

Baltimore Commission on Sustainability
April 26, 2011 Meeting Report

Date: Tuesday, April 26, 2011 from 4-6 pm

Location: Baltimore Community Foundation Levi Conference Room, 2 E. Read St. 8th Floor

Subject: Commission on Sustainability April 2011 General Meeting

In Attendance: (*Commissioners*) – Davis Bookhart, Cheryl Casciani, John Ciekot, Ray Ehrlich, Lynn Heller, Patrick McMahon, Councilwoman Sharon Middleton, Ruth Ann Norton, Jake Ruppert, Scot Spencer, Tom Stosur, Mary Washington, Ed Whalen, (*Staff*) - Alice Kennedy, Holly Freishtat, Abby Cocks

Presenters: Vincent DeMarco, Mary Pat Fannon

Topics addressed:

- Minutes from February 2011 meeting are approved without amendment
 - Motion made by Patrick, second by Scot Spencer
- Minutes from March 2011 meeting are approved with amendment
 - Amendment: Scot Spencer not in attendance
 - Motion made by Tom Stosur, second Ed Whalen
- Chair Report
 - Please be considerate of our starting time of 4:00 pm.
 - If you haven't turned in your Financial Disclosure Statement, please do so. They need to be notarized and they are due by Thursday.
 - Would like to propose that our May 24th meeting be a celebratory event.
 - It will be 3 years, almost to the day, of the first public meeting of the planning process.
 - Humanim building is available and we can book the space. Time being proposed is 5:30-7:30.
 - This will be our regular Commission meeting for the month of May - there will be official business that we will cover.
 - Overall though, a time to get people together and look at what we have done and where we are going.
 - Looking for volunteers to help with planning. (Cheryl, Davis, Geoff, Rebecca, Alice, Abby,)
 - June Commission Meeting will be our Legislative Review meeting
 - We haven't taken a strong advocacy role on issues, sent letters in support of some bills, but definitely missed some key pieces of legislation that would have been good to get behind.
 - Letters have been prepared inviting the City Delegation.
 - Time to talk and share with them, let them know that we will be stronger on legislative issues.
 - This is one of our goals for the year.
 - Which leads us to today's agenda, Vinnie DeMarco and Mary Pat Fannon, who will help by giving us information from both advocacy and policy/political/government view points.
- Staff Report
 - Beth is out of office for next two weeks.

- CAP Task Force – we have names and letters ready and are sending for final review. Hoping for a June launch. Contract is still being finalized.
- Alice will be attending and presenting at the Climate, Cities and Behavior Symposium at the Garrison Institute. Alice will be out of the office for the rest of the week, returning on Monday.
- Schools Challenge event is May 21st, finalizing location. Very possible that it will be at the Top of the World space at World Trade Center.
- Presentations
 - Mayor and City of Baltimore Legislative Office – Mary Pat Fannon
 - Providing a snap shot of some of the things that we would see coming across in Annapolis.
 - 2353 bills introduced, review all of them to see how they would affect the City of Baltimore.
 - 733 of those bills were sent to City agencies for further review and comment.
 - 235 fiscal notes (plain English version of the bill) were also reviewed.
 - How do these impact local governments?
 - Baltimore is one of the friendliest jurisdictions to environmental issues, but we don't get involved in every bill.
 - For Baltimore, we are dependent on money from State in order to function. A lot at stake in Capitol Budget.
 - We tax the most with least capacity to pay.
 - Baltimore City runs and maintains all of our roads.
 - Mayor's Legislative Agenda had five big issues – 3 for 5 – public safety being one of them.
 - Start working with Legislative Task Force in September/October, doing Legislation 101 training. Willing to come back and talk more about the process.
 - Meet with the City delegation.
 - Refine issues to a few key items
 - It is all about relationships
 - Could take five years to pass legislation.
 - Issue about specificity – real stories about real people. Just going in with facts doesn't work.
 - Limit scope of priorities
 - Comments
 - Not all issues are legislation. Some education and campaigning.
 - Right education of what sustainability is and isn't.
 - Need a legislative plan for August – Mid April
 - How much efforts to allocate to legislative process
 - Invite Vinnie for a special meeting with key advocacy partners.
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 - The DeMarco Effect – Vincent DeMarco
 - Vincent DeMarco is a long time advocate for public health causes including reducing teen smoking and gun violence and expanding health care access.
 - He works on strategies – the Alcohol Tax is a big win. First time in 40 years that the tax has been touched.
 - He will summarize a 6 step process
 - Applies to situations when there is broad popular support but powerful moneyed opponents.
 - Idea is increase alcohol tax and there would be less alcohol abuse and underage drinking.

- Look at revenue source – evidence based plan to convince skeptics.
- Smart polling – where does the public stand.
- Ask questions such as:
 - In next coming election what if Democrat support X and Republican opposes? What if Republican supports X and Democrat opposes?
- Has to be enough public will to make it happen.
- Build a powerful coalition. Talk to jurisdictions, avoid policy makers.
- How to galvanize? Create a one page resolution document of support. “We _____ organization support XYZ”
- Coalition building a priority even if it takes a while.
- Faith community is critical
 - Moral authority of legislators
 - Grassroots
 - Diversity
 - Media
- Emphasize the process.
- Noticed, he did not talk about lobbying.
- Media – earned media getting articles; build relationship with reporters; paid media – radio ads very effective.
- Coalition engages in election cycle. Coalition document of support turns into a candidates’ resolution.
- How to get candidates to sign? Get coalition members to ask if they have signed it.
- Questions: When doing the public activities – where is the opposition? They like the dark, working behind the scenes.
- Can it still work with butterflies and bunnies? Process not effective if there is no support or not a big shift. Then education becomes a priority and you have to do a lot of it.
- Rule of the thirds:
 - 1/3 base who will do anything you want
 - 1/3 against you
 - 1/3 wants changes but worry about “loss of jobs”
- Annual Report Metrics
 - Alice Kennedy
 - Circulated suggestions on metrics moving forward. Lorraine Doo and Alice have put together a draft proposal.
 - CitiStat has offered to help work on creating a “Sustainability Stat” model.
 - Could take some time – depends on scope of questions we are asking.
 - Would like to convene a working group to go over metrics and suggested changes for future.
 - Would like to add additional metrics – some cities have over 150 indicators that they work with.
 - Would like to be more aggressive on this front, what we are measuring and how it ties to the Sustainability Plan as well as the yearly goals and objectives.
 - Working group for Metrics: Alice, Davis, Patrick, Mary and Scot

Upcoming Events:

- Next Commission on Sustainability Meeting: Tuesday, May 24th, 2010, 4 PM at 1701 N. Gay Street, Baltimore, MD 21213