STORM WATER EDUCATION PROGRAM FOR BLOOMINGTON-NORMAL & MCLEAN COUNTY

2016 ANNUAL REPORT

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

WATER PROGRAM MESSAGING: 2016 TOTAL REACH: 395,525 INTERACTIONS
DIRECT (PROGRAMS, EVENTS, PHONE INQUIRIES): 16,740
MEDIA (NEWSPAPER, RADIO, SOCIAL MEDIA, WEB): 378,785

EDUCATION PROGRAMS – SORTED BY LOCATION/AUDIENCE

In Bloomington/primarily for Bloomington residents:

- Clean Water Programs for 3rd grade classes at
  - Benjamin (7 classes/214 students),
  - Cedar Ridge (5 classes/108 students),
  - Fox Creek (2 classes/62 students),
  - Grove (4 classes/118 students),
  - Irving (3 classes/74 students),
  - Northpoint (4 classes/105 students),
  - Oakland (3 classes/88 students),
  - Pepper Ridge (3 classes/78 students),
  - Sheridan (3 classes/71 students),
  - Stevenson (3 classes/80 students),
  - Washington Elementary (3 classes/78 students)
    - **Total: 11 schools, 40 classes, 1006 students**

- Coordinated five Sugar Creek Stewards stream buffer restoration workdays at Bloomington's Tipton Park. An average of five volunteers participated each workday.

- Ongoing Stormdrain Stenciling initiative to label storm water inlets with clean water messaging ("Drains to Stream-Keep it Clean") and distribution of storm water runoff prevention information to area households via informational doorhanger. In 2016, 203 stormdrain inlets in the City of Bloomington were stenciled and 1,008 households received storm water runoff information, with the assistance of 60 volunteers.

In Normal/primarily for Normal residents:

- Clean Water Programs for 3rd grade classes at
  - Colene Hoose(4 classes/92 students)
  - Glenn (2 classes/45 students)
  - Oakdale (3 classes/82 students)
  - Parkside (3 classes/75 students)
  - Prairieland (4 classes/115 students)
  - Sugar Creek (4 classes/109 students)
    - **Total: 6 schools, 20 classes, 518 students**

- Coordinated three Sugar Creek Stewards stream buffer restoration workdays in Normal, with work completed near Epiphany Church/Anderson Park and Fairview Park. An average of five volunteers participated in each workday event with EAC staff.

- Ongoing Stormdrain Stenciling initiative to label storm water inlets with clean water messaging ("Drains to Stream-Keep it Clean") and distribution of storm water runoff prevention information to area households via informational doorhanger. In 2016, 189 stormdrain inlets in the Town of Normal were stenciled and 1,062 households received storm water runoff information, with the assistance of 55 volunteers.

In McLean County/primarily for county residents:

- Clean Water Programs for 3rd grade classes at
  - Tri Valley (3 classes/76 students)

- Ongoing Stormdrain Stenciling initiative to label storm water inlets with clean water messaging ("Drains to Stream-Keep it Clean") and distribution of storm water runoff prevention information to area households via informational doorhanger. In 2016, 97 stormdrain inlets in Village of Hudson were stenciled and 289 households received storm water runoff information, with the assistance of 14 volunteers.

For community-wide audience:

- Clean Water Programs for 3rd grade classes at
  - Cornerstone Christian (2 classes/47 students)
  - Corpus Christi (2 classes/35 students)
  - Epiphany (1 class/29 students)
  - Metcalf (2 classes/47 students)
  - St. Mary's (1 class/8 students)
  - Trinity Lutheran (2 classes/34 students)
    - **Total: 6 schools, 10 classes, 200 students**

- Presentations for ISU Environmental students including storm water issues (1 presentation, 45 students)

- Two presentations for Unit 5 high school students regarding clean water issues (21 students each time)
- Presentation for Brownie Scout group at EAC including water conservation issues (8 participants)
- Presentation for Daybreak Rotary group including clean water issues (15 participants)
- Presentation at Westminster Village including clean water issues (30 participants)
- Presentation at "Earth Run" – an event sponsored by Normal Community High School students and benefitting the EAC – including clean water issues.
- Presentation for PEO group including water conservation issues (35 participants)
- Presentation for scout group with tour of EAC including rain barrel and native landscaping discussion (10 participants)
- Presentation for University Club, ISU

INFORMATIONAL EVENTS AND PRESENTATIONS – COMMUNITY-WIDE

- Co-sponsored Illinois Sustainable Living and Wellness Expo with Illinois Wesleyan University including exhibitors on clean water topics (3,000 participants). Pre-event coverage on WGLT and WJBC.
- Information booth at Sugar Creek Arts Festival and Sweet Corn Blues Festival (4 days, 1248 people)
- Informational booths including clean water protection, Yard Smart and storm water runoff at local events including:
    - Earth Day Events at State Farm (3 events, 120 participants)
    - David Davis Glorious Garden Festival (2 days, 219 people)
    - Light the Night event (26 people)
    - Wellness Fair at City of Bloomington (75 participants)
    - Chamber of Commerce non-profit showcase (30 participants)
    - Connect Transit Employee Health Fair (5 participants)
    - Wellness Fair at ISU (39 participants)
    - Wellness Fair at Country/Growmark/IAA (2 events, 186 participants)

YARD SMART PROGRAM

- Hosted Annual Yard Smart Garden Walk on June 25 showcasing area yards that utilize practices that reduce impact on clean water (55 participants). This year's event featured a return to some of the previous Yard Smart sites, plus the Town of Normal's Food Forest and a description of the new Sugar Creek Stewards program. Event also had advertising on WGLT, WJBC, The Vidette and the Pantagraph.

- Held 5 rain barrel making workshops with focus on storm water runoff issues resulting in construction of 21 rain barrels, including both standard 55 gallon barrels and 275-gallon mega rain harvesters.

- Held special rain barrel workshop co-sponsored by Mid Central Community Action; provided storm water runoff information and constructed rain barrels with 6 home owners.

- Provided Master Gardener's Home Lawn and Garden Day information booth on Yard Smart program, rain barrels, and storm water runoff (275 participants)

- Gave presentation on Yard Smart and permaculture strategies that help reduce storm water run off pollution at Master Gardener's Home Lawn & Garden Day (25 participants).

- EAC's demonstration Rain Garden at Davis Lodge on Lake Bloomington was weeded and mulched.

- Answered 69 inquiries from visitors and callers about the YardSmart program, rain barrels, and storm water issues.

- EAC staff participated in Normal Mayor's Monarch Roundtable to discuss integration of Monarch-specific habitat improvement with existing local efforts such as the Sugar Creek Stewards program.

SUGAR CREEK STEWARDS

- Launched new Sugar Creek Stewards program to combat invasive species along our local waterways. EAC staff trains and works alongside citizen volunteers to accomplish this goal. Workdays were held once a month from May through December of 2016, with plans to continue each month. Sites in 2016 included Tipton Park in Bloomington, and Fairview Park and Epiphany Church/Anderson Park in Normal.
- Assisted Town of Normal staff in planning for improved management of stream buffer areas throughout town.
- Program outreach included:
    - Town of Normal Newsline reaching approximately 21,000 readers
    - Pantagraph story reaching approximately 35,000 readers
    - Facebook and Twitter posts receiving approximately 6,100 views or interactions

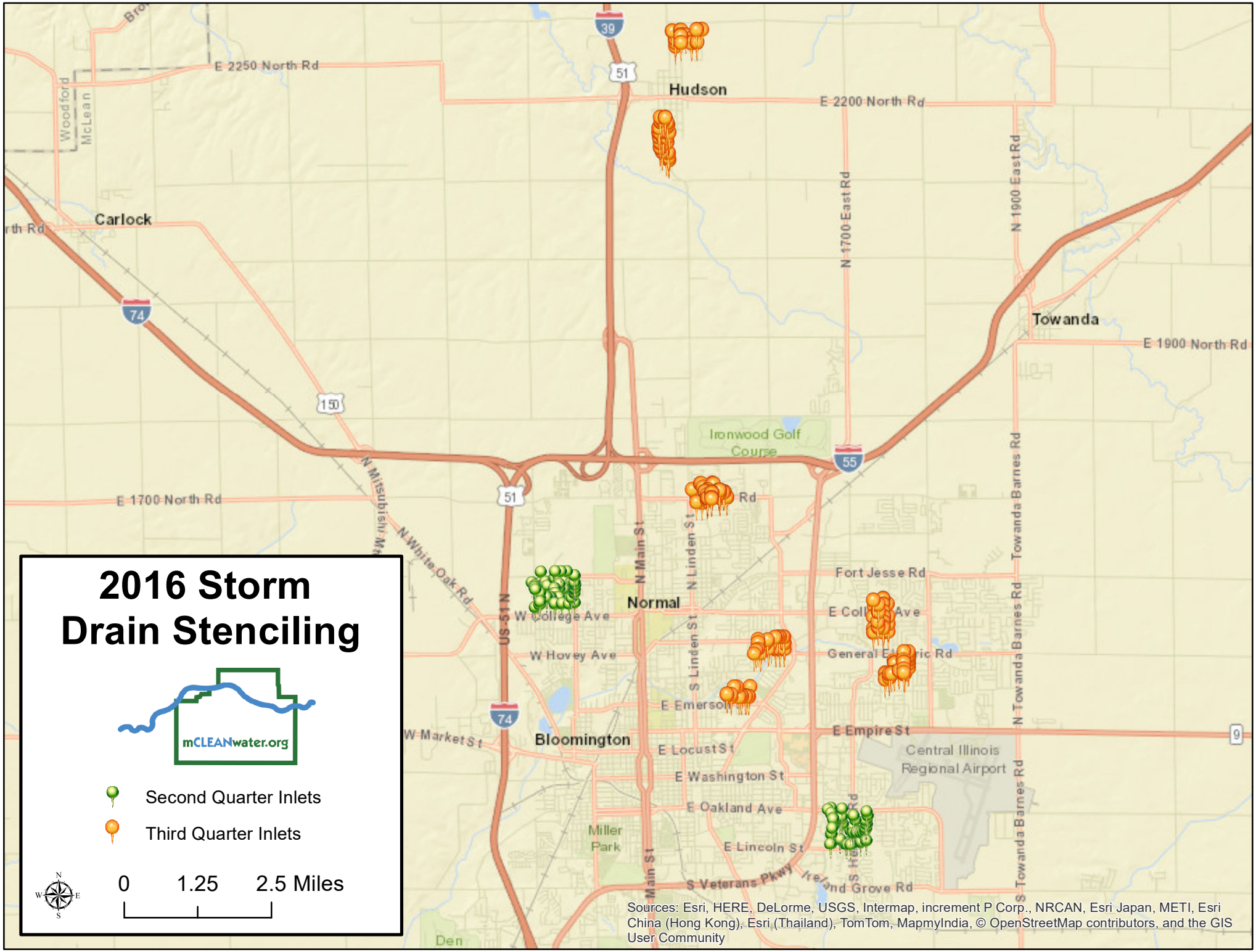
OTHER MS4 SERVICES

- Conducted on-site assessment of McLean County Highway Department storm water good-housekeeping/runoff protection measures. Provided analysis and recommendations in written report provided to McLean County Engineer.
- Distributed information on storm water runoff pollution and ways to reduce this pollution to 2,359 homes in Bloomington, Normal and Hudson; painted clean water protection messages at 489 storm water inlets. Much of this work accomplished by volunteers – 129 people worked a total of 288 hours helping to educate residents about this important message.

OTHER OUTREACH EFFORTS

- Coordinated Sugar Creek and Constitution Trail Clean Up Event with other nonprofit partners as part of Bloomington-Normal Clean Up Week. Sixty volunteers removed approximately 1,000 pounds of trash from the creek and trail in one day.
- Participation in McLean County Greenways Committee.
- Produced and aired Earth Day awareness radio spots on WJBC, WBNQ and WGLT; also did extensive interview covering many water quality topics.
- Had full page ad in The Pantagraph on Earth Day, highlighting the many resources the EAC provides, including storm water issues and Yard Smart program.

- Produced and distributed four quarterly EAC newsletter to 270 member households with information on storm water issues.
- Promotion of clean water issues and strategies for protection through resource-rich websites—20,804 visits to water-related pages and posts on ecologyactioncenter.org and visits to pages about clean water content on mCLEANwater.org.
- Promotion of clean water and watershed awareness through social media channels. EAC created watershed-related posts on Facebook and Twitter resulting in a total of 51.322 views. Hashtag "#WatershedWednesday" is used to create a recurring campaign of clean water social media messaging.
- Sent semi-monthly EAC Action News email newsletter to over 930 email subscribers with information about rain barrel workshops, watershed issues, pesticides and Yard Smart topics.



2017 Ecology Action Center