



EDUCATION FUND

Request for Proposals

Landscape Analysis of Latino Led and Serving Organizations in Baltimore City and Baltimore County

Project Summary

The Maryland League of Conservation Voters (MDLCV) and Maryland League of Conservation Voters-Education Fund (MDLCVEF) are seeking professional services for a landscape analysis of Latino led and/or serving organizations, and other special interest organizations (potential partners previously identified) operating in Baltimore City and Baltimore County. This landscape analysis will provide MDLCV and MDLCVEF with key information of Latino led and/or serving organizations operating in Baltimore City and Baltimore County and their community organizing activities across the targeted area to inform its Clean Buses for Healthy Ninos (CBHN) campaign as it expands.

About the Organizations

Maryland LCV (MDLCV) was created in 1979 as a non-partisan, 501(c)(4). Known as the *political voice for the environment*, we work with elected leaders to pass strong conservation legislation, while holding them accountable to voters through our yearly environmental scorecard which evaluates the environmental votes of individual state legislators. Through education and advocacy, we build relationships with public officials from across the state to put Maryland at the forefront of national environmental policy.

The MDLCVEF, a sister organization to MDLCV, was founded in 2000 as a non-partisan 501(c)(3) organization. MDLCVEF is dedicated to maximizing the participation of conservation-minded voters in state and local public policy decisions in order to protect Maryland's communities, environment, and natural resources.

Today, we are a full-time, staffed organization that is governed by a volunteer board of directors. Our 40 years of work have increased the overall power of Maryland's environmental community.

In 2014, MDLCVEF launched our community-based program Chispa Maryland to address the underlying environmental issues that impact Latino communities, particularly low-wealth Latino communities in Maryland. The long-term goal of Chispa Maryland is to improve the health and quality of life of the communities we serve, and we achieve this goal through environmental and civic education, and promoting long-term community participation and leadership development.

Project Context

Maryland LCVEF's Chispa Maryland launched its Clean Buses for Healthy Niños (CBHN) campaign in 2017. The CBHN campaign elevates the profile of electric school buses as a solution to improve the health of students and communities, and to mitigate climate change. The initial focus of CBHN was to advocate for funds from the Volkswagen Environmental Mitigation Fund to be re-invested in

initiatives to enhance the air quality of local communities and school districts, especially in low-income and communities of color where students and families are most at risk of breathing dirty air, by transitioning diesel school buses to zero-emission electric school buses. After successfully achieving an allocation of funding in the Volkswagen Environmental Mitigation Fund for the transition to electric school buses, CBHN has expanded its scope to advocate for transitioning all school bus fleets in Maryland to electric.

Project Purpose, Objective, and scope of work

As Chispa Maryland is looking at expanding the reach of the CBHN campaign by intentionally engaging Latino families, community partners and other stakeholders in Baltimore City and Baltimore County, we are looking for a vendor to conduct a landscape analysis to inform our efforts in Baltimore City and Baltimore County. Working with MDLCV/EF, this vendor will:

- Investigate and identify the **organizations currently working with the Baltimore-area Latino population in the issue areas of environmental advocacy and education, education, public health advocacy, and civic engagement.**
- Refine a set of questions to investigate how identified organizations are conducting their work and determine if gaps exist.
- Design and implement a plan to reach and survey identified organizations to fully answer the set of questions.
- Identify successful tactics and strategies, strengths, barriers and opportunities to inform our CBHN campaign in the targeted jurisdictions
- Determine the three or four most influential organizations within the targeted landscape and provide a more detailed picture of their work and reach.
- Compile analysis into a report for MDLCV/EF.

The objectives are to interview a comprehensive and representative sample of organizations described in the first bullet above, document their current efforts and highlight instances of effective or successful community engagement, and identify potential areas of need and opportunities for MDLCV/EF to engage and partner with this population.

The desired output is a profile of each organization that documents the elements listed below in addition to other relevant elements that the consultant may identify.

- Organizational mission
- Years of active operation
- Annual budget
- Number of Staff
- Number of Volunteers
- Type of organization (advocacy, education, civic or political engagement or some combination)
- Demographics of the organization's constituencies
- Description of the population(s) served
- Value provided to base/constituents
- Most important issues
- Connections between most important issues and environment/environmental health/civic

engagement

- Approach, framework or methodology for community outreach/community organizing
- Organizational values that drive organizing work
- Methods of communication and engagement with base/constituents
- Effective messages used in community organizing
- Evidence of successful tactics
- Contact information for future follow-up

MDLCV/EF and the vendor will jointly determine the size of the targeted audience, how to best collect the data, and if/how to publicly release and/or use the survey results to advance the CBHN campaign. Vendor will:

- Organize and lead all logistics of the project
- Identify groups and organizations
- Survey identified groups
- Produce a written report detailing findings, organizations surveyed and clear recommendation on with whom and how to partner to advance the CBHN campaign. Provide a presentation of the report to MDLCV/EF staff.

Timeline

This work must be completed by January 16, 2022.

Budget

Approximately \$25,000 is available for this project. Proposals exceeding this amount may be considered if the prospective vendor provides a compelling justification that funds in excess of \$25,000 are required to accomplish the desired scope of work.

Submission and Selection Process

Please send proposals including experience, approach, detailed budget, timeline, and references to: Ramón Palencia-Calvo rpalvo@mdlc.org by November 7, 2022. Final vendor selection will be made and the contract is expected to be issued by November 14, 2022.