

**BALTIMORE CITY ETHICS BOARD**  
626 City Hall  
Baltimore, Maryland 21202  
Phone: 410-396-4730 Fax: 410-396-8483  
<http://ethics.baltimorecity.gov>

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

**NAME OF BENEFITTED PROGRAM / CHARITY:** Comprehensive Bag Reduction Outreach Campaign

**PART A. SPONSORING AGENCY**

Name Department of Planning/Office of Sustainability

Address 417 E Fayette, 8th Floor, Baltimore, MD 21202

Contact Person / Coordinator Lisa McNeilly

Telephone (410 ) 396-8360 Email lisa.mcneilly@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:**

The solicitations will be to request monetary or in-kind donations to support implementation of the Comprehensive Bag reduction bill.

**II. Describe the specific purposes to which contributions and other receipts will be applied:**  
Contributions will be used to support the education and outreach campaign required by the bill.

Specifically, donations of reusable bags and/or materials to make reusable bags, programming, special events, and various other support and services will be solicited.

**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: \_\_\_\_\_

**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:** February 28, 2021

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

This campaign will target individuals, organizations, businesses, and foundations who have an interest in reducing plastic waste in the City. They will be contacted by staff through emails, calls, internet, and social media. 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.

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

Lisa McNeilly, Anne Draddy: Department of Planning/Office of Sustainability

**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*:**

The majority of the solicitations will target a broad audience, based on their history of participating in waste-related activities. However, those potential donors who are controlled with respect to the City agencies listed above will not be targeted or singled out in any way and will be solicited, if at all, in the same manner as other potential donors.



**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 donation will be directed towards reducing plastic waste. The focus of all solicitation requests and promotion of the program will be on the potential benefits of waste reduction to the City at large (rather than to the 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 with their donation.

**PART E. PERSON RESPONSIBLE FOR CUSTODY, ACCOUNTING, AND DISTRIBUTION OF DONATIONS**

Name Baltimore Civic Fund  
Address 7 East Redwood Street, 9th Floor  
Baltimore, MD 21202  
Telephone (410 ) 396-1395

**PART F. SIGNATURE AND AFFIRMATION**

I affirm under the penalties of perjury that the contents of this Application and of all accompanying attachments are true to the best of my knowledge, information, and belief.

Date: \_\_\_\_\_

FOR: Department of Planning

*{Type/Print Name of Sponsoring Agency}*

BY: \_\_\_\_\_

*{Signature}*

Chris Ryer, Director

*{Type/Print Name and Title}*

417 East Fayette Street, 8th Floor

*{Type/Print Office Address}*

410-396-8360

*{Type/Print Office Telephone Number}*

\_\_\_\_\_  
*{Type/Print Email Address}*

APPROVED BY THE BOARD OF ESTIMATES


*J. [Signature]*  
Clerk

\_\_\_\_\_  
Date

MAR 11 2020





<b>FROM</b>	NAME & TITLE	CHRIS RYER, DIRECTOR	CITY of BALTIMORE <b>MEMO</b>	
	AGENCY NAME & ADDRESS	DEPARTMENT OF PLANNING 417 EAST FAYETTE STREET, 8 <sup>th</sup> FLOOR		
	SUBJECT	Governmental/Charitable Solicitation Application		

DATE:

March 4, 2020

**TO** Honorable President and Members of the Board of Estimates  
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 reducing plastic waste in the City to support implementation of the Comprehensive Bag reduction bill. The period of this solicitation will be effective upon Board approval to February 28, 2021.

**AMOUNT AND SOURCE OF FUNDS:**

No General Funds are involved in this transaction.

**BACKGROUND/EXPLANATION:**

On January 13, 2020, Mayor Young signed Council Bill #19-401, the Comprehensive Bag Reduction bill. The bill bans the use of plastic checkout bags and imposes a fee on any other checkout bags that are given out by retailers. In addition, Section 4 of the bill requires that the Baltimore City Department of Health and the Baltimore Office of Sustainability lead an outreach and education campaign to all affected retailers and their customers informing them of the new ordinance. As part of this campaign, the agencies are committed to supplying as many no-cost reusable bags as possible to low income households, to make the impact of this waste reduction bill more equitable. The agencies expect to work with multiple city agencies and outside partners to ensure that the campaign successfully educates retailers on their responsibilities, increases the use of reusable bags, and decreases plastic waste.

To achieve this goal, donations (monetary or in-kind) will be solicited to support the education and outreach campaign required by the bill. Specifically, donations of reusable bags and/or materials to make reusable bags, programming, special events, and various other support and services will be solicited. 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:**

*Joan Dratt*

\_\_\_\_\_  
Clerk

\_\_\_\_\_  
Date

MAR 11 2020