



Will County's Earth Day Outreach

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Encouraging Residents to Celebrate Earth Day



From Physical to Virtual, Will County found ways to encourage residents to celebrate their environment and conserve resources in honor of the 50th anniversary!

- ❖ The Earth Day Passport
- ❖ The Printable Activities and Website Games
- ❖ The Virtual Power Point Presentations
- ❖ Getting the Information to the Public

50th Anniversary Special Celebration

Will County RR&E began Budget Planning in 2018.

RR&E met with local radio group to discuss promotional options in 2019.

Group Planning Team formed in January 2020:

- Will County Land Use Resource Recovery & Energy Division
- Forest Preserve of Will County
- Will County Health Department
- South Metropolitan Higher Education Consortium (SMHEC)



GOAL: Provide an opportunity to Will County citizens to celebrate Earth Day's golden anniversary.

- Planned to offer events with a physical and electronic form of a passport to check off “green” actions and qualify for prizes.



The Earth Day Passport Concept

The Team created a Slogan, Hashtag, contracted for a website, publicity package, and set a timeframe for a prize contest.

Slogan: *"It's a Beautiful Day in Will County"*

Hashtag: #WCED50

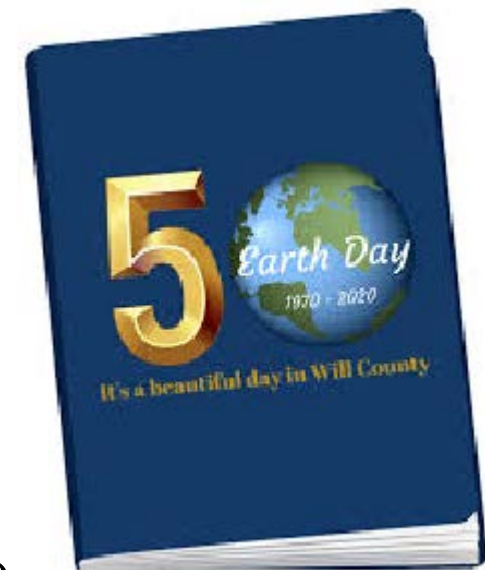
Website: <http://WillCountyEarthDay.com>

QR Code

Time Frame: March 14th through September 15, 2020.

Full Report on project:

http://www.willcountygreen.com/assets/1/AssetManager/WCED_50_Report.pdf



Written and Physical Activities

- ❖ A paper “passport” was designed by a combination of educators from RR&E and the Forest Preserve with 50 action items.
- ❖ Posters were designed by the Health Department
- ❖ Postcards were created incorporating the designs
- ❖ Discussion regarding stamping physical passports at locations
- ❖ Plan to distribute passports in classrooms and at in-person events held by all members of the team
- ❖ Collection of “completed” passports determined



Earth Day Celebration Website Page

- ❖ RR&E Staff gathered past Power Points
- ❖ RR&E Staff created new Power Points on various topics
- ❖ Environmental Educator created Scavenger Hunt
- ❖ Recycling Specialist created Environmental Bingo
















Take a walk in nature. Gather these items, if you can.

SCAVENGER HUNT

 Pine Needle	 Green Leaf	 Brown Leaf	 Leaf Eaten by Insect
 Sharp/Rough Rock	 Tree Bark	 Smooth Rock	 Pine Cone
 Acorn	 Wildflower	 Wild Berry	 ?? Treasure not found on list !!!
 of Rope	 Tree Twig	 Empty Pop Can	 Pencil
 ic Wear as if all 3)	 Pop Tab	 Plastic Water Bottle	 Coin

ENVIRONMENTAL BINGO				
Participate in Curbside Recycling	Work from Home	Turn the Water off while Brushing Teeth	Bring Durable Bags for Shopping	Buy Items from Thrift Stores or Garage Sales
Use Water Faucet Aerator to Save Water	Donate Clothing, Toys, and Home Goods	Grow Vegetables in Yard or Containers	Pick Up Litter	Your Vehicle averages more than 40 mpg
Planted Native Flowers and/or Bushes in Yard	Replaced Incandescent Bulbs with CFLs or LEDs	FREE	Use On-Line Meetings to Reduce Travel	Use Cloth Napkins or Dish Towels
Use a Programmable Thermostat	Leave Grass Clippings on the Lawn	Explored Solar Options for Your Home	Recycled Electronic Devices	Read Books from the Library
Dry Clothing using a Clothes Line	Use and Recycle Rechargeable Batteries	Donate Books	Compost in my Backyard	Turn off Lights when not in use

Promoted and Partnered on Presentations

 <p>WEBINAR Early Spring Wildflowers Presented by Jamie Viebach 34:12</p> <p>Early Spring Wildflowers Webinar 165 views • 9 months ago</p>	 <p>2020 Earth Day VIRTUAL BENEFIT WEEK 2:47</p> <p>Earth Day Virtual Benefit Week Closing Video 140 views • 9 months ago</p>	 <p>2020 Earth Day VIRTUAL BENEFIT WEEK RESILIENCE 5:51</p> <p>Earth Day Virtual Benefit Week Finale: Resilience 208 views • 9 months ago</p>	 <p>2:21</p> <p>Earth Day Virtual Benefit Week Day 6: Renewal 22 views • 9 months ago</p>	 <p>1:53</p> <p>Earth Day Virtual Benefit Week Day 7: Reverence 251 views • 9 months ago</p>
 <p>CONSERVATION@HOME WEBINAR Presented by Jamie Viebach 39:05</p> <p>Intro to Conservation@Home Webinar 108 views • 9 months ago</p>	 <p>WEBINAR Planting in Shady or Wet Areas Presented by Jamie Viebach 38:28</p> <p>Planting in Shady or Wet Areas Webinar 495 views • 9 months ago</p>	 <p>2020 Earth Day VIRTUAL BENEFIT WEEK DAY 5 RETREAT 2:40</p> <p>Earth Day Virtual Benefit Week Day 5: Retreat 124 views • 9 months ago</p>	 <p>2:23</p> <p>Earth Day Benefit Week Day 3: Reimagine 105 views • 9 months ago</p>	 <p>CONSERVATION@HOME WEBINAR Intro to Pollinator Gardens Presented by Jamie Viebach 48:14</p> <p>Intro to Pollinator Gardens Webinar 494 views • 9 months ago</p>
 <p>2020 Earth Day VIRTUAL BENEFIT WEEK DAY 2 RESTORE 3:42</p> <p>Earth Day Virtual Benefit Week Day 2: Restore</p>	 <p>CONSERVATION@HOME WEBINAR Rain Gardens + Rain Barrels Presented by Jamie Viebach 51:43</p> <p>Rain Gardens and Rain Barrels Webinar</p>	 <p>3:56</p> <p>Earth Day Virtual Benefit Week Day 1: Reconnect</p>	 <p>CONSERVATION@HOME WEBINAR Presented by Jamie Viebach 55:32</p> <p>Bring Nature to Your Yard Conservation@Home...</p>	 <p>9:14</p> <p>Signs of Spring at McDonald Farm Mighty Acorns</p>



IEC
ILLINOIS ENVIRONMENTAL COUNCIL

2020 LUNCH & LEARN SERIES

Catch up on the issues facing Illinois over lunch



Continued Offering Programs & Info

- ❖ The Conservation Foundation launched a recurring webinar series and featured RR&E staff or topics of mutual interest and we promoted their programs. IEC offered similar programs.
- ❖ Kept all Electronics and Recycling Drop-Off Sites OPEN
- ❖ Opened two additional Electronics Drop-Off sites
- ❖ Made Social Media Posts about Reuse and Proper Disposal of PPE
- ❖ Weekly calls with Waste/Recycling Haulers regarding health status of workers and impacts to collection services
- ❖ Worked with State organizations and IEPA to keep programs operating
- ❖ Kept informed on locations for Plastic Bag/Film recycling

