


FROM	NAME & TITLE	Laura Larsen, Budget Director <i>Laura Larsen</i>	CITY of BALTIMORE MEMO	
	AGENCY NAME & ADDRESS	Bureau of the Budget and Management Research Room 432, City Hall		
	SUBJECT	City Council Bill 23-0161R--Informational Hearing-Anti-Littering Campaign in Baltimore City		

DATE:

TO

The Honorable President and
Members of the City Council
City Hall, Room 400

October 18, 2023

The Department of Finance is herein reporting on City Council Bill 23-0161R, Informational Hearing-Anti-Littering Campaign in Baltimore City, the purpose of which is to discuss littering and dumping in Baltimore City and explore the creation of an anti-littering campaign.

Background

The City has deployed multiple strategies to reduce litter dating back to the 1970s.

- 1970's: "Trashball" campaign launched focused on getting Baltimoreans to throw trash, crumpled into a ball, into public cans.
- 1990's: "It's Your Baltimore. Don't Trash It!" campaign launched focused on engaging residents and community groups on issues related to trash.
- 2016-2019: "Less Litter, B-more" campaign launched in partnership with Trash Free Maryland encouraging residents to pick up litter in their communities in the hopes of discouraging littering.
- 2017: BMORE Beautiful Program launched and has expanded to offer an array of grants for community organizations to engage in neighborhood beautification, including Love Your Block, Say YES! (Youth Environment Stewardship) Program, Care-A-Lot, and Activate Your Space.
- 2023: Mayor Scott launched Baltimore Corps utilizing ARPA funding. This partnership between the City and community groups

In addition to these initiatives the City has made ongoing investments in services geared towards reducing litter. DPW has deployed municipal trash and recycling cans to residents, installing smart can trashcans in downtown neighborhoods, and purchasing smaller mechanical street sweepers to clean business corridors.

Fiscal Impact

The Fiscal 2024 budget includes approximately \$32 million for services geared towards dealing with littering and illegal dumping. These services include: street and alley cleaning, beautification grants to communities (BMORE Beautiful), street sweeping, the collection of corner cans, business district cleaning, and the cleaning of waterways. The bulk of these services are provided by the Department of Public Works and primarily funded through the City's General Fund.

The costs associated with prevention include education and outreach as well as installing and servicing the big belly trash cans or the black corner cans. Reactive costs include litter cleaning on the sidewalks, streets and waterways, cleaning up illegal dumping, and water skimmers.

The costs associated with this proposal would likely include additional neighborhood corner trash cans and a media campaign focused on education. DPW's updated 10-Solid Waste Plan estimates that to meet the demand created by a future anti-littering campaign the agency would need to install and service more neighborhood corner trash cans. A more comprehensive cost estimate requires additional clarity regarding the complete scope of this proposal.

Other Considerations

Jurisdictions across the country have partnered with businesses and nonprofits to help implement campaigns, as well as offset costs. Keep America Beautiful (KAB), a nationwide organization, assists cities with creating anti-littering campaigns, such as the No)*#@@r (Litter) Sherlock' campaign launched with Neptune and Atlantic Beach, Florida. Another notable campaign is 'Litter Free Mobile' in Mobile, Alabama, a partnership between with 14 business, non-profit, and community.

In Maryland, Ocean City re-launched 'Every Litter Bit Hurts,' in 2021 in partnership with representatives from the private sector. This program was funded entirely by a local stormwater fee-in-lieu fund, which requires property owners in certain areas to either create adequate stormwater facilities on their property or by charging the property owner a fee-in-lieu.

Any campaign should consider new or unique challenges in Baltimore, such as residents using corner cans for their disposal of household trash and current behavior regarding illegal dumping.

The Department of Finance will attend the hearing for this Resolution and respond to any fiscal inquiries.

cc: Michael Moiseyev
Nina Themelis