



# Saint Louis Zoo

**Animals Always®**

**Project Name: St. Louis Community Demographic and  
Visitation Study for the Saint Louis Zoo**

Issue for Bid

Project Manual

**Date: Aug. 26, 2019**

Director of Procurement  
Saint Louis Zoo  
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St. Louis, MO 63110  
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# Saint Louis Zoo

## Animals Always®

### INVITATION TO BIDDERS

#### PROJECT:

**SCOPE OF WORK: St. Louis Community Demographic and Visitation Study for the Saint Louis Zoo**

#### **Saint Louis Zoo Mission**

To conserve animals and their habitats through animal management, research, recreation, and educational programs that encourage the support and enrich the experience of the public.

#### **Background**

Missouri state legislation provides that "the zoo shall be forever free," which has kept the Zoo accessible to millions of visitors. The Saint Louis Zoo is part of the Metropolitan Zoological Park and Museum District (ZMD) by which the citizens of St. Louis County and the City of St. Louis support local cultural institutions (Missouri Botanical Gardens, Missouri History Museum, Saint Louis Art Museum, Saint Louis Science Center, and Saint Louis Zoo) through a property tax. Citizens making purchases in Saint Louis County also contribute to the Saint Louis Zoo through a sales tax, which began in 2019. The Zoo hosts approximately three million visitors annually, and annual audience research is conducted to understand the demographics, attitudes, and lifestyles of Zoo visitors.

#### **Project Description**

There is concern that while the Zoo is free and accessible to all, demographics of local Zoo visitors do not parallel the St. Louis area demographics, particularly in regard to ethnicity and socioeconomic status. After a thorough literature review, the Zoo has decided to undertake a research project, using an outside vendor, to better understand the relationships between 1. Community member demographics, 2. Zoo visitation and barriers, 3. Lifestyle and experiences, and 4. Environmental attitudes/behaviors. The Zoo is creating the questionnaire and is requesting a vendor to facilitate data collection, analysis and reporting. We would like to offer your company the opportunity to bid on this project in order to help us understand this dynamic and make recommendations to improve diversity amongst visitors at the Saint Louis Zoo. This is an exciting opportunity to help the Zoo achieve its mission of engaging all visitors and enriching the experience of the public.

## **Research Questions**

- Why do Saint Louis Zoo visitor demographics not parallel St. Louis area demographics, particularly ethnicity and socioeconomic status, when the Zoo is admission free and accessible?
- What are the barriers to those demographics that are underrepresented that keeps them from attending?
- What factors (such as pet ownership, leisure time motivations, time in nature, etc.), supported by literature, predict environmental attitudes/behaviors and Zoo visitation?

## **Project Goals**

- Internal: To have learnings that inform strategies to improve representation of Zoo visitor demographics to closer reflect the local community.
- External: Inform other informal learning institutions/cultural attractions such as parks, museums, and outdoor spaces, relative to the St. Louis market, with potentially generalizable results to other communities.

## **Methodology**

The Zoo is open to working with the selected vendor to strategize appropriate recruitment methodologies. The questionnaire will likely be quite lengthy, and an incentive will likely need to be offered. In order to have appropriate sample sizes for significance testing between groups, we would like to have a sample comprised of approximately 255-265 Caucasian-Americans, 255-265 African-Americans, and 255-265 Latino-Americans. Within each of these groups, the sample should be split between those with annual household incomes of under \$50,000, \$50,000-\$100,000 and over \$100,000, with approximately 85-90 completed surveys within each. All respondents must live within the St. Louis metropolitan region and be over 18 years of age. Respondents do not need to be familiar with or have visited the Saint Louis Zoo to participate.

Question topics will potentially include:

- Participation in outdoor activities/cultural attraction attendance
- Leisure time motivations
- Occupational and leisure time physical activity
- Awareness/perception of free and fee-based elements of Zoo visit
- Current and childhood Zoo visitation
- Barriers to visitation
- Environmental attitudes/behaviors
- Childhood time in nature and role models in nature
- Urban, suburban and rural living status
- Current and childhood pet ownership
- Demographics

## **Services Required**

Saint Louis Zoo staff is creating a survey and is in search of a vendor to collect, analyze and report on the survey data. The Saint Louis Zoo has an Audience Research and Evaluation department who can work with the vendor directly.

## **Proposed Timeline**

- Proposals due to Saint Louis Zoo: September 12
- Contract awarded: by September 20
- Detailed research design provided: by September 30
- Collect data: October 1 – October 31
- Analysis and report writing: November 1 – November 30
- Presentation and report delivery: by December 1

## **Budget: \$25,000**

This is the amount the Zoo has set aside for this project. We are optimistic that any interested suppliers could work within this budget parameter and even offer *pro bono* support, if possible. Proposals should outline what, if any, amount of services would be offered at reduced, nonprofit or true *pro bono* rates. This amount includes incentives for participants.

## **Deliverables**

We would like selected vendor to provide a presentation to key staff and/or board members, written report to the organization, and access to data collected during the project (Excel or SPSS).

## **Qualifications**

Please provide:

- Experience conducting relevant research
- Biographies of key members of potential project team
- Methodology recommendation and how it will address our research questions
- How communication during the course of the project will be handled
- Support provided after report delivery

**Please email proposals no later than 2 p.m., September 12, 2019 to:**

Terri Mersinger  
Purchasing Administrative Assistant  
[mersinger@stlzoo.org](mailto:mersinger@stlzoo.org)  
314-646-4841

**Please email proposal questions to:**

Amy Niedbalski  
Director, Conservation and Audience Research and Evaluation (CARE)  
[niedbalski@stlzoo.org](mailto:niedbalski@stlzoo.org)  
314-646-4580

We appreciate your consideration of this project, and we're happy to answer any questions in preparation for your bid. Thank you.

**BID DATE:**

Sealed bids marked with project name will be accepted on or before **2 p.m., September 12, 2019 at the Distribution Center on Wells Drive at Gate 5**, and opened publicly in the Purchasing Office, immediately thereafter.

**BID DOCUMENTS:** Bid Documents will be available on Aug. 27, 2019 at:

<https://www.stlzoo.org/about/contact/vendoropportunities/>

**Please note: Failure to include a completed MBE/WBE participation form will result in 0 participation recorded at bid opening.**

**PROPOSAL QUESTIONS:** All questions must be received by Sept 5, 2019 for issuing of addendums. Addendums will be placed on the Zoo Website as they become available.

<https://www.stlzoo.org/about/contact/vendoropportunities/>

**ZOO CONTACTS:** If you have any questions, contact the individuals listed below.

Terri Mersinger  
Purchasing Administrative Assistant  
[mersinger@stlzoo.org](mailto:mersinger@stlzoo.org)  
314-646-4841

Amy Niedbalski  
Director, Conservation and Audience Research and Evaluation (CARE)  
[niedbalski@stlzoo.org](mailto:niedbalski@stlzoo.org)  
314-646-4580

**SAINT LOUIS ZOO**  
**MBE/WBE UTILIZATION STATEMENT**

**Policy:** It is the policy of the Saint Louis Zoo, a sub district of the City and County of Saint Louis, that minority and women-owned businesses, as defined in the following document, shall have the maximum opportunity to participate in the performance of contracts or sub-contracts financed by Zoo funds, in whole or part. The Zoo or its assigned Contracting Agencies shall take all necessary and reasonable steps to ensure that said business have the maximum opportunity to compete for and perform under all Zoo contracts. The Zoo or its Contracting Agencies shall not discriminate on the basis of race, color, national origin or sex in the award and performance of contracts.

**Obligation:** The contractor agrees to ensure that minority and/or women-owned businesses have the maximum opportunity to participate in the performance of contracts or subcontracts financed in whole or in part with Zoo funds. The contractor shall take all necessary and reasonable steps to ensure that said businesses have the maximum opportunity to compete for and perform under this contract. The contractor shall not discriminate on the basis of race, color, national origin or sex in the award and performance of contracts.

**Project and Bid Identification**

Complete the following information concerning the Project and Bid:

PROJECT NAME: \_\_\_\_\_

LETTING NUMBER AND DATE: \_\_\_\_\_

TOTAL BID: \_\_\_\_\_

CONTRACT MBE/WBE GOAL: 25% MBE and 5% WBE Participation

DOLLAR AMOUNT OF PROPOSED MBE: \$ \_\_\_\_\_

DOLLAR AMOUNT OF PROPOSED WBE: \$ \_\_\_\_\_

**Assurance**

I, acting in my capacity as an officer of the undersigned bidder or bidders if a joint venture, hereby assure the Saint Louis Zoo that on this project my company will: (check one)

\_\_\_\_\_ Meet or exceed contract award goals and will provide participation as follows:

Minority Business Participation \_\_\_\_\_ Percent

Women-Owned Business Participation \_\_\_\_\_ Percent

\_\_\_\_\_ Fail to meet contract award goals but will demonstrate that good faith efforts were made to meet the goals and that my company will provide participation as follows:

Minority Business Participation \_\_\_\_\_ Percent

Women-Owned Business Participation \_\_\_\_\_ Percent

\_\_\_\_\_  
NAME OF COMPANY

\_\_\_\_\_  
BY

\_\_\_\_\_  
TITLE

\_\_\_\_\_  
DATE

THE WILLFUL FALSIFICATION OF ANY OF THE ABOVE STATEMENTS MAY SUBJECT THE CONTRACTOR OR SUBCONTRACTOR TO CIVIL OR CRIMINAL PROSECUTION.