

PUBLIC INFORMATION & ENGAGEMENT MARKETING UPDATE

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



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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

Div. Environmental Services
Jennifer Carey, Director

Section: Public Information and Engagement
Angela Poe, Program Manager Senior

Marketing Team

Education Team
Danny Woolums,
Program Manager

Community Team
Alana Insko-Kelley,
Program Manager

Primary Responsibilities

- Website upkeep
- Mailed publications (newsletters + postcards)
- Social media
- Weekly/monthly paid print and radio ads
- Creative contracts
- Mass media placement contract
- Public surveys
- Press releases

Primary Responsibilities

- Programs
- Events: major, minor, trailer/tabling
- Direct community outreach
- Displays, handouts, giveaways
- Career recruitment

Primary Responsibilities

- K-12 units of study with field experiences
- Out-of-school time programming, after school and breaks
- Teacher professional development
- Career connections
- Transportation outreach & events



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

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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!)

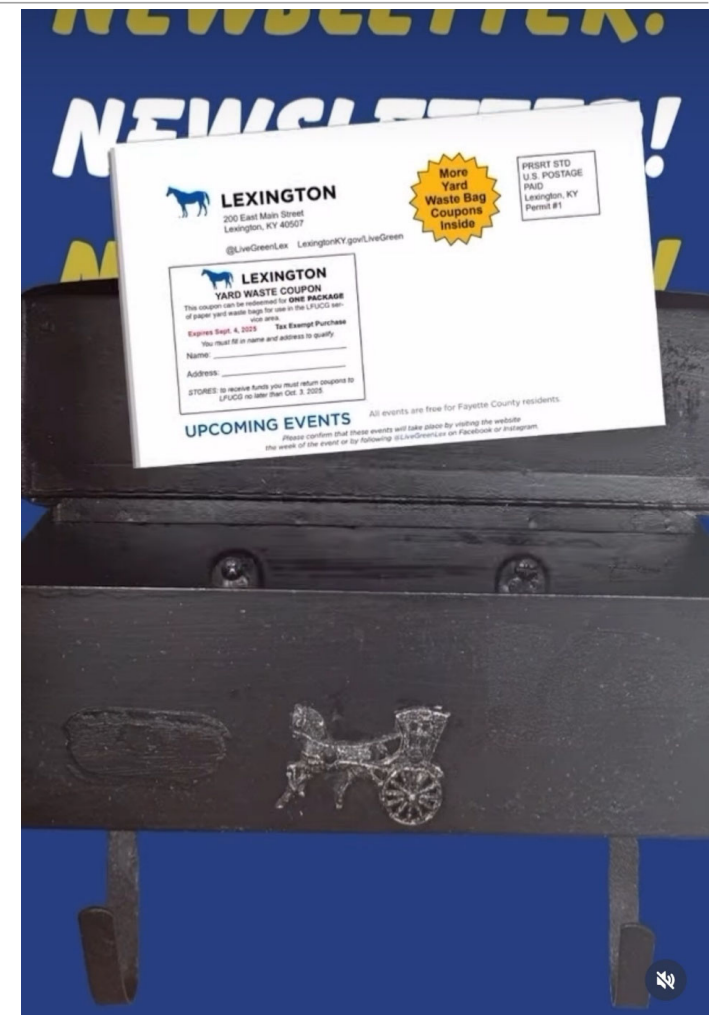
Primary: @LiveGreenLex



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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.

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



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Outreach Design

- Videos
- Still graphics
- Outreach tools
- Swag



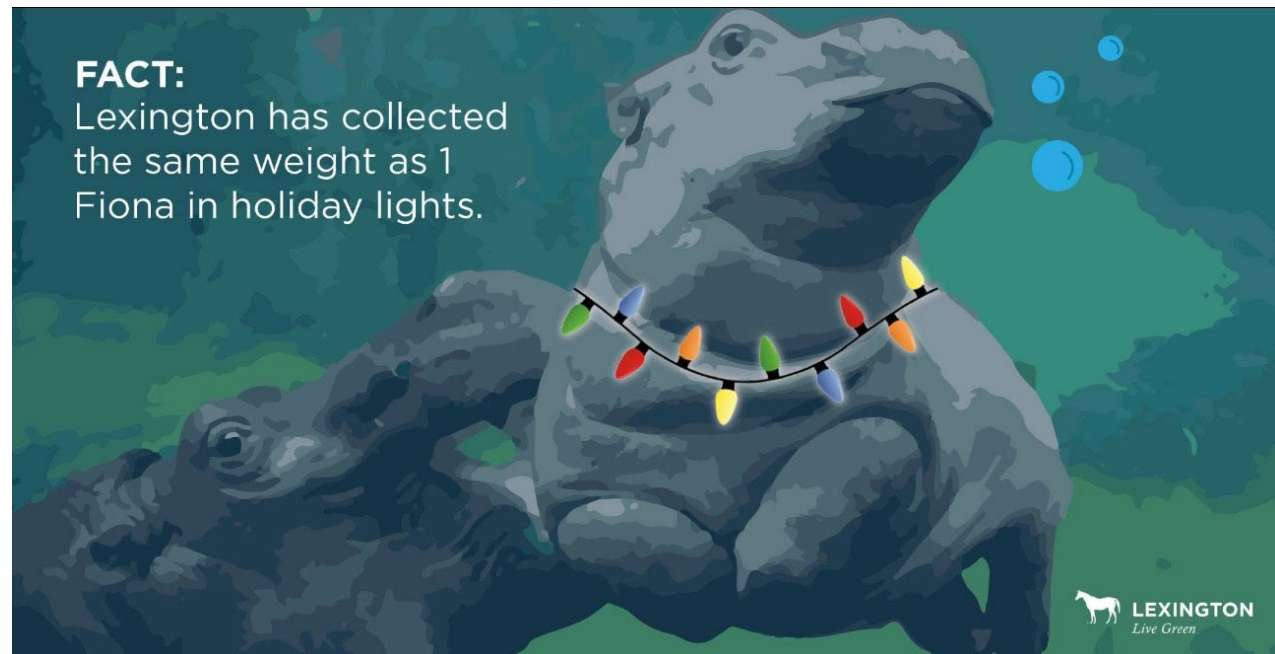
Limitations of Marketing

- 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?

