


FROM	NAME & TITLE	CHRIS RYER, DIRECTOR	CITY of BALTIMORE MEMO	
	AGENCY NAME & ADDRESS	DEPARTMENT OF PLANNING 417 EAST FAYETTE STREET, 8		
	SUBJECT	Governmental/Charitable Solicitation Application: Sustainability Plan/Climate Action Plan		

TO Honorable President and Members of the Board of Estimates **DATE:** October 17, 2022
of the Board of Estimates
City Hall, Room 204

ACTION REQUESTED OF THE BOARD OF ESTIMATES:

The Department of Planning (DoP) respectfully requests the Board endorse a Governmental/Charitable Application for submission to the Board of Ethics of Baltimore City to allow the Office of Sustainability to solicit donations from individuals, organizations, businesses, and foundations who have an interest in sustainability in the City to support implementation of the 2019 Sustainability Plan. Contributions will be used to support internships and fellowships with the Office of Sustainability, community engagement and outreach efforts, support for Resiliency Hubs, or any other actions in the Plan as specified by the donor. The period of this solicitation will be effective upon Board approval to December 31, 2023.

AMOUNT AND SOURCE OF FUNDS:

No General Funds are involved in this transaction.

BACKGROUND/EXPLANATION:

On April 22, 2019, Mayor Young signed Council Bill #19-332 adopting a new Sustainability Plan for Baltimore City. The 2019 Sustainability Plan articulates a new vision for a more resilient, equitable, and sustainable Baltimore. The plan uses an equity lens to improve planning, decision-making, and resource allocation leading to more racially equitable policies and programs. The plan incorporated feedback from 1,000's of residents and includes new topics, more intentionally addressing all three legs of sustainability: people, planet, and prosperity. Current priority areas include waste, trees and nature, climate and resilience, green schools, equity, and community engagement.

This solicitation will target individuals, organizations, businesses, and foundations who have an interest in sustainability in the City. The Office will use social media, newsletter stories, signature lines on emails, website postings, and other indirect methods. Donations may be monetary or in-kind, but there will be no direct exchange of funds. All payments would go directly to the Baltimore Civic Fund on behalf of the Office of Sustainability. Contributions will be used to support internships and fellowships with the Office of Sustainability, community engagement and outreach efforts, support for Resiliency Hubs, or any other actions in the Plan as specified by the donor.

A potential donor list will be comprised of individuals, corporate entities, faith-based institutions and other non-profit organizations, and foundations that contribute to the economic, social, and cultural vitality of Baltimore City. Most of the individual and corporate entities fitting that description are not controlled donors. However, those potential donors who are controlled donors with respect to the City Council or the

Board of Estimates will not be targeted or singled out in any way and will be solicited, if at all, in the manner as the other potential donors.

Baltimore City Code Article 8, Section 6-26, prohibits solicitation or facilitating the solicitation of a gift. An exemption was enacted in 2005 to permit certain solicitations that are for the benefit of an official government program or activity, or a City-endorsed charitable function or activity. Ethics Regulation 96.26B sets out the standards for approval, which include the requirement that the program, function, or activity to be benefited and the proposed solicitation campaign must be endorsed by the Board of Estimates or its designee.

APPROVED BY THE BOARD OF ESTIMATES:

Clerk

Date



BALTIMORE CITY ETHICS BOARD

635 City Hall
100 N. Holliday Street
Baltimore, Maryland 21202
(410) 396-7986
ethics@baltimorecity.gov

**GOVERNMENTAL/CHARITABLE SOLICITATIONS –
APPLICATION FOR APPROVAL**

NAME OF BENEFITTED PROGRAM / CHARITY: 2019 Sustainability Plan and Climate Action Plan Update

PART A. SPONSORING AGENCY

Name Department of Planning, Office of Sustainability

Address One North Charles St. Suite 1600 Baltimore, MD 21201

Contact Person / Coordinator Ava Richardson

Telephone 410-396-4556 Email ava.richardson@baltimorecity.gov

PART B. PURPOSE OF PROPOSED SOLICITATION:

I. Identify the specific governmental or charitable program, function, or activity for which solicitations will be made:

Solicitations will be made to support the implementation of the city's 2019 Sustainability Plan, the 2023 update to Baltimore's Climate Action Plan and the city's Connecting Children to Nature body of work. Monetary and in-kind donations will be sought. The Sustainability Plan outlines strategies to advance a more resilient, sustainable city through various mechanism that find balance between protecting our environment, advancing our economy and supporting climate vulnerable communities with the resources needed to be climate resilience.

II. Describe the specific purposes to which contributions and other receipts will be applied:

Donations, contributions and in-kind gifts will be used to support learning opportunities in the form of internships or fellowships, outreach, education, engagement, the Office's annual Open House, engagement and implementation for the city's Climate Action Plan and any other actions outlined in the 2019 Sustainability Plan. We will solicit sponsorship opportunities from private businesses and/or philanthropic organizations.

III. Select the appropriate range for the aggregate value of the contributions sought:

- \$500,000 or more
- between \$150,000 and \$500,000
- between \$50,000 and \$150,000
- between \$5,000 and \$50,000
- less than \$5,000

PART C. CITY ENDORSEMENT

By: ___ Board of Estimates ___ Designee of B/E: _____

Date and Manner of Endorsement: Pending BOE approval

Attach Copy of Written Endorsement

PART D. WHEN AND HOW SOLICITATION TO BE CONDUCTED

I. Proposed starting date of solicitation efforts: Immediately upon approval

II. Proposed ending date of solicitation efforts: December 31, 2023

III. Describe the categories of persons to be solicited and by whom and how those solicitations will be made:

Solicitations will include individuals, organizations, and foundations who have an interest in advancing sustainability, community resiliency and climate adaptation/mitigation across Baltimore City. The Office will use newsletters, social media, signatures lines on emails, websites, (both the Office's website and those of city and non-city partners, website postings, monthly Commission on Sustainability meetings, and other routine engagement opportunities (such as in-person events) and other direct and indirect methods.

IV. Identify all *public servants* who will be soliciting contributions

Baltimore Office of Sustainability staff will be soliciting contributions using the methods listed above. These team members include Bruna Attila, Joanna Birch, Valerie Bloom, Abby Cocke, Aubrey Germ, Amy Gilder-Busatti, Ava Richardson and interns Durmon Jones, Tara Josberger & Quentin Klein. An environmental planner and a climate & Resilience manager, both current vacant positions, will also solicit contributions.

V. Describe measures to be taken to ensure that the solicitation (i) will be directed at a broad range of donors and (ii) will not specially target *controlled donors*:

Solicitations will target three primary audiences (1) private sector entities, (2) philanthropic organizations and foundations and (3) individuals. Private companies, philanthropic organizations and foundations will be solicited to provide in-kinds and/or monetary support for the 2019 Sustainability Plan, the CAP and CCCN work through letters, conversations, phone calls, and other communications. The Office will plan to host a Sustainability Funding Round-table which will solicit funding from philanthropic organizations and private foundations. The following disclaimer will be included in all solicitations: Important: "Your contribution will in no way result in special access or favored treatment from any City agency or official."

VI. Describe measures to be taken to avoid any suggestion that contributors might receive special access or favored treatment from any *agency or public servant* of the City:

Donors will be made aware that their donations, contributions or in-kind support will be directed towards the Sustainability Plan, CAP and CCCN work or other related initiatives. The focus of all solicitation requests and promotion of the program will be on the potential benefits of sustainability to the city at-large (rather than to benefit of any agencies.) The purpose of funds will be made clear, and donors will be informed that they will not gain favorable treatment or access as result of their donations. The following disclaimer will be included in all solicitations to avoid any perception that contributors could receive special access or treatment: Important: "Your contributions will in no way result in special access or favored treatment from any City agency or official."

PART E. Fiscal Sponsor PERSON RESPONSIBLE FOR CUSTODY, ACCOUNTING, AND DISTRIBUTION OF DONATIONS)

Note: This individual may not be employed by the *Sponsoring Agency*.

Name Baltimore Civic Fund, HyeSook Chung

Address One North Charles St. Suite 1600 Baltimore, MD 21201

Telephone (443) 540-6114 Email hyesook@baltimorecivicfund.org

I. Disclose the person or persons within the distributing entity who will be responsible for fund distribution and accounting.

The funds will be held in the "Department of Planning: Sustainability Plan (#245)" of "Baltimore Cities Connecting Children to Nature (#281) accounts pending distribution.

II. Describe how the funds will be held pending distributions, e.g., held in a trust or other dedicated account, in a general account, co-mingled with other funds, etc.

The funds will be held in the "Department of Planning: Sustainability Plan (#245)" of "Baltimore Cities Connecting Children to Nature (#281) accounts pending distribution.

III. What measures will be taken by the distributing entity to ensure that the donations will actually be used for the intended purpose?

BCF follows their established "Policies and Procedures Governing Solicitation, Receipt and Use of Funds by Baltimore City Government." City government staff will provide details to initiate the allocation of any funds, which will be verified by BCF.

IV. What measures are in place to account for the donations? In the event that donations exceed the charitable need, please state how the additional funds will be allocated or dispersed.

As a fiscal sponsor, the Civic Fund provides financial management and administrative infrastructure for city agencies to help build and sustain priority programs. BCF follows "Policies and Procedures Governing Solicitation, Receipt and Use of Funds by Baltimore City Government." The Office of Sustainability will keep all funds in the BCF accounts until the funds are allocated for the intended purpose.

V. Please provide details about the measures that will be taken by the distributing entity to ensure to ensure that controlled donors will not receive preferential treatment.

BCF follows "Policies and Procedures Governing Solicitation, Receipt and Use of Funds by Baltimore City Government." Staff members in the Department of Planning, Office of Sustainability, will also follow all city ethics policies and procedures.
