Addendum # 1
Issue Date: December 2, 2021
PROJECT NAME: Exhibit and Interpretive Concept Facilitation Services for the “New Experience for Children and Families” II RFP 2021
Project Number: 2021-01-042

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IMPORTANT! SCHEDULE CHANGE!
Deadline dates have changed! The question deadline is now December 16, 2021 end of day.
The submission deadline is now 3:00 PM CST on January 5, 2022.

Attachments
1. 12-6-2021 Saint Louis Zoo Interpretive Master Plan ABRIDGED

Pre-bid Meeting Notes | December 2, 2021 | 11:00 AM CST

Attendee List

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1. Can you share the existing Master Interpretive Plan?
   Yes. Please see Attachment 1. 12-6-2021 Saint Louis Zoo Interpretive Master Plan ABRIDGED.

2. Does this evaluation include prototyping?
   The evaluation does include prototyping. This will be performed by the Zoo’s in house team and will happen late in the interpretive process not by the vendor.

3. Do you have a budget for the scope of services covered in this RFP?
   The budget for this project has not been fully determined at this time.

4. It seems as if the family engagement work should inform the interpretive, but they're on the same timetable? Will there be information available early in the project to guide the interpretive work?
   Yes, the Zoo has preliminary results from the first ideation session coming in on December 14th. After that, things will progress in parallel, but the Zoo will try to overlay anything novel/new coming out of engagement sessions and fold them into what we are doing in the interpretive plan. The Zoo will have some information before the first meeting and we will have a formative session followed by a summative session which will be working in parallel. The Zoo will do our best to overlay that information and the engagement sessions will primarily inform experiences.

5. Will any of the elements of the Children's Zoo remain?
   No. They can but we are not committed to anything on the site.

6. Is the grading of the site mostly flat?
   There is a little bit of rise moving toward the southeast. A topography map can easily be provided to the winning bidder.

7. Can you share a bit more about who is in your core team? Do you have any community stakeholders included in this core team?
   The community stakeholders is a part of the family study that Pathways is working on right now. The core team is comprised of primarily Zoo team members from Architecture and Planning, Education and Animal Division. The Zoo is willing to bring in others as needed.

8. Will there be preferential consideration for small or micro businesses?
   The Saint Louis Zoo does not have a preferences for micro-businesses. The Zoo does have a Policy on Minority and Women-Owned Business Participation on Saint Louis Zoo Contracts as noted in Appendix C.
**Emailed Questions/ Answers**

1. I noticed in the RFP that there was a significant focus on contracting with local and State suppliers - does this mean that you will not be considering proposals from firms located outside the United States?
   The Zoo will accept proposals from firms located out the United States. With that said, The Saint Louis Zoo enjoys the support of the community through the Metropolitan Zoological Park & Museum District. For this reason, the Zoo will make every effort to return that support by contracting with qualified businesses within the District (comprised of St. Louis and St. Louis County) whenever possible.

2. We'd like to better understand how this vendor's role fits within the existing in-house teams and the evaluation vendor mentioned. Findings from these sessions will inform overall interpretive strategy and experience design. The output for the project appears to be the interpretive plan, from which concept design would be developed, but facilitating initial concept design meetings is also listed as a function of this vendor. How would we fit into your process?
   For clarification, Pathways Collaborative is not an evaluation vendor but an engagement vendor Along with the in-house research and evaluation team (CARE), Pathways is providing a formative evaluation of exhibit interpretive messages and experiences through a series of engagement sessions with a diverse range of area families (particularly in regards to ability level, race, and language).

   There are three parallel processes going on:
   a. The Interpretive Plan (you will facilitate zoo staff so you can produce an Interpretive Plan)
   b. The Community Engagement (use this info to help inform the interpretive plan, you may want to have a meeting with them)
   c. The Concept Master Plan Site Design (staff architects will visualize your Interpretive Plan, they will be in the interpretive meetings, your narrative of interpretive experiences will be key, the animal taxa chosen to support the interpretive plan will affect their work.)

3. We'd also like to understand how the 8-meeting framework was established, and how important it is to your team that those meetings be held in person. The RFP indicates some openness to remote meetings -- is that something you hope to avoid if possible, or would it be an acceptable approach for most of the project work?
   Zoom meeting cannot be as long as in person meetings for many reasons which is why 6 meetings with two extra for Murphy's Law were estimated. It is important for the awarded firm to see the site in person in order to get a feel for what is physically
feasible for interpretation on the site. The Zoo is open to virtual meetings. The Zoo expects the awarded vendor to know their capacity and how long this will take, which is why we asked for a timeline and if you think it will take more or less time.

4. The RFP demonstrates that there has already been a fair amount of brainstorming work on big idea, exhibit goals, "knows, feels, dos," etc. Are we expected to challenge and test this thinking, or use it as a basis from which to craft "the story?" What other inputs will we have to work with? A finalized report from Family Engagement Sessions, Interpretive Master Plan, etc.? The Zoo does not want the selected firm to feel confined by what the Zoo has already started yet we did think it would be helpful for you to get an understanding of our thought-processes. The results of the Zoo’s planning process thus far, are not set in concrete. The Zoo understands this is an iterative process, so that the “Big Idea” and supporting themes may be refined.

5. What other inputs will we have to work with?
   a. Progress reports from Family Engagement Sessions,
   b. The interpretive Master Plan
   c. Examples from other institutions (if helpful)
   d. Front-end Surveys, Zoo guest surveys
   e. Site Plans
   f. Plans for our WildCare Park our complimentary facility
   g. CARE can also conduct additional surveys during the planning process if necessary

6. As far as deliverables are concerned, is there a distinction between the "interpretive plan" output and the "interpretive plan framework in context" identified on pg 3?

The Zoo used the word "framework" illustrate it was bigger picture; we do not want you to write copy or design signs, etc.

7. On Page 3 of the RFP, it states that one of the expectations is: "Initiate facilitation of concept design meetings, working with the Zoo’s in-house design team to design landscape and architectural elements" although this is not listed in the deliverables. Would this work on Concept Design occur after the May 30th deadline or occur in parallel with interpretive planning, and what is the extent of the facilitator's involvement? Does "initiating" mean one meeting, or facilitating the Concept Design phase?

The Zoo’s Architecture and Planning team will be attending and participating in all the interpretive meetings. They will be working in parallel on designing the new exhibit.
They are also in charge of keeping the project in budget. The awarded firm’s narrative of exhibit experiences will be key to their process, as well as the team’s animal collection plan. Initiating means, the awardee will be informing their process, not facilitating it. However, there will be a dialog with Architecture and Planning to realize in advance.