

**Ecology Action Center**  
**Stormwater Education and Public Participation Program for Bloomington-Normal and**  
**McLean County**

**2012 Annual Report: January 1-December 31, 2012**

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

**Education Programs**

- Clean Water Programs for 3<sup>rd</sup> grade classes at Benjamin, Bent, Calvary Christian, Cedar Ridge, Colene Hoose, Cornerstone Christian, Epiphany, Fairview, Fox Creek, Glenn, Grove, Holy Trinity, Hudson, Metcalf, Northpoint, Oakland, Parkside, Pepper Ridge, St. Mary's, Sheridan, Trinity Lutheran, Washington (57 classes, 1479 participants)
- Classroom presentation for Heartland Community College classes focusing on storm water issues (3 classes, 65 participants)
- Eco Action camp focused strongly on clean water issues and activities: creek exploration, storm drain stenciling, Yard Smart concepts, rain garden maintenance. (12 children, 5 days of programming)
- Presentations for ISU students including stormwater issues and Yard Smart (1 presentation, 50 students)

**Informational Events and Presentations**

- Co-sponsored Illinois Sustainable Living and Wellness Expo with Illinois Wesleyan University including exhibitors on clean water topics (4,300 participants).
- Presentation featuring clean water topics at First United Methodist Church (30 participants)
- Presentation for American Business Women's Association including clean water (10 participants)
- Presentation for Neighborhood Association of Normal including clean water (25 participants)
- Sugar Creek Art Festival, Sweet Corn Festival, & Bloomington Cultural Fest (5 days, 216 booth visitors)
- Informational booths including clean water protection, Yard Smart and stormwater runoff at
  - Vendor's Expo for the We Care Twin Cities Marathon (35 participants);
  - ISU Earth Day (40 participants);
  - Chamber of Commerce non-profit showcase (30 participants);
  - Wellness Fair at the Town of Normal (50 participants);
  - Wellness Fair at Advocate BroMenn (125 participants);
  - Wellness Fair at City of Bloomington (100 participants);
  - Wellness Fair at Country Companies (125 participants);
  - Wellness Fair at Growmark (110 participants);
  - Wellness Fair at ISU (150 participants);
  - Wellness Fair at Mitsubishi (200 participants)

**Yard Smart Program**

- Hosted Annual Yard Smart Garden Walk on June 23 showcasing area yards that utilize practices that reduce impact on clean water (65 participants). Had significant publicity on WGLT before event.

- Held 8 rain barrel making workshops with focus on stormwater runoff issues resulting in construction of 79 rain barrels.
- Developed and fabricated sign for Village of Hudson educating citizens about storm water runoff and water supply issues to be installed by creek in town park.
- Master Gardener's Home Lawn and Garden Day information booth on Yard Smart program, rain barrels, and stormwater runoff (65 participants)
- Yard Smart presentation at Master Gardener's Home Lawn & Garden Day (25 participants)
- Yard Smart presentation at State Farm's Cancer Survivor Group (30 participants)
- Yard Smart information booth at Fell Arboretum Plant Sale including rain barrels and vermicompost (25 participants)
- Yard Smart information booth at Glorious Garden Tour (25 participants)
- Davis Lodge Rain Garden weeded and mulched.
- EAC co-hosted presentation by nationally-known author Doug Tallamy about the benefits of choosing native plants for landscaping. EAC also staffed YardSmart booth at event. (100 participants)
- Clean water interpretive signage installed in Village of Hudson in public park near waterway. Signage message informs residents about the importance of reducing storm water runoff pollution.
- Answered 92 inquiries about YardSmart program, rain barrels, and stormwater issues

#### Other Efforts

- Storm drain stenciling: a total of 56 volunteers spent 143 hours painting 295 stormwater inlets and distributing information on stormwater runoff pollution and ways to reduce this pollution to 1489 homes in Normal and Bloomington (see attached map).
- Facilitation of McLean County Greenways Committee as Chair
- Ongoing participation in Watershed Plan Implementation Committee
- Participated in Bloomington-Normal Clean Up Week by removing trash from large section on Sugar Creek via canoe.
- Stormwater Runoff Awareness advertisements on 4 local radio stations WGLT, WJBC, WBNQ, and WBWN, reaching approximately 130,000 area listeners.
- Ongoing fundraising campaign to bring household hazardous waste collection back to McLean County in September 2012; resulting efforts are not only raising funds but raising awareness about improper disposal of wastes such as dumping.
- Coordinated first-ever locally funded Household Hazardous Waste Collection from start to finish. Raised nearly \$150,000 in funding from local municipalities, businesses, individuals, and churches; hired a hazardous waste contractor; recruited and coordinated nearly 80 volunteers putting in approximately 350 hours of work; and facilitated the entry of nearly 2000 cars and safe disposal of 161,000 pounds of household hazardous wastes.
- Sent EAC Action News to 900 email subscribers 10 times with information about clean water issues.
- New "mCLEANwater.org" watershed clearinghouse website finalized and launched after significant effort put into design, construction, content accumulation and indexing. This website will serve as a resource for residents and decision makers on clean water issues. The site includes a library of watershed reports and studies and a showcase of successful watershed protection projects; more content will be added to the site on an ongoing basis. Promotion of the new site will begin in 2013.

# Storm Drain Stenciling 2012

Michael Brown 2012  
Ecology Action Center

