



EDUCATION FUND

Request for Proposals Audience Research among Latinos in Baltimore City and Baltimore County

Project Summary

The Maryland League of Conservation Voters (MDLCV) and Maryland League of Conservation Voters-Education Fund (MDCVEF) are seeking professional services for audience research to better understand environmental attitudes in the Latino community in Baltimore City and Baltimore County to inform its Clean Buses for Healthy Ninos (CBHN) campaign, as it expands in the Baltimore region.

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 MDCVEF, a sister organization to MDLCV, was founded in 2000 as a non-partisan 501(c)(3) organization. MDCVEF 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, MDCVEF 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 LCV'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 and Objective

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:

1. Conduct no less than two focus groups with Latinos with school age children and living in Baltimore City and Baltimore County;
2. Conduct a representative telephone survey of no less than 150 Latinos with school age children and living in Baltimore City and Baltimore County.

The objective of the audience research is to foster a better engagement of this segment of the population to advance the CBHN campaign by understanding their:

- Personal and community needs and priorities
- General concerns, where environmental concerns rank, including transportation and air quality issues, and specifically school buses
- Environmental perceptions and attitudes
- Civic connectedness, and barriers and limitations preventing them from engaging in civic actions
- Motivations & willingness to engage
- Channels of engagement
- Messages that resonate

Scope of work

The vendor will:

1. Design and conduct no less than two focus groups with Latinos with school age children and living in Baltimore City and Baltimore County. Participants must include parents of children with asthma.
2. Design and conduct a representative telephone survey of no less than 150 Latinos with school age children and living in Baltimore City and Baltimore County. Participants must include parents of children with asthma.
3. Produce strategic reports following each research stage (focus groups and telephone surveys) detailing the findings and making clear recommendations on the strategies, methods, and messages to engage the targeted audience in the implementation of the CBHN campaign.

Requirements

The vendor shall:

1. Organize all preliminary work leading up to the focus groups and telephone survey.
2. Work collaboratively with MDLCVEF to develop hypotheses and questions for the focus groups and telephone surveys.
3. Conduct focus groups and telephone surveys
4. Organize and lead all logistics.
5. Conduct a presentation of the findings and recommendations for potential messaging and approach to advance the CBHN campaign in Baltimore City and Baltimore County.
6. Work collaboratively with MDLCVEF to determine if/how to publicly release and/or use the survey results to advance the CBHN campaign

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@mdlcv.org by November 7, 2022. Final vendor selection will be made and the contract is expected to be issued by November 14, 2022.