

# ***Beyond the Curb: Spotlight on Recycling***



The Chapter, in cooperation with the City of Baltimore Dept. of Public Works (DPW), on Dec. 2, 2014, hosted the ***Spotlight on Recycling Lunch-n-Learn*** in the Curran Room of Baltimore’s historic City Hall. Special thanks to Rudy Chow, Shonte` Eldridge, Amy Purves, Marcie Williams and Valentine Ukwouma and the rest of the Baltimore City DPW staff for contributing the use of their facilities for this educational venue.



***Chapter Vice-President Matt Villareale, Prince William County’s Asst. Public Works Director,*** thanked everyone for attending the Lunch-n-Learn and reminded them of the Chapter’s upcoming annual 2015 conference to be held in Baltimore. Related 2015 Conference handout materials were provided to attendees. ***Rudy Chow, City of Baltimore DPW Director*** also shared welcome greetings to City Hall for this important event and encouraged attendees to remember to attend the 2015 Conference in May.

**Chapter V-P Matt Villareale expressing welcome and thank you remarks to participants and guest speakers.**

Thirty-three participants heard from featured guest speakers included by ***Valentina Ukwouma, Bureau Head, Bureau of Solid Waste for the Baltimore City DPW and Harvey Howard, Waste Management Superintendent, for the City of Norfolk DPW.***

Valentina spoke about how education and legislation is being used to encourage recycling in the City of Baltimore. Related topics included City efforts exploring the various benefits and challenges associated with Maryland’s Zero Waste initiative. Understanding how Zero Waste goals and trends impact urban cities is critical when developing a comprehensive implementation plan to achieve recycling and waste diversion goals.



**Valentina describing the City’s waste characterization.**

After the lunch break, Harvey (Standing, image below) presented data regarding system-wide recycling metrics being used by the City of Norfolk DPW, and their interpretation and impacts. Harvey also weaved in the “how” and “why” performance measures are critical in analyzing whether or not a public/private contract is being



performed as expected. Five organizations participate in this review monthly, including the City of Norfolk’s Waste Management Division, Impact Call Center, Keep Norfolk Beautiful, Tidewater Fibre Corporation and Recycling Perks. Harvey shared insights and lessons learned regarding how to evaluate opportunities in order to increase effectiveness and service delivery. Ultimately, operational and performance improvements can be based on the “scorecard” perspective being utilized by the City of Norfolk.

Valentina and Harvey fielded numerous, focused questions from the participants, who were very engaged with this subject matter.



**Participants at the Baltimore Spotlight on Recycling Lunch-n-Learn**

Thanks to everyone for making this educational event a success! 33 people attended.