



ZOOLOGICAL ASSOCIATION  
OF AMERICA

## Request For Proposal | State Lobbyist

### Purpose

The Zoological Association of America (ZAA) is seeking proposals from qualified organizations and individuals to provide legislative lobbyist services at the state and local level on behalf of the association. The service will include advocating for and protecting current and future rights of ZAA, ZAA members, and the zoological industry in general.

### Background

With more than sixty accredited members, the ZAA is the second largest trade association in the zoological sector, counting among its members some of the finest facilities in United States.

As part of its core mission, ZAA accredits professional zoological facilities. ZAA accreditation is predicated on promoting the highest standards of animal welfare, as well as public and staff safety. Our accreditation standards meet or exceed all accepted industry standards and federal requirements. Our safety record is the best of any of the major zoological trade associations.

Programmatically, ZAA's focus begins with superior animal husbandry. We support the concept that animal care and management is most effective when it is tailored to the specific needs of respective collections. Our leadership team is comprised of experienced zoological professionals having decades of firsthand experience, not simply trade association executives.

Conservation, education, and research are also major pillars of our work at ZAA. While it is extremely important that our organization supports in-situ conservation programs around the globe, our accredited member institutions are involved in conservation well beyond providing basic funding to our NGO partners. This work includes reintroduction programs, rescue and rehab, and a series of predator/prey conflict avoidance programs and studies. Additionally, through maintenance of robust captive populations of threatened or endangered species, ZAA institutions create a conservation safety net for wild populations. These species management programs are coordinated across our accredited member institutions to ensure the greatest genetic variability.

ZAA's commitment to the fields of research and education takes us beyond animal ambassador programs and classroom education to more comprehensive work with wildlife management professionals around the globe. This work includes conducting and supporting research in behavioral sciences and genetics and exchanging information and training on husbandry, nutrition, best management practices, and veterinary care.

## Services required

### Lobbying

- Represent ZAA's interests in state and local legislatures
- Promote the ZAA brand at the state and local level
- Direct lobbying of state and local legislatures, where appropriate
- Direct lobbying of state and local agencies and departments, where appropriate
- Testify and lobby before legislatures, governor, departments, and/or agencies, as necessary on behalf of ZAA
- Maintain compliance with all state lobbying rules and registrations.
- Inform ZAA about state registering requirements for principals

### Education

- Educate state and local legislatures and their staffs on policy
- Represent ZAA's interests in relevant state and local agencies, interface with state and local officials to promote appropriate engagement with ZAA leadership and the membership
- Promote the ZAA brand to relevant state and local agencies and respective governors' offices
- Educate relevant state and local agencies and governors

### Counsel

- Interface with ZAA Executive Director and provide counsel regarding state and local issues
- Provide counsel to ZAA regarding state and local policy
- Work with ZAA leadership to aid in drafting administrative comments
- Work with ZAA leadership to aid in drafting state and local level correspondence
- Develop strategies to leverage ZAA individual members and help them engage in advocacy
- Assist in the development and implementation of ZAA's legislative agenda

### Additional Services

- Identify, track, and report on legislation, legislative proposals, and agency policies and regulations that may affect ZAA and/or its members. Keep a spreadsheet current on the status of legislation, ordinances, and agency policies.
- Report activities a minimum of the following:
  - Telephone or weekly updates on pending issues as they arise
  - Brief monthly written status report
- Assist in the development of relationships with key legislators, regulatory agencies, and local governments.
- Leverage personal relationships with state and local level elected officials and members of relevant state and local agencies.

### Term of Agreement

The agreement will run for a period of one year, beginning January 1, and may be renewed on an annual basis going forward.

### Proposal Submission and Deadline

Please submit your proposal to [info@zaa.org](mailto:info@zaa.org) no later than 5:00 pm on August 31, 2022.

At a minimum, qualification submittals should include:

1. A list of at least three clients for whom you have performed these services within the past five years and successes achieved with them. Include agency, contact name, address, email address, and telephone.
2. A history of your organization, including a current organization chart (if applicable), and any other appropriate descriptive information, which will be helpful in our evaluation of your qualifications and experience. Include the number of years you have provided state and/or federal lobbying services, provide a list of clients to include a brief scope of services, and name of staff member who managed the clients.
3. Identify the principal(s), team members and their tentative individual roles in any ZAA contract, including how many years each member has been lobbying at the state and/or federal level.
4. Provide disclosure statement citing any potential or existing conflict of interest(s) with the ZAA or any individual ZAA member.

### Cost Proposal

Proposer shall define the billing method, not to exceed one detailed invoice/per month.

1. Flat retainer fee, plus or including expenses, and a MAXIMUM ANNUAL FEE NOT TO EXCEED, inclusive of travel and expenses, for all services as outlined in the RFP,
2. Variable fee based on a per “team member” rate, plus travel and all additional charges, or
3. Firm, fixed annual fee that would encompass retainer and any expenses for the initial contract term.