

STORM WATER EDUCATION PROGRAM FOR BLOOMINGTON-NORMAL & MCLEAN COUNTY

2016 THIRD QUARTER 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.



EDUCATION PROGRAMS – SORTED BY LOCATION/AUDIENCE

In Bloomington/primarily for Bloomington residents:

- 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 July, August, and September, **136** stormdrain inlets in the City of Bloomington were stenciled and **589** households received storm water runoff information, with the assistance of 33 volunteers.

In Normal/primarily for Normal residents:

- 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 July, August, and September, **88** stormdrain inlets in the Town of Normal were stenciled and **572** households received storm water runoff information, with the assistance of 32 volunteers.

In McLean County/primarily for county residents:

- 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 July, August, and September, **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:

- Two presentations for Unit 5 high school students regarding clean water issues (21 students)

- Presentation for scout group with tour of EAC including rain barrel and native landscaping discussion (10 participants)

INFORMATIONAL EVENTS AND PRESENTATIONS - COMMUNITY-WIDE

- 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 Light the Night event (26 people)

YARD SMART PROGRAM

- Held 3 rain barrel making workshops with focus on storm water runoff issues resulting in construction of 11 rain barrels.



SUGAR CREEK STEWARDS

- Coordinated monthly Sugar Creek Stewards stream buffer restoration workdays in July, August, and September with an average of five volunteers participating each workday. Sites included Bloomington's Tipton Park and Normal's Fairview Park
- Assisted Town of Normal staff in planning for improved management of stream buffer areas throughout town.
- Program outreach included:
 - Town of Normal Newline reaching approximately 21,000 readers
 - Pantagraph story reaching approximately 160,000 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.

OTHER OUTREACH EFFORTS

- Participation in McLean County Greenways Committee.
 - Produced and distributed quarterly EAC newsletter to 270 member households with information on storm water issues, plus made content available on EAC website.
 - Promotion of clean water issues and strategies for protection through resource-rich websites— estimated 9,396 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 estimated 9,626 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.
 - Answered 25 phone and in-person inquiries regarding clean water issues.
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