



Proposal from the Baltimore City Department of Public Works to the American Chemistry Council sponsorship of the Clean Community Competition

- **Executive Summary:** The American Chemistry Council highlights the safety, sanitation, cost savings and environmental impact of polystyrene products. While some studies find that foam food service makes up only 1.5% of litter, the ubiquitousness of white foam cups or plates on sidewalks and city streets call out-of-size attention to their prevalence in the urban landscape. Sponsorship of the Clean Community Competition gives the American Chemistry Council the opportunity to directly impact cleaning and anti-littering efforts in the places it matters most: residential neighborhoods. It also provides an opportunity to highlight that littering is not inherently caused by certain materials and products but by human nature itself. This is the chance to see affect behavior change by providing a reward that can be invested back into further neighborhood cleaning and anti-littering efforts.
- **The Baltimore City Department of Public Works Background (DPW):** DPW's Bureau of Solid Waste is charged with keeping Baltimore clean. It is responsible for mixed refuse and recycling collections from 200,000 locations every week. It keeps Baltimore's Inner Harbor clean as well as streets, alleys and lots. It leads educational and informational efforts to inform residents and visitors of proper waste disposal.
- **Project Information:** Last year, the Clean Community Competition was entered by 72 communities throughout Baltimore City. These communities worked through the summer to paint storm drains, clean lots, increase recycling and sweep alleys and streets. Four communities in each quadrant of the city won first place and were awarded \$5,000, and four communities in each quadrant won second

place and won \$1,000 each. The winners were announced by Mayor Stephanie Rawlings-Blake at the start of the Mayor's Fall Cleanup.

- **Baltimore Market Information:** The 2012 Census estimates Baltimore's population at 621,342 as of July 2012, an increase of 1,100 residents over the previous year and the first increase in population since its peak in 1950 validating Mayor Stephanie Rawlings-Blake stated goal to grow the city by 10,000 families in 10 years.
- Baltimore had a total of 294,579 housing units in 2009. Age ranges were 22.4% under 18 years old, 11.8% at age 65 or older, and 65.8% from 18 to 64 years old. Baltimore's population was 53.4% female. The median age is 35 years old. The median income for a household in the city during 2008 was \$30,078, and the median income for a family was \$48,216. Per capita income was \$22,885 in 2008. The median sale price for homes in 2012 was \$95,000.

- **2013 Clean Community Competition:** The American Chemistry Council would be the primary sponsor of the Clean Community Competition providing the monetary funds for the four first place awards of \$5,000 each and four second place awards of \$1,000 each for a total financial commitment of \$24,000. (Secondary sponsors may include media entities and partnerships may be formed with environmental non-profit organizations.) The Clean Community Competition will begin May 20, 2013. Judging, by non-agency invitees from community organizations, will end September 9, 2013 and prizes will be presented by Mayor Stephanie Rawlings-Blake at the Mayor's Fall Cleanup on October 26, 2013. The financial commitment will be expected to be fulfilled by October 1, 2013 at the latest.

- **List of Benefits:**
 - The American Chemistry Council's name and logo will appear prominently in all printed materials including the competition application, press releases, banners, posters, and electronic copy on the DPW website or Facebook page.

The logo may be accompanied by a brief description of the aim and purpose of the organization subject to editing needs.

- American Chemistry Council representatives will be included in any public ceremonies, activities and events associated with the Clean Community Competition.
 - Representatives will have speaking opportunities at the opening and closing ceremonies.
 - All marketing, advertising, public relations and branding activities for the Clean Community Competition will feature the sponsorship of the American Chemistry Council throughout the course of the 2013 Clean Community Competition.
 - The DPW Communications and Community Outreach Division will conduct an extensive public relations and marketing campaign in Baltimore City to promote the Clean Community Competition of which the sponsorship of the American Chemistry Council will be included. These efforts will encompass print, television, radio, electronic placement and signage. These efforts will continue periodically throughout the contest period.
 - The American Chemistry Council's sponsorship will be featured prominently in the DPW newsletter, *In the Works*, and the Recycling Office newsletter, *Re-News*. These newsletters are distributed to all media outlets, every community association in Baltimore City as well as city elected officials.
 - American Chemistry Council's sponsorship will be posted on the DPW Facebook page through the course of the contest and also on our Twitter account which has 1,862 followers including prominent opinion leaders and media professionals.
- **Summary:** This sponsorship presents a unique opportunity for DPW and the American Chemistry Council to support an effort for which both organizations share a common goal – the eradication of litter through the promotion of education and information and by inducing behavioral change. We hope the American Chemistry Council gives this proposal its full and deliberate consideration.