

MCLEAN COUNTY SOLID WASTE PROGRAM

2017 2ND 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, 2017.

LEADING INDICATORS: SUMMARY OF PROGRESS¹

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 90 Fourth grade classrooms in McLean County, which includes all public and private schools. Year to date progress: 5 classes, 113 students; 5% 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 EAC visited 7 of these libraries and met 194 people. This represents 50% of local libraries.

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.²

- ❑ Year to date: 24 programs, 503 people, 96% of way to goal for number of programs; 67% to goal for number of people.

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.

- ✓ In the Second Quarter, EAC social media posts resulted in 25,748 interactions and our YTD total is 42,508, which exceeds the 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: 20,684 visits, which exceeds the goal.

LAGGING INDICATOR – COUNTY WASTE GENERATION & RECYCLING RATE

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.

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

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

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.

While total volumes of waste recycled and waste generated decreased in 2016 in McLean County in comparison to 2015 rates, the community finally met a long-standing recycling rate goal. Nearly 42% of municipal solid waste generated in McLean County in 2016 was recycled; this is the first time the county reached the 40% community-wide recycling since increasing the goal in 2007. The 40% goal was set to continue to drive improvements in local recycling programs after the county met state mandated recycling goals of 15% and 25%.

Action by the City of Bloomington and Town of Normal to contract with Henson C & D Recycling to recycle “bulky waste” or large items such as old furniture or materials from remodeling projects was a key factor in reaching the 40% recycling goal. Previously all of these items were landfilled; starting in April 2016, the materials were recycled through the construction and demolition recycling facility owned and operated by Henson Disposal. This resulted in a significant jump in the recovery rate of these materials from approximately 4% to an estimated 21%.

	2012	2013	2014	2015	2016
Total MSW Recycled (tons)	66,737	73,833	85,196	91,866	73,760
Total MSW Landfilled (tons)	116,290	121,991	141,068	159,989	103,459
Total Municipal Solid Waste Generated (tons)	183,079	195,824	226,264	251,855	177,219
Percent Change from Previous Year	<i>-12.0%</i>	<i>7.0%</i>	<i>15.5%</i>	<i>11.3%</i>	<i>-29.6%</i>
Recycling Rate	36.5%	37.7%	37.7%	36.5%	41.6%
Percent Change from Previous Year	<i>6.7%</i>	<i>3.3%</i>	<i>0.0%</i>	<i>-3.2%</i>	<i>14.1%</i>

HOUSEHOLD HAZARDOUS WASTE (HHW) COLLECTION

- Ongoing fundraising of private donations from individuals and sponsorships from area businesses raised nearly \$13,000 by the end of June 2017.
- Request for Proposals for hazardous waste contractor issued, selection will be made among submitted proposals by the end of July 2107.
- Logistics and marketing planning underway for September 2017 HHW collection at Rivian Automotive in Normal.

SOLID WASTE COORDINATOR ACTIVITIES

- 18 months of work on a new solid waste plan culminated in the drafting of the proposed new 20-year plan. This was shared with the more than 100 individuals who assisted through the course of the plan development for feedback. The process for approval will begin with the McLean County Solid Waste Technical Committee before moving to the Land Use Committee where a 90-day public comment period will begin including a public hearing. Following this process, the county board and both city councils will consider its approval.
- Extensive efforts and time put into transitioning all local waste and recycling listings to a new web-based recycling application called Recycle Coach. This application will help increase accessibility of recycling and waste information for area residents as well as provide alerts about upcoming events like the 2017 Household Hazardous Waste Collection. The new service will formally be launched in the third quarter of 2017.

EDUCATION AND OUTREACH

- Earth Schools Recycling and Waste Reduction Fourth grade presentations:
 - Towanda (1 class, 17 people)
- Other K-12 School activities:
 - Solid waste reduction and recycling programs for High Roads School (1 program, 8 participants)
 - Recycling programs featuring Garbage Monster story/activity and games at 3 elementary school After School Programs: Northpoint, Hudson and Fox Creek (3 programs, 67 participants)
- Preschool Garbage Monster Presentations:
 - LaPetite (1 presentation, 22 participants)
 - Waste Reduction/Recycling program for Mulberry School (3 presentations, 85 participants)
- Scout activities:
 - Program for Boy Scouts at Wesley United Methodist (1 program, 19 participants)
 - Performed a program about environmental stewardship to scouts from Northpoint School who were doing a clean-up and hike at Tipton Park (23 participants)
- University Programs:
 - Presentation for ISU class (5 students)
 - Presentation for ISU Faculty (11 participants)
 - Presentation for Heartland College Biology class (24 students)
 - Participated in Earth Day event at ISU Quad (48 students)
- Community solid waste reduction programs and information booths:
 - City of Bloomington/McLean County employee Health Fair (87 people)
 - Information booth at David Davis Glorious Garden Fest (2 days, 31 people)

- Information table at Merwin In May ParkLands Foundation event (37 participants)
- Information table at Unitarian Social Justice Fair (32 participants)
- Library Programs:
 - “Creating Soil” presentation, including information about backyard composting, vermicomposting, and composting critters at Normal Library (27 participants), Carlock (28 participants), Colfax (21 participants), Danvers (18 participants), Heyworth (54 participants), Hudson (31 participants), Lexington (15 participants).
- Other Programs:
 - “The End Is Near” Lunch & Learn – (55 participants)
 - Program for Lutheran Women’s Group covering many solid waste topics (22 participants)
 - Program for Kiwanis group covering many solid waste topics (12 participants)

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 930 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 25,748 views of these posts in the second quarter.
- Answered 265 phone calls and other inquiries about the disposal of household hazardous waste and recycling.
- Received 13,743 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. (2,114 current members with an average of 79 messages exchanged monthly).
- 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. Forty-five citizens volunteered with this effort.
- Placed 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.

- Held two classes on composting with a total of 9 participants making 8 bins to use at home and receiving full instruction on best composting practices.
- Co-sponsored the Illinois Sustainable Living and Wellness Expo (ISLWE) at IWU – estimated 2,250 participants. This event is 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 in the Pantagraph, on WJBC and WGLT, with advertisements and interviews, reaching nearly 50,000 area residents.
- Held Mega Recycling event in conjunction with the Illinois Sustainable Living and Wellness Expo at IWU in April. Nearly three hundred households recycled electronics, textiles, Terracycle items, and corrugated plastic signs; participants were given information about recycling these items in our community throughout the year.
- Loan of special event recycling containers to Mid Central Community Action.



STORM WATER EDUCATION PROGRAM FOR BLOOMINGTON-NORMAL & MCLEAN COUNTY 2017 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 Programs for 3rd grade classes at Northpoint (4 classes/115 students), Washington Elementary (3 classes/89 students) (2Q: 2 schools, 7 classes, 204 students)
- Presentation about environmental stewardship for Northpoint School Cub Scouts who were doing a hike and clean up at Tipton Lake (23 participants)
- Ongoing storm drain 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 door hanger. In April, May and June 148 storm drain inlets in the City of Bloomington were stenciled and 894 households received storm water runoff information, with the assistance of 21 volunteers.

In Normal/primarily for Normal residents:

- Clean Water Programs for 3rd grade classes at Colene Hoose (3 classes/79 students), (2Q: 1 school, 3 classes, 79 students)
- Coordinated monthly Sugar Creek Stewards stream buffer restoration workday on Earth Day, April 22, with 25 volunteers participating. Work was accomplished in Normal’s Fairview Park.
 - Ongoing storm drain 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 door hanger. In April, May and June 123 storm drain inlets in the Town of Normal were stenciled and 542 households received storm water runoff information, with the assistance of 29 volunteers.

In McLean County/primarily for county residents:

- Clean Water Programs for 3rd grade classes at Tri Valley (3 classes/80 students), (2Q: 1 school, 3 classes, 80 students)

For community-wide audience:

- Presentation for Lutheran Women's group including water conservation issues (22 participants)
- Presentation for ISU class including water conservation issues (5 participants)
- Presentation for High Roads School including water conservation issues (8 participants)

- Presentation for Heartland Biology class including water conservation issues (24 participants)

- Presentation for Kiwanis group including water conservation issues (12 participants)
- Presentation for ISU Faculty (11 participants)

INFORMATIONAL EVENTS AND PRESENTATIONS – 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 and on WGLT and WJBC.

- Informational booths including clean water protection, Yard Smart and storm water runoff at
 - Earth Day Event at ISU Quad (48 participants)
 - Merwin In May ParkLands Foundation event (37 participants)
 - Social Justice Fair at Unitarian Church (32 participants)
 - David Davis Glorious Garden Festival (2 days, 31 people)
 - Wellness Fair at City of Bloomington/McLean County (87 participants)

YARD SMART PROGRAM

▪ Hosted Annual Yard Smart Garden Walk on June 24 highlighting area yards that utilize practices to reduce their impact on clean water pollution (71 participants). This year's event focused on smaller urban gardens maximizing their space, and featured several homes with gardens occupying the entire front yard, as well as back. The gardens on the walk displayed various types of urban agriculture, insect houses, and rainwater catchment systems with 55 gallon and 275-gallon rain harvesters. Participants also enjoyed a presentation on McLean County water quality and quantity issues from Krista Kirkham with the Nature Conservancy. The event was advertised through social media, the Pantagraph, WGLT and WJBC.



- Held 5 rain barrel making workshops with focus on storm water runoff issues resulting in construction of 23 rain barrels.
- Answered 39 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 on Earth Day. Forty-five volunteers removed approximately 1,000 pounds of trash from the creek and trail in one day.



- Promoted clean water protection through radio campaign. Sponsored Radio spots encouraging clean water protective practices aired on four local radio stations--WGLT, WJBC, WBNO, and WBWN, reaching approximately 114,000 area listeners.
- Participation in McLean County Greenways Committee.
- Placed 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— 3,212 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 10,483 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 Sma