



## CHESAPEAKE BAY FOUNDATION

*Saving a National Treasure*

### **Request for Proposals: Federal Lobbyist**

**ORGANIZATIONAL  
INFORMATION:**

Name: **Chesapeake Bay Foundation, Inc.**  
Address: **6 Herndon Ave., Annapolis, MD 21403**  
Contact: **Denise Stranko, [dstranko@cbf.org](mailto:dstranko@cbf.org)**

**ISSUE DATE:**

November 23, 2021

**SUMMARY OF NEED:  
(Brief Overview)**

The 2014 Chesapeake Bay Watershed Agreement, which incorporates the Chesapeake Bay Clean Water Blueprint, is the most ambitious, coordinated effort to restore a major estuary in the world. To ensure signatories to the agreement honor their commitments by 2025, in 2018, the Chesapeake Bay Foundation launched the Making History campaign including raising 1 Million diverse Voices to advocate before, engage, and educate elected officials and the executive branch at the federal, state, and local levels. We are working in Washington D.C. to secure strong federal funding for the Blueprint, improve federal programs and funding to achieve pollution reduction requirements, with an emphasis on agriculture, and protect key Federal laws and regulations that are critical to the success of the Chesapeake Bay Agreement. This includes working with both Congress and the Administration. We are at a critical juncture with the 2025 deadline approaching and expanding CBF's federal presence is one of our key strategies to meeting our goals.

**THE PROJECT:**

To ensure we meet our federal legislative and policy goals we are seeking support from a lobbying firm to bolster the efforts of our Federal Affairs office. We are pursuing bipartisan, pragmatic support for robust appropriations for programs that are critical to the implementation of the Chesapeake Bay Watershed Agreement and for agricultural legislation and policies that help the region reduce pollution from agriculture. This includes lobbying for increased funding for agricultural conservation programs, advancing efforts for the Chesapeake Resilient Farms Initiative, and participating in the development of the 2023 Farm Bill to ensure it includes language that is favorable to the restoration of the Bay.

**SCOPE OF WORK:**

We seek a firm that can provide the following:

- Strategic advice, direction, and recommendations to achieve bipartisan commitment and action in support of robust appropriations for programs that are essential to the success of the Chesapeake Bay Watershed Agreement and for agricultural legislation and policies that help the region reduce pollution from agriculture as described above.
- Direct lobbying of members of Congress and senior staff in support of robust appropriations for programs that are essential to the success of the Chesapeake Bay Watershed Agreement and for agricultural legislation and policies that help the region reduce pollution from agriculture as described above. This must include working with all members in leadership on all relevant committees of jurisdiction and senior committee staff, as well key

members of the Bay delegation and House and Senate leadership.

- Building strong relationships and seeking opportunities to work with the administration, especially EPA, USDA, and CEQ, in support of robust appropriations for programs that are essential to the success of the Chesapeake Bay Watershed Agreement and for agricultural legislation and policies that help the region reduce pollution from agriculture as described above
- Close collaboration with our Federal Affairs staff, particularly with respect to increasing CBF's contacts in key congressional offices and committees including those outside of the Bay delegation that play an important role in restoring the Bay.
- The length of the contract will be for one year with the option of continuing for an additional year or on a month-to-month basis with the approval of both parties.

**THE SCHEDULE:**

We request that your proposal be delivered electronically to Denise Stranko, Federal Executive Director at [dstranko@cbf.org](mailto:dstranko@cbf.org) no later than 5 pm, EST on December 8, 2021.

It is the intent of CBF to make a selection no later than December 22, 2021. We will notify you once a decision for award of bid is made.

**MINIMUM REQUIREMENTS:**

At a minimum, you must have the following qualifications –

- Demonstrable relationships with Members in leadership positions of both majority and minority parties on all relevant Committees of Jurisdiction and senior committee staff as well as House and Senate leadership of both majority and minority parties.
- Demonstrable relationships within the Administration with a special focus on EPA, USDA, and CEQ.
- Demonstrable success developing winning bipartisan strategies, particularly with respect to committees of jurisdiction relevant to the Chesapeake Bay Watershed Agreement and policies which support federal and state pollution reduction requirements, particularly those associated with agriculture.
- Demonstrable success helping clients secure appropriations in the current fiscal and political climate, particularly in committees of jurisdiction with respect to the Chesapeake Bay Watershed Agreement.
- Demonstrable experience advising nonprofit clients with 501(c)3 status on Chesapeake Bay restoration issues, to include a clear understanding of the Chesapeake Bay Watershed Agreement and the federal leadership needed for its success.

**CONTRACT AMOUNT:**

Not to exceed \$84,000 for the year.

**INTERVIEWS:**

Follow up questions and interviews may be held with finalists.

**MINORITY PARTICIPATION:**

CBF actively encourages proposals from Small, Women and Minority Owned (SWAM) Businesses. Please note if you are a Small, Women or Minority Owned Business and if you are certified by the State/Commonwealth/DC.

**FOR FURTHER INFORMATION OR QUESTIONS:**

Denise Stranko  
Federal Executive Director  
[dstranko@cbf.org](mailto:dstranko@cbf.org)  
860-227-9451

