

# ENERGY EFFICIENCY PROGRAM

## 2016 SECOND QUARTER REPORT

THE ECOLOGY ACTION CENTER HAS COMPLETED THE FOLLOWING ITEMS DURING CALENDAR YEAR 2016 IN FULFILLMENT OF THE ENERGY EFFICIENCY PROGRAM AGREEMENT OF APRIL 25, 2016.



### ENERGY ASSESSMENTS

During April through June, EAC intensified the marketing of the program during the annually slower cycle of the year.



- Home Energy Assessment Program:
  - Completed 15 home energy audits, +30% from 2015: 8 Bloomington, 5 Normal
  - Contacted 109 prospects, including tabling event attendees, presentation participants and new EAC members
  - Continued tracking of all contacts, including marketing outcomes
- Small Business Energy Assessment Program:
  - Completed two audit reports with utility bill analyses



Project Oz



Hoffman Attorneys

- Promoted audits to staff of businesses which had completed the program
  - Four active projects; two additional prospects
- Established relationships with social service organizations and other groups for potential audit clients:
  - Bloomington Housing Authority
  - Mid-Central Community Action (ongoing)
  - Westside Bloomington Revitalization Program
- Added 4 new energy cost reduction measures, now totaling 40 measures, including proper attic ventilation, proper exhaust fan ventilation, adequate dehumidification, and testing radon mitigation system.

During April through June, the Energy Program continued an aggressive social and traditional media campaign.

- Energy Assessment Program promotion of spring and summer audits:
  - One set of WJBC and B104 radio spots, reaching over 94,000 listeners
  - Two Facebook energy audit promotional campaigns on, resulting in over 50,600 impressions of energy efficiency messages to local residents
  - One set of WGLT radio underwriting spots, reaching 25,000 listeners
  - *Pantagraph* email “blast” promoting energy audits to 23,000 recipients
  - Chamber of Commerce member email sponsorship, reaching 2,800 readers
  - Earth Day advertising including energy conservation information:
    - WGLT radio spots – 25,000 listeners
    - *Pantagraph* print ad – 35,000 readers



- Received almost 18,000 impressions on the EAC Facebook page in response to 23 energy- themed posts, including #EnergyTipTuesday posts on energy tips and resources, and #SaveEnergySaturday posts on do-it-yourself tips to save energy.
- Reached over 16,000 followers through Twitter with 19 energy-themed posts, and had 56 contacts with LinkedIn followers on 11 energy- themed posts.
- Received 671 unique views on the BNEnergyBright.org website and 91 unique views on the Ecology Action Center website.



- Staffed informational tables, reaching 3,080 participants and over 20 organizations with BNEnergyBright Program information, including a raffle for a complimentary Energy Assessment for a home or business:
  - State Farm Earth Day: three events over three days
  - Illinois Sustainable Living and Wellness Expo
- Presented “Do-It-Yourself Home Energy Audit” during Money Smart Week (8 attendees).
- Gave tour of EAC's energy conservation and efficiency measures to East Peoria High School teacher and students (6 attendees).

- Continued working with Elevate Energy, a not-for-profit organization, and Bloomington Housing Authority to offer energy audit services to property managers participating in the Authority's "voucher rental housing" program.
- Presented EAC energy program and collaboration proposal to Westside Bloomington Revitalization Project Board Members.
- Initiated collaboration with Faith in Place's Reverend Cindy Shepherd, based on the "Low Carb(on) Diet" model concept in use by the City of Urbana
- Explored hosting a regional ENERGYSTAR® Challenge with Scott Tess (City of Urbana) and Todd Rusk (SC-B Consulting).
- Participated in bi-monthly Central Illinois Association of Professional Energy Consultants educational meetings. EAC Staff member elected as an At-Large Board Member.

## OTHER ENERGY OUTREACH

- Provided staff support for *Solar Bloomington-Normal*, a group-purchase program for McLean County residents and businesses for installed solar photovoltaic systems, to reduce costs and improve system quality. Staff work is supported by external funds. Presented at:

- Illinois Sustainable Living & Wellness Expo
- Bloomington-Normal Marriott Conference Center
- Heartland Community College
- Unitarian Universalist Church of Bloomington-Normal
- Normal Public Library
- Westside Revitalization Project's Tool Library
- Bloomington Public Library
- Epiphany Farms Restaurant
- Association of Professional Energy Consultants
- Launch Pad
- Bloomington Rotary
- YWCA McLean County



# STORM WATER EDUCATION PROGRAM FOR BLOOMINGTON-NORMAL & MCLEAN COUNTY

## 2016 SECOND 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:

- Clean Water education programs given for 3<sup>rd</sup> grade classes at Northpoint (4 classes/105 students) and Washington Elementary (3 classes/78 students) (2Q: 2 schools, 7 classes, 183 students)



#### In Normal/primarily for Normal residents:

- Clean Water education programs given for 3<sup>rd</sup> grade classes at Colene Hoose(4 classes/92 students) (2Q: 1 school, 4 classes, 92 students)

#### For community-wide audience:

- 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.

## 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.
- Informational booths including clean water protection, Yard Smart and storm water runoff at the following events:
  - Earth Day Events at State Farm (3 events, 120 participants)
  - David Davis Glorious Garden Festival (2 days, 219 people)
  - 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 3 rain barrel making workshops with focus on storm water runoff issues resulting in construction of 10 rain barrels, including both standard 55 gallon barrels and 275-gallon mega rain harvesters.
- EAC's demonstration Rain Garden at Davis Lodge on Lake Bloomington was weeded and mulched.
- Answered 36 inquiries from visitors and callers about the YardSmart program, rain barrels, and storm water issues.



## 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.
- 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 twice in May and once in June of the second quarter, with an average of 5 volunteers each time. May sites were near Tipton Park in Bloomington, and June efforts were near Epiphany Church in Normal.

- Distributed information on storm water runoff pollution and ways to reduce this pollution to 996 homes in Bloomington and Normal; painted clean water protection messages at 185 storm water inlets. Much of this work accomplished by volunteers – 58 people worked a total of 145 hours helping to educate residents about this important message. Bloomington: 506 homes, 84 inlets, 35 volunteers; Normal: 490 homes, 101 inlets, 23 volunteers
- Ongoing participation in McLean County Greenways Committee
- Aired Earth Day awareness radio spots on WJBC, WBNQ and WGLT; also participated in 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 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 1,381 visits to water-related pages and posts on ecologyactioncenter.org and content on mCLEANwater.org.
- Promotion of clean water and watershed awareness through social media channels. EAC created water-related posts on Facebook and Twitter resulting in a total of 17,589 views. Hashtag “#WaterWednesday” is now 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.

# MCLEAN COUNTY SOLID WASTE PROGRAM

## 2016 SECOND QUARTER REPORT



THE ECOLOGY ACTION CENTER HAS COMPLETED THE FOLLOWING ITEMS IN FULFILLMENT OF THE SOLID WASTE AND

WASTE REDUCTION EDUCATION PROGRAM AGREEMENT OF JANUARY 1, 2014.

### LEADING INDICATORS: SUMMARY OF PROGRESS<sup>1</sup>

**Goal:** Visit **70%** of eligible classrooms in McLean County, Bloomington, and Normal for elementary school recycling and waste reduction education programs. Reaching this target means directly engaging with approximately 1,500 students.

- There are 88 Fourth grade classrooms in McLean County, which includes all public and private schools. **Year To Date: 20% of eligible classrooms.**

**Goal:** Visit **60%** of public libraries within McLean County, Bloomington and Normal and provide a summer reading program on recycling and waste reduction topics. Reaching this target means directly engaging with approximately 300 library patrons.

- There are 14 public libraries in McLean County. In June we visited 6 of these libraries and met 239 people. **This represents 43% of local libraries.**

**Goal:** Provide recycling and waste reduction education programs at **80%** of after school programs, reaching approximately 200 students. This year's target group includes 8 after school programs.

- No After School programs have been visited yet in 2016.

**Goal:** Provide recycling and waste reduction presentations for **25** local groups or approximately 750 individuals including civic groups, scouts, preschools, non-target school groups, university classes.<sup>2</sup>

- **Year To Date: 12 programs, 327 people, 48% of way to goal.**

**Goal:** Promote recycling and sustainable practices to direct audiences utilizing social media channels including Facebook, Twitter, LinkedIn, and YouTube with a target of **30,000** interactions annually.

- YTD total is 36,443, which exceeds our annual goal.

**Goal:** Provide and promote comprehensive online resources on recycling and waste disposal for Bloomington, Normal, and McLean County with a target of **12,000** visits to these pages annually.

- Estimated YTD totals: 18,425 visits, which exceeds our goal.

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<sup>1</sup> The totals below represent Year-To-Date numbers. Specific details of this Quarter's activities are described on the pages that follow.

<sup>2</sup> In practice the EAC provides these programs for nearly 100% of those requesting the services.



## LAGGING INDICATOR

As the main goals of the McLean County Solid Waste Program are to increase recycling while increasing source reduction, the annual measurement and reporting of these rates by the EAC can act as lagging indicators of the success of outreach efforts. However, the value of this performance indicator is also limited by other factors impacting recycling and waste generation rates, such as accessibility of recycling programs and macroeconomic forces. While quantifying source reduction of municipal solid waste is problematic, tracking recycling rates is much more reliable. Per the 2012 Five Year Update to the McLean County Integrated Solid Waste Management Plan, the county-wide recycling rate goal is currently set at 40%, which will also serve as the EAC's target for purposes of this indicator.

The 2015 recycling rate fell by 1.2 percentage points from 2014 to 36.5%. At less than 0.1% variation from the average of the recycling rate average during past nine years, this is understood to represent no significant change.

## SOLID WASTE COORDINATOR ACTIVITIES

- Ongoing progress in development of a new twenty-year McLean County Integrated Solid Waste Management Plan. Extensive research conducted into solid waste management strategies prior to the creation of three focus groups to brainstorm and prioritize strategies. Led twelve collaborative discussions towards group consensus on possible strategies for inclusion in the draft solid waste plan.
- Hosted state-wide e-waste meeting for Illinois electronics waste recycling working group.
- Participation in ongoing efforts with the Illinois Product Stewardship Council to improve e-waste recycling regulations.

## COMMUNITY-WIDE WASTE GENERATION AND RECYCLING RATE

- Surveyed area waste haulers, recyclers, municipalities, and institutions to gather data for calculation of county-wide 2015 municipal solid waste generation rate and recycling rate.
- 91,866 tons of municipal solid waste were recycled in McLean County in 2015, representing more waste materials recycled than any time in the past six years. Unfortunately, total waste generated and landfilled also increased resulting in a minor decline in the overall recycling rate relative to waste generated. **The 2015 recycling rate fell by 1.2 percentage points from 2014 to 36.5%. At less than 0.1% variation from the average of the recycling rate average during past nine years, this is understood to represent no significant change.**

- **McLean County remains fairly close to the community-wide recycling goal of 40%.** This goal is established within the McLean County Integrated Solid Waste Management Plan, which is updated every five years. However, with the rate showing no measurable progress in nine years, it is now evident that additional measures are critical for any improvement.
  - In addition to striving to meet the established goal, making additional progress in source reduction and further increased recycling is becoming increasingly important as it is estimated that one year of capacity remains in the McLean County Landfill. Upon closure of the landfill, waste will need to be transported farther from Bloomington-Normal, which is anticipated to increase costs. Delaying the inevitable landfill closure through more assertive waste management strategies can help conserve local financial resources.

	2007	2008	2009	2010	2011	2012	2013	2014	2015
Total MSW Recycled (tons)	93,065	98,220	80,217	80,541	71,099	66,737	73,833	85,196	91,866
Total MSW Landfilled (tons)	164,101	163,202	148,089	134,325	136,927	116,290	121,991	141,068	159,989
Total Municipal Solid Waste Generated (tons)	257,166	261,422	228,306	214,866	208,026	183,079	195,824	226,264	251,855
<b>Percent Change from Previous Year</b>	9.3%	1.7%	-12.7%	-5.9%	-3.2%	-12.0%	7.0%	15.5%	11.3%
Recycling Rate	<b>36.2%</b>	<b>37.6%</b>	<b>35.1%</b>	<b>37.5%</b>	<b>34.2%</b>	<b>36.5%</b>	<b>37.7%</b>	<b>37.7%</b>	<b>36.5%</b>
<b>Percent Change from Previous Year</b>	12.1%	3.8%	-6.5%	6.8%	-8.8%	6.7%	3.3%	0.0%	-3.2%

## EDUCATION AND OUTREACH

- Earth Schools Recycling and Waste Reduction Fourth grade presentations:
  - Metcalf (2 classes, 52 people)
- Other K-12 School activities:
  - Presentation for Calvary Christian Daycamp including information about recycling and waste reduction (14 students)
  - Participated in "Earth Run" organized by Normal Community High School students; gave presentation to runners; proceeds to benefit the EAC.
- Preschool Garbage Monster Presentations:

- Waste Reduction/Recycling program for Mulberry School (2 presentations, 53 participants)
- Scout activities:
  - Program for Brownie Scouts from Hudson (1 program, 10 participants)
- Community solid waste reduction programs and information booths:
  - Participated in Wellness Fairs at Country/Growmark/IAA (2 events, 186 people)
  - Solid waste reduction and recycling program for St John's Lutheran group (53 participants)
  - State Farm Earth Day event (3 events, 120 people)
  - City of Bloomington Health Fair (70 people)
  - Participation in Downs Community Breakfast event with booth about recycling (10 participants)
  - Information booth at David Davis Glorious Garden Fest (2 days, 219 people)
- Library Programs:
  - “The Lorax” presentation, including information about waste reduction and composting, at Bloomington Library (42 participants), Normal Library (21 participants), Colfax (13 participants), Heyworth (55 participants), Hudson (46 participants), McLean (62 participants)
- Other Programs:
  - Program for Daybreak Rotary group covering many solid waste topics (15 participants)
  - Presentation at Westminster Village (30 participants) with emphasis on waste reduction

## OTHER ACTIVITIES

- Produced quarterly EAC paper newsletters featuring solid waste issues among other topics. Mailed to 270 households.
- Sent monthly issues of the EAC Action News email newsletters to over 900 email addresses to promote general recycling and waste reduction; issues were also targeted to timely events such as HHW, recycling, vermicomposting and more.
- Promoted waste reduction, recycling, composting and proper disposal of household hazardous wastes through social media. EAC posted messages on its Facebook, Twitter, LinkedIn, and YouTube accounts on solid waste topics, with a resulting 18,069 views of these posts.
- Answered 217 phone calls and other inquiries about the disposal of household hazardous

waste and recycling.

- Received estimated 10,554 visits to solid waste, recycling, and hazardous waste related pages within EAC's website.
- Administration and promotion of McFreecycle, a free listserv on the internet for the free exchange of materials in McLean County to avoid disposal of useable items. (2,059 current members with an average of 76 messages exchanged monthly).
- Co-sponsored the Illinois Sustainable Living and Wellness Expo (ISLWE) at IWU – 3000 participants. This year's event was purposefully designed to model "zero-waste" event planning; much of the literature was presented electronically instead of paper hand-outs, and vendors were encouraged to not distribute extraneous trinkets. Event was publicized on WJBC and WGLT, with advertisements and interviews, reaching nearly 50,000 area residents.
- Held MegaRecycling event in conjunction with the Illinois Sustainable Living and Wellness Expo at IWU in April. Over 200 households recycled electronics, textiles, Terracycle items, and corrugated plastic signs; participants were given information about recycling these items in our community throughout the year.
- EAC sponsored Earth Day on WJBC resulting in extensive coverage with hourly spots and an extensive live interview on both WJBC and WBNQ covering many solid waste topics; over 25,000 listeners.
- Executive Director was guest on pre-Earth Day edition of WGLT's "Sound Ideas" with topics including solid and hazardous waste. Approximately 5000 listeners. Followed up with Earth Day promotional underwriting spots on WGLT.
- Full page ad in The Pantagraph on Earth Day listing the many resources the EAC provides to our community, including information about solid waste, recycling, and household hazardous waste. Circulation: 35,000 households.
- Promoted and participated in Bloomington-Normal Clean Up Day in April, removing trash from a 1.6 mile stretch of Sugar Creek from Tipton Park to Audubon Gardens; Clean-Up Week was promoted on WGLT interview and through social media posts and paid advertisements.
- June interview on WGLT's Sound Ideas regarding solid waste planning process, recycling rate, landfill closure, and recycling Q&A.
- June interview on WJBC about recycling rate and other waste issues.
- Held two classes on composting with a total of 8 participants making bins to use at home.
- Loan of special event recycling containers to Boy Scouts for May events and IWU for graduation events.

