

# Program Report - Will County Earth Day

A collaborative program offered by 4 Will County agencies: Will County Health Department, Forest Preserve District of Will County, Will County Land Use, Will County Sustainability Network/South Metropolitan Higher Education Consortium (SMHEC)

**Goal:** Provide an opportunity to Will County citizens in celebration of Earth Day's golden anniversary.

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

**Hashtag:** #WCED50

**Website:** <http://WillCountyEarthDay.com>

**Time Frame:** March 14<sup>th</sup> through September 15, 2020.

**Logo:**



## Program Summary

An activity-based, self-guided program. Participants secure a hard or electronic copy of the WCED50 Passport. The Passport offers 50 *Acts of Green* to learn, take action, attend events, and get outside in celebration of Earth Day's golden anniversary. Acts are completed and logged by participants on the honor system. Participants that complete 15, or more, *Acts of Green* qualify for raffle prize.

## Participation:

Total Participants	423
Prize Qualifiers	123
Total <i>Acts of Green</i> Entries	4726

### Most popular *Acts of Green*.

- Use a reusable straw for at home and when you're out and about! – 199 Entries
- Work from Home if you usually commute. – 177 Entries
- Opt for paperless billing from companies and choose to pay bills on-line. – 137 Entries
- Donate to a thrift stores- 136 Entries
- Take plastic bags and wrap to a grocery store for recycling. – 135 Entries
- Give up plastic bottles and use a durable, washable, refillable bottle for water. – 135 Entries
- Replace incandescent light bulbs with LEDs, which are much more energy efficient. – 133 Entries
- Adjust your thermostat to reduce energy needs – 122 Entries
- Take a bicycle ride through your neighborhood or local park. – 114 Entries
- Plant native flowering plants to help attract pollinators in your yard or in a container to support our birds, bees and beneficial insects. – 109 Entries
- Purchase clothes, toys, sports equipment, etc. from a garage sale, thrift store, or secondhand shop. – 109 Entries
- Bring a reusable coffee cup the next time you get coffee. – 103 Entries

## Budget

### Expenditures

Item(s)	Vendor	Partner	Amount	Fund Platform	Notes
Passport, Hard Copy	County of Will	All	\$280.00	Payment	5000 Printed
E Passport /Website/Radio Spots	Alpha Media	WC Land Use	\$ 5985	Payment	
E Promotions	Will County Health Dept	Will County Health Dept	\$ 250	In-Kind	Social Media and Website

E Promotions	Will County Land Use	Will County Land Use	\$ 500	In-Kind	Social Media and Website
E Promotions	Forest Preserve Dist. of Will County	Forest Preserve Dist. of Will County	\$400	In-Kind	Social Media and Website
E Promotions	SMECK & Lewis University	Will County Sustainability Network	\$ 250	In-Kind	Social Media and Website
Planning and Execution – Staff Time Prince, Sanders	Forest Preserve Dist. of Will County	Forest Preserve Dist. of Will County	120 hrs \$3900	Staff Hours	Calculated at
Planning and Execution – Staff Time- O’Keefe, Keane, Snitko	Will County Land Use	Will County Health Dept	40 hrs \$1300	Staff hours	\$32.49 x hr
Planning and Execution - O’Brian, Musgrove	Will County Land Use	Will County Land Use	140 hrs \$4550	Staff Hours	sited hourly rate
Planning and Execution – Kummelechne,	South Metropolitan Higher Education Consortium (SMHEC)	Will County Sustainability Network	20 hrs \$650	Staff Hours	For bachelor degreed professional
Planning and Execution – Lerczak	Lewis University	Will County Sustainability Network	40 hrs \$1300	Staff Hours	Source: Marketplace.com
<b>Total Cost</b>			<b>\$19,365</b>	\$ 7800 Staff Time \$ 6265 Purchases/Services	\$1400 In-Kind Donations

## Revenue

Team members solicited for local and earth-friendly donations. Donations served as raffle prizes.

Item	Vendor	Partner	Amount	Notes
Slammer Ticket Pack	Joliet Slammers	WC Land Use	\$110	2 Prize Packs
iPad	A-Team	WC Land Use	\$350	Refurbished
Target Gift Cards	Target	WC Sustainability Commission	\$100	2 Prizes
Rain Barrel	The conservation Foundation	WC Forest Preserve District	\$60	
Hero’s West Gift Card	Hero’s West	WC Land Use	\$50	
Coffer ship Gift Cards	Jitters	WC Land Use	\$45	
Peter Rubi Gift Card	Peter Rubi Produce	WC Land use	\$50	
Famer’s Weekly Subscription	Farmer’s Weekly Review	WC Land Use	\$50	
WC Forest Preserve Gift Card	FPDWC	FPDWC	\$50	
Vintage Toy Truck	Homewood Disposal	WC Land Use	\$135	
<b>Total Donations</b>			<b>\$1000</b>	

## Prizes/Donations

Raffle Date		Winners	Prize	Distribution	
May 2		William Duffy(Rain Barrel), Rita Harris (Target gift card)	\$60 for Rain Barrel. \$50 Target Gift Card	Rain Barrel Target Gift Card	
June 20		Brigitte Garay (Heroes West), Lisa Kazmi and daughter Aliya Milette's Cakes and Jitters Dawn Hensen-Leonard Nancy's Pizza and Peter Rubi	Heroes West-\$50 \$20 Milette's Cakes and \$25 Jitters- Also Sustainability items from Will County Green-\$5 Nancy's Pizza-\$25 Peter Rubi- \$25	Heroes West Milette's Cakes Jitters Sustainability items Nancy's Pizza Peter Rubi	
August 8		Laura O'Shaughnessy-Will County Farm Bureau Gift Certificates. Oiyng Malcolm-Joliet Slammers Tickets. Trisha Alling-FPDWC Gift Card	FPDWC Gift Card-\$50 Joliet Slammers-\$55 5pack Two gift certificates to Farm Bureau-\$50	FPDWC Gift Card Joliet Slammers Tickets Farm Bureau gift certificates	
September 15		Rhonda Richter-IPAD w/case Emily Kenny-Target Gift Card Kryssi Jones-Vintage Garbage Truck	IPAD w/case-\$350 Target Gift Card-\$50 Vintage Garbage Truck-\$135	IPAD w/ case Target Gift Card Vintage Garbage Truck	

### Committee Comments:

Marta

When we came together in January and created this concept, it was brand new to our audience. We were fortunate enough to have a budget to promote the concept and pay for an on-line version. It was truly sad to see a global pandemic undermine our printed passport and paper-based promotion. However, the fact that our concept weathered the storm, reaching nearly 423 households and recording 3,831 positive environmental actions, is phonemical!

Being the first effort, I don't recall us setting definitive goals for participation. I realize we wanted more children to participate with the paper passport and we may have had more people that responded from that tactile experience. Still, there is no denying that for a first of its kind endeavor, during a time when people were decidedly distracted from the celebration of Earth Day, we managed to truly have a successful program. We were able to promote our organizations and encourage people to take steps that improve our environment.

I look forward to working on a similar effort in the future. Perhaps we wait until 2025 or perhaps we simply try it in 2022. Either way, we know we can reach our residents and they are receptive to our programs and suggestions. -

John

I think this program showed how creative and innovative we can get to stay connected with people that want to be involved in being good stewards of the planet. The amount of participates we had in the program was amazing and I think keeping it a hybrid format if we were to do a future program would be ideal. Providing people with self-driven activities, but also ways in to get involved with activities in the community. Thanks again for everything,

Joan

I think we could possibly make it work next year if we came up with “hybrid” activities to keep kids and adults busy caring for our Earth. I am working on activities students can do at home and get a grade from their teachers. I will let you know how it goes and if these ideas can be used for Earth Day as well.

Jess

- The on-line passport option saved the program.
- Website edits and development was challenging at time due to the 3rd party communications. Direct communications with the website development will aide in improved response and communications for future work.
- The variety of events and self-guided activities encouraged a range of participation.
- The team did excellent in rerouting the program as impacted by COVID. Most notably added many self-guided, at home options to allow participants to remain engaged with the program.
- We lost team members over the course of the program planning and execution, started with 10 participants at the launch meeting in January 7 remained at the close in September.
- The team worked together extremely well. The 4 Will County agencies shared and owed their areas of the program, compromised, communicated and followed through on projects. This team is a model of how government agencies can pool together for an impactful collaborative project.