

STORM WATER EDUCATION PROGRAM FOR BLOOMINGTON-NORMAL & MCLEAN COUNTY 2018 ANNUAL REPORT



THE ECOLOGY ACTION CENTER HAS COMPLETED THE FOLLOWING TASKS AS PART OF THE STORM WATER EDUCATION AND PUBLIC PARTICIPATION PROGRAM AGREEMENT OF FEBRUARY 1, 2016.

2018 TOTAL REACH: 188,460 INTERACTIONS

DIRECT (PROGRAMS, EVENTS, PHONE INQUIRIES): 14,002

MEDIA (NEWSPAPER, RADIO, SOCIAL MEDIA, WEB): 174,458

EDUCATION PROGRAMS

Clean Water 3rd Grade Classroom Programs

- Bloomington
 - Benjamin Elementary School; 3 classes, 87 students
 - Pepper Ridge Elementary; 3 classes, 57 students
 - Sheridan Elementary School; 3 classes, 60 students
 - Cedar Ridge Elementary; 3 classes, 76 students
 - Oakland Elementary School; 3 classes, 74 students
 - Irving Elementary School; 3 classes, 70 students
 - Stevenson Elementary School; 3 classes, 76 students
 - **Total: 7 schools, 21 classes, 500 students**

- Normal
 - Oakdale Elementary School; 3 classes, 69 students
 - Grove Elementary; 4 classes, 103 students
 - Colene Hoose Elementary; 3 classes, 62 students
 - Glenn School Ecology Club – Watershed Health presentation – 10 students
 - **Total: 4 schools, 11 classes, 244 students**

- McLean County
 - Tri-Valley; 4 classes, 84 students
 - Tri-Valley 6th grade – Watershed Health presentation; 3 classes, 81 students



- **Total: 1 schools, 7 classes, 165 students**
- Private Schools
 - Cornerstone Christian Academy; 1 class, 21 students
 - Trinity Lutheran; 2 classes, 33 students
 - Metcalf; 2 classes, 48 students
 - Corpus Christi; 2 classes, 40 students
 - **Total: 4 schools, 7 classes, 142 students**

INFORMATIONAL EVENTS – COMMUNITY-WIDE

- Co-sponsored Illinois Sustainable Living and Wellness Expo with Illinois Wesleyan University including exhibitors on clean water topics (2,250 participants). Pre-event coverage in Pantagraph, on WGLT, and WJBC.
- Presentations about storm water runoff pollution, clean water, and watersheds:
 - Normal Citizens Academy - 30 attendees
 - Central Catholic High School – 47 attendees
 - Epiphany Jr. High – 30 attendees
 - On Environmentally Friendly Lawn Care Practices at Home Lawn and Garden Day – 20 attendees
 - Illinois Wesleyan University May term Environmental Health class – 15 students
 - YWCA for the IWU Action Research Center community non-profits meeting including storm water issues and clean water education information– 38 attendees
 - Vietnamese exchange students with Illinois Wesleyan University Environmental Studies department - 15 students
 - Girl Scout troop – 9 attendees
- Informational booths including clean water protection, Yard Smart program and storm water runoff at:
 - Slice of Lifelong Learning event at Heartland Community College – 63 interactions
 - Home Lawn and Garden Day – 51 interactions
 - David Davis Mansion Glorious Gardens Festival – 47 interactions
 - Pantagraph's Girls World Expo – 53 interactions
 - ISU sustainability fair – 55 interactions
 - Advocate BroMenn earth day fair – 82 interactions
 - ISU Fell Arboretum Plant Sale – 10 interactions
 - Heartland Community College Illinois Prairie Wild Ones speaker event – 46 interactions
 - LeRoy Replex Health Fair – 32 interactions
 - ISU Horticultural Center's Pollinator Palooza festival – 60 interactions
 - Unitarian Universalist Church Social Justice Fair - 21 interactions

SUGAR CREEK STEWARDS

Sugar Creek Stewards is designed to raise awareness about Sugar Creek as an important community storm water system and ecosystem. The EAC works with volunteers at designated sites to improve the overall health and aesthetics of Sugar Creek through invasive species control and removal, allowing native species to thrive.



- Bloomington
 - Five workdays at Ewing Park with a total of 38 volunteers participating.
 - Two workdays near Tipton Trails 20 volunteers, removed teasel seed heads and planted milkweed seeds.
 - Planted about 4,000 square feet of native seed at Ewing Park and near Tipton Park.
 - Planted around 40 blazing star rootstock along the creek near Tipton Park.
- Normal
 - Five workdays at Fairview Park and behind the Juvenile Detention Center with a total of 32 volunteers participating.
 - One workday at Heather Ridge with a total of 5 volunteers removed invasive willow trees.
 - Planted 4,000 square feet of native seed and root stock at Fairview Park in Normal

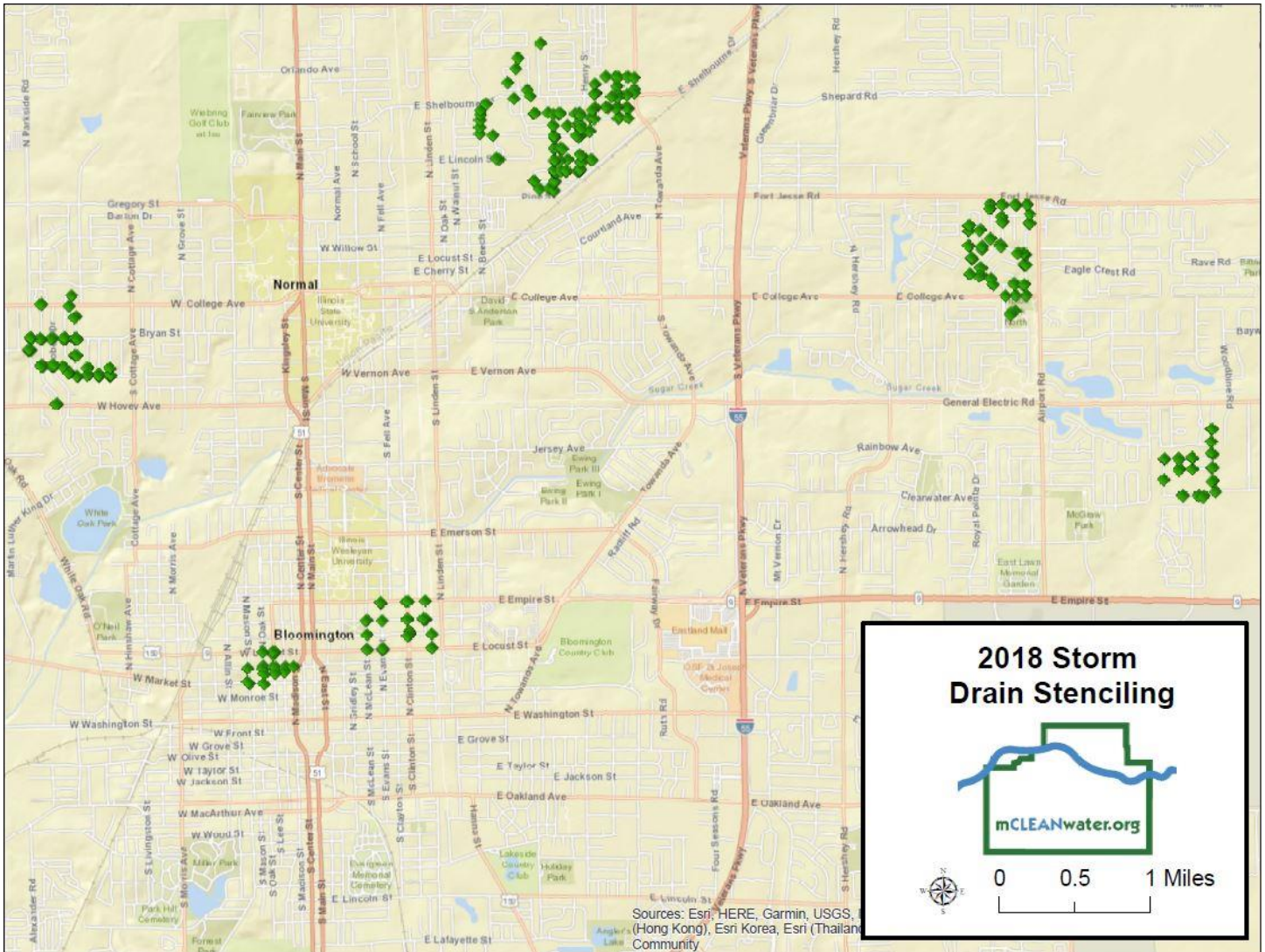
STORM DRAIN STENCILING

Storm Drain Stenciling is an ongoing initiative to label storm water inlets with clean water messaging ("Drains to Stream-Keep it Clean") and distribute storm water runoff prevention information to area households via informational door hangers.



- Bloomington
 - Paul Mitchell Green Team volunteers – 14 volunteers stenciled 64 storm drains and gave information to 257 households
 - Illinois Wesleyan Environmental Health students – 2 volunteers stenciled 26 storm drains and gave information to 193 households
 - Common Ground Grocery volunteers – 3 volunteers stenciled 20 storm drains and provided information to 50 households

- Keller Williams – 4 volunteers stenciled 26 drains and provided information to 130 households
- Normal
 - Heartland Community College volunteers – 24 volunteers stenciled 77 storm drains and gave information to 305 households
 - Paul Mitchell Green Team – 13 volunteers stenciled 112 storm drains and provided information to 373 households



2018 Ecology Action Center

YARD SMART PROGRAM

Hosted Annual Yard Smart Garden Walk on June 23 highlighting yards in Bloomington and Normal that utilize practices to reduce their impact on clean water pollution (55 participants). This year's featured 4 gardens in Normal that do not use chemical pesticides or herbicides and all have a diversity of native plants and rain water catchment systems. Dr. Ben Sadd from the Illinois State University Department of Biological Sciences gave an engaging presentation about native pollinator health. The event was advertised through social media, the Pantagraph, WGLT and WJBC.



- Held 6 rain barrel workshops where attendees build their own rain barrels to take home. Workshops also contain an educational presentation about storm water runoff pollution and prevention, and rain barrel use best practices resulting in construction of 30 rain barrels.
- Two residents, one in Normal and one in Bloomington, registered their yards as Yard Smart.

OTHER OUTREACH EFFORTS

- Coordinated annual Sugar Creek and Constitution Trail Clean-up Day with area partners, Friends of the Constitution Trail, Bike BloNo, and McLean County Wheelers. 85 volunteers collected approximately 1000 pounds of trash out of the creek and along the Constitution Trail from Tipton Park to the Audubon Garden at Vernon.
- Ongoing participation in McLean County Greenways Committee assisting with coordination of progress update to McLean County Greenways Plan.
- Radio Promotions
 - Interview with Marc Strauss on WJBC – approximately 1,000 listeners



- Sponsored radio spots encouraging clean water protective practices aired on all Radio Bloomington stations WJBC, WBNQ, and WBWN, reaching approximately 78,900 area listeners
- Put out a full page ad in The Pantagraph on Earth Day, highlighting the many resources the EAC provides, including storm water issues and Yard Smart program reaching over 30,000 readers
- EAC Newsletters
 - Produced and distributed quarterly EAC mail newsletter to 291 member households with information on storm water issues
 - Sent EAC Action News email newsletter in January, February, April, May, July, August, October, and November with general information about clean water issues, promoting the Yard Smart program, rain barrel workshops and winterization techniques, proper leaf disposal in the fall, and watershed health to 880 recipients.

▪ Social Media

- Weekly Facebook #WatershedWednesday posts reaching 34,343 people
- Weekly Twitter #WatershedWednesday posts reaching 6,682 people
- Facebook ad promoting Yard Smart Garden Walk reaching 7,216 people
- Facebook ad promoting the Earth Day Constitution Trail & Sugar Creek Clean Up reaching 3,963 people
- Facebook ad promoting Illinois Sustainable Living & Wellness Expo reaching 6,056 people



- Promotion of clean water issues and strategies for protection through resource-rich websites—6,298 visits to water-related pages and posts on ecologyactioncenter.org and visits to pages about clean water content on mCLEANwater.org



- Answered 138 direct inquiries from visitors and callers about the Yard Smart program, rain barrels, and storm water issues