

MCLEAN COUNTY SOLID WASTE PROGRAM 2019 FIRST 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 85 Fourth grade classrooms in McLean County, which includes all public and private schools. Year to date: zero. This is a predominately fall program; presentations are scheduled for August through December.

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.

- Year to date: zero. This is a summer program; presentations are scheduled for June and July.

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: 6 programs, 125 people, representing 17% of 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.

- Year to date: In the first quarter of 2019, our social media posts resulted in 41,786 interactions, 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.

- Year to date: In the first quarter, our online resources were visited 27,322 times, which exceeds our annual goal.

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.

SOLID WASTE COORDINATOR ACTIVITIES

- Launched stakeholder outreach on behalf of the City of Bloomington and Town of Normal for feedback on a possible ordinance that would require the recycling of construction and demolition materials as proposed in the new 20-year solid waste plan.
- Facilitated Solid Waste Technical Committee Meeting including reviewing the shift of the solid waste program funding to a three-party funded program.
- Attended Illinois EPA statewide e-waste meeting and coordinated opt-in of McLean County in the Consumer Electronics Recycling Act program for 2020 through McLean County Land Use Committee.
- Assisted with Illinois EPA site audit of Normal Public Works e-waste collection to verify compliance with Consumer Electronics Recycling Act.
- Continued planning and fundraising for fall 2019 McLean County Household Hazardous Waste Collection.

TECHNICAL SERVICES

- Surveyed area waste haulers, recyclers, municipalities, and institutions to compile relevant data for calculation of 2018 McLean County Solid Waste generation rate and recycling rate. Final results will be released in second quarter 2019.
- Ongoing updates to Recycle Coach recycling directory application.
- Developed recycling toolkit for apartment landlords to assistance with implementation of multi-family housing recycling in the Town of Normal.
- Coordinated recycling and composting services during breakfast and lunch at the Home, Lawn & Garden Day annual event (6 volunteers).
- Worked with District 87 staff to conduct composting and recycling training for BJHS Green Team students to help oversee proper composting and recycling during the lunch periods. This training was also provided to senior advisory teachers at the high school.
- Continued efforts to collect data from both the Bloomington and Normal "Reducing Barriers for Sustainable Recycling" programs funded in part by a grant from Illinois Prairie Community Foundation. In Normal, forty 65-gallon recycling carts have been delivered to qualifying households as part of the Normal program. Program participants are sent periodic educational mailings with information on alternative options for non-traditional recyclables.

EDUCATION AND OUTREACH

- Continued distribution of new standardized recycling flyer with simplified messaging for Town of Normal and City of Bloomington residents, coupled with increased marketing messages and education outreach addressing issues of contamination.
- Presentation for BJHS Green Team students as part of their training to oversee proper composting and recycling during lunch periods at the junior high (2 classes, 15 students)
- Presentation to BHS senior advisory teachers on composting and recycling (29 teachers)

- Presentation on solid waste and recycling for Corpus Christi 4th grade Girl Scouts (8 students)
- Presentation for Epiphany Jr. High students on EAC programs and mission regarding solid waste and recycling (1 class, 33 students)
- Presentation for ISU Alternative Spring Break group on local watersheds and sources of pollution (40 students)
- Information table at Girl's World Expo promoting EAC solid waste and clean water programs (51 interactions)
- In partnership with Miller Park Zoo developed a vermicomposting workshop that incorporates the promotion of ecological health and composting for their summer camp series.

MARKETING

- Radio Promotions:
 - EAC staff was interviewed on WJBC about new quick and easy recycling guidelines for McLean County residents (approximately 1,000 listeners)
- Social Media:
 - 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 41,786 views of these posts.
- Newsletters:
 - Produced quarterly EAC paper newsletters featuring solid waste issues including options for non-traditional recycling in McLean County Mailed to 270 households in March.
 - Sent monthly issues of the EAC Action News email newsletters to 869 email addresses to promote general recycling and waste reduction.
- Recycling & Waste website interactions:
 - Received 5,634 visits to solid waste, recycling, and hazardous waste related pages within EAC's website.
 - Recycle Coach recycling information web/phone app: there were over 4,970 users and over 22,921 interactions during the first quarter period.
- Answered 195 phone calls and other inquiries about the disposal of household hazardous waste and recycling.
- 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. 1,951 current members with an average of 30 messages exchanged monthly. While membership continues to increase, usage of the service appears to be declining. This is likely due to redundant "free items" services now available as a part of social media platforms like Facebook and Nextdoor.com.

STORM WATER EDUCATION PROGRAM FOR BLOOMINGTON- NORMAL & MCLEAN COUNTY FIRST QUARTER 2019 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 & PRESENTATIONS

Classroom Clean Water Programs

- Normal
 - Glenn Elementary (2 classes, 49 students)
 - Oakdale Elementary (3 classes, 70 students)
 - Prairieland Elementary (3 classes, 74 students)
 - Grove Elementary (4 classes, 88 students)
 - Calvary Christian Academy (1 class, 9 students)
 - Metcalf School (2 classes, 49 students)
 - Epiphany Catholic School (1 class, 29 students)

- Bloomington
 - Irving Elementary (3 classes, 51 students)
 - Oakland Elementary (3 classes, 76 students)
 - Stevenson Elementary (3 classes, 60 students)
 - Sheridan Elementary (3 classes, 67 students)
 - Trinity Lutheran (2 classes, 26 students)
 - Corpus Christi (2 classes, 47 students)

- McLean County
 - Tri-Valley School (4 classes, 92 students)

Other Educational Programs, Presentations & Information Booths

- For community-wide audiences
 - Presentation for Tri-Valley 6th grade classes on watershed health and sources of water pollution (3 classes, 67 students)
 - Presentation for Epiphany Jr. High students on EAC programs regarding clean water (1 class, 33 students)
 - Presentation for ISU Alternative Spring Break group on local watersheds and sources of pollution (40 students)
 - Information table at Home, Lawn & Garden Day promoting clean water initiatives related to Yard Smart practices (86 interactions)

- Presentation at Home, Lawn & Garden Day on Yard Smart garden practices “Healthy Gardens for People, Pets and Planet” Information table to Girl's World Expo promoting EAC solid waste and clean water programs (22 attendees)
- Information table to Girl's World Expo promoting EAC clean water programs (51 interactions)
- Provided clean water information at Unitarian Universalist Church Social Justice Fair (21 visitors)
- Gave presentation on clean water education efforts to Vietnamese exchange students with Illinois Wesleyan University Environmental Studies department (15 students)
- Offered presentation on water conservation to Girl Scout troop (9 students)

SUGAR CREEK STEWARDS

The Sugar Creek Stewards project is designed to raise awareness about Sugar Creek as an important community storm water system and ecosystem and improve the beneficial functions of stream buffers along the creek. The EAC coordinates volunteers at designated sites to improve the function and aesthetics of stream buffers through invasive species control and removal, while also working to increase beneficial native vegetation.

- In Normal, coordinated February stewardship workday behind the Juvenile Detention Center removing honeysuckle with two volunteers participating.
- In Bloomington, held March workday at the intersection of Sugar Creek with Airport Road with five volunteers participating.

COMMUNITY-WIDE MARKETING AND OTHER OUTREACH EFFORTS

- Social Media
 - Weekly Facebook #WatershedWednesday posts educating the public about clean water issues with 10,054 views
 - Weekly Twitter #WatershedWednesday posts educating the public about clean water issues engaging 426 people
- EAC promoted clean water issues and strategies for protection through resource-rich websites. Received 1,814 visits to water-related pages and posts on ecologyactioncenter.org and mCLEANwater.org.
- Ongoing participation by EAC staff in McLean County Greenways Advisory Committee, coordinating progress updates to McLean County Greenways Plan.
- 35 calls, emails, and visitors inquiring about clean water issues, rain barrels, and related topics.

ENERGY EFFICIENCY PROGRAM

FIRST QUARTER 2019 REPORT

THE ECOLOGY ACTION CENTER HAS COMPLETED THE FOLLOWING ITEMS DURING CALENDAR YEAR 2018 IN FULFILLMENT OF THE ENERGY EFFICIENCY PROGRAM AGREEMENT OF DECEMBER 11, 2017.



ENERGY ASSESSMENTS

In the first quarter of 2019, the EAC continued ongoing efforts in conducting energy audits for Bloomington and Normal residents and small businesses.

Bloomington-Normal Residents:

- Completed five home energy audits--four in Bloomington, one in Normal.
- One of the audits took advantage of additional blower door services.

PROGRAM PARTNERSHIPS AND EXPANSION

The EAC continued to leverage the Solar Bloomington-Normal group-purchasing program to increase home energy audits.

- Grow Solar: Bloomington-Normal
 - The Ecology Action Center is partnering with the Midwest Renewable Energy Association to offer accessible affordable residential solar to McLean County residents again in 2019.
 - EAC staff convened an Advisory Committee with City of Bloomington, Town of Normal, and McLean County staff and some other business and resident representatives to review the RFP before it was released. This committee will also review and rate (using a rubric developed by MREA) all proposals to select the best installer for the program.
 - The Request for Proposals for solar installers was released on March 22, 2019. The installer will be selected and program will launch in the second quarter.

ENERGY EFFICIENCY MARKETING, OUTREACH, EDUCATION

The EAC continued to promote the energy efficiency program and efficiency concepts and strategies through public media campaigns, weekly social media posts, paid social media ads, and community engagement activities.

- Social Media advertising and promotion

- Weekly Facebook #EnergyTipTuesdays energy posts with 26,643 views
- Weekly Twitter #EnergyTipTuesday energy posts engaging 10,054 people
- Website Traffic
 - BNenergyBright.org website pages with energy efficiency information and resources received 528 visits.
- Radio promotions
 - Ran a WGLT spot in March promoting home energy audits reaching approximately 25,000 listeners.
 - Conducted an interview with WJBC's Marc Strauss about the polar vortex and preparing one's home for the worst winter weather reaching an estimated 1000 listeners.
 - Ran advertisements on WJBC, WBNQ, and WBWN reaching a total of 78,900 listeners.
- Pantagraph advertisements promoting energy efficiency
 - Ran two ads in January reaching approximately 162,000 readers.
 - Ran one ad in February reaching approximately 81,000 readers.
 - Each ad set also included online content which resulted in 35,594 impressions.



- Community Engagement
 - Presented about energy efficiency to a mothers morning group with 15 attendees.
 - Presented to Epiphany Jr. High class on topics including energy efficiency with 33 students attending.

- EAC Newsletter
 - EAC's February electronic newsletter with articles on Energy Efficiency programs was sent to 869 people.
 - EAC's March supporter newsletter with content on Solar and Energy Efficiency programs was sent to 270 households.

- Direct Inquiries
 - Responded to 16 phone calls, emails, and visitor inquiries about energy efficiency and renewable energy issues.

GREENHOUSE GAS EMISSIONS INVENTORY/COMMUNITY ENERGY STRATEGIC PLAN FIRST QUARTER 2019 REPORT



THE ECOLOGY ACTION CENTER HAS COMPLETED THE FOLLOWING ITEMS DURING THE FIRST QUARTER IN FULFILLMENT OF THE GREENHOUSE GAS EMISSIONS INVENTORY PROGRAM AGREEMENT OF APRIL 25, 2016.

The Ecology Action Center finalized the stakeholder materials for the Community Energy Strategic Plan (CESP) for the Town of Normal and the City of Bloomington. In March, the first Steering Committee meeting was held. The working mission statement and working goals of the CESP were drafted during this meeting. These goals align with the plan's purpose and will help drive the development of strategies needed to reduce air pollutants, greenhouse gas (GHG) emissions, and energy usage within our community.

ORGANIZATION

Using the stakeholder materials, which highlight examples from other communities, the Ecology Action Center with participation from the Steering Committee and stakeholder groups, will compile a report specifying the strategies to obtain the goals of the CESP set forth by the EAC and the Steering Committee. The finalized plan will ultimately be presented to the Town of Normal and the City of Bloomington.

FIRST QUARTER PROGRESS

- o Continued compiling existing strategies for the Bloomington-Normal CESP
- o Continued researching other communities participating in CESPs
- o Recruited participants for the Steering Committee
- o First Steering Committee meeting held
- o Identified and engaged potential stakeholders

NEXT STEPS

- o Determine timeline for Bloomington-Normal Community Energy Strategic Plan
- o Schedule focus group meetings to begin getting stakeholder input on the issues and possible strategies.
- o Development of the energy profile for Bloomington-Normal.