

## Cleaner Baltimore Initiative

### How THE CITY is Making a Difference Key Initiatives, March 2007 to present

#### Creating Awareness

- In conjunction with the Baltimore Community Foundation, hired advertising firm to develop a \$2 million, multimedia anti-litter campaign.
- Developed a residential doorknob hangtag that outlines the rules for proper trash disposal.
- Currently developing a similar hangtag for Baltimore businesses.
- Created and launched website—[www.cleanergreenerbaltimore.com](http://www.cleanergreenerbaltimore.com)—as a resource and center of communication for the initiative.
- Currently developing recycling and other solid waste service materials designed to reach citizens, businesses, and property owners through water and tax bills.

#### Efficiency and Effectiveness

- Hired staff person focused on coordination of efforts of the Mayor's office, Department of Public Works and other agencies impacting the cleanliness of our city.
- Provided customer service training to solid waste crews and addressed the proper handling of resident trash cans to reduce resident complaints and frustration.
- Reorganized and merged Sanitation Code Enforcement staff to Baltimore Housing to increase efficiency of management and service delivery.
- Reorganized and merged cleaning and boarding crews with Department of Public Works to augment and complement existing cleaning operations.
- Extended citizen drop-off summer hours at all 5 Solid Waste district service centers with consideration being given to permanently extended hours at some locations.
- Placed 750 new trash cans along gateways and at bus stops across the city and dedicated collection crews to maintain the cans in the most heavily traveled corridors.
- Established graffiti removal as a 7-day operation along all major gateways providing a maximum 3 day response time for graffiti complaints citywide.
- Established cleaning of neighborhood parks assigned to Solid Waste as a 7-day operation during the summer months.
- Reduced response time for lot and alley cleaning complaints (dirty alleys, backyards, lots) from 21 to 14 days.
- Reduced response time for boarding of vacant houses from 21 to 7 days.
- Increased mechanical sweeping operations to serve an additional 320 miles of streets each week.
- Re-established the Office of Recycling.

## Leading By Example

- Doubled the number of city buildings participating in paper recycling efforts.
- Obtained passage of Alley Gating Legislation that enables residents to take back their alleys—making them cleaner and greener.
- Established Deep Clean operations targeted at chronically littered communities.
- Improved maintenance and appearance of solid waste yards.
- Established Clean Ambassador Program for retail corridors—collaboration among Baltimore Development Corporation, Baltimore MainStreets and various merchant’s associations to fund the salary, uniforms, and equipment for clean ambassadors.
- Launched “311 Community Challenge” to encourage community groups to contact 311 call center with service requests that will improve the cleanliness of city neighborhoods.
- Responded to 85,682 solid waste related service request calls to 311 between March and July 2007.