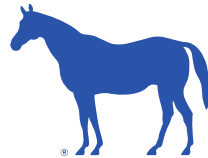


COMMUNITY OUTREACH UPDATE

Environmental Quality & Public Works

Angela Poe, Public Information and Engagement Section Manager

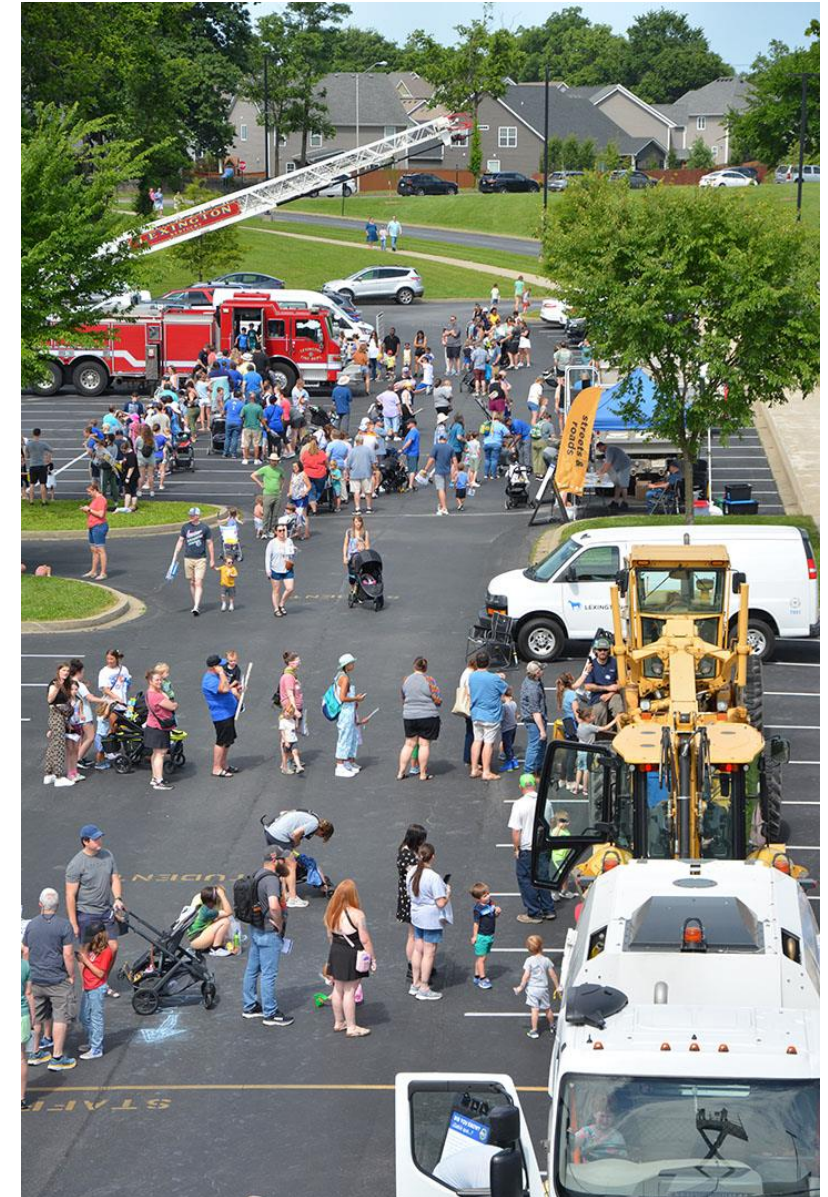
October 22, 2024



LEXINGTON

Overview

- Public Information and Engagement (PIE) purpose and structure
- Community Team
- Programs
- Events
- Direct community outreach



Public Information and Engagement

Our mission is to . . .

Inform the public about the services provided by EQPW* and engage the public in behaviors that benefit our community.

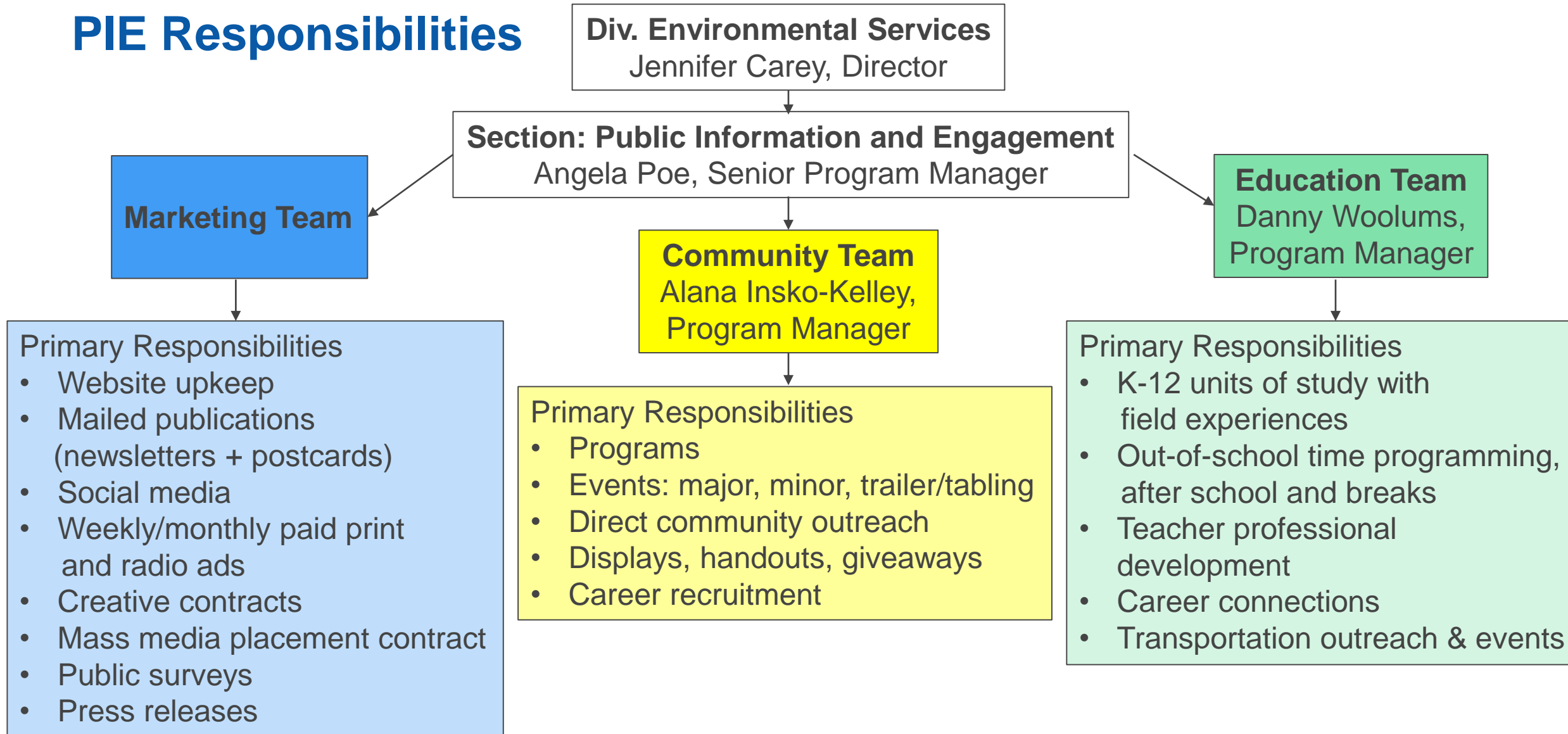
Examples of benefits:

- Allowing our employees to offer city services more efficiently
- Protecting the environment
- Creating a safer community

*Lexington Area MPO is a bonus partner

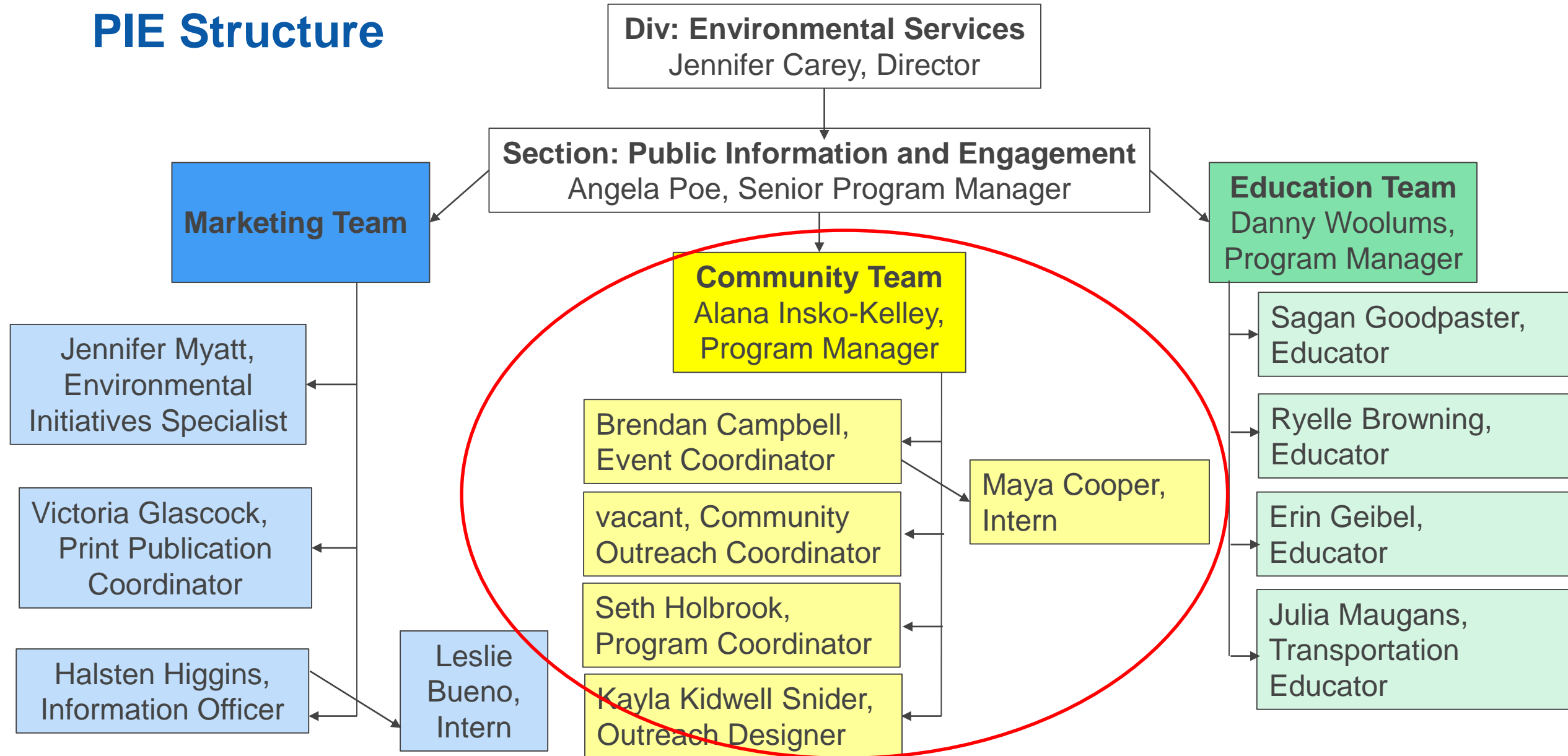


PIE Responsibilities





PIE Structure



FY24 Programs: Overview

- Geocaching (think treasure hunting!)
- Art by Nature
- Go See Trees
- Creek Sweep
- Special collections
- Storm drains
- Interpretive sign tracking
- Traffic box wraps*
- **Compost workshops**

*Questions go to LiveGreen@LexingtonKY.gov



FY24 Programs: By the Numbers



- Geocaching
 - 193 total finds
 - Stormwater: 74
 - Greenways: 119
 - 1,053 finds since 2019
- Art by Nature
 - 90 artists
 - 121 pieces
 - 6 related events with nearly 2,000 participants
 - Several classes went through the gallery (part of LASC field trips)
- Go See Trees
 - 30 passports returned – several were families/groups

FY24 Programs: By the Numbers

- Special collections
 - campaign signs: 398 coroplast signs + approximately 300 of the bag-type
 - holiday lights: 2,090 pounds
- Creek Sweep
 - 6 official events
 - 309 bags distributed
- Storm drains
 - 217 stenciled
 - 1 artistic
 - 10 adopted
- Interpretive sign tracking
 - 48 signs mapped
 - Estimated to be less than 20% done



Programs: FY25 and Beyond



Revise / Revive

- Community Environmental Academy
- Storm drain adoption – actively promote

Add(ed)

- Pick Up and Play, pilot – funded by Corridors Commission, Parks as partner

Digging into Compost: Need & Benefits

- Provide alternative organic material disposal option
 - Landfill
 - (Yard waste) mulching – food not allowed
- Engages only those interested in home composting
 - Avoids the contamination issue that is so prevalent in yard waste (50-60%) and recycling (30-35%)
- No transportation impact – fuel, staff, trucks

Digging into Compost: By the Numbers

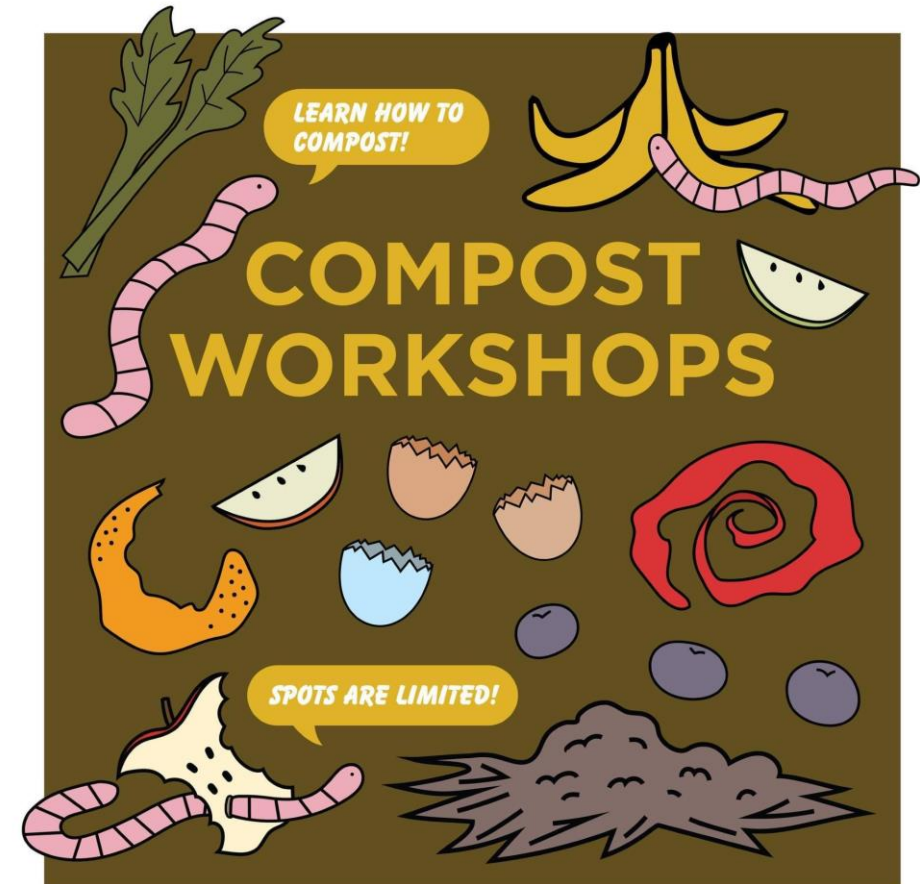
- Third year of program
- Total budget: \$ 15,000
 - 1115 (waste): \$ 13,000
 - 1101 (general fund, sustainability): \$ 2,000
- 5 workshops throughout Lexington, facilitated under contract by Seedleaf
- 128 households: 98 in-service, 30 out-of-service (OOS)
 - In-service full with robust wait list; OOS nearly full (added late)
 - 40 no-shows - 33 in-service, 7 OOS
 - OOS made possible with financial support from Sustainability Section

Digging into Compost: Online Store

- Sold composters and related tools
- Open to anyone; workshop participants got a \$50 voucher to offset costs
- Total composter cost ranged from \$70 to \$130, not including voucher discount
- Deadline to order with two planned pick-up days
 - Minor glitches with delivery
 - (Still) Much easier than previous approach
- 82 composters ordered, 96 sales; everything claimed

Digging into Compost: Looking Ahead

- 2025 similar
 - Seedleaf to lead workshops
 - Various locations, late Feb through early April
 - Funding: 1115 + 1101 (Sustainability)
 - Target: 150 participants
 - Online store with scheduled pickup days
- Beyond 2025
 - Consider additional indoor options such as Mill or Lomi or similar



FY24 Events: Overview

PIE-led

- Lex Litter Fest
- Crave (family tent)
- Glow Ride
- Gobble Grease Toss
- Reforest the Bluegrass (PIE + UF)
- Reforest at Home
- Street Fest
- Truck-a-Palooza
- River Sweep
- Bike ride series

Collaborative:

- Cycle September
- Nature Hop
- Tree Week
- Water Week
- Bike Month

Trailer/Tabling (examples):

- Woodland Art Fair
- Eastland Neighborhood Meet & Greet
- Swahili Day

FY24 Events: By the Numbers

PIE-led

- 8 major events
- 4,895 interactions
- GGT: 585 gallons;
121 cars

Trailer/Tabling

- 17 total
- 2,360 interactions

Collaborative

- 5 series,
4 coordinated by PIE
- Total of 7 PIE
activities
- 603 interactions



NOTE: Does not double count any outreach activities or interactions.

Events: FY25 and Beyond



Pause / Eliminate

- Lex Litter Fest
- Nature Hop

Revive / Revise

- Trailer improvements

Add(ed)

- Coldstream Planting Party (with Greenspace Trust) – one time, grant-funded event
- Waste Reduction Week

Direct Community Outreach: Overview

Aimed at building relationships with traditionally underserved communities

Building bridges through:

- Apartments
- Neighborhood associations
- Faith communities
- Other organizations

While:

- Listening
- Providing useful resources (e.g., dog waste stations)
- Assisting with grant applications
- Tabling at community events
- Making sure people know what opportunities / services are available to them and how to access them (e.g., Solarize Lexington)
- Helping problem solve (e.g., dumpster collection issues)

NOTE: Suggestions / connections always welcome.

Direct Community Outreach: By the Numbers

- Community Outreach Coordinator (EIS) vacancy filled in March 2024
 - Alana moving to Program Manager position for this team
 - Posting COC again
- Apartment outreach
 - Met with 26 complex managers representing 3,441 residential units
 - 20 properties, 1,899 units were affordable housing
 - Provided 7 new dog waste stations to affordable housing complexes
 - Worked with WM to resolve 3 ongoing apartment trash & recycling issues
- Neighborhood associations
 - Joined 19 outreach events for apartments & neighborhood groups



Direct Community Outreach: By the Numbers



- Faith communities
 - Established connections with 31 minority faith-based churches
- Other community efforts
 - Facilitated a network of non-profits, businesses, clubs, organizations, and other government departments
 - Ex: vintage clothing shop network to distribute information to tween/young adult demographics on recycling right and encourage participation in Green Check, themed weeks, etc.
 - Facilitated translation of recycle flyer in 6 languages with appropriate outlets in place

Direct Community Outreach: FY25 and Beyond

- Launch a Speakers Bureau
- Expand interpretation and translation as we expand relationships
 - Spanish
 - Swahili
- Strategically select trailer / tabling opportunities to better serve growing partnerships
- Figuring out what to do with the high interest in careers. How do we connect people with careers effectively?

Questions?



LEXINGTON