

**Ecology Action Center
Recycling Education for McLean County**

2011 Annual Report

January 1, 2011 – December, 2011

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.

Solid Waste Coordinator Activities

- Surveyed area waste haulers, recyclers, municipalities, and large organizations 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; local radio stations and newspapers reported the improving rates as a story.
- Facilitated Solid Waste Technical Committee meeting and subsequent actions, including coordination of recycling grants program for McLean County Schools.
- Participated in permitting process of B & B Bedding Pollution Control Facility.
- Coordinated McLean County small municipality recycling grants program, resulting in \$2,500 in support for recycling programs awarded to the communities of Arrowsmith, Downs, Carlock, Heyworth, and Lexington.
- Coordinated McLean County schools recycling program, resulting in \$2,880 in support for recycling programs awarded to Colene Hoose School, Lexington Elementary School, and Sheridan School.
- Facilitated quarterly McLean County Solid Waste Technical Committee meetings and follow-up reporting to the McLean County Land Use Committee.
- Household Hazardous Waste update sent to 813 email addresses and 581 Facebook followers.
- Household Hazardous Waste interviews on WJBC and in Pantagraph as a result of press releases issued by the EAC.
- Researched costs and logistics of holding a locally funded Household Hazardous Waste collection event given the ongoing absence of state funding for the foreseeable future.
- Ongoing EAC Executive Director participation in the statewide Illinois Recycling Association Board of Directors, including participation in the annual statewide recycling conference.
- 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 (21,961 total pounds recycled in this calendar year).
- Ongoing administration of Illinois Plastic Pot Recycling Program in cooperation with the McLean County Master Gardeners.
- Performed annual residential waste audit to determine trends in waste generation and usage of local recycling programs.
- Enlisted ISU Stevenson Center graduate class to perform community-wide recycling assessment. The resulting 85-page report from their scientifically conducted survey will be utilized in the 5-year update to the McLean County Solid Waste Management Plan to be conducted in 2012.
- Launched fundraising campaign to raise \$125,000 to hold the first Household Hazardous Waste Collection Event in McLean County in over 4 years. Event is planned for September 2012.
- Notified 50 local electronics retailers of their obligation under the state electronics recycling law to provide consumers with information on electronics recycling at the time of purchase. Provided each retailer with two copies of a color flier to help them comply with this regulation.

Bloomington Outreach

- Earth Schools Recycling and Waste Reduction 4th grade Presentations:
Trinity Lutheran, Pepper Ridge, Washington, Fox Creek, Bent, Cedar Ridge, Stevenson, Benjamin, St Mary's, Northpoint, Holy Trinity, and Sheridan School (46 programs, 1,208 participants)
- Other K-12 School activities:
Several visits as project resource for Junior High at St Mary's School (3 presentations, 56 participants)
Recycled art project at Fox Creek Elementary (1 presentation, 28 participants)
Recycling and Waste Reduction Program at Central Catholic High School (20 participants)
- Preschool activities:
Garbage Monster presentation for Scott Center/Children's Foundation (3 presentations, 42 participants)
Garbage Monster presentation for Noah's Ark Preschool (3 presentations, 45 participants)
- Scout activities:

Earth Day/Recycling presentation at Trinity Lutheran Daisy Scouts (1 presentation, 30 participants)
Waste Reduction/Recycling program for Junior Scouts at Oakland School (1 program, 23 participants)
Junior/Cub Scouts at Pepper Ridge School (1 program, 24 participants)

- University Programs:
Presented overview of programs and strategies for IWU class (10 participants)
- Community solid waste reduction programs and information booths:
State Farm Corporate Earth Day event
State Farm Corporate South Earth Day event
Growmark event
McLean County History Museum event
Miller Park Zoo's Party for the Planet Earth Day event
Bloomington Cultural Festival
- Library Programs:
Solid waste reduction and compost presentations at Bloomington Library (90 participants)
- Held Illinois Sustainable Living and Wellness Expo promoting many aspects of sustainable lifestyles including solid waste issues. Reuse of textiles promoted specifically through the Affordable Fashion Challenge, a fashion competition exclusively focused on the reuse and redesign of existing clothing or home décor (3,000 attendees).
- Co-hosted electronics recycling event at the Illinois Sustainable Living and Wellness Expo resulting in 50,524 pounds of electronics recycled from over 850 households.
- Green Holidays presentation at State Farm with emphasis on waste reduction and recycling (15 participants).
- Hosted Freecycle Free-4-All event at White Oak Park to encourage reuse of materials instead of disposal (125 participants).

Normal Outreach

- Earth Schools Recycling and Waste Reduction 4th grade Presentations:
Parkside, Epiphany, Calvary Christian, Fairview, Glenn, Sugar Creek, Prairieland, Grove, Colene Hoose, and Oakdale (26 programs, 742 participants)
- Other K-12 School activities:
After School Recycling Activities Program at Unity Center (5 programs, 136 participants)
After School Recycling Activities Program at Glenn, Fairview, Oakdale, Colene Hoose, Sugar Creek, Prairieland, Grove and Parkside (9 programs, 414 participants)
Junior High Game Show Program featuring solid waste reduction at Kingsley and Parkside (8 programs, 226 participants)
Litter and stream clean up at Kingsley Junior High School (2 programs, 63 participants)
Normal Community High School summer school class visited EAC for solid waste info (8 participants)
Participated in Metcalf School's Wellness Kickoff by providing waste reduction/waste free lunch activity (225 participants)
- Preschool activities:
Waste Reduction/Recycling program for Mulberry School (2 programs, 70 participants)
- Scout activities:
Waste Reduction/Recycling program for Girl Scouts (12 participants)
Waste Reduction/Recycling program for Daisy Scouts at Grove Elementary (22 participants)
- University Programs:
Solid waste reduction and EAC information booth at ISU Earth Day event (50 participants)
Solid waste reduction presentation for ISU geography class (24 participants)
Solid waste reduction presentation/discussion for ISU sociology class (20 participants)
- Community solid waste reduction programs and information booths:
Participation in panel discussion for Common Action (25 participants)
Solid waste reduction presentation for Home & Community Extension (40 participants)
Solid waste reduction and EAC information booth at Sugar Creek Arts Festival (50 people)
Solid waste reduction and EAC information booth at Sweet Corn/Blues Festival (125 people)
Information table including recycling and waste reduction at Town of Normal Wellness Fair (45 people)
Presentation including recycling information for Calvary Methodist Church (25 participants)
Waste reduction/Recycling presentation at Kiwanis Club of Normal (30 participants)
- Library Programs:
Solid waste reduction and compost presentations at Normal Library (78 participants)

- Recycling information and hands-on recycled paper making at ISU Family Science Day (over 350 people).
- Recycling information and hands-on recycled paper making at Children's Discovery Museum Earth Day event.
- Compost bin making workshops (3 workshops, 22 participants).
- Loan of Clear Stream recycling containers for Sugar Creek and Sweet Corn Fests in Uptown Normal.
- Vermicomposting workshop and construction of worm bins at EAC (7 participants).
- Hosted Freecycle Free-4-All waste reduction event at Anderson Park to encourage reuse of materials instead of disposal (235 participants).

McLean County Outreach

- Earth Schools Recycling and Waste Reduction 4th grade Presentations:
LeRoy, Carlock, Olympia North, Heyworth, and Hudson schools (17 programs, 396 participants)
- Other K-12 School activities:
Recycling, Waste Reduction, and Composting educational programs presented for home schooled groups at Ecology Action Center and Sugar Grove Nature Center (5 programs, 88 participants)
Provided solid waste and recycling information for Regional Office of Education Teacher Training Seminar (30 participants)
Recycling and Waste Reduction Program for Heyworth High School (45 participants)
- University Programs:
Presentation at Heartland Community College about waste reduction issues (25 participants)
Presentations for two biology classes at Heartland Community College including discussion of waste reduction and recycling issues, plus hands-on recycling at Home Sweet Home Ministries (2 programs, 60 participants)
- Community solid waste reduction programs and information booths:
EAC participation in Multicultural Leadership Program Sustainability Panel Discussion including solid waste issues (40 participants)
Presentation about solid waste reduction at Heyworth Senior Citizen meeting (40 participants)
Presentation for Multicultural Leadership Program about EAC mission with focus on recycling (40 participants);

MCLP

project team is working on proposal for increased outreach programs to low income neighborhoods with EAC assistance

Presented information including recycling and waste reduction at McLean County Chamber of Commerce non-profit showcase (30 people)

ISU Horticulture Center Autumnal Festival (20 people)

Ropp Road Round Up (20 people)

IRS Facility Health Fair (50 people)

Mitsubishi Wellness Fair (90 people)

ISU Wellness Fair (75 people)

- Library Programs:
Summer reading programs for children and families about solid waste reduction and composting at Crumbaugh Library (LeRoy), Towanda Library, Chenoa Library, Gridley Library, McLean Library, Heyworth Library, Lexington Library, and Danvers Library (8 programs, 384 participants)
Adult Program at Towanda Library about recycling and reducing waste (5 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.
- 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. EAC staff facilitated migration of entire McFreecycle listserv from Yahoo Groups to the more functional custom built Freecycle.org site (1273 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 inquires about the disposal of household hazardous waste and recycling (200 inquiries about recycling/waste disposal, 244 inquiries about household hazardous waste, and 178 inquiries about electronics recycling).
- 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 ISU's innovative food scrap composting project which allows local businesses to reduce their waste landfilled by composting food waste instead. The McLean County World of Difference

Award was presented to multiple recipients, all previous leaders of Operation Recycle and Ecology Action Center, for their efforts to build the small organization into the respected community agency it is today.

- Talking Trash teacher newsletter sent out electronically twice yearly as a resource for educators on solid waste issues.
- Promotion of EAC's 40th Anniversary utilizing "40 Green Ideas" campaign including strong focus on solid waste issues received extensive media coverage including stories in The Bloomington Pantagraph, WMBD TV 31, WGLT, and the ISU Vidette.
- Hosted group of Sustainability professionals on tour from Peoria with information about EAC's efforts in regards to Solid Waste Reduction and clean water protect education and outreach (30 participants).
- Provided content for WGLT's Uncommon Knowledge science program on the problems of compostable plastics reaching thousands of area listeners.
- EAC staff attended Zero Waste for Businesses and Communities Training Workshop at the national Resource Recycling Conference.
- Panel Discussion on Sustainable Solutions for Small Businesses (25 attendees).
- Co-coordinated America Recycles Day Mega Recycling Event at Illinois Wesleyan University. Over 350 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 press releases resulted in Bloomington Pantagraph stories on Household Hazardous Waste and Electronics Recycling as well as interviews on WGLT and two on WJBC about America Recycles Day and Household Hazardous Waste.
- Coordinated efforts of a work group from the Multicultural Leadership Program working to increase recycling behavior in underserved populations.
- Sent EAC Action News email newsletter to over 700 email addresses to promote recycling and waste reduction.