

# **Lexington-Fayette Urban County Government**

*200 E. Main St  
Lexington, KY 40507*



## **Docket**

**Tuesday, October 7, 2025**

**1:00 PM**

**Council Chamber**

**Environmental Quality and Public Works Committee**

## Committee Agenda

- [0388-25](#) Approval of Environmental Quality and Public Works Committee Summary
- [0500-21](#) Live Green Lexington Update
- [0876-25](#) Coordination of Ongoing Maintenance for Projects
- [1034-22](#) Annual Snow and Ice Control Plan
- [0390-25](#) Items Referred to Committee

## Adjournment



# Lexington-Fayette Urban County Government Master

200 E. Main St  
Lexington, KY 40507

**File Number: 0388-25**

**File ID:** 0388-25

**Type:** Committee Item

**Status:** Agenda Ready

**Version:** 1

**Contract #:**

**In Control:** Environmental  
Quality and Public  
Works Committee

**File Created:** 04/16/2025

**File Name:** Approval of Environmental Quality and Public Works  
Committee Summary

**Final Action:**

**Title:** Approval of Environmental Quality and Public Works Committee Summary

**Notes:**

**Sponsors:**

**Enactment Date:**

**Attachments:** eqpw\_summary\_2025-08-12

**Enactment Number:**

**Deed #:**

**Hearing Date:**

**Drafter:**

**Effective Date:**

## History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
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## Text of Legislative File 0388-25

Title

Approval of Environmental Quality and Public Works Committee Summary



# Lexington-Fayette Urban County Government Master

200 E. Main St  
Lexington, KY 40507

**File Number: 0500-21**

**File ID:** 0500-21

**Type:** Committee Item

**Status:** Agenda Ready

**Version:** 1

**Contract #:**

**In Control:** Environmental  
Quality and Public  
Works Committee

**File Created:** 05/13/2021

**File Name:** Live Green Lexington Update

**Final Action:**

**Title:** Live Green Lexington Update

**Notes:**

**Sponsors:**

**Enactment Date:**

**Attachments:** EQPW PIE marketing presentation 202501007

**Enactment Number:**

**Deed #:**

**Hearing Date:**

**Drafter:**

**Effective Date:**

## History of Legislative File

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## Text of Legislative File 0500-21

Title

Live Green Lexington Update

# PUBLIC INFORMATION & ENGAGEMENT MARKETING UPDATE

*Environmental Quality & Public Works Committee*  
*Angela Poe, Public Information & Engagement Section Manager*  
*October 7, 2025*



**LEXINGTON**



## Overview

- Public Information & Engagement (PIE) Section At-a-Glance
- Marketing Team Responsibilities
  - Traditional Mass Marketing
  - Social Media
  - Mailings
  - Website
  - Outreach Design
- Roles and Limitations of Marketing
- Measurement
- Quick Compost Update

## Purpose

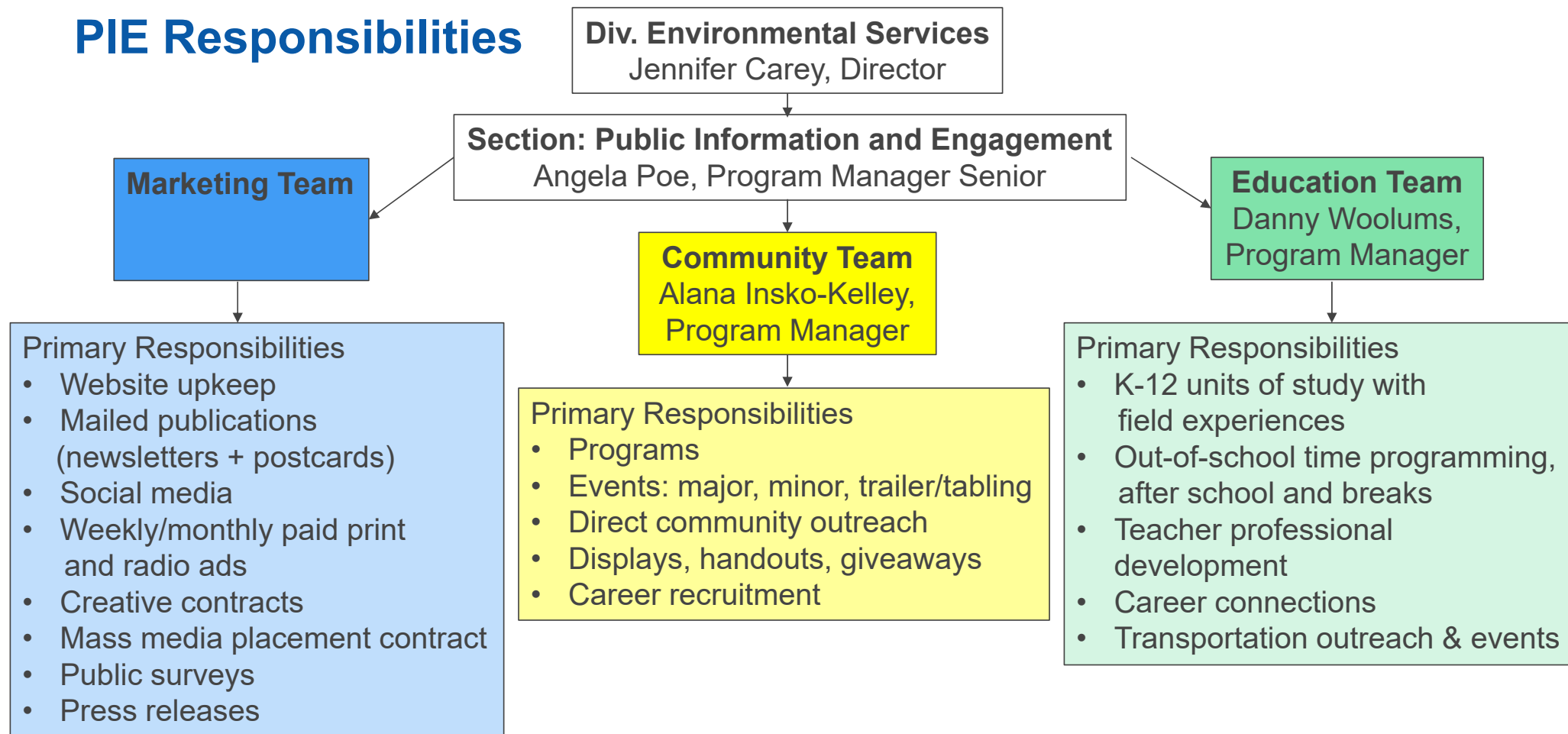
Our mission is to . . .

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





## PIE Responsibilities





## PIE Structure

### Div. of Environmental Services

Jennifer Carey, Director

### Section: Public Information and Engagement

Angela Poe, Senior Program Manager

#### Marketing Team

Jennifer Myatt,  
Environmental  
Initiatives Specialist

Victoria Glascock\*,  
Print Publication  
Coordinator

Halsten Higgins,  
Information Officer

Kayla  
Kidwell-  
Snider\*,  
Outreach  
Designer

Leslie  
Bueno\*,  
Intern

#### Community Team

Alana Insko-Kelley,  
Program Manager

Brendan Campbell,  
Event Coordinator

Lizzie Barrick,  
Community Outreach  
Coordinator

Seth Holbrook\*,  
Program Coordinator

Maya Cooper\*,  
Intern

Event Staff\*

#### Education Team

Danny Woolums,  
Program Manager

Sagan Goodpaster,  
Educator

Ryelle Browning,  
Educator

Erin Geibel,  
Educator

Julia Maugans,  
Transportation  
Educator



## Marketing Team Responsibilities

- Traditional Mass Marketing
- Social Media
- Mailings
- Website Maintenance
- Outreach Creation / Design

## Traditional Mass Marketing

- Press releases
- Paid ads



**TRUCK-A-PALOOZA**

**FREE EVENT  
FAMILY-FRIENDLY  
20+ TRUCKS**

**June 8  
10 AM  
to NOON**

Sensory Hour  
9 AM to 10 AM

1631 Old  
Frankfort Pike



**LexingtonKY.gov/Trucks**  **LEXINGTON**  
Live Green

## RECYCLE RIGHT, CENTRAL KENTUCKY!

Never bag your recyclables; put them in your bin loose.



Sponsored by **LEXINGTON**

## Paid Ads: Considerations

- Purpose of ad
- Audience characteristics: demographics, attitudes, beliefs, knowledge, current behaviors, etc.
- Priorities
- Budget
- Context

## Paid Ads: Types of Outlets

- Streaming and traditional television
- Print
- Radio
- Billboards
- Bus ads
- Digital
- E-newsletters
- Social



🌱 Waste cart audits are happening soon!

📅 Next week, city crews will glance inside recycle & yard carts on the curb in some neighborhoods

➡ This will help us make a plan to reduce contamination - unwanted items that can cause entire trucks of recyclables or yard waste to be landfilled

🏠 If your cart is audited, you'll get a door hanger:

🟢 Green = Great job! Your cart has what we want

🟡 Yellow = Oops! A few things don't belong. Check your door hanger for tips

🔴 Red = Too much contamination. Material will be sent to the landfill. Check your door hanger for what should go in your cart

📄 We'll post more info about how the audits work & what we learn next week, so stay tuned!



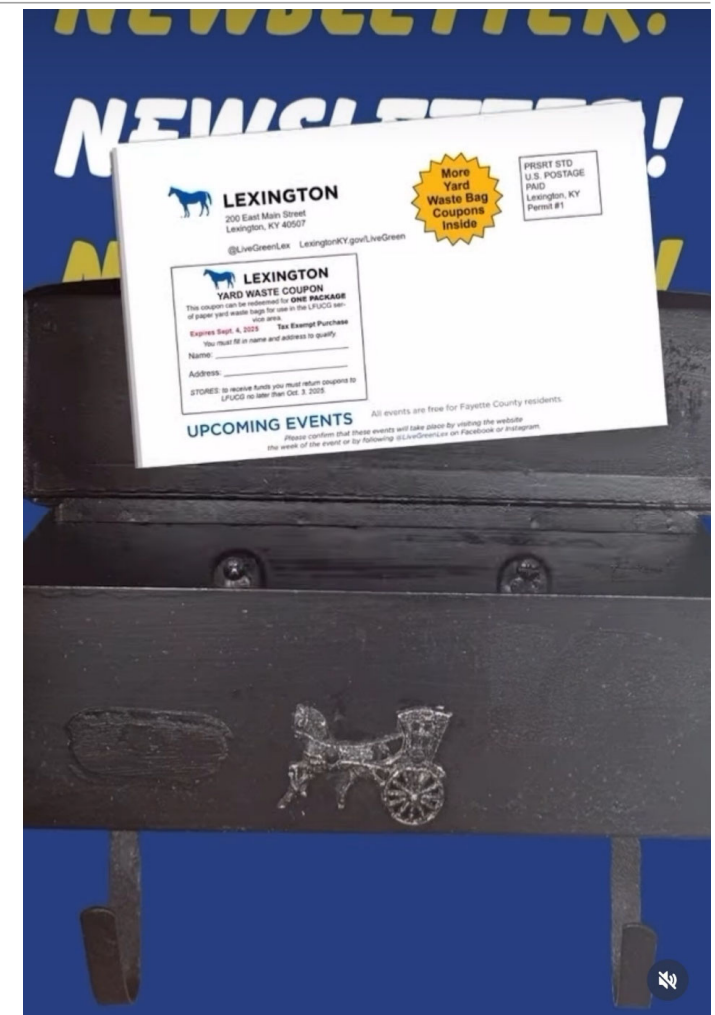
## Social Media

- Facebook
- Instagram
- X
- NextDoor
- YouTube (coming soon!)

Primary: @LiveGreenLex

## Mailings

- Physical Mailings
  - At Your Service
  - Postcards
- Digital mailings
  - Newsletters – formal & informal – stormwater, Community Environmental Academy Alumni (coming soon)
  - 311 alerts – text and email (system transition in process)



## Website

- Assisted Government Communications with transition
- Write copy
- Keep updated

Community Environmental Academy

EQPW speakers bureau

Environmental education overview

Geocaching

Go See Trees

Gobble Grease Toss

Kentucky River Clean Sweep

Lawn care

Lex Glow Ride

Pavement management plan

Pick Up and Play!

Plant by numbers

Reforest the Bluegrass

Riparian buffers

SHARE Fair

StreetFest

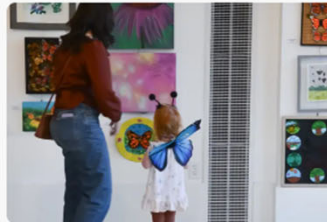
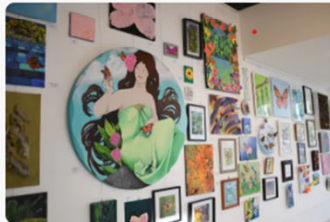
Tree Week

### Art by Nature schedule

- Opening reception | October 17 | 6 – 8 p.m.
- Gallery Hop | November 21 | 6 – 8 p.m.
- Closing reception | December 13 | 11 a.m. – noon
- Art pick-up is after the closing reception | Noon -2 p.m.

### Past Art by Nature exhibits

Thank you to all who submitted art and visited our gallery!



# MISSED YOU

Hello! We are working to improve our yard waste collection program. Unwanted items can lead to entire truckloads of material going to the landfill instead of being mulched. This is expensive and inefficient.

Your yard waste cart wasn't out today, so we'll stop by on a future collection date. Reminders:

- + Never bag yard waste that you put in your cart.
- + Only use paper bags for overflow yard waste.
- + Put **ONLY** the following items in your gray yard cart:

## YARD WASTE



sticks, branches  
and brush  
(4 ft. max length)



plant clippings



grass clippings



leaves



Place extra yard  
waste in paper yard  
waste bags.



Tie excess branches  
into bundles. 4 ft. max  
length and max 50 lbs  
per bundle.

Set paper yard waste bags and bundles at the curb on your regular collection day.

Only place plant material in the gray yard waste cart.

**NO TRASH. NO PLASTIC BAGS.**

Additional information can be found by visiting [LexingtonKY.gov/YardWaste](http://LexingtonKY.gov/YardWaste).

Stay up to date on yard waste collection and other city initiatives by following @LiveGreenLex on Facebook and Instagram.



LEXINGTON  
Live Green



LEXINGTON

## Outreach Design

- Videos
- Still graphics
- Outreach tools
- Swag



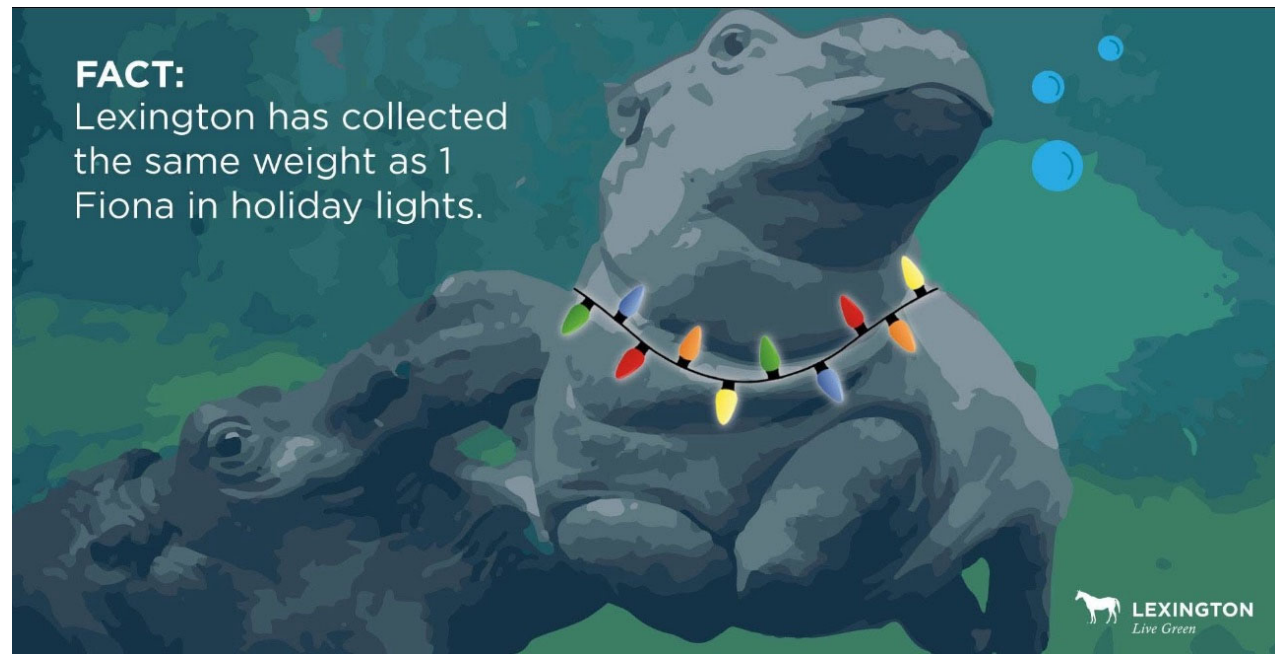
## Limitations of Marketing

- Not a good tool for behavior change or habit formation when used alone
- Doesn't counteract skepticism or doubt well
- One outlet is never sufficient
- Repeated exposure is necessary
- Resource intensive – time & money
- (Most of it) one-way communication
- Difficult to measure impact
- Increased fracturing of where people get information



## Role of Marketing

- Closing a knowledge gap
  - Willing to do the “right” thing but unaware of what it is
  - Promoting an opportunity people are already inclined to do – attend an event – Reforest the Bluegrass, Household Hazardous Waste, etc.
- Build trust
- Awareness / familiarity
- Curiosity



## Context of Marketing Efforts

- Marketing efforts are done in concert with other outreach efforts
- Create a wave of related, consistent information





## Measuring Success

### IMPACT, not impressions

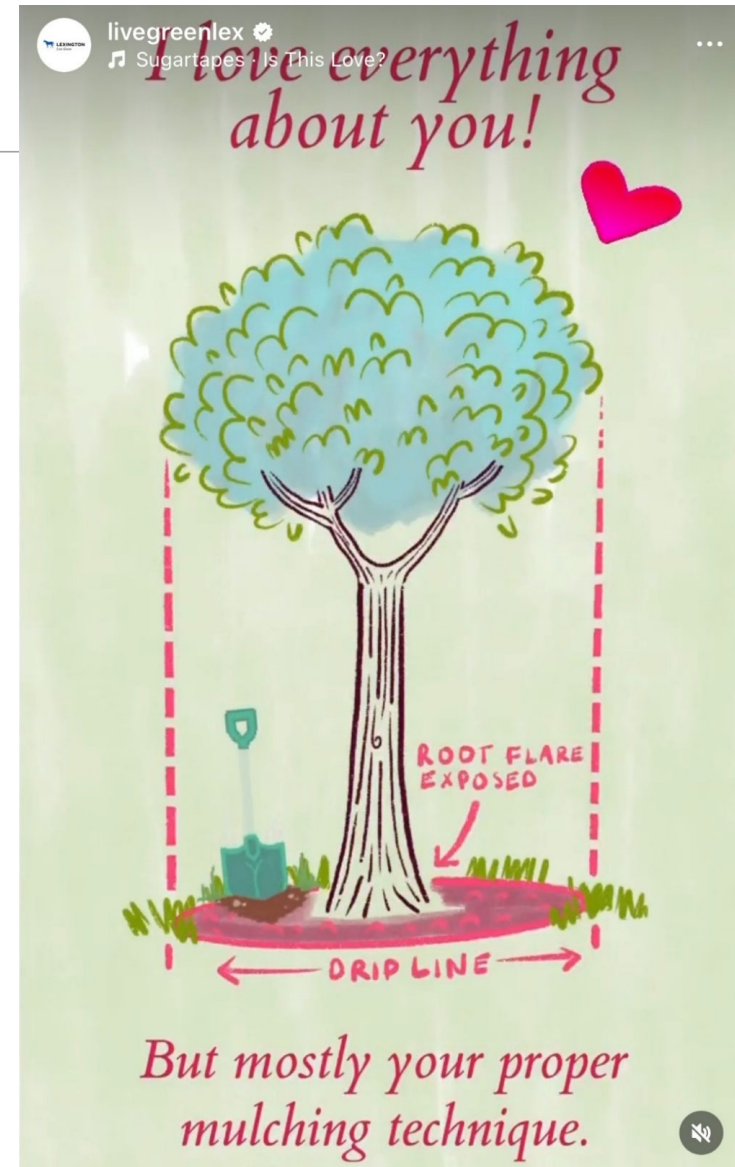
- Impressions
- Engagement
- Target behaviors
  - Stories, conversations, feedback
  - Focus groups
  - Surveys

## Quick Compost Update



- 482 households trained since 2021
- Open to all residents
- Workshops happening in late winter 2026
- Workshops led by Seedleaf; UK extension and The Arboretum came on board in 2025
- Participating households get a \$50 compost voucher for online store
- Funding capacity to serve 300+ households this FY

# Questions?





# Lexington-Fayette Urban County Government

## Master

200 E. Main St  
Lexington, KY 40507

**File Number: 0876-25**

**File ID:** 0876-25

**Type:** Committee Item

**Status:** Agenda Ready

**Version:** 1

**Contract #:**

**In Control:** Environmental  
Quality and Public  
Works Committee

**File Created:** 09/10/2025

**File Name:** Coordination of Ongoing Maintenance for Projects

**Final Action:**

**Title:** Coordination of Ongoing Maintenance for Projects

**Notes:**

**Sponsors:**

**Enactment Date:**

**Attachments:** 2025\_EQPW Comm- OM process

**Enactment Number:**

**Deed #:**

**Hearing Date:**

**Drafter:**

**Effective Date:**

### History of Legislative File

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### Text of Legislative File 0876-25

Title

Coordination of Ongoing Maintenance for Projects



# Roadway Design & Delivery Process

## *Strengthening Operations & Maintenance Integration*

*Nancy Albright, EQPW Commissioner*  
*Brandi Peacher, Complete Streets Coordinator*

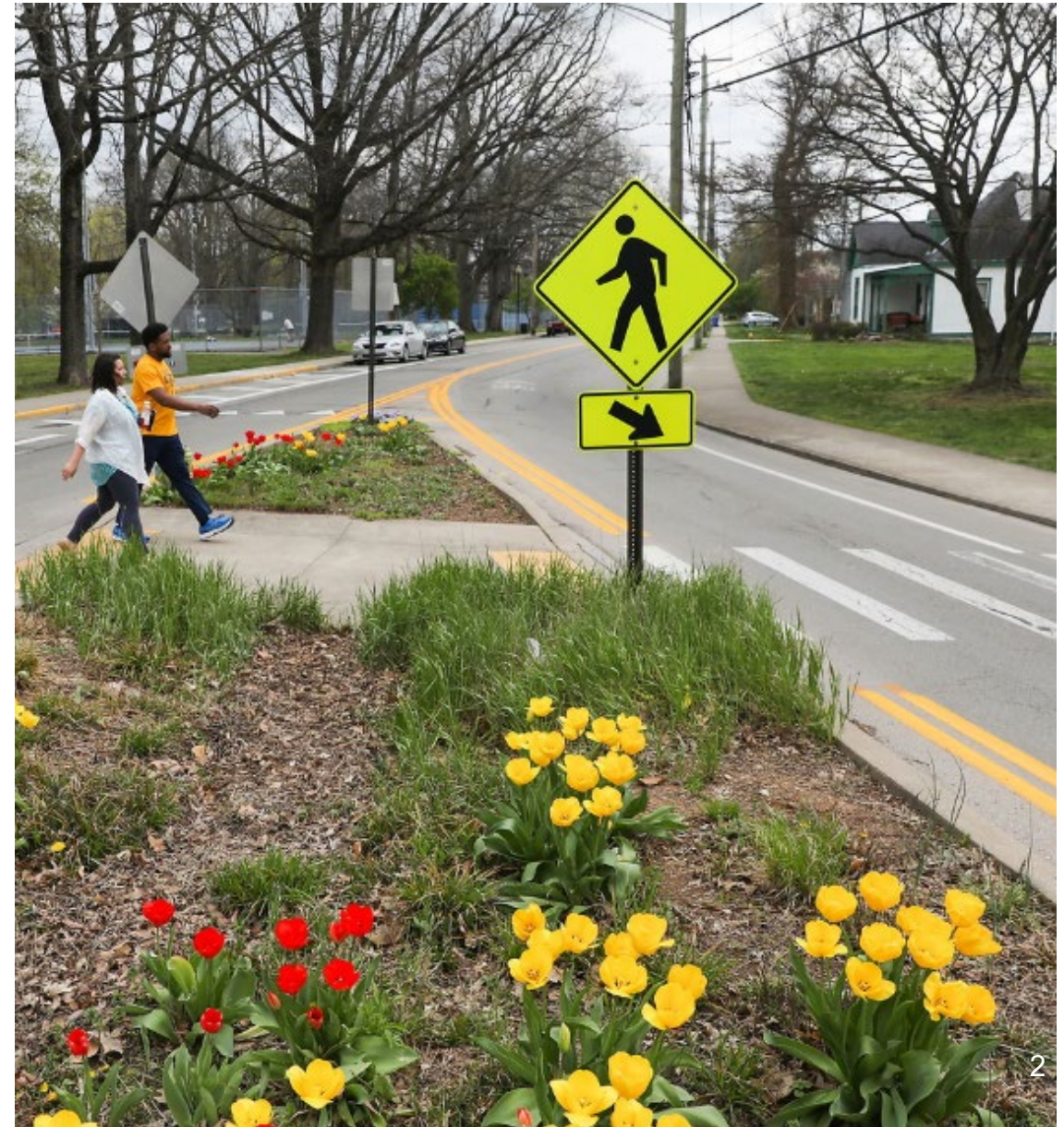
*Environmental Quality & Public Works Committee*  
*October 7, 2025*





## Framing the Issue

- Lexington has committed to Complete Streets and Vision Zero
- Our roadway projects follow a standard design & delivery process, but Operations & Maintenance (O&M) considerations often come in too late.
- Without integrating O&M needs into project design and delivery, Complete Streets investments risk failing to deliver long-term safety and Vision Zero outcomes.





# Proposed Roadway Design & Delivery Process Improvements

## Goals:

- ensure O&M considerations are embedded early and sustained through all phases
- To strengthen safety, durability, and efficiency while avoiding costly redesigns or maintenance burdens after construction





## **When O&M is Coordinated Early, We Achieve:**

- Longer-lasting public assets
- Lower lifecycle costs by planning for maintenance up front
- Clearer cross-departmental accountability at each phase
- Better ability to budget for future O&M needs
- Increased public confidence through transparency and well-maintained results





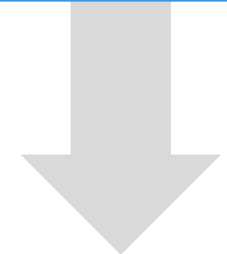
## Typical Process

PHASE	KEY ACTIVITIES
1. MASTER PLANNING	Vision, goals, network plans, funding strategy
2. CORRIDOR FEASIBILITY	Corridor studies, alternatives, select preferred design
3. PRELIMINARY DESIGN	Surveys, early engineering, environmental review, cost estimate
4. FINAL DESIGN	Complete plans & permits, final cost estimate, public meeting
5. CONSTRUCTION	Procurement, build, inspections, community coordination
6. OPERATIONS & MAINTENANCE	Routine upkeep, performance monitoring, asset management

Div. Of  
Planning



Div. Of  
Engineering



O&M  
Divisions



## Embedding O&M at Every Phase

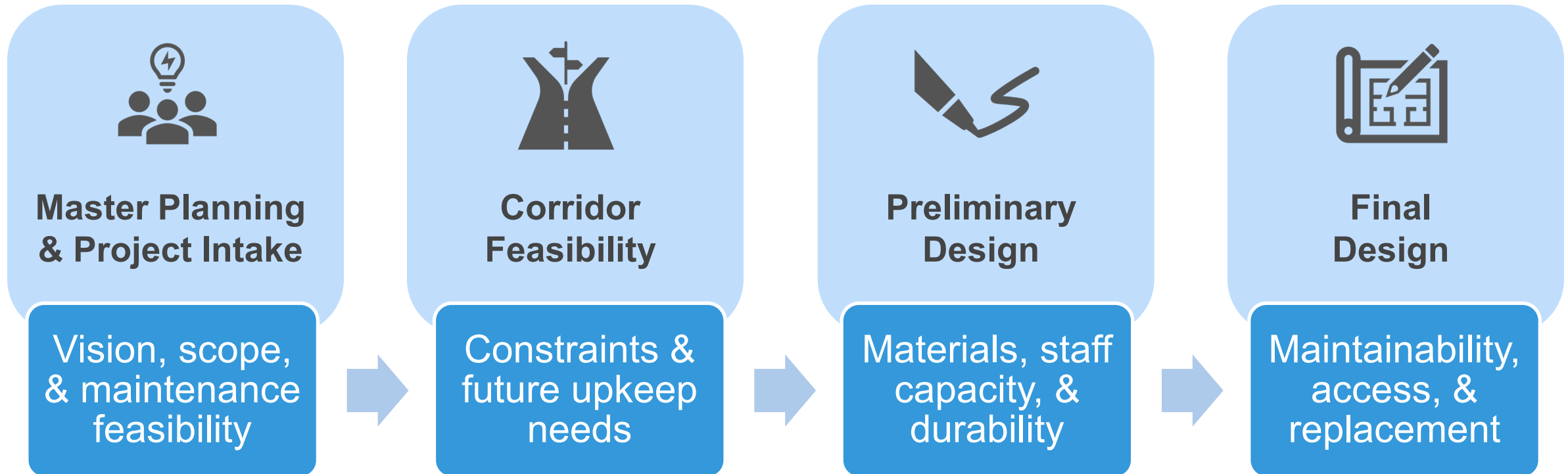
### Key Process Improvements

- Early & Continuous O&M Involvement
- Formal Decision Checkpoints
- Improved Utility Coordination
- Scalable Approach for Smaller Projects



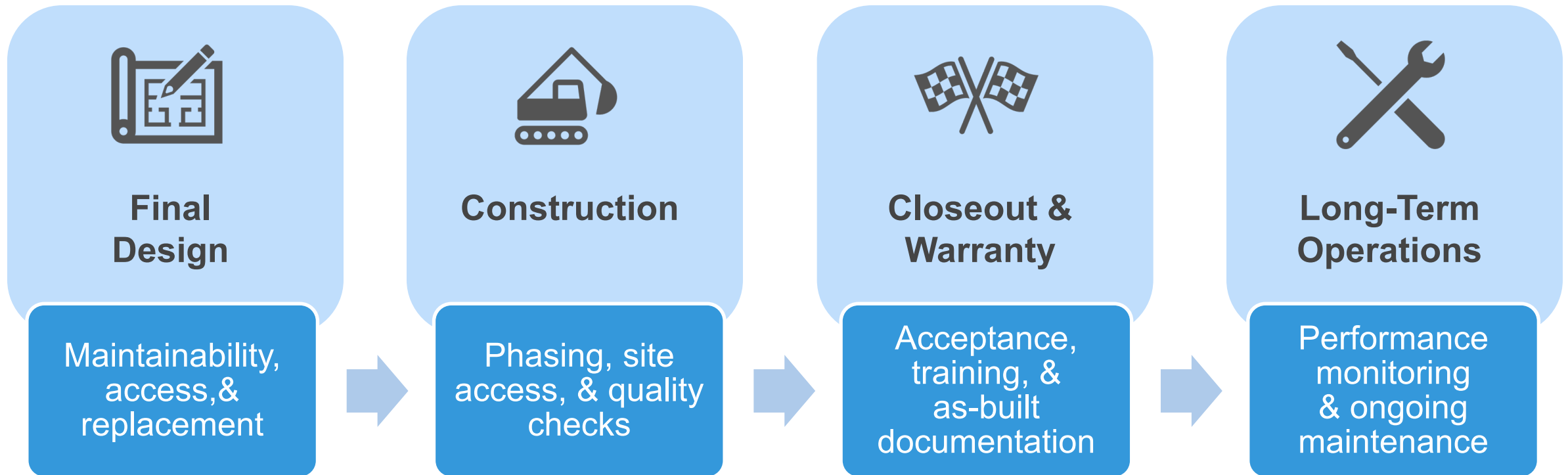


## O&M Integration Points





## O&M Integration Points





## **Case Studies: Lessons from Missed Coordination**

- Real-world examples where O&M was not fully considered during design & construction
- Challenges that emerged: higher costs, safety issues, maintenance burdens
- How earlier O&M involvement could have prevented problems and improved outcomes
- Demonstrates why process changes are needed





## CASE STUDY #1 – Versailles Road

### Project Timeline

- Identified 10+ years ago via preliminary conceptual studies
- Construction Phases 1 & 2 - began August 2020
- Now complete, warranties satisfied, transitioned to maintenance

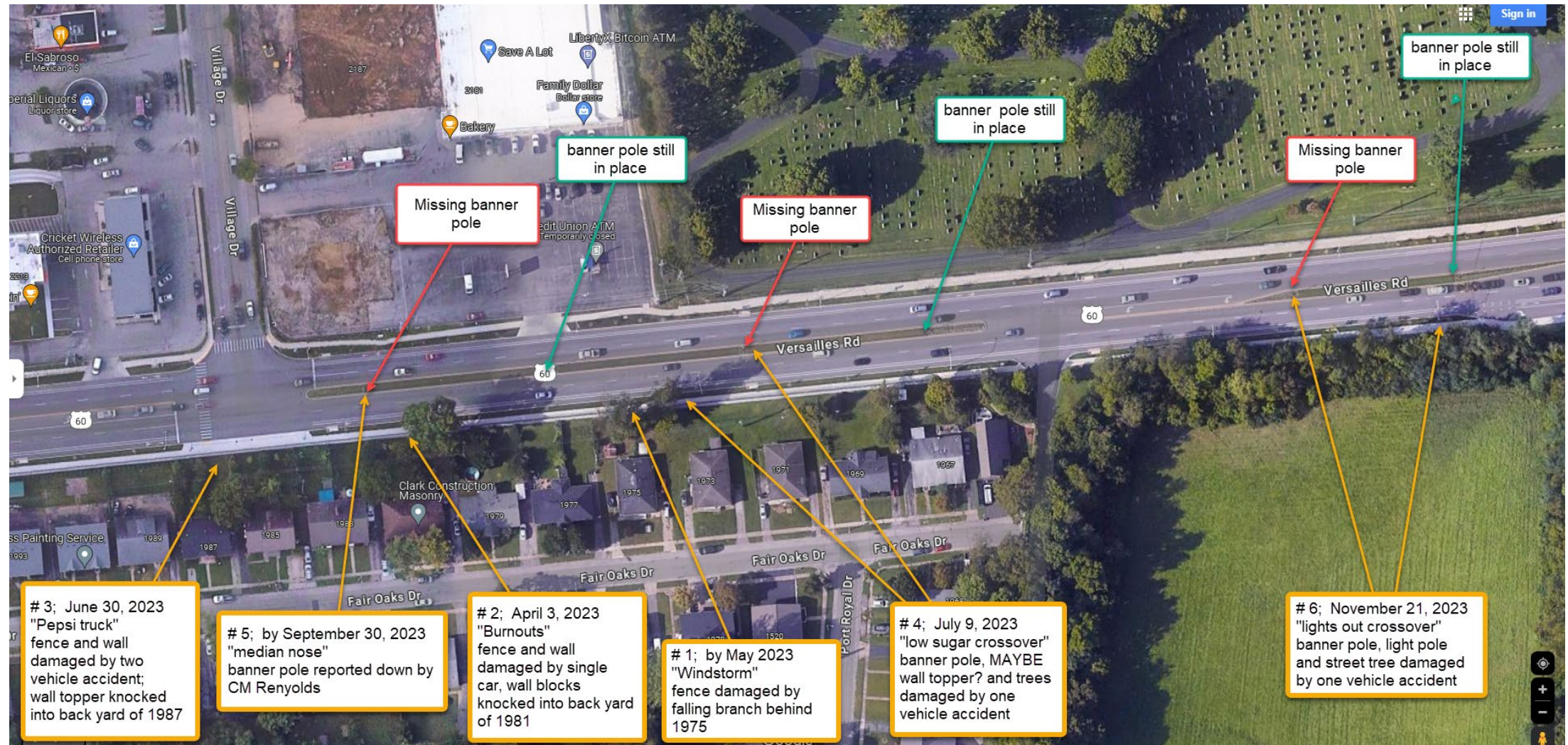
### Issues Encountered

- Conceptual studies set unrealistic expectations early on
- Unidentified maintenance needs:
  - Trees, stone walls, fencing, banner poles, benches
  - Weed spraying around hardscape features
- Coordination snags:
  - Tree placement vs. utility lines (terms changed)
  - Trash cans added late in project

**Lesson:** Early, realistic O&M involvement prevents costly surprises and ensures smoother long-term maintenance



*Corridor Following Construction*





## CASE STUDY #2 – Newtown Pike Banner Poles

### Project Background

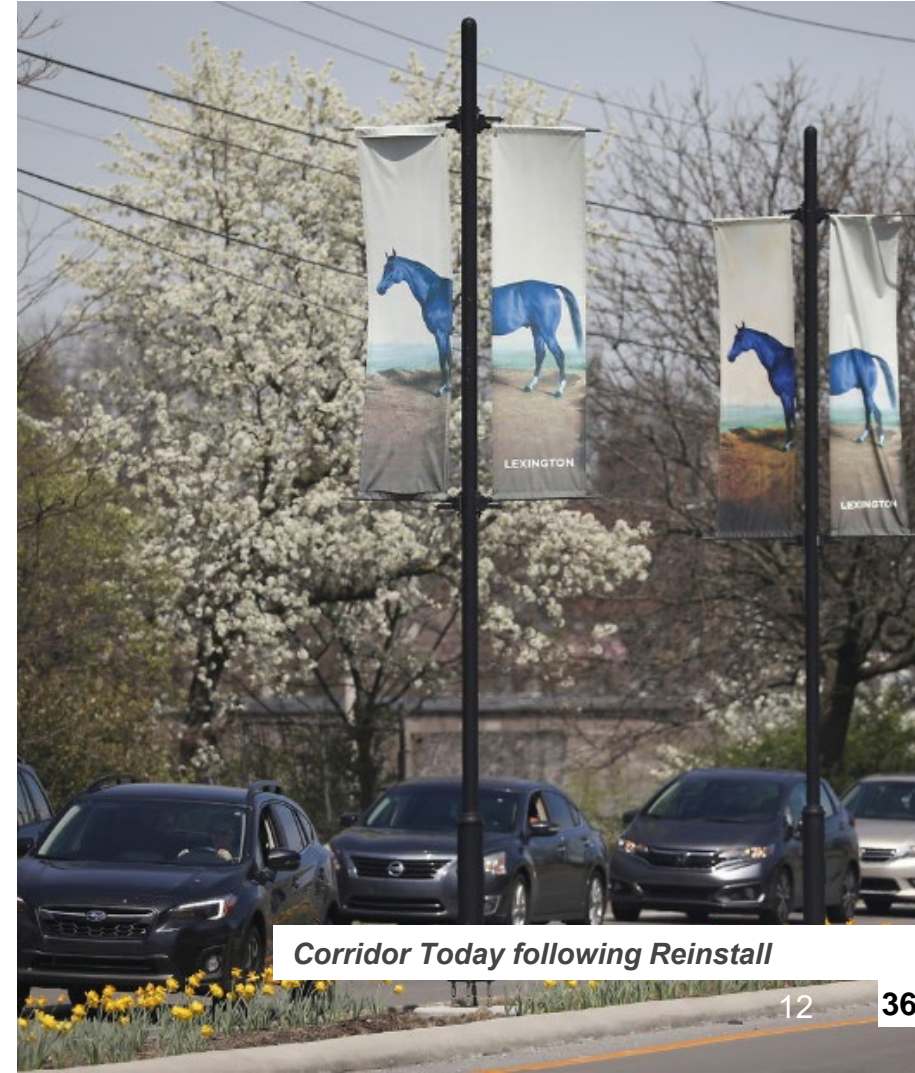
- Banner poles installed in advance of the 2010 World Equestrian Games
- Intended as a lasting streetscape feature

### Issues Encountered

- No maintenance responsibility or funding identified up front
- By 2019, only 3 of 6 poles remained standing
- When damaged, no division was assigned to pursue insurance recovery or replacement

**Resolution:** Poles eventually replaced through the Town Branch Commons project

**Lesson:** Without clear O&M ownership and budgeting, public assets quickly fail and add costs later



*Corridor Today following Reinstall*



## CASE STUDY #3 – Manchester St & Town Branch Trail Ph. 6

### Project Background

- Construction began February 2020
- Now complete: warranties satisfied, divisions assigned general responsibilities

### Issues Encountered

- No funding or assignment for ongoing care of flower planters, fencing, and landscaping features
- Preliminary engineering study showed a vision that set unrealistic expectations not achievable in final construction

**Lesson:** O&M must be part of early budgeting and scope decisions to avoid gaps between community expectations and reality





## Steps to Address & Progress To-Date

**The Issue:** O&M input often comes too late in roadway design & delivery

**Our Response:**

- Public ROW Asset Guide: Documents O&M roles & responsibilities
- Drafting a revised process to integrate O&M earlier
- Building accountability through phase reviews





## Public Right-of-Way Asset Guide

- Maps assets within the public right-of-way and identifies responsible departments
- Provides a framework for estimating annual maintenance costs
- Supports informed decision-making, transparency, and cross-department coordination

### Key Roadway O&M LFUCG Divisions

**Streets &  
Roads**

**Environmental  
Services**

**Waste  
Management**

**Traffic  
Engineering**

**Parks &  
Recreation**

**Water Quality**





## Departmental Asset Maintenance Responsibilities

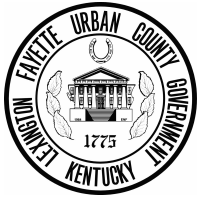
Department of Parks and Recreation	Department of Environmental Services	Department of Traffic Engineering	Department of Water Quality	Department of Waste Management	Department of Streets and Roads
<b>Lighting:</b> N/A	<b>Lighting:</b> Welcome Signs,	<b>Lighting:</b> Streetlights	<b>Lighting:</b> N/A	<b>Lighting:</b> N/A	<b>Lighting:</b> N/A
<b>Landscaping Features:</b> Trees, Grass/Turf, Flowers, Bushes, Planting Beds, Rain Gardens, Medians, Vegetation Management Control, Irrigation	<b>Landscaping Features:</b> Trees, Grass/Turf, Flowers, Bushes, Planting Beds, Rain Gardens, Medians, Vegetation Management Control, Irrigation	<b>Landscaping Features:</b> Roadway Signs, Regulatory Signs, Sign Poles and Hardware, Banner and Banner Poles and Hardware	<b>Landscaping Features:</b> N/A	<b>Landscaping Features:</b> N/A	<b>Landscaping Features:</b> Trees
<b>Signage:</b> N/A	<b>Signage:</b> Way Finding Signs, Banners and Banner Poles and Hardware	<b>Signage:</b> Way Finding Signs, Banners and Banner Poles and Hardware, Regulatory Signs, Roadway Signs	<b>Signage:</b> N/A	<b>Signage:</b> N/A	<b>Signage:</b> N/A
<b>Structural Features and Utilities:</b> Metal Benches and Bike Racks, Bollards, Sidewalks, Fencing	<b>Structural Features and Utilities:</b> Trash in ROW, Tree Blocking Emergency, Fencing	<b>Structural Features and Utilities:</b> Municipal Fiber Optics, Cellular Routers, Cabinet Switches, Bike Racks	<b>Structural Features and Utilities:</b> Stormwater Drains, Manhole Covers, Cleanouts, Force Mains	<b>Structural Features and Utilities:</b> Public Garbage Cans , Downtown Cart Corral, Loan-A-Box Dumpsters	<b>Structural Features and Utilities:</b> Fencing, Sidewalks, Bollards, Guardrail, Handrails, Trench Gates, Drainage Ditches, Tree Blocking Emergency

# Questions?



**LEXINGTON**





# Lexington-Fayette Urban County Government Master

200 E. Main St  
Lexington, KY 40507

**File Number: 1034-22**

**File ID:** 1034-22

**Type:** Committee Item

**Status:** Agenda Ready

**Version:** 2

**Contract #:**

**In Control:** Environmental  
Quality and Public  
Works Committee

**File Created:** 10/05/2022

**File Name:** Annual Snow and Ice Control Plan

**Final Action:**

**Title:** Annual Snow and Ice Control Plan

**Notes:**

**Sponsors:**

**Enactment Date:**

**Attachments:** 2025 Annual Snow and Ice Removal Update 25-26

**Enactment Number:**

**Deed #:**

**Hearing Date:**

**Drafter:**

**Effective Date:**

## History of Legislative File

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## Text of Legislative File 1034-22

Title

Annual Snow and Ice Control Plan



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## Master

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**Enactment Date:**

**Attachments:** eqpw referral list\_08.19.25

**Enactment Number:**

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### Text of Legislative File 0390-25

Title

Items Referred to Committee

COMMITTEE ITEMS REFERRED

Environmental Quality & Public Works (EQPW)

Referral Item		Current Sponsor	Date Referred	Last Presentation	Status	Legistar File ID
1	Odor Control Program Update	J. Reynolds	2023-10-31	2025-02-11		<a href="#">0140-24</a>
2	Coordination of Ongoing Maintenance for Projects (infrastructure, beautification, etc.)	J. Reynolds	2024-08-20		2025-10-07	<a href="#">0876-25</a>
3	Neighborhood Traffic Management Program (NTMP)	L. Sheehan	2024-08-20	2025-02-11		<a href="#">0151-25</a>
4	Traffic Calming with Street Art and Quick-Builds	L. Sheehan	2024-08-20	2025-08-12		<a href="#">0737-25</a>
5	Lextran Services and Environmental Impacts	H. LeGris	2025-02-11	2025-04-22		<a href="#">0389-25</a>
6	Haley Pike Solar Study	H. LeGris	2025-02-25	2025-03-11		<a href="#">0249-25</a>
7	Review of Water Quality Management Fee Incentive Grants	D. Seigny	2025-02-25	2025-05-13		<a href="#">0486-25</a>
8	Parking Citation Issuance During Winter Weather Emergencies	E. Curtis	2025-04-22			
9	Mint Lane Pump Station	D. Seigny	2025-05-27	2025-08-12		<a href="#">0736-25</a>
10	Sewer Cleanout Reimbursement Program	L. Sheehan	2025-08-12			
11	Empower Lexington Update	H. LeGris	2025-06-03	2025-06-10		<a href="#">0547-23</a>
Annual / Periodic Updates						
12	Live Green Lexington Update (Public Information and Engagement)	H. LeGris	2021-02-02	2024-10-22	2025-10-07	<a href="#">0500-21</a>
13	Urban Forestry / Street Trees Update <i>[Lex Grow Trees ]</i>	H. LeGris	2019-09-17	2025-04-22		<a href="#">0501-21</a>
14	Capacity Assurance Program (CAP) Audit Update	H. LeGris	2018-08-30	2023-04-18		<a href="#">0964-20</a>
15	Energy Initiatives Update	H. LeGris	2017-01-10	2025-03-11		<a href="#">0572-22</a>
16	Snow & Ice Control Plan	H. LeGris	2014-02-15	2024-10-22	2025-10-07	<a href="#">1034-22</a>
17	Pavement Management Plan	H. LeGris	2020-05-26	2025-03-11		<a href="#">0440-22</a>
18	Stormwater Projects Update	H. LeGris	2018-02-20	2024-08-20		<a href="#">0922-22</a>
19	Municipal Separate Storm Sewer System (MS4) Update	H. LeGris	2018-02-20	2025-08-12		<a href="#">1122-22</a>
20	Consent Decree and Remedial Measures Plan Update	H. LeGris	2019-01-22	2024-12-03		<a href="#">0222-22</a>
21	Waste Contamination Reduction Update	D. Seigny	2023-11-14	2025-05-13		<a href="#">1200-24</a>
Updated 08.12.25, KJT						