



StreamLine

A Bluegrass PRIDE Publication



Bluegrass PRIDE is excited to celebrate its 10th Anniversary with a concert featuring bluegrass bands JD Crowe and the New South and Balsam Range. Sponsored by Toyota, G&J Pepsi-Cola Bottlers, and the John Jacob Niles Center for American Music, the Bluegrass Concert for Bluegrass PRIDE will be held September 24th at 7:30pm at Memorial Hall on the University of Kentucky campus. Tickets are \$20.00 and proceeds will be used to further Bluegrass PRIDE's environmental education initiatives in 18 Central Kentucky counties. Visit www.bgPRIDE.org to purchase tickets.

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JD Crowe and the New South
www.jdcrowe.net



Balsam Range
www.balsamrange.com



Summer
2011



LETTER FROM EXECUTIVE DIRECTOR

Time has certainly flown at Bluegrass PRIDE! It's hard to believe that 2011 marks our 10th anniversary. We have lots going on in honor of the occasion and I can't wait to have you join us.

On September 24, we'll be singing, dancing and celebrating at the Bluegrass Concert for Bluegrass PRIDE. JD Crowe and the New South and Balsam Range, two amazing Bluegrass bands, have graciously agreed to join us at UK's Memorial Hall for the evening to play and show their support for PRIDE's mission of providing the highest quality environmental education to Central Kentucky. In addition to the bands, we're grateful for the generous sponsors who are helping us make this exciting event happen, Toyota, G&J Pepsi-Cola Bottlers and the John Jacob Niles Center for American Music. Tickets are only \$20 and available now at www.bluegrassconcert.eventbrite.com. I hope you'll make plans to join us!

We're also excited to unveil our first-ever passport program. We've designed the program to help you and your family enjoy the great outdoors and do some good for the environment, all while getting the chance to receive great prizes, including a \$500 gift certificate to Pedal Power and a \$500 local food basket. The passports are available at www.bgPRIDE.org. To be eligible for prizes, simply complete 10 items on the passport, including one outing, and return your card to us by October 1. We'll draw prize winners live on WLEX News at Sunrise on October 5, so be sure to tune in!

Finally, I want to thank all of the partners, supporters, followers and fans that PRIDE has worked with throughout the years. We've grown by leaps and bounds and expanded our programming exponentially since we were founded. This would not have been possible without everyone who has given of their time, talents, expertise and support. My staff and I are truly grateful for all you have done for us.

Here's to a great 10 years. We look forward to celebrating with you!

A handwritten signature in blue ink that reads "Amy Selmer".

GRAY 2 GREEN

In 2010, Bluegrass PRIDE began developing a program to educate local elected officials from municipalities across Kentucky about the benefits of green infrastructure for stormwater management. Funding for this effort was awarded to Bluegrass PRIDE by the Kentucky Division of Water (KDOW), as part of the federal American Recovery and Reinvestment Act (ARRA).

Part of this effort entailed development of the www.Gray2GreenKY.com website. This website will serve as an electronic handbook to provide information relevant to municipalities interested in pursuing green infrastructure projects. This website provides information about common stormwater issues, funding opportunities, local ordinance considerations, pertinent web links, and green infrastructure design examples. There is also an interactive map of green infrastructure project sites that have been constructed in Kentucky. Clicking on site locations shown on the map will open up a photo gallery of a particular site, along with other available project information.

This educational program included two green infrastructure tours offered to local elected officials from across the state. These bus tours provide nearly 50 attendees with the opportunity to visit a variety of green infrastructure projects that have been completed in Louisville. We visited green roofs, rain gardens, vegetated swales, and permeable parking lots with the project designers on-hand to discuss their personal experiences.

Overall, this project was successful in providing information about the many benefits of green infrastructure. We were able to demonstrate that green infrastructure is a viable approach to stormwater management in Kentucky, and not simply a passing fad for large cities like Portland or Chicago.



Green roofs are effective stormwater management tools.



Bioswales allow water to soak in on a property's grounds rather than run off.

[WWW.GRAY2GREENKY.COM](http://www.Gray2GreenKY.com)

TENTH ANNIVERSARY

PRIDE is turning 10! Take a look at some of what we've accomplished in our first 10 years.

PRIDE Grants

\$1 Million in Community, Education and Educator Workshop Grants throughout its region

- \$700,000 (2002-2005)
- \$300,000 (2010-2011)



Experiential Education

- Worked with over 230 schools making 256,635 student contacts
- Developed a robust resource library for educators
- Offered field trips to over 1,000 students
- Created Units of Study for outdoor classrooms and Toyota
- Taught a comprehensive energy education program to 33 teachers including a tour of underground and surface coal mines and examples of alternative energy sources
- Environmental Steward Awards (426 students to date)
- Helped to develop the Mercer County School Recycling Program



Litter Abatement

- Gas Station/Fastfood Program
- Cigarette Ash Can Campaign
- Litter Free Events
- Litter reports: 4,343
- Volunteers: 56,088
- Bags of trash collected: 131,299
- Road/stream miles cleaned: 5,019



Stormwater Outreach

- Rain Barrels – Artistic Rain Barrel Program, Workshops, Sales
- Organized schools, businesses and civic organizations to stencil stormdrains
- Partnership with the Bluegrass Rain Garden Alliance
- Developed an online Self Lawn Care Audit and Environmentally Responsible Lawn Care workshops

Household Hazardous Waste

- Distributed paint crystals to properly dispose of 77,500 gallons
- Recycled more than 1,200 pounds of batteries
- Cell Phone Recycling
- Assisted with three HHW Collections and numerous e-waste collections



Waste Reduction

- Developed a campaign to increase recycling in Montgomery County
- Created website with information about composting, waste free lunches, waste free events
- Developed the Bring Your Own Bags campaign

Live Green Lexington Partner Program

- Assists businesses, apartments and schools with waste reduction, water quality and energy efficiency
- Currently 350 businesses, 100 apartments (10,000+ units) and 100 pre-K-12 Schools
- Hosted two Go Green, Save Green Workshops
- Fats, Oils and Grease education campaign including a Gobble Grease Toss which properly disposed of 1 ton of grease
- Increased student awareness of the importance of recycling and waste reduction as evidenced by the CATS assesment
 - Consumerism -- 61% above state/district average
 - Economics (open response) – 72% above state/district average
 - Economics (multiple choice) – 67% above state/district average
- Saved the Fayette County Public School system an estimated \$4,600 by increasing recycling
- Provided recycling opportunities for more than 20 Lexington public events
- Developed Energy Efficiency Programs such as: self audit kits, LED exit sign retrofit kits, the volunteer program Caulk the Block, and community presentations to over 2500 people



Bluegrass Conservation Partners

- Designed to mimic the Live Green Lexington Partners Program for counties outside of Fayette
- Currently recognizes more than 39 businesses in 9 counties

10 Years of Awards

- 2010
 - Innovative Nonprofit (NPLI)
 - Enterprise Award (KLC)
 - Green Initiative (Commerce Lexington)
- 2009 Earth Day Award (EQC)
- 2008 Environmental Excellence (KAEE)
- 2007 Environmental Award (LFUCG Environmental Commission)
- 2004 Outstanding Service (PLT)
- 2003 Promoting Environmental Responsibility (LFUCG Environmental Commission)



DO YOUR DUTY

With summer in the air, sun shining, and grills fired up, it the perfect season to be outside with your family, which includes your furry four-legged friend. Bluegrass PRIDE wants to remind you to “Do your Duty” and pick up after your pet. We all live in a watershed which means when it rains all the water from the ground is carried to the nearest storm drain or river. All the water that goes into the storm drain is untreated before being released into our rivers and streams, meaning the bacteria in pet waste can flow directly into your local waterway.

The bacteria and parasites contained in pet waste can cause harm to humans if it contaminates our water system, and the organic matter, phosphorus and nitrogen, can have a detrimental effect on rivers and streams. When large amounts of phosphorus and nitrogen enter the water they accelerate the growth of algae which uses any excess oxygen in the water, directly affecting the fish’s habitat. Time Magazine reported that 41 percent of families in the United States own a dog, and that number does not include strays, and adoptable pets. With such a large number of Americans owning a dog, that could add up to an enormous amount of waste. So this summer when you are outside with your furry pet remember to “Do your Duty” and pick up after them so we can all enjoy clean water!



PASSPORT PROGRAM

Want to enjoy the great outdoors, improve your local environment and have a chance to win great prizes? Take part in PRIDE’s passport program and you could do all three!

Participating is easy; just go to www.bgPRIDE.org to download your passport and get started. You must complete 10 items (including one trip) to be eligible to win a \$500 gift certificate to Pedal Power or a \$500 local food basket. Passports must be turned in by October 1.



PRIDE PEOPLE



Sandy Bottoms
Grants Administrator

Sandy Bottoms joins Bluegrass PRIDE in the role of Grants Administrator, overseeing a series of grants for local governments, schools and citizen groups interested in improving the quality of their local environment. Sandy has a B.A. in Geography from the University of Kentucky and a Masters in Urban and Environmental Planning from the University of Virginia. She has previously worked with various environmental organizations in Kentucky and Virginia, as well as with the Tennessee Department of Transportation.

THANKS FOR 10 GREAT YEARS!





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