

# Dane County Contract Cover Sheet

Revised 01/2024

Res 245

<b>Dept./Division</b>	Henry Vilas Zoo		
<b>Vendor Name</b>	Woodland Park Zoo	<b>MUNIS #</b>	32032
<b>Brief Contract Title/Description</b>	Award of funds to participate in the Empathy Measurement in Zoo and Aquarium Audiences Project with Woodland Park Zoo.		
<b>Contract Term</b>	January 1, 2025 - December 31, 2027		
<b>Contract Amount</b>	\$8,000		

<b>Contract #</b> Admin will assign	15694
<b>Type of Contract</b>	
<input type="checkbox"/>	Dane County Contract
<input type="checkbox"/>	Intergovernmental
<input type="checkbox"/>	County Lessee
<input type="checkbox"/>	County Lessor
<input type="checkbox"/>	Purchase of Property
<input type="checkbox"/>	Property Sale
<input checked="" type="checkbox"/>	Grant
<input type="checkbox"/>	Other

Department Contact Information		Vendor Contact Information	
<b>Name</b>	Jess Thompson	<b>Name</b>	Mary Jackson
<b>Phone #</b>	608-266-59-22	<b>Phone #</b>	206-548-2567
<b>Email</b>	thompson.jess@henryvilaszoo.gov	<b>Email</b>	Mary.Jackson@Zoo.org
<b>Purchasing Officer</b>	Pete Patten		

<b>Purchasing Authority</b>	<input type="checkbox"/> \$13,000 or under – Best Judgment (1 quote required)	
	<input type="checkbox"/> Between \$13,000 – \$44,000 (\$0 – \$25,000 Public Works) (3 quotes required)	
	<input type="checkbox"/> Over \$44,000 (\$25,000 Public Works) (Formal RFB/RFP required)	<b>RFB/RFP #</b>
	<input type="checkbox"/> Bid Waiver – \$44,000 or under (\$25,000 or under Public Works)	
	<input type="checkbox"/> Bid Waiver – Over \$44,000 (N/A to Public Works)	
	<input checked="" type="checkbox"/> N/A – Grants, Leases, Intergovernmental, Property Purchase/Sale, Other	

<b>MUNIS Req.</b>	<b>Req #</b>	<b>Org:</b> Zoo	<b>Obj:</b> 80132	<b>Proj:</b>	\$
	<b>Year</b>	<b>Org:</b>	<b>Obj:</b>	<b>Proj:</b>	\$
		<b>Org:</b>	<b>Obj:</b>	<b>Proj:</b>	\$

Budget Amendment	
<input checked="" type="checkbox"/>	A Budget Amendment has been requested via a Funds Transfer or Resolution. Upon addendum approval and budget amendment completion, the department shall update the requisition in MUNIS accordingly.

<b>Resolution</b> Required if contract exceeds \$100,000	<input checked="" type="checkbox"/> Contract does not exceed \$100,000	<b>Res #</b>	245
	<input type="checkbox"/> Contract exceeds \$100,000 – resolution required.		<b>Year</b>
	<input type="checkbox"/> A copy of the Resolution is attached to the contract cover sheet.		

CONTRACT MODIFICATIONS – Standard Terms and Conditions		
<input type="checkbox"/> No modifications.	<input checked="" type="checkbox"/> Modifications and reviewed by: Dave Gault	<input checked="" type="checkbox"/> Non-standard Contract

APPROVAL	
<b>Dept. Head / Authorized Designee</b>	
Darcangelo, Joseph	Digitally signed by Darcangelo, Joseph Date: 2025.01.06 09:46:04 -06'00'

APPROVAL – Contracts Exceeding \$100,000	
<b>Director of Administration</b>	<b>Corporation Counsel</b>

APPROVAL – Internal Contract Review – Routed Electronically – Approvals Will Be Attached			
<b>DOA:</b>	<b>Date In:</b> 1/6/25	<b>Date Out:</b> _____	<input checked="" type="checkbox"/> Controller, Purchasing, Corp Counsel, Risk Management

## Goldade, Michelle

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**From:** Goldade, Michelle  
**Sent:** Thursday, January 9, 2025 9:21 AM  
**To:** Hicklin, Charles; Kasperek, Mary; Rogan, Megan; Cotillier, Joshua  
**Cc:** Stavn, Stephanie; Oby, Joe  
**Subject:** Contract #15694  
**Attachments:** 15694.pdf

<b>Tracking:</b>	<b>Recipient</b>	<b>Read</b>	<b>Response</b>
	Hicklin, Charles	Read: 1/9/2025 12:11 PM	Approve: 1/9/2025 12:11 PM
	Kasperek, Mary	Read: 1/9/2025 9:23 AM	Approve: 1/9/2025 9:26 AM
	Rogan, Megan	Read: 1/9/2025 9:25 AM	Approve: 1/9/2025 9:25 AM
	Cotillier, Joshua		Approve: 1/9/2025 10:06 AM
	Stavn, Stephanie	Read: 1/9/2025 9:25 AM	
	Oby, Joe		

I am re-routing this one as I had the wrong contract with the coversheet...this is the corrected version.

Please review the contract and indicate using the vote button above if you approve or disapprove of this contract.

Contract #15694  
Department: Zoo  
Vendor: Woodland Park Zoo  
Contract Description: Award of funds to participate in the Empathy Measurement in Zoo & Aquarium Audiences Project (Res 245)  
Contract Term: 1/1/25 – 12/31/27  
Contract Amount: \$8,000.00

*Michelle Goldade*

Administrative Manager  
Dane County Department of Administration  
Room 425, City-County Building  
210 Martin Luther King, Jr. Boulevard  
Madison, WI 53703  
PH: 608/266-4941  
Fax: 608/266-4425  
TDD: Call WI Relay 711

Please Note: I currently have a modified work schedule...I am in the office Mondays and Wednesdays and working remotely Tuesdays, Thursdays and Fridays.

1 **2024 RES-245**

2 **ACCEPTANCE OF FUNDS TO SUPPORT EMPATHY EVALUATION AT HENRY VILAS ZOO**

3 The Henry Vilas Zoo has secured funding for a two-year project in the amount of \$8,000 from  
4 Woodland Park Zoo to participate in the Empathy Measurement in Zoos and Aquarium  
5 Audiences Project through the Advancing Conservation through Empathy for Wildlife Network.

6 These funds are being awarded by special invitation of the grantor following Henry Vilas Zoo's  
7 proven track record for advancing empathy evaluation. The goals of the project are to co-  
8 design, pilot, and validate one or more self-report tools that effectively measure audience  
9 empathy towards animals in a zoo or aquarium setting, to generate and disseminate data-driven  
10 insights on the effectiveness of empathy-related programming.

11 **NOW, THEREFORE, BE IT RESOLVED** that the Dane County Board of Supervisors and the  
12 Dane County Executive hereby accept the grant in the amount of \$8,000 from Woodland Park  
13 Zoo,

14 **BE IT FINALLY RESOLVED** that revenue account ZOO 80132 Woodland Pk Grant Revenue  
15 and expense account ZOO 20292 Woodland Pk Grant Expense be increased by \$8,000. All  
16 unexpended funds and unrecognized revenues from these accounts shall be carried forward  
17 through the 2027 budget period.



# Memorandum of Understanding

## Empathy Measurement in Zoo and Aquarium Audiences Project

This Memorandum of Understanding (MOU) establishes the terms and expectations for collaboration between Woodland Park Zoo and Henry Vilas Zoo as part of the Empathy Measurement in Zoo and Aquarium Audiences Project (EMZAAP) for the period beginning January 1, 2025 and concluding by March 31, 2027.

### I. Goals of the Project

The primary goals of EMZAAP are:

- To co-design, pilot, and validate one or more self-report tools that effectively measure audience empathy towards animals in a zoo or aquarium setting.
- To generate data-driven insights on the effectiveness of empathy-related programming.
- To disseminate tools and learning through publication and other communication channels.

### II. Collaborating Organization's Commitments and Responsibilities

Collaborating organizations commit to:

- **Active participation in all outlined project phases:** Attending meetings, providing timely feedback, and conducting data collection at your organization as outlined in the EMZAAP Scope of Work, attached as Addendum A at the end of this document.
- **Allocation of staff resources:** Identifying a primary collaborator who will represent your organization on the project, and an estimated time commitment of 50 to 60 hours of staff time across the first two years of the project.
- **Data contribution:** Sharing data collected by your organization in year 2 as part of this project.
- **Use of project resources:** Ensuring that provided resources, such as tablets and small incentives, are used for their designated project purpose.

### III. Woodland Park Zoo's Commitments and Responsibilities

WPZ will provide the following to support the participation of collaborating organizations and the successful completion of this project:

- **Resources:** WPZ will provide each collaborating organization with three tablets to facilitate data collection and entry, along with small incentives (e.g., pencils or stickers) for data collection activities.
- **Project management:** WPZ will lead scheduling, meeting facilitation, and progress tracking, and be responsible for adhering to project timelines.
- **Database management:** WPZ will develop and secure a shared database for project data.
- **Data analysis:** WPZ will lead the analysis of the data collected during Year 2.

- **Publication leadership:** In Year 3, which falls outside of the scope of this MOU, WPZ will lead the publication process for this project’s results, with partner organizations’ participation being optional. All collaborating organizations will be credited in publications resulting from this project. Primary collaborators will also be credited as co-authors on publications resulting from this work.

**IV. Compensation**

Collaborating organizations will receive compensation to support participation, as outlined below. Compensation is contingent on active participation in project phases and completion of deliverables, as outlined in the EMZAAP Scope of Work (see Addendum A):

- **Year 1 (2025):** A total of \$3,000, distributed in two payments of \$1,500 each in Q1 and Q3.
- **Year 2 (2026):** A total of \$5,000, distributed in two payments of \$2,500 each in Q1 and Q4.

**V. Agreement Modifications**

This MOU may be amended with the mutual consent of both parties. Any amendments must be documented in writing and signed by authorized representatives from both organizations. WPZ’s primary point of contact for any amendments or changes to this MOU is Mary Jackson, Manager of Audience Research and Evaluation at WPZ. She will oversee all communications regarding future modifications.

This MOU shall become effective upon signature by the project partners below and will remain in effect until modified or until the completion date of March 31, 2027.

**WPZ Authorized Official:**

*Name:* Mary Jackson  
*Position:* Manager, Audience Research & Evaluation  
*Mailing Address:* 5500 Phinney Ave N.,  
Seattle, WA 98103  
*Email:* [mary.jackson@zoo.org](mailto:mary.jackson@zoo.org)  
*Work Phone:* 206-548-2567

Signature: 

**Collaborating Organization:**

*Name:* Melissa Agard  
*Position:* Dane County Executive  
*Mailing Address:* 210 Martin Luther King, Jr. Blvd.  
Madison, WI 53703  
*Email:* [agard@danecounty.gov](mailto:agard@danecounty.gov)  
*Work Phone:* 608-266-4114

Signature:

## **Addendum A: Empathy Measurement in Zoo and Aquarium Audiences Project Project Background and Scope of Work**

### **Project Background:**

The Empathy Measurement in Zoo and Aquarium Audiences Project (EMZAAP) is a newly funded, multi-institutional collaboration that aims to enhance the capacity of zoos and aquariums to measure empathy toward animals among their audiences. Beginning in January of 2025 and spanning three years, this project will bring together professionals from six Partner Organizations involved in the Advancing Conservation through Empathy for Wildlife™ (ACE for Wildlife™) Network, along with support from external advisors with expertise in empathy research, to co-design, pilot, and validate one or more self-report tools that can be used and easily adapted to our diverse organizational contexts. The ultimate goal of EMZAAP is to provide validated instrument(s) that are designed to be implemented in our unique settings and that support consistent measurement across our organizations and programs. This approach will also help strengthen our ability to measure our collective impact across the Network and zoo/aquarium field at large. EMZAAP will further contribute to the field's understanding of how empathy can best be fostered, ultimately culminating in a published tool and data-driven insights on program effectiveness.

### **Project Objectives:**

- Lead a collaboration of up to six zoos and aquariums to co-design empathy measurement tool(s) that effectively measure audience empathy towards animals in a zoo and aquarium setting.
- Pilot test and validate the tools across multiple sites, ensuring tools are designed in a way that is adaptable to different contexts and are reliably measuring empathy for animals.
- Produce data-driven insights on the effectiveness of empathy-related programming.
- Disseminate developed tools and learning through publication and other communication channels.

### **Scope of Work:**

While staff from Woodland Park Zoo's Advancing Empathy team will manage the project, keeping project timelines and details on track, collaborating organizations will actively participate in all phases of EMZAAP, including:

1. Project Kick-off and Planning (Q1 2025)
  - All collaborating organizations will submit a signed Memorandum of Understanding (MOU) committing to your agreed participation on the project and identifying a staff member to serve as the primary collaborator on the project.
  - Primary collaborators:
    - Will attend a one-hour virtual project kickoff meeting in mid-January 2025.
    - Are strongly encouraged to attend a whole day, in-person EMZAAP planning and design workshop on February 13<sup>th</sup>, 2025, following the two-day Empathy Summit in Seattle that will take place on February 11<sup>th</sup> through the 12<sup>th</sup>.
    - Read a recent literature review the Network conducted on current approaches to measuring empathy towards animals and other relevant materials.
2. Initial instrument development (Q2 and Q3 2025)

- Participate in approximately 4 hours of virtual iterative design meetings to further develop instrument draft(s).
  - Review drafts and provide feedback on proposed instruments between meetings.
  - Participate in a virtual follow-up meeting to review feedback from an initial pilot of the instrument at Woodland Park Zoo.
3. Revisions and Finalization (Q4 2025 through Q1 2026)
- Participate in 2 progress meetings to incorporate pilot feedback and make final instrument revisions.
4. Large scale data collection (Q2 through Q3 2026)
- Participate in a virtual planning meeting for the data collection phase, as well as a midpoint progress meeting.
  - Conduct a minimum of 8 hours of data collection at your organization.
  - Enter and/or share data as needed to the EMZAAP team.
5. Data Analysis and Dashboard Development (Q4 2026 through Q1 2027)
- Attend at least two virtual meetings to review data analysis conducted by Woodland Park Zoo’s Sr. Data Analyst and identify key findings and insights on programmatic effectiveness.
  - Provide review and feedback on the design of a shared data dashboard or alternative data dissemination platform.

**Total estimated time commitment over the two years is 50 to 60 hours.**

6. (Optional for collaborating organizations) Preparation and submission for publication (Q1-Q4 2027)
- **Optional:** Review and provide feedback on a draft publication.
  - **Optional:** Contribute to writing sections of the article, depending on your organization’s interest and capacity.

**Key Dates/Timeline:**

2025				2026				2027			
Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Project kick-off, planning and workshop	Initial instrument development and piloting		Revisions and finalization		All-sites collect data at empathy-oriented guest experience.		Data analysis	Dash-board design			
								Preparation and submission for publication			