

**Stormwater Education and Outreach Program
for Bloomington-Normal**

2010 Annual Report

January 1, 2010 – December 31, 2010

The Ecology Action Center has completed the following tasks as part of the Stormwater Education and Outreach program:

Education Programs

- Third Grade Clean Water Programs at St. Mary's Catholic School, Towanda Elementary School, Trinity Lutheran School, Brigham Elementary, Epiphany, Parkside Elementary, Fox Creek Elementary School, Holy Trinity Grade School, Oakland Elementary School, Pepper Ridge Elementary School, Calvary Baptist School, Colene Hoose School, Northpoint Elementary, Irving Elementary, Sheridan Elementary, Glenn Elementary, and Metcalf Lab School (48 programs, 1302 students)
- Stormwater presentation and stormdrain stenciling training at LeRoy Prep and Heartland Community College (3 presentations, 72 students)
- Afterschool program at Unity Center (29 participants)
- Clean Water educational activities offered as part of EcoAction Camp at Comlara Park and Sugar Grove Nature Center (36)
- Scout programs provided for area scout groups including emphasis on clean water issues (6 programs, 130 participants)
- Clean Water programs for Day Camp groups (2 programs, 55 people)

Informational Events and Presentations

- Stormwater lecture for ISU Human Ecology Class (50)
- Presentation on Rain Barrels and clean water protection for Central Illinois Water Garden Club (20)
- Illinois Sustainable Living and Wellness Expo held in partnership with IWU Wellness Department; multiple informational booths on clean water issues including rain barrels (1200)
- Clean water presentations given for IWU environmental students, ISU classes, Money Smart Week, ISU Center for Technology in Learning and Teaching panel discussion, Regional Office of Education Teacher Training, Mothers of Preschoolers, and First United Methodist Church (12 presentations, 239 participants)
- Clean water/Yard Smart information booths provided at area events: City of Bloomington Wellness Fair, State Farm Earth Day Fair at downtown Bloomington offices, State Farm Earth Day Fair at Corporate headquarters, ISU Sustainability reception, Earth Day programming at Children's Discovery Museum, ISU Earth Day, Bloomington Farmer's Market, ISU CommUniversity event, Sugar Creek Art Festival, Sweet Corn Fest, Bloomington Cultural Fest, and ISU Wellness Fair (20 events, 2030 People)

Yard Smart program

- Yard Smart information booth featuring information on rain barrels and other water-protecting alternatives to conventional lawn care at Master Gardeners' Home Lawn and Garden Day, at ISU Fell Arboretum Plant Sale, including sales of vermicompost fertilizer and rain barrels (3 events, 155 participants)
- Class on rain water harvesting/stormwater runoff at Master Gardeners' Home, Lawn, and Garden Day (22 participants)
- Ongoing development of Yard Smart demonstration garden at Ecology Action Center to demonstrate usage of native plants and other techniques to reduce detrimental impacts on local clean water. Over 100 volunteer hours logged caring for landscaping
- Awarded \$921 grant from Illinois Rain Garden Initiative Program. Excavated and planted demonstration rain garden and rain barrels at Davis Lodge on Lake Bloomington. Interpretive signage explaining stormwater runoff pollution and homeowner strategies for water protection has been designed and will be installed in the spring.

- Answered phone inquires about YardSmart program and rain barrels (268 inquires)
- Hosted Annual Yard Smart Garden Walk on June 26 showcasing area yards that utilize practices that reduce impact on clean water. Presentation following Garden Walk emphasized the correlation between urban landscaping practices and water quality. (45 participants)
- Promotion of Yard Smart certification resulting in four new Yard Smart certified yards
- Six Rain Barrel workshops for area residents provided all materials, equipment, and guidance for participants to construct their own rain barrels to take home and install (67 rain barrels constructed)

Storm Drain Stenciling Program

Nine stormdrain stenciling workdays coordinated in Bloomington, Normal, and McLean County with 123 volunteers contributing 351 hours of labor. 667 inlets were stenciled and 3603 informational door hangers explaining the problem of storm water runoff and ways to reduce it distributed to households in the stenciled neighborhoods. See attached map for areas completed in 2010.

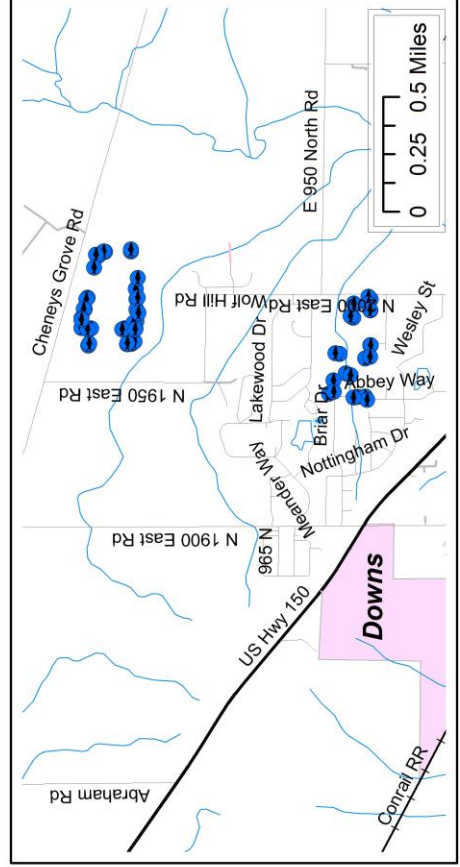
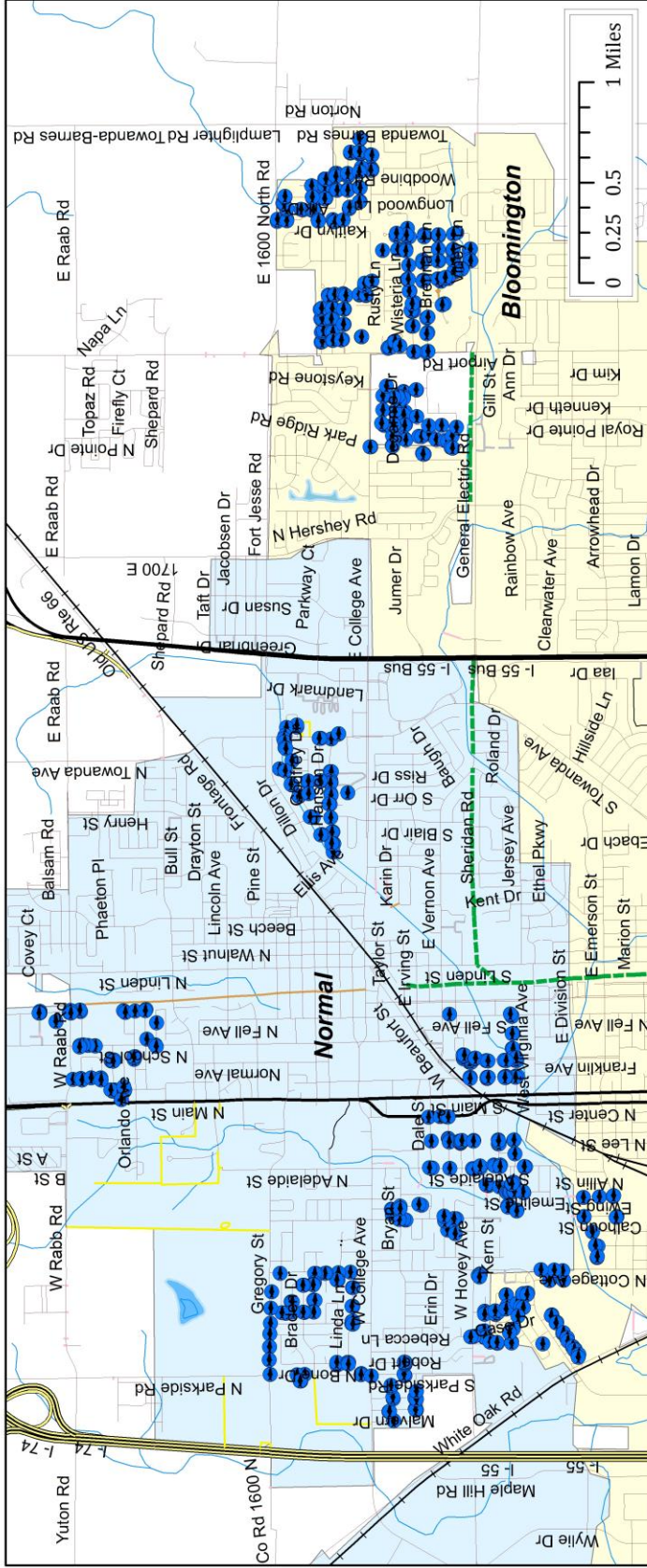
Multimedia clean water message promotion

- Stormwater Public Service Announcement/Advertisement produced and broadcast on four local stations (WGLT, WJBC, WBNQ, WBWN) reaching approximately 45,600 listeners
- WMBD 31 television morning show interview with focus on stormwater runoff and rainbarrels (estimated 10,000 viewers)
- Creation of stormwater runoff education video hosted on YouTube.com and featured on EAC Facebook page.
- EAC stormwater education efforts featured in Bloomington Pantagraph front page article; stormwater pollution prevention strategies emphasized including rain garden and rain barrels (approximately 107,000 readers).
- EAC sponsored and promoted Bloomington-Normal screening of Sandra Steingraber's documentary film *Living Downstream* focusing on clean water issues.
- EAC participated in taping of WGLT program "Uncommon Knowledge" as topic matter expert on clean water issues, specifically stormwater runoff and susceptibility of surface water supplies.

Other Efforts

- Facilitation of McLean County Greenways Coalition as Chair
- Ongoing participation in Watershed Plans Implementation Committee
- Development in progress on local watersheds forum website to act as clearinghouse of local information on watershed issues
- Assisted IWU student with research into improving outreach to minority populations within our community

2010 Storm Drain Stenciling



Legend

- 2010 Stormdrain Inlets
- Creeks and Streams

Municipalities

- Bloomington
- Normal
- Downs



Michael Brown 2010
Ecology Action Center
www.ecologyactioncenter.org