

## Baltimore Main Streets Trash Initiative Proposal



### *Objective*

Litter and dumping-free Main Streets achieved through an aggressive education, enforcement, and stewardship campaign that augments City services.

### *Key Points*

The goal of our initiative is to make a sustainable, tangible, measurable difference in the appearance of our Main Streets in the next 18 months. In order to achieve this goal, a four-pronged program must be created and implemented. The key points of the Baltimore Main Streets initiative are:

- 1.) Education;
- 2.) Enforcement;
- 3.) Stewardship/sponsorship; and
- 4.) Clean Sweep Ambassadors.

### *Desired Outcomes*

Through this initiative we plan to achieve the following outcomes:

- Cleaner business districts;
- Consistent trash disposal and street cleaning;
- Identification of hot spots and problem-areas;
- Increased knowledge by merchants and community members of the problem, applicable laws, and resources available;
- Improved information sharing with City and private agencies;
- Improved perception of Main Street neighborhoods;
- Improved management tools;
- Business retention; and
- Neighborhood and business promotion achieved through positive media coverage.

### *Goals*

#### **2007**

- New trash cans in every Main Street Community.
- Marketing Materials will be designed and created.
- City-wide Main Street clean-up day.
- Two Clean Sweep Ambassador pilot programs started.
- Seek additional funding by writing at least two grants.

#### **2008**

- Fully launch Clean Sweep Ambassador program in every Main Street Community.
- Two city-wide Main Street clean-up days that will include partnerships with neighborhood schools.

**2009**

- Neighborhoods take over the funding and supervision of the Clean Sweep Ambassador program.

***Contact Information***

For more information, questions, and sponsorship opportunities, please contact Nick Rudolph, Business District Specialist, at 410-779-3834, or e-mail him at [nrudolph@baltimoredevelopment.com](mailto:nrudolph@baltimoredevelopment.com).