



RUDOLPH S. CHOW, P.E. SELECTED AS ONE OF TOP TEN PUBLIC WORKS LEADERS

Rudolph S. Chow, P.E., Director of the Baltimore City Department of Public Works (DPW), was selected, in May, as one of the Top Ten Public Works Leaders for 2019 by the American Public Works Association. This honor is among the most prestigious awards in the field of Public Works. It is bestowed on individuals in recognition of their professionalism, expertise and personal dedication to improving the quality of life in their communities through the advancement of public works services and technology. Rudolph Chow is one of the Authority's member representatives and we are proud to congratulate him on this award.

"I am honored that my peers have recognized our work in Baltimore. It only makes me want to work harder for our citizens," said Chow.

Mr. Chow has been Director of DPW since 2014. Prior to that he was the agency's Deputy Director and head of DPW's Bureau of Water and Wastewater. He oversees a City agency of approximately 2,800 employees with a capital and operating budget of over \$1 billion. The agency is crucial for the health, environment and economy of Baltimore and the region by providing customers with safe drinking water and keeping neighborhoods and waterways clean.



Rudolph S. Chow, P.E., Director of the Baltimore City Department of Public Works



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Authority Hosts 4th
Social Media Training for
Government Professionals





Less Waste, Better Baltimore

Rethinking our waste management future

In September 2018, Baltimore City kicked off its long-term recycling and solid waste master planning effort to identify viable options for improving solid waste diversion, recycling, and disposal in the City. This master planning effort, titled “Less Waste, Better Baltimore: Rethinking Our Waste Management Future,” is being conducted by the Northeast Maryland Waste Disposal Authority’s on-call consultant, Geosyntec Consultants. It is set to be completed by the end of calendar year 2019. The plan is intended to:

1. Outline a clear and realistic future vision for improving Baltimore City’s solid waste and recycling system over both the near and long-term, with the goal of maximizing long-term waste reduction, reuse/repair, recycling, and sustainable management of materials.
2. Develop actionable strategies to achieve this goal.

3. Identify potential impacts on existing solid waste management systems, including programmatic and infrastructure needs, investment challenges, and policy or regulatory initiatives.

Since its inception, the planning effort has included the scheduling of four community meetings (one conducted in February 2019, one in March 2019 and two in June 2019) throughout Baltimore City, to provide residents, organizations, businesses, and other stakeholders with the opportunity to identify challenges to improving waste management and diversion and to suggest solid waste management and diversion options for consideration. These meetings provide opportunities for updates on how the planning process is progressing and the data gathered so far.

The City also collected online feedback through a survey, as well as social media and email responses. Findings from the



Collecting trash to be weighed for the correct sample size.

community meetings, social media, surveys and email responses were presented in reports that can be found at <https://publicworks.baltimorecity.gov/lesswaste>. Another report, to document the June 2019 community meetings, will be posted once it is finalized.

A graphical summary of the responses received and their support for potential policies and approaches is detailed in the graphic on page 3.



Recycling Load being dumped for sample to be taken.

Support for Potential Policies and Approaches



96%

of people surveyed agree or strongly agree that they support policies that lead to improved waste reduction, recycling and reuse



86%

of people surveyed agree or strongly agree that they support policies that ban single-use plastics or other manufacturer/retailer responsibility laws

The City should:



Provide literature that focuses more on waste reduction and reuse

73% agree or strongly agree



Increase access to curbside recycling (e.g., provide recycling bins/carts to every single-family homes, provide multi-unit buildings with assistance in implementing recycling)

84% agree or strongly agree



Encourage reduced waste from construction and demolition

90% agree or strongly agree



Provide more alternatives to waste disposal like curbside collection of organics for composting, even if these alternatives cost residents more

66% agree or strongly agree



Willingness to pay for trash services based on the amount of trash set out for disposal

41% of people surveyed agree or strongly agree

41% of people surveyed disagree or strongly disagree



Willingness to learn how to reduce waste and/or sort waste for new recycling or organics collection programs

86% of people surveyed agree or strongly agree

4% of people surveyed disagree or strongly disagree



Do not see room for improvement in the way household waste and recycling is handled

12% of people surveyed agree or strongly agree

68% of people surveyed disagree or strongly disagree

Additionally, Geosyntec conducted two seasons of waste and recycling sorts, spanning approximately three weeks for each sort. One sort occurred in January/February 2019 and the other in June 2019. The purpose of the sorts is to provide reliable and up-to date data on material characteristics and quantities currently generated within Baltimore City's waste and recycling streams.

From the winter 2019 data:

1. The largest single component of trash was food scraps at 25.5 percent, which suggests that establishing a food waste composting or anaerobic digestion program could significantly reduce the size of the waste stream going to landfill disposal or incineration.
2. Recycle loads were dominated by cardboard (53%), which likely reflects

the growing importance of online shopping for home delivery in many City households.

3. The percentage of glass in recycling (7.5%) was double that of trash (3.7%); however, the percentage of aluminum, no. 1 and 2 plastics, ferrous metals, and glass did not differ significantly between trash and recycling loads. This suggests these materials represent only a small component of the potential recycling stream.

A more comprehensive description of the sort findings and methodology behind it can be found in the "Interim Report on Task 0," at <https://publicworks.baltimorecity.gov/lesswaste>. Once finalized, another report will be posted to include the findings from the June 2019 sorting event.



Sorting materials from a trash load.

AUTHORITY HOSTS 4TH SOCIAL MEDIA TRAINING FOR GOVERNMENT PROFESSIONALS

In May, the Authority held its 4th Social Media Training Workshop on Public Education and Behavior Change for government professionals. The session was attended by 24 professionals from six city, county and state agencies. It took place at the Local Government Insurance Trust in Hanover, Maryland and was conducted by Pinnacle Communications Resource Company.

Tracey Haldeman, President of Pinnacle Communications, coordinated and lead the program. She began with a discussion about emerging trends for 2019, reviewed measuring effectiveness, how to build a relationship with your audience and provided actionable tactics to promote solid waste and recycling programs. Case studies were presented by Kim Reichart, Recycling Coordinator, Howard County, Laura Armstrong, Director, Sustainability Program and Lisa Jones, Sr. Manager Outreach and Communications, both from the Maryland Department of the Environment.

Some key advice takeaways from the workshop included:

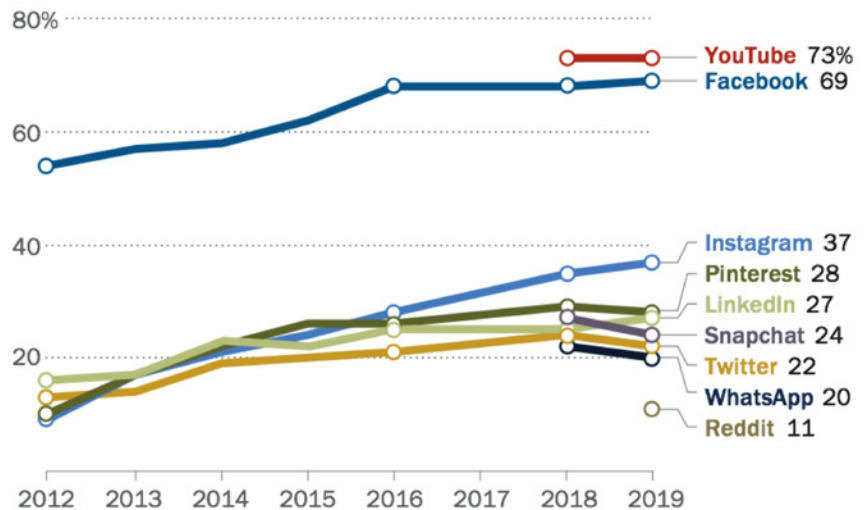
- Create trust with your audience
- Use videos, GIFs and Stories
- Be human, authentic and genuine
- Use Twitter chats and Facebook Live
- Boost posts and use paid social to reach new people
- Track content with UTM codes



Laura Armstrong, Tracey Haldeman, Lisa Jones and Kim Reichart all presented at the training sessions on May 9th.

Facebook, YouTube continue to be the most widely used online platforms among U.S. adults

% of U.S. adults who say they ever use the following online platforms or messaging apps online or on their cellphone



Note: Pre-2018 telephone poll data is not available for YouTube, Snapchat and WhatsApp. Comparable trend data is not available for Reddit.

Source: Survey conducted Jan. 8-Feb. 7, 2019.

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