

Keep Lexington Beautiful Commission

2018 Year in Review

Environmental Quality & Public Works Committee
January 22, 2019



LEXINGTON



Topics

1. Keep Lexington Beautiful Commission

- Mission
- Purpose
- Commission Members

2. 2018 Program Priorities

- Community Appearance Index
- Great American Cleanup
- Cigarette Litter Prevention Program (CLPP)
- Lowes Community Partners Program
- Outreach & Support
- KAB Free Cigarette Litter Receptacles

3. Finances

4. Goals for 2019

5. Ways to Connect



Mission

To engage individuals, businesses and organizations within Fayette County to take personal responsibility for improving our environment.

Purpose

Priorities as set by LFUCG Ordinance 22-2010

- Litter prevention
- Beautification
- Waste reduction
- Community improvement



Current Commission Members

Citizens

- Community At-Large (David Elsen, Gregory Butler, Vacant)
- Neighborhood Associations (2 Vacancies)

Industry

- Equine/Agriculture (Jim Pendergest)
- Food/Beverage (Jack Hillard)
- Tourism (Arin Arnold-Davis)
- Bluegrass Greensource (Amy Sohner)
- Education (Vacant)

Government

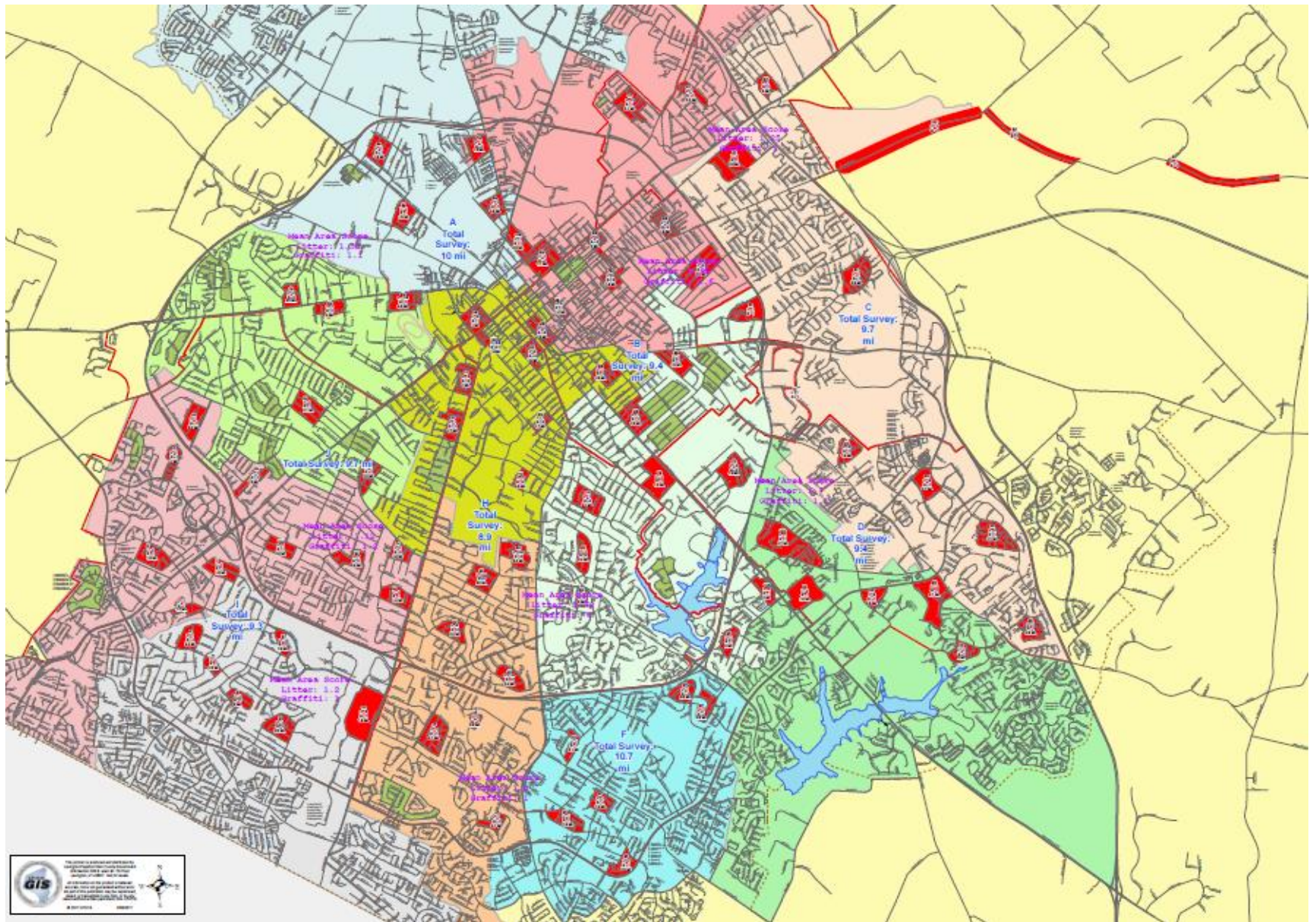
- Urban County Council (Kathy Plomin)
- Division of Environmental Services (Susan Plueger, Exec. Director)
- Division of Police (Mark Brand)
- Division of Code Enforcement (CooEe Shelby)



Community Appearance Index

- Required by Keep America Beautiful
- Conducted annually in March
- 110 survey sites covering 156.6 miles: adjusted between 2017 and 2018 to remove some consistently low litter sites and add some higher litter sites to refocus the survey for future actions
- Litter scored on a scale of 1-4
 - 1 represents “No Litter”
 - 2 represents “Slightly Littered”
 - 3 represents “Littered”
 - 4 represents “Extremely Littered”
- Annual Average Scores:

2011	2012	2013	2014	2015	2016	2017	2018
1.67	1.32	1.5	1.41	1.55	1.48	1.39	1.64





Great American Cleanup

(August 2017 – July 2018)

Includes litter pickups, tree plantings, recycling events, workshops

- | | | |
|--|-------------|-------------|
| | <u>2017</u> | <u>2018</u> |
| • # of Events: | 83 | 112 |
| • Volunteers: | 1555 | 2243 |
| • Volunteer hours: | 4809 | 6285 |
| • Tons of litter collected: | 8 | 54.3 |
| • # of GAC events held in each Council District: | | |

	District 1	District 2	District 3	District 4	District 5	District 6	District 7	District 8	District 9	District 10	District 11	District 12
2017	11	10	13	16	4	4	5	1	1	2	4	10
2018	17	18	7	12	8	6	1	1	5	7	15	15



Cigarette Litter Prevention Program

- KLB received \$10,000 in funding from KAB to purchase 50 wall-mounted cigarette ash urns and 6 concrete snuffers.
- Originally, KLB partnered with Lextran to install at bus shelters. However, most shelters have roofs and three enclosed sides, and urns are prohibited by ordinance.
- KLB partnered with the Division of Parks & Recreation to locate, install and maintain the urns at shelters in the following parks:

- *Idle Hour Park*
- *Jacobson Park*
- *Masterson Station*
- *Shillito Park*
- *Veterans Park*

- *Speigle Heights Park*
- *Constitution Park*
- *Mary Todd Park*
- *Tates Creek Golf Course*
- *Castlewood Park*



Lowes Community Partners Program – Jacobson Park Playground

- KLB received \$5,000 from the Lowes funded KAB program to make improvements at the Jacobson Park playground.
- 32 volunteers from local Lowes stores participated in the project and Lowes donated \$2,500 in materials.



Lowes Community Partners Program – Jacobson Park Playground

Staining the wooden structure



Re-establishment of a Monarch
Way Station with over 20 native
perennials



Lowes Community Partners Program – Jacobson Park Playground



- Installation of fencing to protect the Monarch Way Station and reroute pedestrians
- Planting 15 trees



Lowes Community Partners Program – Jacobson Park Playground





Outreach & Support

- Great American Cleanup
- KY River Sweep
- Community Appearance Index
- Reforest the Bluegrass
- Neighborhood Events/Festivals
- Household Hazardous Waste Collection
- Monthly Commission Meetings
- Papershred
- Southland Street Fair
- Special Projects

KAB Free Cigarette Litter Receptacles

- KAB, through a partnership with Philip Morris, is providing free cigarette wall mounted ash receptacles to encourage adult smokers to dispose of their cigarette butts properly.
- KLB will facilitate distribution to interested parties.
- Please help us get the word out about this program.
- Participation requirements:
 - Install the litter stand(s) in an accessible place (e.g., outside entrance to retail location, or transition point where adult smokers commonly dispose of cigarette butts). Hardware is included to mount each receptacle.
 - Maintain litter stand(s) (e.g., regularly empty cigarette butts into garbage).
 - Share the GPS coordinates of each litter stand's location with KAB to include on the interactive map.





Finances

2018 Calendar Year

Balance at start of 2018: \$19,346

2018 Revenues:

2017 KAB Cigarette Litter Prevention Program (partial): \$ 1,500

2018 KAB Cigarette Litter Prevention Program (partial): \$ 9,000

2018 Lowes Community Partners Program (partial): \$ 4,500

Total Revenue: \$15,000

2018 Expenditures:

Total Expenses: \$17,804

Balance at end of 2018: \$16,542

Keep Lexington Beautiful receives no LFUCG funding. All funds come from donations or Keep America Beautiful programs.



2019 Goals

ORGANIZATIONAL VISIBILITY	STRATEGIC PROGRAMMING	FUNDRAISING
<p>Increase KLB's presence in the community.</p> <ul style="list-style-type: none">➤ <i>Communication: (e.g. webpage, social media)</i>➤ <i>Volunteer numbers</i>➤ <i>Great American Cleanup</i>	<p>Be more strategic in planning educational and outreach activities.</p> <ul style="list-style-type: none">➤ <i>New audiences</i>➤ <i>New messaging</i>➤ <i>Optimize volunteers' time</i>	<p>Increase fundraising to support KLB goals.</p> <ul style="list-style-type: none">➤ <i>Corporate and community partners</i>➤ <i>LexGive - panhandler program</i>➤ <i>Breeders' Cup 2020</i>➤ <i>Local KLB grants</i>



Ways to Connect

Help us get the word out about KLB and what we do.

We are looking for:

- Volunteers for the Community Appearance Index on 3/30/19
- Locations that could use free cigarette ash receptacles
- Local businesses, organizations, and individuals that may want to partner with us, financially or through volunteering
- Citizens who would lead a Great American Cleanup event
- Potential beautification or cleanup projects in your district

