

Stormwater Education and Outreach by a nonprofit

Michael Brown

Ecology Action Center

Normal, Illinois



ECOLOGY ACTION CENTER

Mission: To inspire and assist residents of McLean County to create and preserve a healthy environment.



Community Environmental Education

- Solid Waste
- Clean Water
- Energy Efficiency



Partnership with Municipalities

- City of Bloomington
- Town of Normal
- McLean County Highway Department
- Bloomington-Normal Water Reclamation District



Stormwater Runoff

- Rain is natural, stormwater runoff is NOT
- Up to 70% of pollution in our streams, rivers and lakes nationwide is carried there by stormwater



TMDL

- Nitrate and phosphorus levels occasionally exceed water quality standards in Lake Bloomington and Evergreen Lake
- Urban runoff in the watershed contributes to these problems



NPDES Phase II

- Requires operators of small MS4s to implement programs and practices to control polluted stormwater runoff
- Requires six minimum control measures



Six Minimum Controls

- Public education and outreach
- Public participation/involvement
- Illicit discharge detection and elimination
- Construction site runoff control
- Post-construction runoff control
- Pollution prevention/good housekeeping



Classroom Education



Take Home Message



We All Live Downstream
Let's Keep
Our Water Clean 

- Don't Dump
Recycle and dispose of motor oil, paint, antifreeze and hazardous waste properly.
- Reduce Lawn Chemicals
Avoid fertilizing before storms and minimize pesticide use.
- Pick Up after Pooch
Bury pet waste or dispose of with trash.



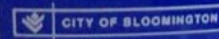
For questions about waste disposal
and water quality call 309-454-3169
www.ecologyactioncenter.org

Stormwater Hotline:
Bloomington 434-2423
Normal 433-3403

Town of



Normal




Storm Drain Stenciling




Educational Doorhanger





Bloomington Clean Water Program

DRAINS TO STREAM



KEEP IT CLEAN

Have you seen this message in your neighborhood?

One community's stormwater is another's drinking water source

In your neighborhood, water from rain, snow melt or sprinklers flows over yards and pavement into storm drains. The water is not treated as it flows directly to our creeks, rivers and lakes. As water moves, it picks up natural and human-made pollutants. Your help is needed to prevent pollution of water that we use for swimming, fishing or drinking.

What are Sources of Pollution?


- Motor Oil
- Antifreeze
- Soap from washing vehicles
- Paint
- Fertilizers and pesticides
- Yard debris
- Trash
- Pet waste

Storm drains are not trash cans

Water is a quality of life issue

The City of Bloomington and the Ecology Action Center are working together to protect our local waterways. Visit these websites to see how to protect the quality of our water and community:

www.ecologyactioncenter.org
www.cityblm.org
www.prairierivers.org

 CITY OF BLOOMINGTON

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Ecology Action Center Clean Water Program

**We All Live Downstream
Let's Keep Our Water Clean**

One quart of oil can pollute 2 million gallons of water

Don't Dump

- Recycle and dispose of hazardous wastes properly. Not sure how? Call **309-454-3169** for detailed information.
- Many service stations will recycle your motor oil.

Keep Storm Drains Clear

- Don't rake or sweep leaves, grass or soil into the street.
- Vegetate bare or erosion-prone spots
- Do not litter. Help pick up litter.

Storm drains are not trash cans

Native plants use less water

Be Yard Smart

- Avoid fertilizing before storms.
- Minimize use of pesticides and lawn chemicals.
- Compost yard waste and use a mulching mower for grass clippings.
- If you live near a waterway, do not mow your grass up to the waterfront as increased vegetation will help filter out pollutants contained in runoff.

Around the House

- Direct downspouts away from paved surfaces on your property.
- During home improvement projects sweep up all debris and clean paintbrushes inside.
- Use a commercial car wash or wash your car on a lawn.

Pick Up after Pooch

- Clean up pet waste frequently and dispose of properly.

**Normal Storm Water Hotline:
433-3403**

Ecology Action Center
202 W. College St.
Normal, IL 61761
Ph: (309) 454-3169
eac@ecologyactioncenter.org
Mondays-Fridays 9 a.m.-5 p.m.

Rain Barrel Workshops



Rain Gardens

- Reduce stormwater runoff
- Directs water where it won't be a problem



Public Displays and Brochures

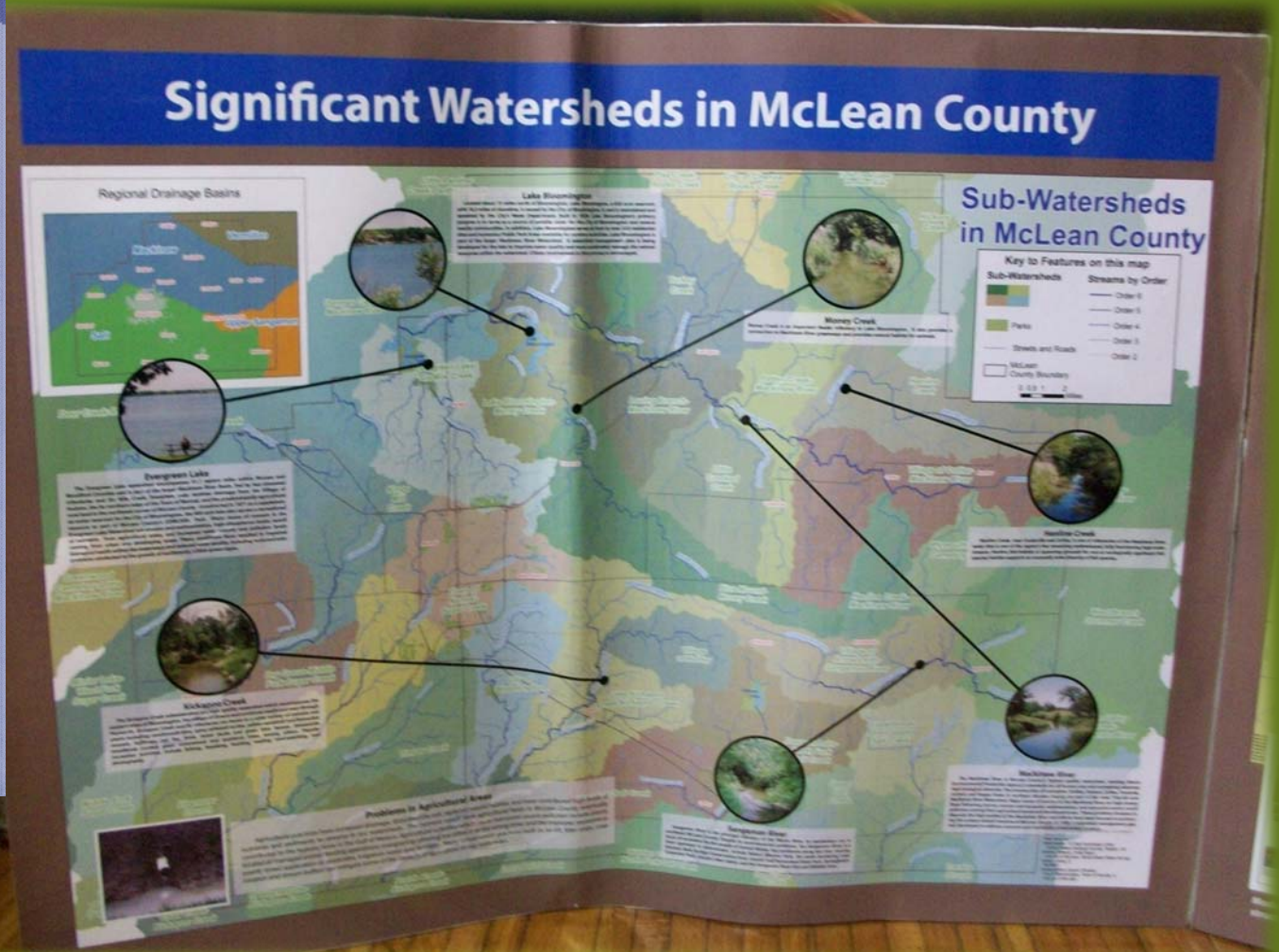
PROTECTING OUR
WATERSHEDS

EVERGREEN LAKE
AND
LAKE BLOOMINGTON



Money Creek

WWW.MCLEANTMDL.COM



Special Events



Clean Water: The Ripple Effect



Yard Smart Program

Voluntary certification program to encourage sustainable yard care practices



The Chemical-Free Yard

- Makes for a safer play environment for children and pets
- Allows beneficial microbes, earthworms, and bugs to return to the soil for a healthier lawn
- Minimizes stormwater runoff
contamination potential



Chemical Alternatives

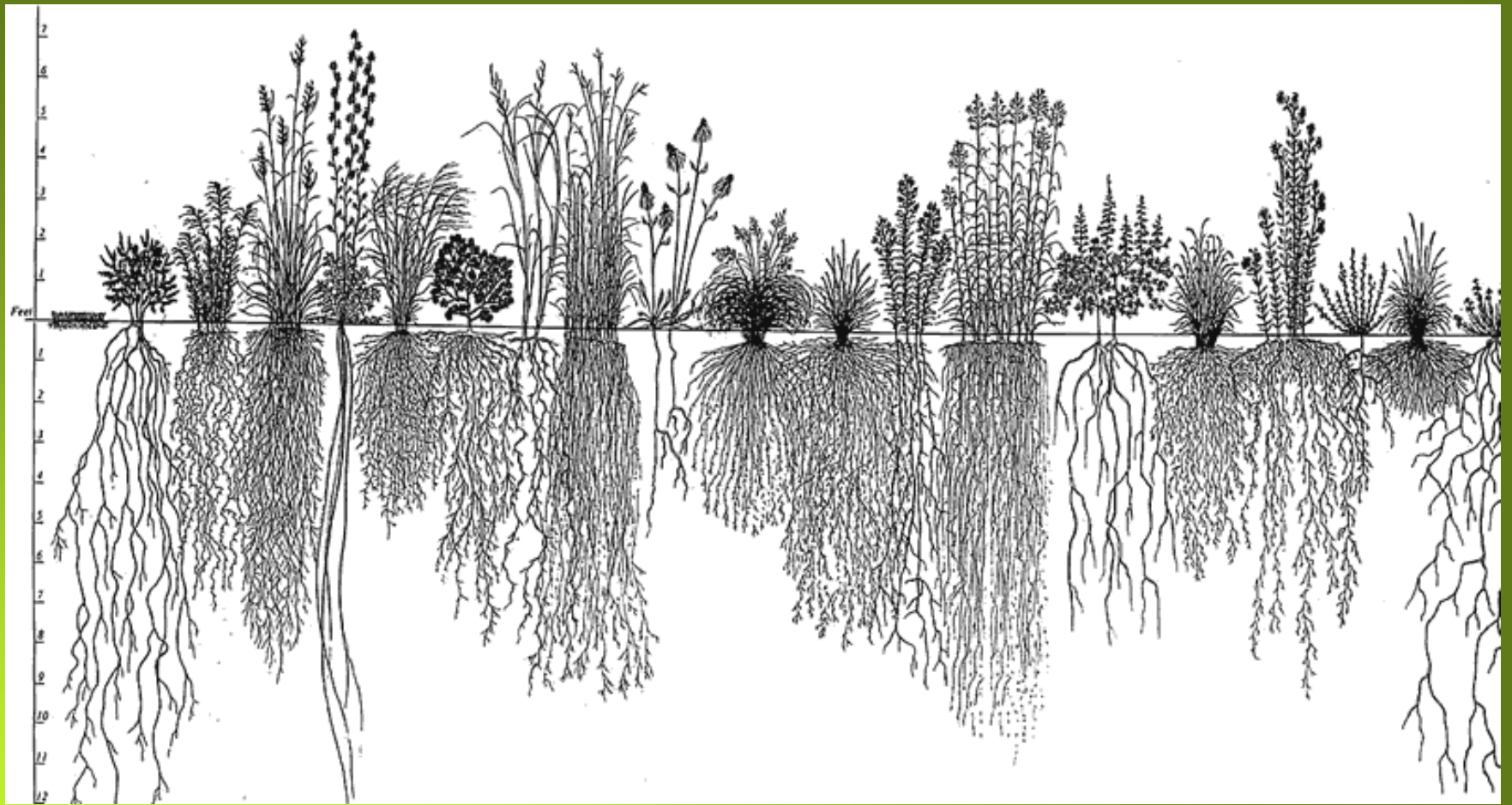
- Compost tea
- Microbial inoculants
- *Bacillus thuringiensis*
- Beneficial insects
- Diatomaceous earth
- Hot pepper repellent
- Lemon and vinegar herbicide
- Predator urines



Landscaping with Natives

- Perennial Illinois native wildflowers, grasses, and shrubs are naturally drought resistant, disease resistant, and do well in Illinois soil types
- Once established, no watering is needed
- Vast native diversity to choose from





Composting

- Combination of waste disposal solution and free fertilizer



Yard Smart Garden Walk





**Keep our
water clean:
be Yard Smart**

WWW.ECOLOGYACTIONCENTER.ORG



Problem: Storm Water Runoff

- When it rains storm water picks up pollutants such as fertilizers, pesticides, oils, garbage, and silt from lawns, driveways, golf courses, agricultural areas, streets, sidewalks, and other impermeable surfaces.
- This contaminated water discharges to creeks eventually entering larger bodies of water such as rivers and lakes, impairing their ability to serve as drinking water supplies or wildlife habitat.
- Water runoff is a form of non-point source pollution.
- Non-point source pollution is the nation's largest water quality problem, with consequences to our local drinking water supplies.

-YOU can be part of the solution to help protect our clean water!

Keep our Water Clean

How to Help:

- Use a rain barrel! It will reduce your water usage and the water runoff from your yard.
- Don't dump! Instead dispose and recycle hazardous wastes properly!
- Keep storm drains clear from leaves, grass, or litter.
- Reduce the use of synthetic pesticides and fertilizers because they contribute to water pollution. Instead use organic fertilizers!
- Wash your car on your lawn with biodegradable soap instead of your driveway to prevent water runoff!
- Be Yard Smart by composting extra waste, building a rain garden, avoiding mowing too close to waterways, and using native plants.
- Clean up pet waste properly.



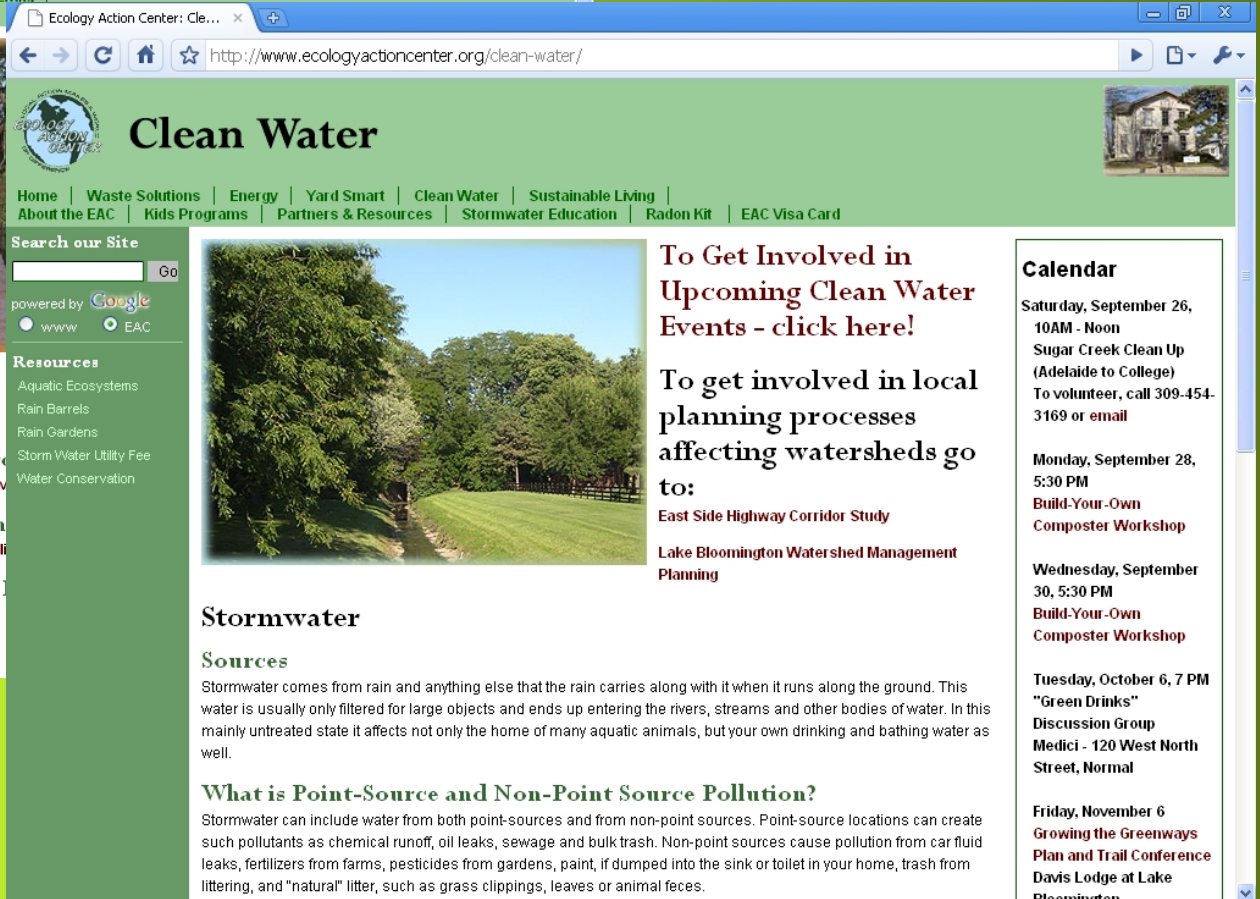
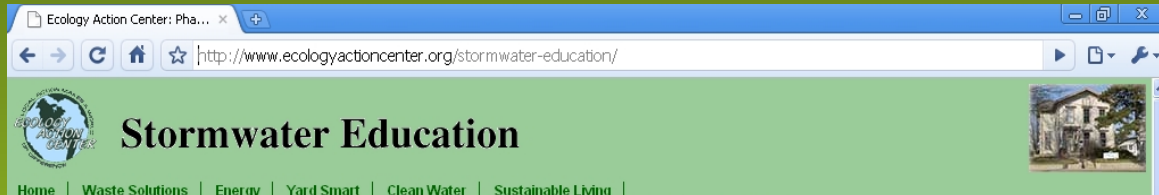
Radio Spots



"DID YOU KNOW THAT WHEN STORM WATER PICKS UP POLLUTANTS IT CAN CAUSE CONTAMINATION PROBLEMS WITH WATER QUALITY AT PLACES LIKE EVERGREEN LAKE AND LAKE BLOOMINGTON? FERTILIZERS, PESTICIDES, OILS, GARBAGE AND SILT CAN ALL TOO EASILY END UP IN DRINKING WATER SOURCES LIKE THE LAKES. THE ECOLOGY ACTION CENTER HOPES YOU'LL TAKE PART IN ONE OF THEIR PROGRAMS THAT HELP PROTECT CLEAN WATER. GO ONLINE TO ECOLOGY ACTION CENTER DOT ORG TO LEARN MORE ABOUT PROGRAMS LIKE YARD SMART, STORM DRAIN STENCILING, RAIN BARRELS, STREAM CLEAN UPS AND MORE. THAT'S ECOLOGY ACTION CENTER DOT ORG...OR CALL 454-3169. "



Website Content



Proper Waste & HHW Disposal

- HHW events
- Recycling Information Center



Targeting Diverse Audiences

- Spanish language materials, web pages, radio spots
- Church newsletters, bulletin boards



CONTACT INFORMATION

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