally based organization.

SOLID WASTE COORDINATOR ACTIVITIES

- Ongoing efforts in development of a new twenty-year McLean County Integrated Solid Waste Management Plan. Extensive research conducted into solid waste management strategies prior to the creation of three focus groups to brainstorm and prioritize strategies. Led twelve collaborative discussions towards group consensus on possible strategies for inclusion in the draft solid waste plan. Stakeholder groups formed and will meet in early 2017 to address a few remaining key issues before drafting the proposed new solid waste plan.
- Hosted state-wide e-waste meeting for Illinois electronics waste recycling working group.

- Facilitated quarterly Solid Waste Technical Committee Meetings including updates on solid waste planning process.
- Reviewed multiple solid waste permit applications from Illinois EPA on behalf of McLean County.
- Working towards implementation of new online recycling and waste database application to facilitate even easier distribution of information on local recycling programs.
- Two staff members attended the Illinois County Solid Waste Management Association annual conference.
- Solid Waste presentation given to Bloomington's City Council on current solid waste plan efforts, EAC solid waste outreach program reach, and estimated lifespan of the current McLean County Landfill.
- Coverage by multiple media outlets (WGLT, WMBD) of declining landfill capacity and EAC's solid waste plan efforts.
- Participation in ongoing efforts with the Illinois Product Stewardship Council to improve e-waste recycling regulations.



COMMUNITY-WIDE WASTE GENERATION AND RECYCLING RATE

- Surveyed area waste haulers, recyclers, municipalities, and institutions to gather data for calculation of county-wide 2015 municipal solid waste generation rate and recycling rate.
- 91,866 tons of municipal solid waste were recycled in McLean County in 2015, representing more waste materials recycled than any time in the past six years. Unfortunately, total waste generated and landfilled also increased resulting in a minor decline in the overall recycling rate relative to waste generated. **The 2015 recycling rate fell by 1.2 percentage points from 2014 to 36.5%. At less than 0.1% variation from the average of the recycling rate average during past nine years, this is understood to represent no significant change.**
- **McLean County remains fairly close 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. **However, with the rate showing no measurable progress in nine years, it is now evident that additional measures are critical for any improvement.**
- In addition to striving to meet the established goal, making additional progress in source reduction and further increased recycling is becoming increasingly important as it is estimated that one year of capacity remains in the McLean County Landfill. Upon closure of the landfill, waste will need to be transported farther from Bloomington-

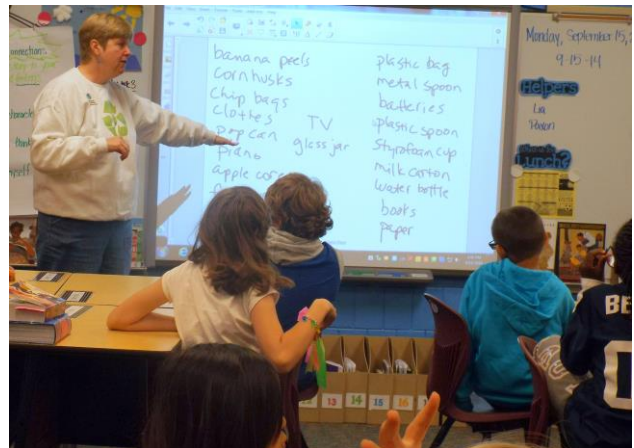
Normal, which is anticipated to increase costs. Delaying the inevitable landfill closure through more assertive waste management strategies can help conserve local financial resources.

	2007	2008	2009	2010	2011	2012	2013	2014	2015
Total MSW Recycled (tons)	93,065	98,220	80,217	80,541	71,099	66,737	73,833	85,196	91,866
Total MSW Landfilled (tons)	164,101	163,202	148,089	134,325	136,927	116,290	121,991	141,068	159,989
Total Municipal Solid Waste Generated (tons)	257,166	261,422	228,306	214,866	208,026	183,079	195,824	226,264	251,855
Percent Change from Previous Year	9.3%	1.7%	-12.7%	-5.9%	-3.2%	-12.0%	7.0%	15.5%	11.3%
Recycling Rate	36.2%	37.6%	35.1%	37.5%	34.2%	36.5%	37.7%	37.7%	36.5%
Percent Change from Previous Year	12.1%	3.8%	-6.5%	6.8%	-8.8%	6.7%	3.3%	0.0%	-3.2%

EDUCATION AND OUTREACH

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

- Bent (4 classes, 95 people)
- Benjamin (3 classes, 90 people)
- Calvary Christian (2 classes, 39 people)
- Carlock (1 class, 22 people)
- Cedar Ridge (4 classes, 104 people)
- Cornerstone (2 classes, 39 people)
- Epiphany (1 class, 32 people)
- Fairview (2 classes, 48 people)
- Fox Creek (5 classes, 115 people)
- Glenn (2 classes, 49 people)
- Grove (4 classes, 125 people)
- Heyworth (4 classes, 90 people)
- Colene Hoose (3 classes, 78 people)
- Hudson (2 classes, 45 people)
- Irving (3 classes, 74 people)
- LeRoy (3 classes, 69 people)
- Lexington (2 classes, 53 people)
- Metcalf (2 classes, 52 people)
- Northpoint (4 classes, 115 people)
- Oakdale (3 classes, 79 people)
- Oakland (3 classes, 75 people)
- Olympia North (Danvers) (2 classes, 52 people)
- Parkside (3 classes, 64 people)
- Pepper Ridge (3 classes, 72 people)
- Ridgeview (Colfax) (2 classes, 48 people)
- St Mary's (1 class, 8 people)
- Sheridan (3 classes, 73 people)
- Stevenson (3 classes, 78 people)
- Sugar Creek (2 classes, 61 people)
- Tri Valley (Downs) (3 classes, 75 people)



Trinity Lutheran (2 classes, 32 people)

Washington (6 classes, 170 people)

2016: Total schools: 32; Total classrooms 89; people: 2221

- **Other K-12 School activities:**
 - Solid waste reduction and recycling programs for
 - Pepper Ridge Family Reading Night (2 presentations, 85 participants)
 - Unit 5 High Schools (2 programs, 42 participants)
 - Calvary Christian Daycamp (1 program, 14 participants)
 - Recycling programs featuring clip for movie "Wall-E" and games at 8 elementary school After School Programs: Grove, Oakdale, Colene Hoose, Sugar Creek, Glenn, Parkside, Fairview & Prairieland (8 programs, 421 participants)
 - Participated in "Earth Run" organized by Normal Community High School students; gave presentation to runners; proceeds to benefit the EAC.
- **Preschool Garbage Monster Presentations:**
 - Waste Reduction/Recycling program for Mulberry School (2 presentations, 53 participants)
- **Scout activities:**
 - Program for Brownie Scouts from Hudson (1 program, 10 participants)
 - Program for Scouts (1 program, 10 participants)
 - Program for Scouts at EAC (1 program, 9 participants)
- **University Programs:**
 - Presentation for ISU Student Environmental Health Association (45 participants)
 - Presentation for two Environmental Sciences classes at Illinois Wesleyan (42 participants)
- **Community solid waste reduction programs and information booths:**
 - Booth at Sugar Creek Arts Festival, plus distributed refillable bottles to artists (173 people)
 - In partnership with Midwest Fiber offered food waste composting and recycling at Sweet Corn Blues Festival along with an information booth (1,075 booth visitors)
 - Participated in Wellness Fairs at Country/Growmark/IAA (2 events, 186 people)
 - Solid waste reduction and recycling program for St John's Lutheran group (53 participants)
 - State Farm Earth Day event (3 events, 120 people)
 - City of Bloomington Health Fair (70 people)
 - Participation in Downs Community Breakfast event with booth about recycling (10 participants)
 - Information booth at David Davis Glorious Garden Fest (2 days, 219 people)
 - Light the Night event in Uptown Normal (26 people)

- Information booth at ISU Wellness Fair (39 people)
- Information booth at ISU Horticulture Center Autumn Fest (20 people)
- Booth at McLean County Chamber of Commerce non-profit showcase (220 people)
- Connect Transit Employee Health Fair
- **Library Programs:**
 - "The Lorax" presentation, including information about waste reduction and composting, at Bloomington Library (42 participants), Normal Library (21 participants), Colfax (13 participants), Danvers (10 participants), Heyworth (55 participants), Hudson (46 participants), LeRoy (85 participants), McLean (62 participants), and Towanda (45 participants).
- **Other Programs:**
 - Presentation at PEO Club (35 participants) with emphasis on waste reduction
 - Recycling and waste reduction program co-sponsored by Mid Central Community Action
 - Program for Daybreak Rotary group covering many solid waste topics (15 participants)
 - Presentation at Westminster Village (30 participants) with emphasis on waste reduction
 - Program for University Club – 16 people

OTHER ACTIVITIES

- Produced four quarterly EAC paper newsletters featuring solid waste issues among other topics. Mailed each issue to approximately 270 households.
- Sent monthly 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 messages on its Facebook, Twitter, LinkedIn, and YouTube accounts on solid waste topics, with a resulting 71,711 views of these posts.
- Answered 802 phone calls and other inquiries about the disposal of household hazardous waste and recycling.
- Received 35,027 to solid waste, recycling, and hazardous waste related pages within EAC's website.
- 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. (2,082 current members with an average of 198 messages exchanged monthly).
- Awarded the annual McLean County Green Awards in June. The McLean County Waste Reduction and Recycling Award recognized The Bloomington-Normal Marriott. The McLean County World of Difference Award was presented to General Manager Jeff Pritts of the Bloomington-Normal Marriott.

- Co-sponsored the Illinois Sustainable Living and Wellness Expo (ISLWE) at IWU – 3000 participants. 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, and vendors were encouraged to not distribute extraneous trinkets. Event was publicized on WJBC and WGLT, with advertisements and interviews, reaching nearly 50,000 area residents.
- Promoted and 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; Clean-Up Week was promoted on WGLT interview and through social media posts and paid advertisements.

- Promoted nontraditional recycling programs through annual America Recycles Day Mega Recycling Event in partnership with Illinois Wesleyan University in November. Over 415 households recycled thousands of pounds of electronics, textiles, paper (shredded), and miscellaneous items including eyeglasses, hearing aids, plastic shopping bags, mattresses and Terracycle items. Each participant was given local listings for recycling these items anytime throughout the year.



- Executive Director was interviewed on WGLT concerning America Recycles Day and next year's plans for Household Hazardous Waste collection event. Approximately 5,000 listeners. Also had coverage for America Recycles Day event on WJBC and in Pantagraph.
- Held MEGA Recycling event in conjunction with the Illinois Sustainable Living and Wellness Expo at IWU in April. Over 200 households recycled electronics, textiles, Terracycle items, and corrugated plastic signs; participants were given information about recycling these items in our community throughout the year.
- EAC sponsored Earth Day on WJBC resulting in extensive coverage with hourly spots and an extensive live interview on both WJBC and WBNQ covering many solid waste topics; over 25,000 listeners.
- Executive Director was guest on pre-Earth Day edition of WGLT's "Sound Ideas" with topics including solid and hazardous waste. Approximately 5,000 listeners. Followed up with Earth Day promotional underwriting spots on WGLT.
- Full page ad in The Pantagraph on Earth Day listing the many resources the EAC provides to our community, including information about solid waste, recycling, and household hazardous waste.

- June interview on WGLT's Sound Ideas regarding solid waste planning process, recycling rate, landfill closure, and recycling Q&A.
- June interview on WJBC about recycling rate and other waste issues.
- Held six build-your-own composter workshops with a total of 19 participants making bins to use at home and receiving full instruction on best composting practices.
- Loan of special event recycling containers to Boy Scouts for May events and IWU for graduation events.