



Bid Waiver Form

Revised 04/2021

Short Description of Goods/Services		Total Cost	
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Vendor Name		MUNIS #		Req #	
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Purchasing Officer		Date	
Department		Email	
Name		Phone	

A VENDOR QUOTE MUST BE ATTACHED TO THE WAIVER FOR APPROVAL

Provide a detailed description of the goods/services intended to be purchased:

Send to a Purchasing Officer Once Completed



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Procurement Exception List

- Emergency Procurement
- Unique and specific technical qualifications are required
- A special adaptation for a special purpose is required
- A unique or opportune buying condition exists
- Only one vendor possesses the unique and singularly available ability to meet the Department's requirements

Provide a detailed explanation as to why the competitive bidding (RFB/RFP) process cannot be used. Also provide a detailed justification in relation to the Procurement Exception(s) chosen:

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Bid Waiver Approval (For Purchasing Use Only)

Under \$37,000 (Controller)

\$37,000+ (Personnel & Finance Committee)

Date Approved:

Send to a Purchasing Officer Once Completed



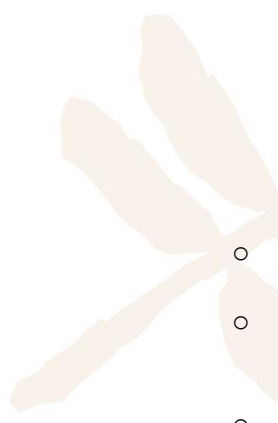
*Interpreting
Natural
and
Cultural
History*

August 7, 2021

ECOS Communications Scope of Work for Empathy Grant

Interpretive Master Planning: Phase I—\$17,500.

- Principals Jill and Chip Isenhardt will spend 2 full days on site at the zoo to better familiarize ourselves with the zoo grounds, specific animal exhibits, the various interpretive elements, their intended goals, and the successes/shortcomings from the perspective of staff, visitors and ECOS. We will spend Day 1 with Education staff touring, documenting and discussing the various exhibits. Day 2 morning will be ECOS alone to re-visit exhibits and observe visitors. End of day 2 will culminate with an all-staff meeting (director, education, curator, conservation, maintenance, operations, etc) to learn first hand what has worked and not worked, and what future interpretation needs to include to be successful. This is largely a listening session by ECOS so we have a good baseline to work with other consultants on master planning efforts. This meeting will not focus specifically on empathy goals.
- Collaborate with Nettie's Interpretive Master Planning Effort. Nettie to take the lead on themes, storylines, messaging linked to outcomes, inclusion of empathy considerations/goals and formative evaluation. ECOS will play a supporting role in this effort, attending workshops virtually and providing review as needed. ECOS will offer suggestions and opportunities as it relates to interpretive opportunities that help create an engaging and impactful visitor experience.
- Once the Master Plan is completed and general goals and objectives around messaging are outlined, ECOS will continue the interpretive planning effort with a holistic "empathy-minded" overlay to the entire zoo experience. This overlay could include consideration of the following and aim to help prioritize budget spending:
 - Which species are most likely to make the strongest empathetic connections for visitors?
 - Which locations within the zoo are best suited for the greatest impact? Does the concept of "empathy nodes" have any merit or provide an opportunity to not be tied to specific animals? How can we maximize impact to the visitor by being strategic with where we focus zoo dollars?
 - Which exhibits need the most updating and therefore would be good prospects for more investment in signage and exhibits. These exhibits will be identified based on various criteria such as:
 - does the content need updating
 - do visitors use/read the graphics
 - aesthetic (there are many styles of graphic signage all throughout the zoo)
- Critical assessment and needs identification for future exhibits:
 - What is the baseline interpretation required for all species exhibits? As we look to increase empathy among visitors, what are the "best practices" for individual species



signage? What should be consistent throughout the zoo so there are not so many disparate styles, and where can there be customization so all exhibits don't look the same?

- Should there be a standards guidelines for direction around look and feel of graphics? How do you build in for changes over time?
 - Recognizing the rotational aspects of several exhibits and the seasonal nature of some exhibits throughout the zoo, how do you allow for reasonable changeability and flexibility with interpretation?
 - Identify locations (including size of graphic and font legibility) to set visitors up for a successful visit and help increase appreciation of the animal ambassadors in the collection, and their wild counterparts.
 - Level of interactivity desired and identification of future budgets to cover any operational expenses.
 - Realizing the zoo intends to utilize Speed Pro for fabrication and installation, it will be imperative that our designs work within Speed Pro specifications and capabilities.
- Once the above work is completed, we will make budgetary recommendations by area for how to best spend the available remaining dollars for design, fabrication and installation of exhibits.
- In some cases, high priorities will include any broken or non-functioning exhibits/signage that are deemed desirable.
 - In other cases, simple replacements can be achieved through updating content and graphics, but using the same media approach (i.e. backlit signs)
 - In a few different areas, a completely new approach may be warranted and would include removal of outdated graphics. New content, 2D and 3D designs and delivery systems would be recommended.

Implementation: Phase II— \$70,000

- Per the zoo's direction and to align with the available budget, a select set of interpretive exhibits will be prioritized. ECOS work will include research, writing, design, layout, asset acquisition, and production of camera-ready art. Fabrication and installation will be outside this scope of work. It is difficult to estimate what budget will be allocated to specific exhibits without the master planning work complete, but the interpretive plan will include a menu of options with recommended associated budgets.

For the above work, ECOS assumes 2 trips to Henry Vilas Zoo for 2 people. ECOS travel, lodging and per diem reimbursables will be billed at a cost of \$4,000. Exact trip dates will be coordinated with Henry Vilas to maximize project efficiency.

