



TO: The Honorable President and Members of the Baltimore City Council
FROM: Brittany Vendryes, Esq., Executive Director
SUBMITTING AGENCY: Environmental Control Board
DATE: May 10, 2023

Dear Mr. President and Members:

The Baltimore City Environmental Control Board (“ECB”) has been requested to review City Council Resolution # 23-0161R, Informational Hearing - Anti-Littering Campaign in Baltimore City. The purpose of the bill is to discuss the littering and dumping problem in Baltimore City and explore the creation of an anti-littering campaign or effort to encourage Baltimore’s residents and visitors to be more mindful of how they dispose of their waste.

The ECB is an independent administrative hearing board that adjudicates contested environmental citations; however, in addition to the adjudication of environmental citations, the ECB is home to BMORE Beautiful, a grassroots peer-to-peer beautification program.

In 2018, BMORE Beautiful was tasked with creating the Trash Ball anti-littering campaign. The concept was for the City to create a large marketing campaign surrounding people of all ages playing a game of ‘Trash Ball’. In theory, this would make cleaning litter into a fun activity, likening throwing out a piece of trash to throwing a ball through a net. That concept would be then bolstered with installing cigarette disposal receptacles, gum disposal receptacles, interactive trash cans, etc.

Unfortunately, Trash Ball stalled due to the significant cost associated with rolling out a campaign using various media outlets and advertising formats; however, BMORE Beautiful, in partnership with the Department of Public Works, was still able to obtain grant funding for some of the underlying ideas, such as the cigarette disposal receptacles.

To that end, BMORE Beautiful is still committed to Keeping Baltimore Clean and would gladly participate in a new anti-littering campaign. We only caution that cost be considered upfront.

Brittany Vendryes, Esq.

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