



Keep Federal Hill Clean and Green Campaign Strategy Plan

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1. Introduction

As the Inner Harbor and Key Highway development plans mature and become a reality, the Federal Hill Business District must change to meet the demands of a growing population and increased competition. At the same time, Federal Hill's business district is in direct competition with strip malls both within Baltimore City and in nearby counties. The recruitment and retention of business has been and will continue to be a challenge. Littering, dumping, and cleanliness are the first issues raised by new businesses. It has been a stumbling block for the recruitment of retail in particular. It remains Federal Hill's most recurrent problem for business growth and improvement.

2. Mission & Goals

The mission of the *Keep Federal Hill Clean and Green* campaign is to present a clean and well-maintained business district to visitors, residents, and both existing and potential business owners, to augment the business district streetscape with beautification projects which further enhance the marketability of Federal Hill, and to do so with sustainable practices that are easily repeated and quantified.

The goal of *Keep Federal Hill Clean and Green* is to keep Federal Hill a beautiful, healthy and safe place to live. Through public education and enforcement, this campaign will work to engage individuals to take a greater responsibility for improving their community environment. We strive to change behaviors and improve the community by focusing on litter prevention and beautification programs with an additional emphasis on waste reduction and recycling. Ultimately, the campaign aims to provide growth, improvement, and stability to the business district for the benefit of the surrounding neighborhoods and the city at large.

3. Campaign Leadership

The *Keep Federal Hill Clean and Green* campaign will be initiated and coordinated by Federal Hill Main Street in accordance with Main Street's mission to improve and promote the Federal Hill Business District. As such, campaign efforts will be coordinated with the South Baltimore Business Association (SBBA). Because the Federal Hill Business District encompasses residential areas, campaign efforts will also be coordinated with the two neighborhood associations that overlap the Business District: Federal Hill Neighborhood Association (FHNA) and the South Baltimore Improvement Committee (SBIC).

4. Campaign Implementation

The three key objectives of the *Keep Federal Hill Clean and Green* campaign are to (1) educate business owners, residents, and visitors about the importance of keeping the neighborhood clean; (2) maintain and improve the appearance of the neighborhood; and (3) ensure that the laws regarding trash collection, littering, and recycling are enforced.

4.1 Marketing Materials

4.1.1 Slogans

Both slogans listed below will be used on stickers, t-shirts, and other promotional items, which will be available for purchase.

4.1.1.1 Keep Federal Hill Clean & Green

4.1.1.2 Nobody Likes a Litterbug

This slogan has two targets:

- For children, this will be something that they can easily relate to and remember, (like the familiar, *"Only you can prevent forest fires!"*). This slogan will go along with the associated Litterbug mascot/image.
- This slogan will also be used on flyers, which will be distributed to business owners and residents when they leave their trash on the street on non-collection days.

4.1.2 Logos

4.1.2.1 Campaign Logo



4.1.2.2 Campaign letterhead



4.1.2.3 Litterbug



4.1.3 Mascot

Dependent upon future funding, we may create a mascot costume that can visit children in schools and be present at festivals. The Litterbug mascot shall not speak. It shall NOT be friendly and will NOT hug people. The Litterbug shall drop litter and people near the Litterbug need to remind it NOT to litter by carrying Nobody Likes A Litterbug signs and wearing stickers.

4.2 Beautification

The **Keep Federal Hill Clean and Green** campaign will coordinate its efforts with existing beautification programs in cross-promotional campaigns, *e.g.*, putting multiple logos on promotional materials, establishing additional neighborhood clean-up days for bulk trash, and implementing new educational programs, as described in Section 4.3 below.

Several beautification efforts are already underway in the Federal Hill neighborhood. Initiated by Federal Hill Main Street and other community associations, they include:

- ❑ *May Day*, an annual promotion which presents awards to residents and businesses for the most beautiful flower and garden displays.
- ❑ The Federal Hill business district tree planting initiative, which, so far, has added eleven new trees on E. Cross Street, along the south side of the Market, and seven new trees on Light Street.
- ❑ *Belli Fiori*, (Beautiful Flowers), a flower program to install, plant and maintain large flower pots on the sidewalks and street corners in the business district.
- ❑ The installation, planting and maintenance of the flower baskets hanging from the pedestrian street lights in a joint effort with the SBBA.
- ❑ Various activities conducted by the Federal Hill Garden Club, including Neighborhood Clean-Up Days.

To fund these greening and beautification efforts, Federal Hill Main Street holds *Belli Fiori* wine tasting fundraisers, applies for grant funds, solicits contributions at festivals, and contributes from its unrestricted contributions income. Additional funding is provided by donations from the SBBA

and other community organizations, and from individual business owners and residents in the district.

4.3 Education

Educational efforts will target both businesses and residents. To achieve this goal, Federal Hill Main Street will coordinate such efforts with the SBBA, FHNA, and SBIC.

4.3.1 Create brochures and/or newsletter articles educating the community about the reasons why people litter and why it is harmful for the neighborhood.

Litter drives down property values and is a deterrent to new business and tourism. There is strong evidence that uncollected trash and other physical disorder, like abandoned vehicles and graffiti, makes people feel unsafe and attracts crime.

Litter is not only unhealthy and unsightly; it can lead to an increase in rodents and other pests. Left exposed, garbage and litter will attract rats and allow them to flourish and reproduce. Rats carry diseases that can be transmitted and are harmful to humans. A clean city attracts residents, businesses and shoppers. A dirty city depresses property values, attracts crime and creates the perception that crime and disorder is tolerated. Litter attracts more litter, creating a downward spiral.

The most prevalent type of litter is cigarette butts. Other common litter includes small pieces of paper, chip and confectionery wrappers, fast-food packaging, bottle caps, glass pieces, glass alcohol bottles, plastic straws and soft drink bottles (both plastic and metal). New sources of litter are becoming increasingly evident. Changing consumer patterns in relation to take-away food, increased use of unsolicited advertising materials and the introduction of automatic teller machines are examples of activities that now impact on litter. Lifestyles have also changed – we are busier, engage in more snacking and grazing and increasingly relying on fast foods. This means more potential for litter in more places, more often.

As for why people litter, research points to several factors that may impact on littering behavior:

- Lack of knowledge of the environmental effects of littering.
- Litter has already accumulated. The more litter present the more people are inclined to litter.
- People litter when they think someone will come behind them and clean it up.
- Lack of social pressure to do the right thing.
- Absence of penalties or consistent enforcement.
- Number, placement and appearance of disposal containers at or near the site.
- People who litter often feel no sense of pride in the areas they are littering.
- They don't view the item as litter. That's often the case with cigarette butts.

According to the U.S. Conference of Mayors, urban litter reduces:

- Economic development, investment and location of businesses
- Property values, while increasing urban decay

- ❑ Tourism
- ❑ Revenue for businesses in littered areas
- ❑ Funds for other efforts due to increased cost for cleanup
- ❑ Concern for obeying the law resulting in increased crime, gang and drug activity
- ❑ Community pride

4.3.2 Create photo essays in newsletters: “What’s Wrong With This Picture?”
Examples:



Lunch Litterer



Curb Litterer

4.3.3 Schools

Through the *Keep Federal Hill Clean and Green* campaign, neighborhood elementary school teachers will be encouraged to educate children about litter. With City support, a standard citywide program could be implemented. To assist in the development of such a program, several educational materials are available for educators from organizations such as:

- ❑ Keep America Beautiful
 - <http://www.kab.org/network2.asp?id=178>
 - <http://www.kab.org/network.asp?id=180&rid=182>
 - <http://www.kab.org/aboutus.asp?id=120&rid=121#wasteinplace>
- ❑ Litterbug.Org
 - <http://litterbug.org/brochure1.htm>
 - <http://www.litterbug.org/travelingtrunks.htm>

Additionally, neighborhood schools will be invited to join in beautification events, such as clean-up days, to get the neighborhood kids involved in their community and in the habit of keeping it clean. Building on our successes, we will develop additional programs similar to those implemented in other communities, such as a summer "Trashbusters" program, in which local kids clean up the streets and are rewarded with a bus trip to an amusement park or similar event.

4.3.4 Presence at Neighborhood Festivals

A *Keep Federal Hill Clean and Green* booth, providing information and fun for children and parents alike, will be featured in "Little Ones Lane" during Federal Hill Main Street's two large festivals.

4.4 Enforcement

4.4.1 City Enforcement

- ❑ Enforcement falls under the Environmental Services Division of the Department of Solid Waste. Citations are issued by an enforcement officer. Consistent, continuous enforcement is required, with the focus on repeat offenders. Additionally, foot patrolmen should make littering more of a focus in their day-to-day routine.
- ❑ Escalating Fines: Even when enforcement in the area is persistent, the fines are apparently not severe enough to deter repeat offenders. In cooperation with Federal Hill Main Street's *Keep Federal Hill Clean and Green* program, the Environmental Services Division has agreed to escalate penalties for repeat offenders, as is within their authority. Accordingly, enforcement officers will double the fine on any property with multiple offenses within a thirty-day period.
- ❑ Health Department and Liquor Board: The Environmental Services Division has agreed to involve the Health Department and/or Liquor Board after a property receives more than one citation in a month's time period. Enforcement officers will routinely request joint inspections of all properties with repeat offences. Prosecution to the fullest extent of the law will be pursued if the escalation in fines and joint inspections do not stop the behavior.
- ❑ Environmental Control Board: The Environmental Services Division has agreed to review the history of repeat offenders and contact the Director of the Environmental Control Board in an effort to work together to recommend and impose the maximum penalty for all repeat offenders.
- ❑ Proposed Legislation: Federal Hill Main Street and Baltimore Main Streets will work with City Council to initiate legislation providing for fine escalation based on the number of citations issued to the same property owner, (not just for the same pile of trash being cited multiple times).

4.4.2 Dumpsters and Code Violations

- ❑ There are several businesses that keep dumpsters on the public sidewalk perpetually. If not permitted this is a Code violation. It is also hindrance to pedestrians, unsightly and smelly, and most of these dumpsters are in very poor shape.
- ❑ Shared Cross Street Dumpster: With the help of City Council, and the cooperation of the Baltimore Public Markets Association, it may be possible to place a second dumpster near the existing dumpster on Cross Street. This would be a City dumpster, tastefully screened, that could be used by the businesses on the north side of Cross Street that have no alley, so they don't have to put their dumpsters out on the sidewalk.

4.4.3 Communication

- ❑ Federal Hill Main Street will inform the Environmental Services Division about frequent complaints and perpetual offenders. Environmental Services will keep Federal Hill Main Street informed as to which businesses have been cited.

4.4.4 Follow Through

- ❑ In order to ensure that efforts to keep the neighborhood clean are maintained, representatives from Federal Hill Main Street will meet monthly with those responsible in City management. Solutions to problems and improvements to processes established by this Plan should remain consistent in the future.

4.5 Maintenance

4.5.1 Hokie person

- ❑ Job Parameters: The Hokie person's work schedule is 7:00am to 3:00pm, Monday through Friday. An additional crew, such as the inmate crew, also sweeps the area on Saturdays. The Hokie person and Saturday crew report to the Collections Division of the Bureau of Solid Waste. The designated areas of responsibility for the Hokie person and Saturday crew are within the business district boundaries, with a particular focus on South Charles and Light Streets, the 1100 blocks of Patapsco and Marshal Streets, on either side of the West Street Garage, and E. Cross Street, on both sides of the Cross Street Market.
- ❑ Accountability: The Hokie person is checked three times daily by a City supervisor to ensure that work is commencing at a reasonable rate. If the Hokie person is on vacation or sick, the City tries to fill the void with another Hokie person or expand another route to ensure coverage. The Collections Division provided contact information to Federal Hill Main Street in the event there is a question as to the Hokie person's attendance or performance.

4.5.2 Maintaining corner cans

- ❑ Because of their design, trash falls down the sides and under the liners of the existing corner trash cans. Eventually, these cans should be replaced with new cans of a better design. In the meantime, the Collections Division agreed to have the Saturday crew clean out the trash from under the liners each week. Collection of the corner cans is to occur twice a day, seven days a week.
- ❑ Follow Through: In order to ensure that efforts to keep the neighborhood clean are maintained, Federal Hill Main Street will meet monthly with the Assistant Chief of the Collections Division. Solutions to problems and improvements to processes established by this Plan should remain consistent in the future.

4.5.3 Mechanical Street Sweeper

- ❑ The mechanical street sweeper has been going well since the new parking time limits have been in effect. The mechanical street sweeper is the responsibility of the Special Services section of the Collections Division.

4.5.4 Change in Trash Pick-Up Times.

- ❑ Federal Hill Main Street worked with the Collections Division of the Bureau of Solid Waste to schedule a new garbage collection time of 10:00 a.m. within the business

district's boundaries. Residents and businesses within the business district will be affected by the new collection time on Tuesday and Friday mornings. The 10:00 a.m. collection time allows businesses and residents within the business district to place their garbage out on the street on the morning of collection and not the night before. By reducing the number of hours that garbage is left outside, associated problems created by weather, vermin, and people rifling through the trash will be greatly reduced as well. The 10:00 a.m. collection time applies to recycling pick-ups as well as trash pick-ups within the business district. After a reasonable notice period, fines will be imposed on those properties with trash sitting out on the street the night before the pickup.

5. Communication & Launch Strategy

5.1 PR & Advertising

5.1.1 *New section on website dedicated solely to this campaign*

The website section will include:

- ❑ Information on trash collection, and where to take trash;
- ❑ Links to resources on litter and recycling;
- ❑ Campaign logo stickers and other promotional materials available or purchase; and
- ❑ Online methods of contacting Federal Hill Main Street and signing up to volunteer.

5.1.2 *Regular articles in neighborhood newsletters, including "What's Wrong With This Picture" photo essays.*

5.1.3 *Periodic campaign ads in all neighborhood newsletters.*

5.1.4 *Setup a Take The Pledge program.*

A Take the Pledge program is a promotional effort to encourage the neighborhood to actively commit to **Keep Federal Hill Clean and Green**. For example:

"I pledge not to be a Litterbug.

I promise to do my part to help keep Federal Hill Clean & Green.

I will keep these words in mind: "Stop, Look, Don't Litter. Don't be a Litterbug."

Let's all Keep Federal Hill Clean & Green together."

An online example of a Take the Pledge program can be found at:

<http://www.litterbug.org/takethepledge2005.htm>

5.2 Obtain Grants and Sponsorships

5.2.1 Grants

Apply for available grants related to litter prevention. Target grants include those offered through the Parks & People Foundation, and the Keep Maryland Beautiful program, (including the Margaret

Rosch Jones Award from the Maryland Environmental Trust, [see <http://www.dnr.state.md.us/met/mrjaward.html>], and the Bill James Environmental Grants for local schools).

5.2.2 Corporate Sponsorships

Corporate sponsorships will be solicited for things such as signage, print ads, cleanup days, tree plantings, sidewalk flower pots and more. Target sponsors include:

- Waste management companies
- Trash container manufacturers
- Commercial haulers
- Flower/landscape companies
- Local businesses

5.3 Timeframe

5.3.1 0 – 6 months – Goal: Launch program to gain awareness

- Design and develop promotional materials, including logo, flyers, stickers.
- Create a website section.
- Announce the campaign to the neighborhood via newsletters and appearances at neighborhood meetings.
- Setup educational booths at Federal Hill Main Street festival(s).
- Continue to be proactive and follow through with the City on enforcement and maintenance issues.

5.3.2 6 – 12 months – Goal: Build momentum & apply lessons learned from Launch phase to improve program

- Continue communication efforts to promote the program.
- Finalize and produce promotional materials to sell online and at festivals.
- Work with other neighborhood groups to setup beautification events, fundraisers, etc.
- Establish a sponsorship solicitation program.
- Continue to be proactive and follow through with the City on enforcement and maintenance issues.

5.3.3 12 – 24 months - Goal: Education & Expansion

- Work with Baltimore Main Streets to expand the campaign to all of the Main Street neighborhoods within Baltimore City.
- Apply for relevant grants.
- Initiate discussions with neighborhood schools to implement an educational program.
- Continue to be proactive and follow through with the City on enforcement and maintenance issues.

5.4 Follow Through

5.4.1 Baltimore Main Streets' Trash Initiative

Baltimore Main Streets has announced that it will be implementing a major trash initiative in the coming year, and will be forming a task force to focus on trash issues, including enforcement concerns, education, and potential legislative initiatives. Federal Hill Main Street will work with Baltimore Main Streets to coordinate the *Keep Federal Hill Clean and Green* campaign with the Baltimore Main Streets initiative.

5.4.2 Monthly Meetings with City Representatives

In order to ensure that a high level of cleanliness is achieved and consistently maintained, Federal Hill Main Street has met with the head of the Bureau of Solid Waste, and the various Division heads, and has established clear lines of communication on all issues. Moreover, the Assistant Chiefs of the Collections Division, the Special Services Division, and the Environmental Services Division agreed to meet monthly with Federal Hill Main Street and report on action items. City support of the program to *Keep Federal Hill Clean and Green* is appreciated.

6. Summary: Our Campaign Can Change Attitudes

Changing attitudes about waste and its handling reduces litter and dumping. Our *Keep Federal Hill Clean and Green* campaign can help in important ways -- cleaning up the trash that's here, and preventing it from building back up again. Educating and involving people helps them appreciate their environment more and learn that their actions matter.

Trash and litter are a unifying issue. The majority of the complaints received by Federal Hill Main Street are about trash and litter. Education, enforcement, maintenance and beautification are the methods Federal Hill Main Street will use to address the problem and change peoples' attitudes about their part in the solution. This campaign provides a framework for change. With a campaign to stand behind, more people will stand up to fight against litter.

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