

Keep Lexington Beautiful Commission

2017 Year in Review

Environmental Quality & Public Works Committee
February 20, 2018



LEXINGTON



Topics

1. Keep Lexington Beautiful Commission

- Mission
- Purpose
- Commission Members

2. 2017 Program Priorities

- Community Appearance Index
- Litter Reporting Heat Map
- Great American Cleanup
- Cigarette Litter Prevention Program (CLPP)
- KAB/UPS Community Tree Planting Project
- Outreach & Support

3. Finances

4. Goals for 2018



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



Commission Members in 2017

Citizens

Community At-Large (David Elsen,
Gregory Butler, Clinton Woods)
Neighborhood Associations (Blake
Eames, George Ely)

Industry

Equine/Agriculture (Jim Pendergest)
Food/Beverage (Salvador Sanchez)
Tourism (Patricia Knight)
Bluegrass Greensource (Amy Sohner)
Education (Chrissie Tune)

Government

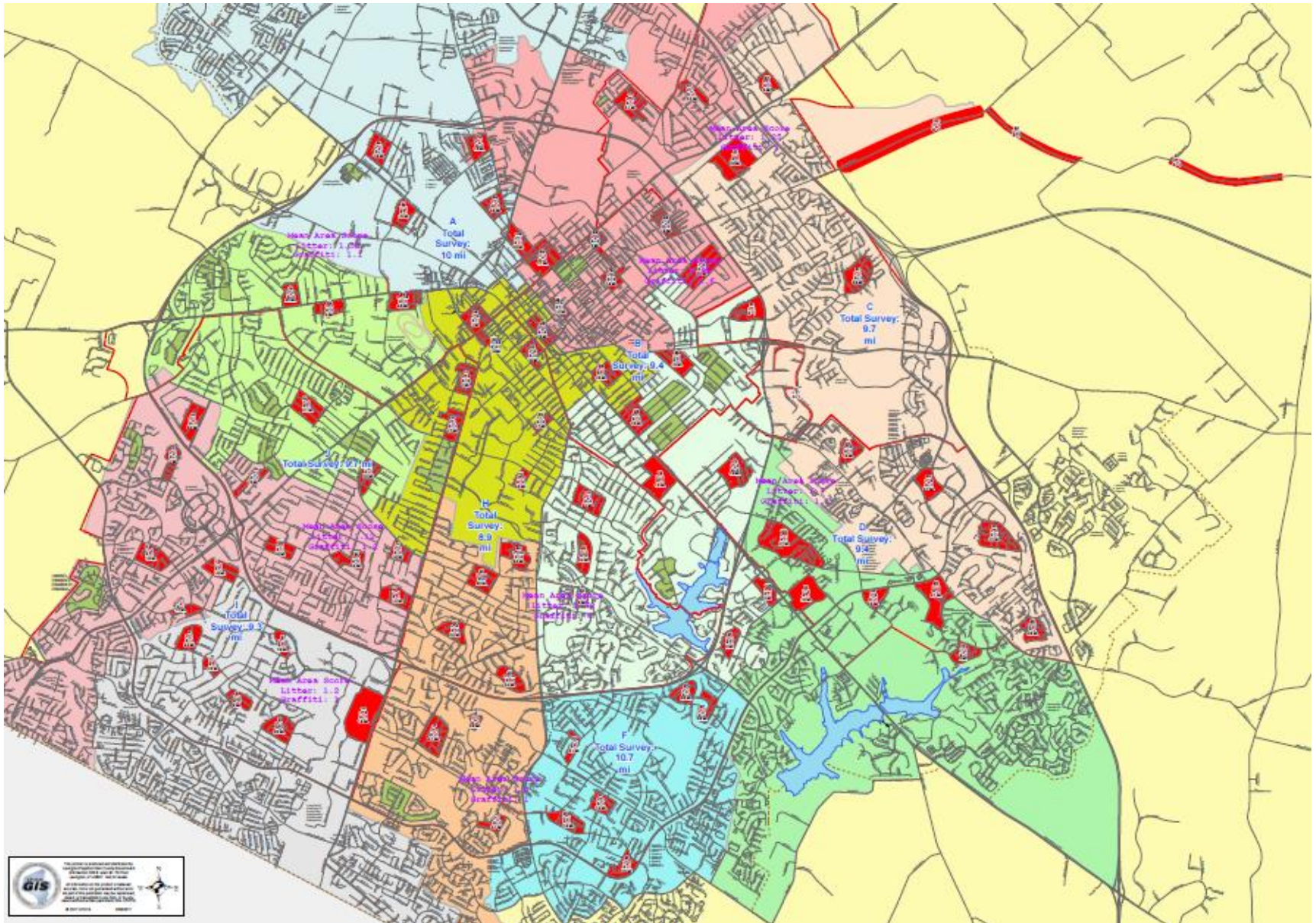
Urban County Council (Peggy Henson)
Division of Environmental Services (Susan Plueger, Exec. Director)
Division of Police (Mark Brand)
Division of Code Enforcement (Mac Ferguson, CoeEe Shelby)



Community Appearance Index

- Required by Keep America Beautiful
- Conducted annually in March
- 50 sites, ½ to 1 mile in length
- 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:

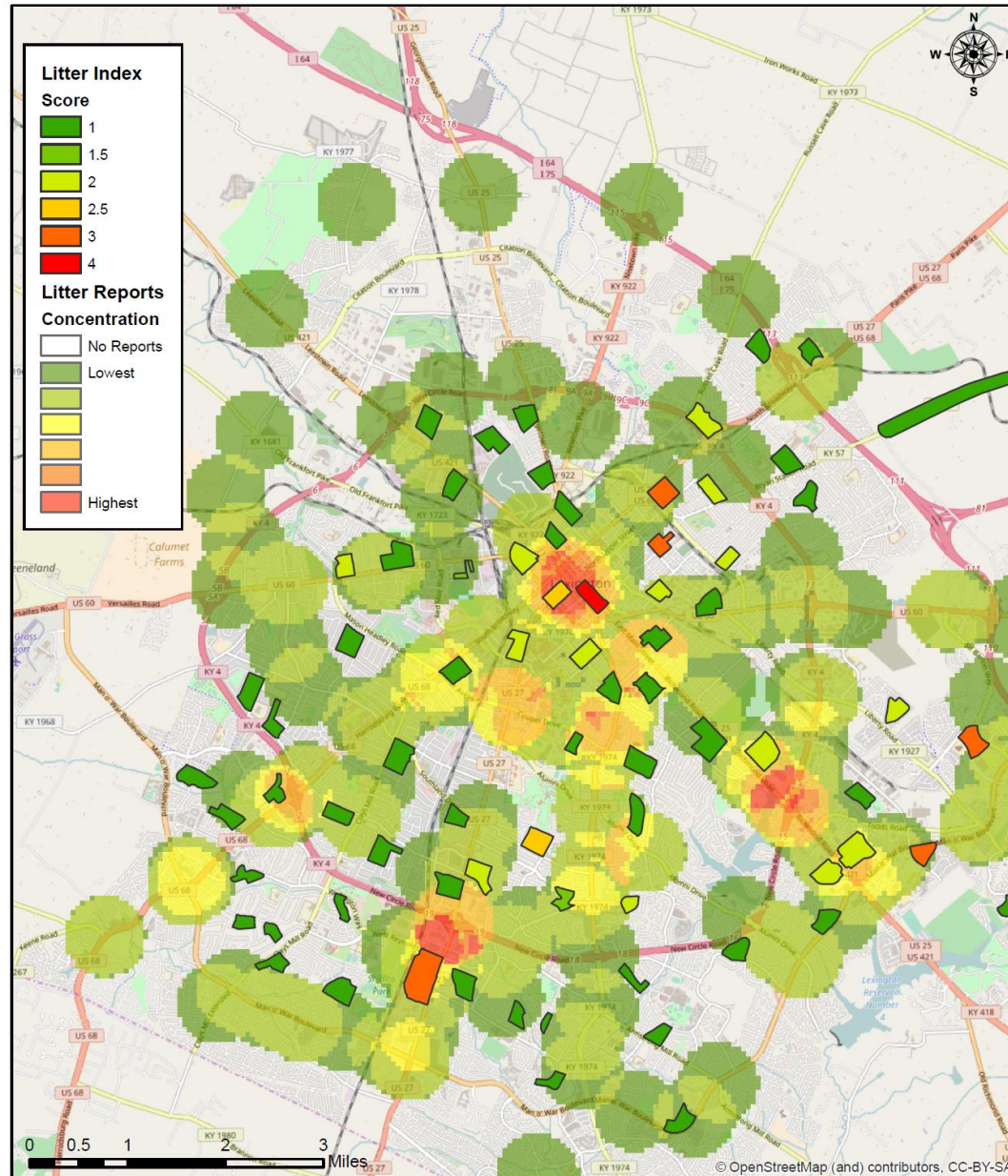
2011	2012	2013	2014	2015	2016	2017
1.67	1.32	1.5	1.41	1.55	1.48	1.39





Litter Reporting Heat Map

- In 2015-2016 KLB had a litterbug reporting program – citizens could call in and report littering activities.
- Call data was collected and compiled by Bluegrass Greensource.
- Heat map was created of the litterbug call data overlain with the Community Appearance Index data.
- Heat map shows downtown, New Circle at Nicholasville Road, and New Circle at Richmond Road with highest call data.
- Litterbug call data correlated well with the Community Appearance Index data.





Great American Cleanup

83 events (August 2016 – July 2017)

- Includes litter pickups, tree plantings, recycling events, workshops
- Volunteers: 1555
- Volunteer hours: 4809
- Tons of litter collected: 8
- # 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
11	10	13	16	4	4	5	1	1	2	4	10





Cigarette Litter Prevention Program (CLPP)

- KLB received \$15,000 in funding from KAB to purchase 32 cigarette ash urns.
- Selected Areas: Woodland, Jacobson and Shillito Parks
- KLB partnered with the Division of Parks & Recreation to determine the best locations for the urns.
- Parks and Recreation employees installed, and will maintain, the urns.
- Scans were conducted before and after installation, and showed reductions of up to 75% for cigarette butts in areas around the new urns.

CLPP Ash Urns



Wall Mounted

13



**Stainless Steel
Ground Mounted**

7



Concrete Snuffer

12

KAB/UPS Community Tree Planting Project

- KLB received \$5,000 from a UPS funded KAB program for planting projects in roadway medians and rights-of-way currently lacking tree canopy.



KAB/UPS Community Tree Planting Project

- KLB selected three locations in the Polo Club Blvd. turf medians between Winchester Rd. and Man O' War Blvd. for the project.
- 35 native tree varieties were planted including yellowwood, redbud, Kousa dogwood, honeylocust, serviceberry and Kentucky Coffeetree.
- 32 sumac shrubs were planted for added variety and texture.



KAB/UPS Community Tree Planting Project

- 7 volunteers from UPS participated in the planting project.





Outreach & Support

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



Finances

2017 Calendar Year

2017 Revenues:

KAB Cigarette Litter Prevention Program (partial):	\$13,500
Community Tree Grant Final Reimbursement:	<u>\$500</u>
Total Revenue:	\$14,000

2017 Expenditures:

Total Expenses: \$22,270

Current Balance at end of 2017: \$19,346

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



2018 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 rates</i>➤ <i>Community events</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 partners</i>➤ <i>Community partners</i>➤ <i>LexGive - panhandler program</i>➤ <i>KAB grants</i>



QUESTIONS?

