



EDUCATION FUND

## Request for Proposals

# Landscape Analysis of Black 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 Black 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 Black led and/or serving organizations operating in Baltimore City and Baltimore County and their community organizing activities across the targeted area. Additionally this analysis will inform MDLCV and MDLCVEF of their strengths, resources, needs, and opportunities to engage this community in both jurisdictions.

### 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 2020, MDLCV and MDLCVEF launched a strategic planning process to guide the organization's work through 2023 with a forward-reaching vision and clear goals to meet in the following decade. Supporting and amplifying a diverse and inclusive environmental movement is a central organizational priority in the strategic plan. As MDLCV/EF continue to implement this strategic plan, we first must understand the landscape of diverse voices and organizations already working in this region, and identify both opportunities for partnerships and any unmet need for additional community organizing efforts, particularly among the Black communities of the Baltimore region.

### Project Context

To date MDLCV/EF's successes in supporting communities of color has included our Chispa

Maryland program. Chispa Maryland focuses on building leadership in the Latino community so they have a strong voice to protect the environment, the health of their families, and be civically active. This work began in 2014 and has been mainly focused in Prince George's County and Montgomery County, but MDLCV is also looking to expand the reach of this program to Baltimore City and County, and/or Anne Arundel County.

During the 2022 election cycle, Maryland LCV worked to increase the education, confidence, and diversity of voters across the state. With the help of partners like Black Girls Vote and Common Cause Maryland, MDLCV engaged HBCU students at Morgan State University and Bowie University through voter registration drives and voter education programming like the Gubernatorial Watch Parties hosted in March of 2022. Additionally, we worked with groups like Politicking, Baltimore City Youth Voter Registration Committee, and Everyone Votes Maryland Coalition on a series of virtual and in-person programming and social media campaigns geared towards educating and activating Black youth voters in Baltimore City and Prince George's County in the primary and general elections.

As MDLCV/EF's looks to further its goals of engaging with a diverse constituency across Maryland, we are looking to more intentionally reach and engage Black populations in Baltimore City and County. We would like for our partners and engaged community members to more truly reflect Maryland's racial and ethnic diversity and include populations with which we have previously had limited engagement. MDLCV/EF's Board and staff have identified the Baltimore region and specifically Black constituencies as an area of strategic interest for enhanced interaction and engagement.

### **Project Purpose, Objective, and scope of work**

To inform the potential expansion of our outreach efforts within the Black communities in Baltimore City and County, we seek a vendor to conduct a landscape analysis. Working with MDLCV/EF, this vendor will:

- Investigate and identify the **organizations currently working with the Baltimore-area Black population in the issue areas of environmental advocacy and education, public health advocacy, and civic engagement.**
- Refine a set of questions to investigate how identified organizations are conducting this work and determine if gaps exist.
- Design a plan to reach and survey identified organizations to fully answer the set of questions.
- 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

### **Timeline**

This work must be completed by January 31, 2023.

### **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: Marisa Olszewski, [molszewski@mdlcv.org](mailto:molszewski@mdlcv.org) by October 21, 2022. Final vendor selection will be made and the contract is expected to be issued by November 14, 2022.