



Special Environmental Quality & Public Works Committee Virtual Meeting

March 9, 2021

Summary and Motions

Chair F. Brown called the special meeting to order at 11:00 a.m. Committee Members Kay, Ellinger, Moloney, McCurn, LeGris, Sheehan, Kloiber, Worley, and Bledsoe were present. Council Member Plomin was also in attendance as a non-voting member.

F. Brown began the meeting by providing the following statement: "Due to the COVID-19 pandemic and State of Emergency, this meeting is being held via live video teleconference pursuant to 2020 Senate Bill 150, and in accordance with KRS 61.826, because it is not feasible to offer a primary physical location for the meeting."

I. Approval of January 19, 2021 Committee Summary

Motion by Ellinger to approve the January 19, 2021 Environmental Quality & Public Works Committee Summary. Seconded by McCurn. The motion passed without dissent.

II. 2020 Environmental Quality & Public Works Highlights

Chair F. Brown announced that this item would be postponed.

III. Stormwater Outreach Materials

Angela Poe, Program Manager with Environmental Services provided a review of this item and she spoke about the survey which was completed in the summer of 2018. She explained that there are over 30 new video ads that feature friendly animated characters and they provide specific actions people can take. She explained that the ads will direct people to the LexingtonKy.gov web pages for more information on specific topics. She reviewed charts to illustrate how frequently participants fertilize their lawn; attitudes toward fertilizer; and knowledge people have about it. She explained the benefits that trees provide and reviewed the results of participants who knew if and how rainwater is treated. She closed by reviewing the next steps which include translating the ads into Spanish.

When Plomin asked how the ads are circulated and what media type is used, Poe explained that there is a contract with Wisser Strategies that is used to create and place the ads with television stations or mainstream radio and 2 or 3 ads are run for 6 weeks at a time. She explained that the placement depends on the budget available and she emphasized that television ads are expensive so stormwater ads run via OTT (over-the-top) media service via the Internet which is more cost-effective and allows the ad to be more specifically targeted. She added that there is also paid advertising through social media which is done internally. Plomin asked how often this is done and Poe explained that the education efforts are ongoing, but the stormwater survey is done every 5 years. In order to measure the impact of the campaign, Plomin asked if the same questions are asked each time and Poe confirmed that other than a few adjustments, the survey would be the same.

McCurn asked about links to web pages and if there is information regarding natural ways to use weed and feeds in yards or if it is specifically fertilizer. Poe said the focus is mostly on fertilizer and the proper

application, but content is constantly added to the web site. An example, she said, is backyard composting which provides a natural way to fertilize and this information could be accessed from the lawn care page. Rather than having a lot of additional information to keep track of, she said, there are various links that provide expertise in specific areas. McCurn asked if there is a schedule for application and Poe said the ads direct people to fertilize in the fall and use herbicides in the spring.

F. Brown asked how many survey responses were received and what the audience was. Poe explained that the audience surveyed included people over 20 years of age living in a residence with a yard, whether they rented or owned the home. She said the number of responses received exceeded the number we targeted for, but she is unsure of that exact number. Jennifer Carey, Division of Water Quality, said the target was 500 responses and over 700 responses were received. F. Brown asked if this could be done more often and Poe said the issue with that is the time it takes to show the impact.

No further comment or action was taken on this item.

IV. Items Referred to Committee

Motion by Bledsoe to remove *Private Waste Collection Enforcement Options* from committee, seconded by McCurn. The motion passed without dissent.

Motion by Bledsoe to remove *Review of Current Tax District Change Policy* from committee (moving it to Budget, Finance and Economic Development Committee), seconded by McCurn. The motion passed without dissent.

Motion by LeGris to remove *Study of Subdivision Infrastructure* from committee, seconded by McCurn. The motion passed without dissent.

Motion by Bledsoe to remove *Artwork on Utility Boxes* from committee, seconded by Kloiber. The motion passed without dissent.

Motion by Worley to remove *Glass Recycling, Recycling Practices, and Recycling Subcommittee* from committee and replace with one item titled *Recycling General Practices*, seconded by Ellinger. The motion passed without dissent.

Motion by Kay to remove *Curbs Pavement Assessment* from committee, seconded by LeGris. The motion passed without dissent.

Motion by Kay to remove *NTMP – Radar Speed Feedback Signs* from committee, seconded by McCurn. The motion passed without dissent.

Motion by Kloiber to remove *Kentucky Utilities/LED Streetlight Collaborative* from committee, seconded by Kay. The motion passed without dissent.

Motion by Kay to remove *Stormwater Survey and Stormwater Outreach Materials* from committee, seconded by LeGris. The motion passed without dissent.

Motion by Sheehan to remove *Environmental Education and Citizens' Environmental Academy* from committee, seconded by Kloiber. The motion passed without dissent.

Motion by Bledsoe to remove *Review of Hardware and Software for Route/Trip Optimization* from committee, seconded by Kloiber. The motion passed without dissent.

Motion by Kay to remove *Review of Sewer Fund – Financial Update* from committee, seconded by LeGris. The motion passed without dissent.

Motion by Kay to remove *Keep Lexington Beautiful Report* from committee, seconded by Kloiber. The motion passed without dissent.

Motion by McCurn to remove *Fiber Optic Technology (MetroNet)* from committee, seconded by Kay. The motion passed without dissent.

Motion by Moloney to remove *Division of Water Quality Projects Update* from committee, seconded by Kloiber. The motion passed without dissent.

Motion by Ellinger to adjourn, seconded by Bledsoe. The motion passed without dissent.
Meeting adjourned at 12:05 p.m.