

DEPARTMENT OF PUBLIC WORKS



RESIDENT ADVISORY COUNCIL



EXECUTIVE SUMMARY



Jason W. Mitchell
Director

Greetings,

The Baltimore City Department of Public Works (DPW) is excited to roll out the long-awaited Resident Advisory Council (RAC). Community engagement is the heart of a successful organization. As the Director of DPW, I understand the value that community members can bring to changing the perception, narrative and landscape of Baltimore.

DPW cannot solve illegal dumping and blight alone. However, we acknowledge that we play a significant role in addressing the issues. We understand that DPW's infrastructure is not functioning at full capacity in all areas. The great news is, it can be and will be improved over time.

As DPW moves toward becoming the "best in its class," by continuously striving to improve how we collect and treat wastewater, deliver high quality drinking water, overhaul solid waste, manage our reservoirs, and engage and empower employees, we remain optimistic in our commitment to serve communities that care and want to be part of the solution to make Baltimore better.

When I first came to Baltimore, I was ecstatic to learn that Baltimore has over 240 dedicated, energetic community associations, a very active and diverse faith-based community, and thoughtful individuals like you. Upon my arrival, I committed to bringing all of these contributors together to see how they could change how people view Baltimore internally and externally. I considered that, while we probably won't be able to change all behaviors that have proven harmful to the City, we can and will send encouraging messages that illegal dumping is not allowed in our neighborhoods and recycling represents positive change toward sustaining our environment. Our reservoirs are Baltimore's hidden gems. Baltimore is truly a destination city, but we must eliminate the undesirable noise in order for us to tell our story of the value we bring to Maryland. We, as a collective team, can tell that story, and I am here to lead the way... but, I can only do it with you on my team.

DPW will continue to advocate and encourage community engagement as we ensure that we make decisions with equitable outcomes in mind; educate internal and external stakeholders; eradicate litter and blight; and, finally, administer environmental enforcement to enhance the beauty of our City. The only essential member of this team that is missing is you.

I look forward to chairing the RAC and hearing, learning, and implementing many of the ideas from the various participating entities as we put this world-class Council and Volunteer Network together. We will redefine who we are and the value we bring.

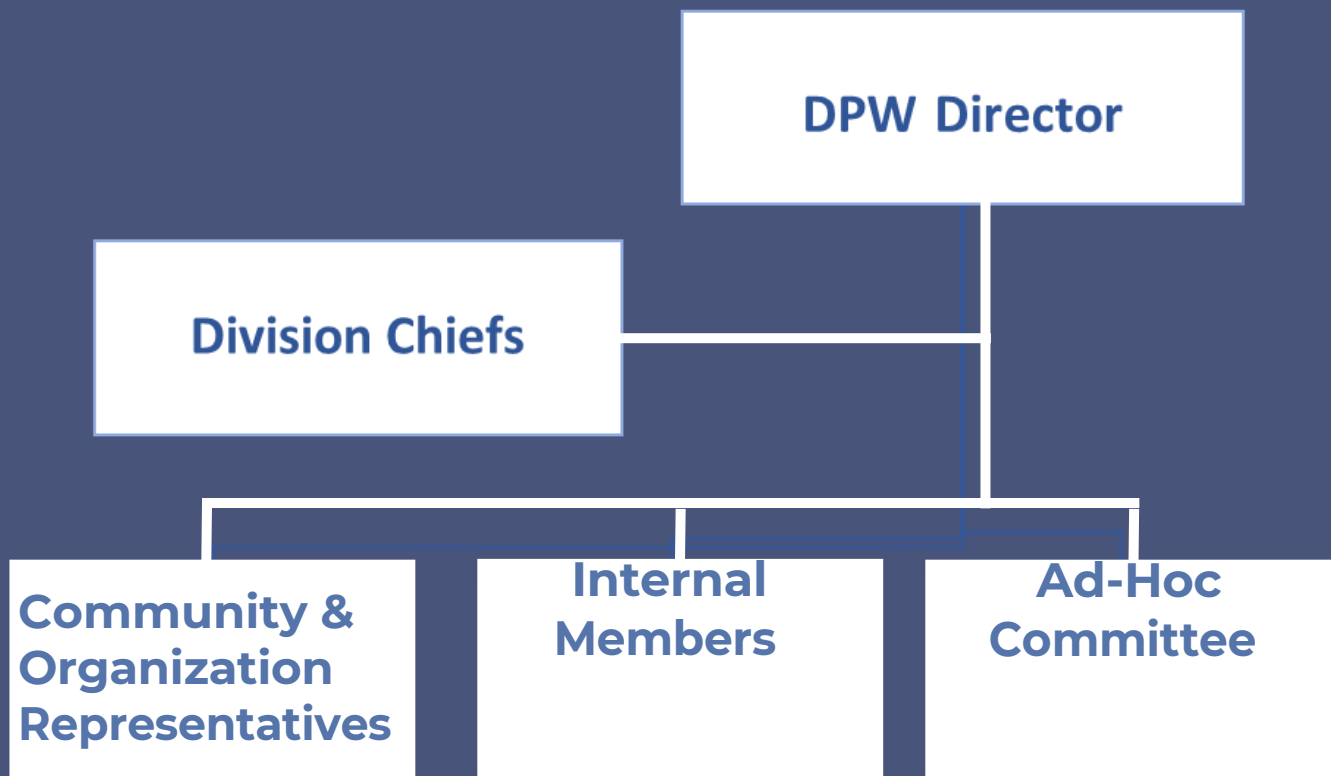
MISSION

RAC will provide the Department with community input and guidance on solid waste, water, and wastewater policies and services. RAC will also collaborate on innovative solutions to some of the City's longest-standing issues involving waste and blight.

VISION

RAC will foster cooperative working relationships with customers, residents and all stakeholders in developing initiatives and resolutions to public-facing problems involving DPW services.

ORGANIZATION CHART



RESIDENT ADVISORY COUNCIL

JOIN US TODAY



PURPOSE

RAC will engage the community at a greater, collaborative level in providing input, thoughts and ideas regarding DPW's operations and new direction.

MEMBERSHIP

RAC will be comprised of approximately 20 Baltimore City residents, representing a cross-section of community-based interests.

This will include neighborhood associations, vulnerable populations, businesses, faith-based and educational institutions. In addition to the Director of the Department of Public Works who will be the Chair, representatives from other City Departments are invited to serve as ad hoc advisory members at the request of the RAC.

The Director of Public Works will solicit input from the community to help in the establishment of all policies, directives, and initiatives.

**DEDICATED.
RESPECTED.
VALUED.**

QUALIFICATIONS, OUTREACH & COMMUNITY ENGAGEMENT

Qualifications

DPW will require completion and submittal of an application from Baltimore City residents who live within the City limits and agree to serve on the RAC.

To qualify for RAC, you must be:

- Resident of Baltimore City
- 16 years of age or older
- Registered Voter
- Passionate about community service
- Attend a monthly meeting (online or in-person per COVID-19 mandates)
- Serve a two-year term
- Attend at least one DPW community event
- Contribute to the development of DPW outreach programs
- Serve as ambassadors for the program by actively advocating for proper waste disposal in communities and promoting cleanup efforts

Outreach Efforts

The Office of Communications and Strategic Alliances intends to be methodical in its efforts in recruiting RAC members by conducting a vigorous outreach process to include:

Recruitment notifications sent through press releases

Posting on DPW website

- Social media campaign
- Distribution of flyers/posters through networks and advocates
- Community canvassing and Zoom meetings– Community Liaisons will share by email and provide collateral material during community association meetings as well as sharing information with the appropriate institutions and businesses in the community.
- Agency Coordination – Identify opportunities for collaboration with other City agencies to disseminate information to residents and stakeholders
- Continuous Community Engagement in Telling DPW’s Story - The Communications and Strategic Alliances Office will be transparent and share information and RAC accomplishments as outlined here:
- Open Meeting Act.
- Exclusive Story By Selected Press
- Interviews – Coordinated by the Office of Communications and Strategic Alliances with Director and/or designee and utilize Media, TV, radio, social media, PSAs where applicable and Trade Magazines.
- Obtain feature opportunities - Develop and shop stories featuring DPW

STRATEGIES

The initial focus of the RAC will be on solving issues of blight and illegal dumping throughout Baltimore. RAC will examine policies and practices and have the opportunity to offer solutions to beautify the City guided by the principle of the 4Es: Equity, Education, Eradication, and Enforcement.

01

Goal: Increase advocacy through partnerships and leveraging services

Strategy: Conduct planned meetings with RAC Members and respond promptly to all correspondence regarding incidents/ problems; actively coordinate with partners that identify new or recurring incidents to prevent problem expansion; and, communicate results.

Measurement: Maintain data on the number of meetings, presentations, attendance numbers, communities and participating partners included in each engagement; record time and action measures; and, maintain log of responsive communications.

02

Goal: Build trust and share partners' value to perpetuate strong working relationships by sharing hopes and desires, which are to be taken seriously and result in tangible change. Deliver a comprehensive educational program to all children in Baltimore schools through the ECO Ambassador Program including a combination of classroom presentations, and teacher trainings tailored to existing curricula.

Strategy: Expand and deepen volunteer program to raise awareness; support community engagement and blight reduction; organize and launch a robust volunteer program citywide that will empower residents to take ownership of the conditions of their neighborhoods; and, engage volunteers in recycling, cleanup, education, and enforcement activities.

Measurement: Maintain number of partner programs doing work in any blight-abatement related program; number of events or program days (cleanups, educational outreach, recycling efforts, etc.); and, volume of waste properly disposed of by partnering groups.

03

Goal: Empower residents to rid their neighborhoods of blight and deliver high quality services, growing community trust and pride in communities.

Strategy: Conduct a robust communications campaign educating residents about enforcement, applicable laws, and potential fines for illegal dumping, graffiti and neglected vacant lots; coordinate community volunteers to engage in street cleanup efforts; acknowledge and publicly recognize communities where improved responses to blight have been demonstrated.

Measurement: Log frequency of service calls; volume of recycling collected; usage rates of convenience centers; delivery method of communication campaign; and, number of volunteer education and cleanup events.

SCOPE OF RAC & KEY PERFORMANCE INDICATORS

Scope of RAC

The success of the RAC will be informed by reasonable and achievable performance measures set by the RAC and agreed upon by the Director.

Key Performance Indicators (KPI):

Work Plan

STRATEGY	KPI	MEASUREMENT	TARGET	STATUS



BALTIMORE CITY

RESIDENT ADVISORY COUNCIL

Timeline:

The deadline to apply to serve on the DPW Resident Advisory Council is May 15, 2022.

The application is available and can be submitted online at <https://publicworks.baltimorecity.gov/RAC/Application>.

Residents can email publicworks@baltimorecity.gov or call (410) 396-3310 to receive an application in the mail.

Baltimore City Department of Public Works
Office of Communications & Strategic Alliances

APPLICATION FOR RESIDENTIAL ADVISORY COUNCIL

Please complete and submit this application as part of selection process for the Residential Advisory Council. DPW will use the information you provide only for these purposes or other purposes authorized by law. Please ensure that the information you provide is complete and accurate.

Last Name	First Name	Middle Initial	E-Mail Address
Home Address			No. Years as a Resident
City	State	Zip	
Work Phone#	Home Phone#	Cell Phone#	

List business, professional or volunteer experience not listed on your resume:

In brief, share why are you interested in serving on the Advisory Council?

<p>Identify your area of interest:</p> <p><input type="checkbox"/> Business Community</p> <p><input type="checkbox"/> Community Development</p> <p><input type="checkbox"/> Community Association/ Activist/Leader</p> <p><input type="checkbox"/> Faith Based</p> <p><input type="checkbox"/> Higher Education</p> <p><input type="checkbox"/> High School Student</p>	<p><input type="checkbox"/> Non-Profit Organization</p> <p><input type="checkbox"/> Other _____</p>
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List education and any specialized experience not listed on your resume if included:

List other affiliations and/or service as a community leader/advocate that would benefit you in your role as a member of the Advisory Council:

List any Advisory Committee or any Board on which you are currently a member and the number of years you have served on that committee or board:

I certify that the statements I have made on this form and all attached statements are true, complete, and correct to the best of my knowledge.

Signature

Date (MM/DD/YY)
__/__/__

Please save the document as "LAST NAME, FIRST NAME, DATE" before submitting. To complete the application package, please upload two (2) letters of recommendation.

Please save the document as “LAST NAME, FIRST NAME, DATE” before submitting. To complete the application package, please upload two (2) letters of recommendation.

If you prefer not to submit this application electronically, please mail your complete package, which includes this form, a copy of your resume and two (2) letters of recommendation, to:

Contact: Yolanda Winkler

Baltimore City Department of Public Works
Residential Advisory Council
200 Holliday Street, Suite 600
Baltimore, MD 21202

Post marked on or before 5:00pm Eastern Standard Time

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Interviews to begin May 30, 2022

Letter sent to those selected for membership June 10, 2022

Council Established by June 17, 2022

First membership meeting July 11, 2022