

**REQUEST FOR PROPOSALS  
THE ZOOLOGICAL SOCIETY OF PHILADELPHIA**

Your organization is hereby invited to submit a proposal that provides a detailed evaluation plan including a multi-faced approach such as front end, formative and summative plans of the Zoo's inaugural teen workforce development program, the West Philadelphia Zoo Scholars. It is expected that the detailed work plan includes strategies for collecting, tracking and analyzing qualitative and quantitative methods for each of the program objectives outlined in this RFP.

Enclosed with this letter are the minimum scope of services required, format for the proposal requested and background material on the program being evaluated.

*Your complete response to this RFP must be received by the Zoo by 5:00pm on February 1, 2023.*

All questions about the process may be directed to [community@phillyzoo.org](mailto:community@phillyzoo.org) with a deadline of 1/20/2023. All responses will be posted by 1/23/2023 in the same location the RFP is posted on [www.philadelphiazoo.org](http://www.philadelphiazoo.org)

In summary;

1/2/2023: RFP posted to [www.philadelphia.zoo.org](http://www.philadelphia.zoo.org)

1/2/2023 – 1/9/2023: Questions collected via [community@phillyzoo.org](mailto:community@phillyzoo.org)

1/13/2023: Responses to questions posted on [www.philadelphiazoo.org](http://www.philadelphiazoo.org)

2/1/2023: All proposals due to [community@phillyzoo.org](mailto:community@phillyzoo.org) by 5:00pm

2/17/2023: Organization awarded will be announced via email to all vendors that submitted a proposal

3/1/2023: Proposals begin

## I. INTRODUCTION

*By connecting people with wildlife, the Philadelphia Zoo creates joyful discovery and inspires action for animals and habitats.*

The Zoo's vision for our campus is to create an animal and people experience like no other in the world. The Zoo affects how more than 1 million people a year appreciate and respect the natural world and over the next few years the Zoo and its partners will reshape how people experience zoos for generations to come.

This RFP is seeking proposals to evaluate a new program launching this Spring – the West Philadelphia Zoo Scholars (WPZS), a new education and career initiative for young people in the Zoo's shared community. This program will represent a long-term commitment to ensuring that children who grow up in West Philadelphia can do so at Philadelphia Zoo and lead them to a career in the zoological sciences.

In building this program, the Zoo will look to enrich the educational experience of families in West Philadelphia, close the education gap on STEM-based education, and diversify the field of candidates for careers in zoological sciences both locally and around the country.

The Zoo's immediate neighborhoods—Mantua, Belmont, Parkside and Brewerytown – are among the most challenged by socio-economic conditions. Poverty in Philadelphia remains among the highest of major U.S. cities at 26 percent—but in our surrounding communities, the poverty rate is a staggering 45%. Our children face extraordinary barriers to student and career success. The 13 area elementary schools near the Zoo have a very limited science curriculum and perform well below the average science proficiency standards for the Commonwealth of Pennsylvania. As they get older, these schools are unable to provide the “real-world” experiences and instruction that build the critical thinking skills foundational to college and career readiness. Frequently, this results in a disconnect from fields of study such as STEM (Science, Technology, Engineering, and Mathematics), that lock them out of opportunities to cultivate a range of academic interests. One Pew Research study quotes that only 2.7% of African Americans and 2.2% Hispanic 24-year-olds have a STEM degree. Incidentally, these are the degrees that are required for a job as a zookeeper. Philadelphia Zoo is looking to shift that paradigm.

WPZS is a pilot program seeking to engage local high school students in an innovative and immersive educational experience. WPZS will be designed to serve as a model for education, community engagement, and career development at an urban zoo. As part of the Zoo's strategy to engage all Philadelphia students in lifelong learning that begins prior to grade school with a family visit, the new program serves high school-age students and provides multiple years of support to promote careers in the zoological sciences.

## II. PROJECT GOALS

The goals of this project are to create and implement an evaluation plan that will track the objectives, progress, areas of opportunity for growth and overall story of the West Philadelphia Zoo Scholars program.

### **Program Objectives:**

Objective: WPZS establishes a clear pathway for a student from West Philadelphia to pursue a career in the zoological sciences.

Objective: Expand the knowledge and skills of participants in WPZS to prepare for careers in the zoological sciences, including veterinary medicine, zookeeping and wildlife conservation.

Objective: Demonstrate a positive shift in attitude toward wildlife and the environment through immersive experiences in WPZS.

Objective: Increase frequency and exposure to the benefits of nature with participants families visting the zoo.

Objective: Demonstrate how an urban zoo can engage diverse and under-represented communities in STEM-related careers by directly addressing the social, financial and additional barriers to entry and inclusion.

In addition to the objectives above the Zoo would also like to include data collection and evaluation of these activites associated with the program objectives:

- Benefits of mentoring among Zookeepers and zoo staff with program participants
- Quality of life benefits on the participant students and their families as a result of Zoo experiences
- Long-term career trajectory of program participants
- Program impact on local conservation efforts specific to urban spaces

## West Philadelphia Zoo Scholars Program Logic Model (DRAFT)

**Situation:** The purpose of the West Philadelphia Zoo Scholars Program aims to cultivate the next generation of wildlife stewards and create a pipeline of diversity within the zoological industry. In line with the Zoo's "doing leads to caring" approach, youth are provided with participatory opportunities on and offsite to become lifelong advocates for wildlife both locally and globally. Originally a traditional teen volunteer program, the West Philadelphia Zoo Scholars Program has evolved into an community-engagement oriented, youth development program.

Inputs (What is needed to make the program happen?)	Activities (What happens to meet program outcomes?)	Outputs (What evidence is there that the program happened?)	Outcomes (What change is evident after the program?)	Impact (How does the situation shift in the future?)
<p>CONED staff</p> <p>Other Zoo staff (e.g., animal, nutrition)</p> <p>Local and global conservation partners</p> <p>Supplies and materials</p> <p>Funding (currently from Zoo budget and program fees)</p> <p>Transportation (vans) for off-grounds experiences</p> <p>Uniforms</p> <p>Zoo facilities (home base for students)</p> <p>Animals</p>	<p><u>Year 1 - Skills Building</u></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Conservation awareness training and development</li> <li><input type="checkbox"/> Introduction to Animal Care</li> <li><input type="checkbox"/> Career week</li> <li><input type="checkbox"/> Hands-on conservation action projects (on and offsite - terrapin rescue; citizen science urban birds)</li> <li><input type="checkbox"/> Assist with Zoo-led research projects</li> </ul> <p><u>Year 2 - Service Project/Shadow Animal Care</u></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Animal Care shadowing</li> <li><input type="checkbox"/> Mini Unless Contest participant</li> <li><input type="checkbox"/> Support teaching collection at <u>KidZoo</u></li> <li><input type="checkbox"/> Interviews with Zoo staff</li> <li><input type="checkbox"/> Meet with conservation partners</li> <li><input type="checkbox"/> Local conservation initiative - pollinator corridor</li> <li><input type="checkbox"/> Community outreach shadowing</li> </ul> <p><u>Year 3 - Community Outreach/Animal Care</u></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Animal Care scholars (onsite)</li> <li><input type="checkbox"/> Community Conservation Engagement scholars (offsite)</li> <li><input type="checkbox"/> Conservation culmination project</li> <li><input type="checkbox"/> Mentorship for Year 1</li> </ul>	<p># of total Zoo hours logged and specific # of hours in animal care</p> <p>Frequency/length of participation in program activities</p> <p>Conservation actions metrics (i.e. # of plants in pollinator corridor)</p> <p>Conservation project and research outputs results (policies changed, habitat restored; frogs recorded)</p> <p># of program participants reached through community engagement</p> <p>Participant demographics</p> <p>% increase in conservation awareness, knowledge, attitude, skills and behavior; self efficacy</p> <p>% entering zoological industry in post-secondary studies</p> <p>% securing paid college internships and fellowships</p> <p>% securing full time positions in zoological field</p>	<p>Scholars describe how their personal actions positively or negatively affect wildlife.</p> <p>Scholars are confident to teach others about the natural world and motivate them to take action to reduce threats to wildlife.</p> <p>Scholars apply critical thinking skills to understand issues threatening wildlife and generate potential solutions.</p> <p>Scholars develop and apply effective skills to take action to reduce threats to wildlife.</p> <p>Scholars recognize the range of careers in the zoological industry.</p> <p>Scholars develop teamwork and communication skills to work with others towards saving wildlife.</p>	<p>Input from scholars is valued and aligned with the Philadelphia Zoo Diversity, Equity and Inclusion strategy and overall mission impact planning.</p> <p>Scholars are a critical link in Philadelphia Zoo's relationship with the West Philadelphia community.</p> <p>Scholar alumni increase diversity in the zoological industry, not just in Philadelphia but across the country.</p> <p>Scholar alumni are lifelong advocates for conservation and work to save animals in the wild.</p> <p>Scholar alumni lead local West Philadelphia communities in wildlife saving activities.</p> <p>Scholar alumni have a long-term connection to and advocate for zoos and aquariums.</p>

### **III. PROJECT SCOPE AND SERVICES**

Awardees of this RFP will be expected to provide the following services and meet the following expectations:

1. Awardee will collaborate with the Zoo to create a detailed evaluation plan for the West Philadelphia Zoo Scholars program.

The detailed work plan will include strategies such as front-end, formative and summative evaluation methodologies for collecting, tracking and analyzing qualitative and quantitative data for each of the program objectives outlined in this RFP. The Zoo will defer to the awardees professional experience and recommendations to include but not limited to the following methods: focus groups, surveys, observations, record collection, etc.

Awardee will set clear methods and expectations for short and long term data collection based on their professional experience, knowledge of requirements of data collection, storing and managing data with consideration of involvement of students, minors and sensitive stakeholders.

2. Awardee will purchase their own supplies and manage the expenses requested in the budget agreed upon with the Zoo.
3. Awardee will commit to a regular cadence of communication via email, in person and virtual meetings throughout the duration of the project timeline.
4. Awardee will share all data collected in relation to this evaluation with the Philadelphia Zoo on a regular cadence agreed upon in the project timeline.

#### **IV. PROJECT BUDGET**

Awardee may request a budget to the amount of \$125,000 over a three-year period to execute their proposed evaluation plan. This amount will be paid out in agreed upon installments over the course of three years and may include the following:

- Staffing
  - If additional staffing is required to provide activities a fair wage may be requested
- Supplies (for continued use)
  - Any supplies that will be used to provide activity and used for the duration of the contract
- Incentives
  - Monetary or other suggested incentives for participation in focus groups, surveys or otherwise
- Data collection tools
  - Software, equipment or other needs for collecting and storing data
- Travel and meals
  - To be provided for staff when travel and meals are required to achieve data collection as a part of the evaluation plan
- Other / Misc. Costs
  - Additional costs requested by awardee to accomplish the evaluation plan

## **V. PROPOSAL CONTENT REQUIREMENTS**

Proposals must contain the following:

**1. Executive Summary** - includes a cover letter describing the organization or person applying and a brief description of mission alignment with this RFP and services that will be provided. Also include mention of relation to West Philadelphia neighborhood. Must include a primary contact person, address, e-mail and telephone number.

**2. Description of Activities** – for carrying out the Scope of Services. This section of the proposal should describe the way the organization or person applying will provide the scope of services requested in this RFP. Visuals may be included as necessary. This description of activities should be as detailed as possible but not to exceed 750 words.

**3. Schedule** - Proposed schedule/durations of activities required for scope completion to be selected from the various schedules proposed.

**4. Proposed Budget for the scope of work** – utilizing the categories of allowable expenses detailed in this RFP.

**5. Certificate of Insurance** indicating coverage consistent with requirements. (Refer back to RFP website for a link to details regarding Insurance expectations)

**6. Professional Services Agreement Signed** (To be completed and collected to any vendor selected, a sample of the agreement is included below)

## **VI. ADDITIONAL PROPOSAL INFORMATION AND REQUIREMENTS**

1. Selection Process - The Zoo will evaluate all submissions for completeness and compliance with the terms and conditions of the RFP. A Selection Committee, consisting of representatives from the Zoo, along with other individuals deemed necessary, will review qualifications of submittals and evaluate the respondents, based on the following criteria:

- Relation/relevance to West Philadelphia neighborhood.
- Past performance on similar projects.
- Qualifications and experience to execute proposed activities.
- Alignment with the Zoo's mission and West Philadelphia Zoo Scholars objectives.
- Reasonable and fair budget to execute activities to fullest potential.

**PROFESSIONAL SERVICES AGREEMENT**  
**(this is an example of required document)**

The Agreement is entered into as of the \_\_\_\_ day of \_\_\_\_ 2023, between Zoological Society of Philadelphia (“Zoo”), and \_\_\_\_\_ (“Vendor”).

- **Vendor of Services:** Subject to the terms and conditions of this Agreement, the Zoo hereby engages the Vendor to perform the services set forth herein, and the Vendor hereby accepts such engagement. This Agreement may be amended in writing from time to time or supplemented with subsequent estimates for services to be rendered by the Vendor and agreed to by the Zoo. There shall be no changes other than those agreed to in writing and signed by both parties.
- **Duties, Terms and Compensation:**

**DUTIES:** The Vendor will:

1. Perform serves as \_\_\_\_\_.
2. As needed, work with the Zoo’s Vendors including but not limited to \_\_\_\_\_.
3. Report directly to \_\_\_\_\_ from the Zoo’s leadership team in connection with the performance of the duties under this Agreement and fulfill any other duties reasonably requested by the Zoo and agreed to by the Vendor.

**TERM:** This engagement will commence on \_\_\_\_\_, 2023 and shall continue in full force and effect through \_\_\_\_\_, 2023.

**TERMINATION:** This Agreement may be terminated by either party with a 30-day notice. In addition, if the Vendor is convicted of any crime or offense, fails or refuses to comply with the written policies or reasonable directive of the Zoo, is guilty of serious misconduct in connection with performance hereunder, or materially breaches provisions of this Agreement, the Zoo at any time may terminate the engagement of the Vendor immediately and without prior written notice to the Vendor. The Agreement may only be extended thereafter by mutual agreement, unless terminated earlier by operation of and in accordance with this Agreement.

**COMPENSATION:** As full compensation for the services rendered pursuant to this Agreement, the Zoo shall pay the Vendor the sum of \$\_\_\_\_\_ per day for each day Vendor performs the Duties set forth above. Vendor will provide an invoice to the Zoo for payment of fees.

Vendor agrees, upon notification by the Zoo, to obtain any licenses necessary to perform his/her/its duties under this Agreement.

- **Conflicts of Interest, Non-hire Provision:** During the term of this Agreement, the Vendor shall devote as much of his/her/their productive time, energy and abilities to the performance of his/her/their duties hereunder as is necessary to perform the required duties in a timely and productive manner. The Vendor is expressly free to perform services for other parties while performing services for the Zoo.

- Right to Injunction: The parties hereto acknowledge that the services to be rendered by the Vendor under this Agreement and the rights and privileges granted to the Zoo under the Agreement are of a special, unique, unusual and extraordinary character which gives them a peculiar value, the loss of which cannot be reasonably or adequately compensated by damages in any action at law, and the breach by the Vendor of any of the provisions of this Agreement will call the Zoo irreparable injury and damage.

The Vendor expressly agrees that the Zoo shall be entitled to injunctive and other equitable relief in the event of, or to prevent, a breach of any provision of this Agreement by the Vendor. Resort to such equitable relief, however, shall not be construed to be a waiver of any other rights or remedies that the zoo may have for damages or otherwise.

The various rights and remedies of the Zoo under this Agreement or otherwise shall be construed to be cumulative, and no one of them shall be exclusive of any other or of any right or remedy allowed by law.

- Merger: The merger or consolidation of the Zoo into or with any other entity shall not terminate this Agreement.
- No Joint Venture: This Agreement shall not render the Vendor an employee, partner, agent of, or joint venture partner with the Zoo for any purpose. The Vendor is and will remain an independent Vendor in his/her/their relationship to the Zoo. The Zoo shall not be responsible for withholding taxes with respect to the Vendor's compensation hereunder. The Vendor shall have no claim against the Zoo hereunder or otherwise for vacation pay, sick leave, retirement benefits, social security, worker's compensation, health or disability benefits, unemployment insurance benefits, or employee benefits of any kind.
- Choice of Law: The laws of the Commonwealth of Pennsylvania shall govern the validity of this Agreement, the construction of its terms, and the interpretation of the rights and duties of the parties hereto.
- Arbitration: Any controversies arising out of the terms of this Agreement or its interpretation shall be settled in Pennsylvania in accordance with the rules of the American Arbitration Association, and the judgment upon award may be entered in any court having jurisdiction thereof.
- Headings: Section headings are not to be considered a part of this Agreement and are not intended to be a full and accurate description of the contents hereof.
- Waiver: Waiver by one party hereto of breach of any provision of this Agreement by the other shall not operate or be construed as a continuing waiver.

- Assignment: The Vendor shall not assign any of his/her/their rights under this Agreement, or delegate the performance of any of his/her/their duties hereunder, without the prior written consent of the Zoo.
- Notices: Any and all notices, demands or other communications required or desired to be given hereunder by any party shall be in writing and shall be validly given or made to another party if personally served or if deposited in the United States mail. If such notice or demand is served personally, notice shall be deemed constructively made at the time of such personal service. If such notice, demand, or other communication is given by mail, such notice shall be conclusively deemed give five days after deposit thereof in the United States mail addressed to the party to whom such notice, demand, or other communication is given as follows:

If to the Vendor: {Enter Vendors name and address}

If to the Zoo:           The Philadelphia Zoological Society  
                                   3400 West Girard Avenue  
                                   Philadelphia, PA 19104  
                                   Attn: Chief Financial Officer

Any party hereto may change its address for purposes of this paragraph by written notice given in the manner provided above.

- Modification or Amendment: No amendment, change or modification of this Agreement shall be valid unless in writing signed by the parties hereto.
- Entire Understanding: This document shall constitute the entire understanding and agreement of the parties, and any and all prior agreements, understandings, and representations are hereby terminated and canceled in their entirety and are of no further force and effect.
- Unenforceability of Provisions: If any provision of this Agreement, or any portion thereof, is held to be invalid and unenforceable, then the remainder of this Agreement shall nevertheless remain in full force and effect.

IN WITNESS WHEREOF the undersigned have executed this Agreement as of the day and year first written above. The parties hereto agree that facsimile signatures shall be as effective as originals.

By: \_\_\_\_\_  
 {Name of Zoo Rep}  
 {Title of Zoo Rep}

By: \_\_\_\_\_  
 {Name of Vendor}  
 {Title of Vendor Rep}

**Insurance requirements attached separately**