

**SERVICE AGREEMENT
WITH NEW MEXICO WILDLIFE ASSOCIATION
FOR THE IMPLEMENTATION OF EDUCATIONAL & RECREATIONAL
YOUTH PROGRAMS**

THIS AGREEMENT is made and entered into on this 30~~th~~ day of May, 2014, by and between **SANTA FE COUNTY** (hereinafter referred to as the "County"), a New Mexico political subdivision, and **NEW MEXICO WILDLIFE ASSOCIATION dba WILDLIFE WEST NATURE PARK**, located at 87 North Frontage Road, Edgewood, N.M. 87015 (hereinafter referred to as the "Contractor").

WHEREAS, children and youth in Santa Fe County comprise twenty-three percent (23%) of the County's population and twenty-eight percent (28%) of New Mexico's population. In 2011, 33,600 Santa Fe County residents were under the age of 19 and the County has a direct interest in ensuring that youth in our community are mentally and physically healthy;

WHEREAS, in accordance with NMSA 1978 Sections 13-1-112 and 113-1-117, competitive, sealed proposals were solicited via a formal request for proposal RFP# 2014-0293-CSD/PL for the implementation of educational and recreational youth programs;

WHEREAS, based upon the evaluation criteria established within the RFP for the purposes of determining the most qualified Offeror, Santa Fe County has determined the Contractor as the most responsive and highest rated Offeror;

WHEREAS, the County requires the services and the Contractor is willing to provide these services and both parties wish to enter into this Agreement.

NOW THEREFORE, in consideration of the premises and mutual obligations herein, the parties hereto do mutually agree as follows:

1. SCOPE OF THE WORK

The contractor shall:

- A. Implement a summer youth program consistent with Contractor's proposal (Attachment A). Administrative costs shall not exceed 5% of total grant award.
- B. Develop and administer programs designed to serve the youth of Santa Fe County, which may include, but not limited to, reading and math literacy programs, educational support activities, outdoor nature activities, and dance;
- C. Serve children from kindergarten to 12th grade and provide educational programming that is age appropriate;
- D. Integrate evidence based or promising practices into programming to increase the health and overall social well-being of Santa Fe County youth;

- E. Provide programs that shall affect specific health indicators for Santa Fe County which may include, but are not limited to, building protective factors to increase mental and/or physical health and reduce substance abuse and/or obesity. Programs should also address enhanced learning opportunities;
- F. Provide programs that include family engagement in programming;
- G. Include twenty percent (20%) cash or in-kind match; and shall document both expenditures and in-kind match in each billing statement presented to the County for payment;
- H. Include methods and strategies to recruit and market youth, including high risk youth, into the program;
- I. Provide a mid-program report summary of program status to include, but not limited to: number of youth served, program highlights and program challenges;
- J. Provide a final report to include number of youth served, gender, age, ethnicity, school, grade level, program highlights, program challenges, and outcome measures of proposed goals and objectives;
- K. Provide employment and criminal background checks for all management personnel and staff members.

2. COMPENSATION, INVOICING, AND SET-OFF

A. In consideration of its obligations under this Agreement the Contractor shall be compensated as follows:

- 1) County shall pay to the Contractor in full payment for services satisfactorily performed.
- 2) The total amount payable to the Contractor under this Agreement shall not exceed twelve thousand thirty-five dollars (\$12,035.00) inclusive of gross receipts tax.
- 3) This amount is a maximum and not a guarantee that the work assigned to be performed by Contractor under this Agreement shall equal the amount stated herein. The parties do not intend for the Contractor to continue to provide services without compensation when the total compensation amount is reached. The County will notify the contractor when the services provided under this Agreement reach the total compensation amount. In no event will the Contractor be paid for services provided in excess of the total compensation amount without this Agreement being amended in writing prior to those services in excess of the total compensation amount being provided.

B. The Contractor shall submit a written request for payment to the County when payment is due under this Agreement. Upon the County's receipt of the written request, the County shall issue a written certification of complete or partial acceptance or rejection of the contractual items or services for which payment is sought. The Contractor acknowledges and agrees that the County may not make any payment hereunder unless and until it has issued a written certification accepting the contractual items or services. Within thirty (30) days of the issuance of a written certification accepting the contractual items or services, the County shall tender payment for the accepted items or services. In the event the County fails to tender payment within thirty (30) days of the written certification accepting the items or services, the County shall pay late payment charges of one and one-half percent (1.5%) per month, until the amount due is paid in full.

C. In the event the Contractor breaches this Agreement, the County may, without penalty, withhold any payments due the Contractor for the purpose of set-off until such time as the County determines the exact amount of damages it suffered as a result of the breach.

D. Payment under this Agreement shall not foreclose the right of the County to recover excessive or illegal payment.

3. EFFECTIVE DATE AND TERM

This Agreement shall, upon due execution by all parties, become effective as of the date first written above and shall terminate one (1) year later, unless earlier terminated pursuant to Section 5 (Termination) or Section 6 (Appropriations and Authorizations). The County has the option to renew on the same terms and conditions for three (3) years in one (1) year increments. In no event shall this Agreement exceed a term of four (4) years.

4. ADDITIONAL SERVICES

A. The parties agree that all tasks set forth in Paragraph 1, SCOPE OF WORK of this Agreement, shall be completed in full, to the satisfaction of the County, for the amount set forth in Section 2, COMPENSATION, INVOICING, AND SET-OFF, of this Agreement, and for no other cost, amount, fee, or expense.

B. The County may from time-to-time request changes in the Scope of Work to be performed hereunder. Such changes, including any increase or decrease in the amount of the Contractor's compensation, which are mutually agreed upon by and between the County and the Contractor, shall be incorporated in written amendments to this Agreement.

5. TERMINATION

A. Termination of Agreement for Cause. Either party may terminate the Agreement based upon any material breach of this Agreement by the other party. The non-breaching party shall give the breaching party written notice of termination specifying the grounds for the termination. The termination shall be effective thirty (30) days from the breaching party's

receipt of the notice of termination, during which time the breaching party shall have the right to cure the breach. If, however, the breach cannot with due diligence be cured within thirty (30) days, the breaching party shall have a reasonable time to cure the breach, provided that, within thirty (30) days of its receipt of the written notice of termination, the breaching party began to cure the breach and advised the non-breaching party in writing that it intended to cure.

B. Termination for Convenience of the County. The County may, in its discretion, terminate this Agreement at any time for any reason by giving the Contractor written notice of termination. The notice shall specify the effective date of termination, which shall not be less than fifteen (15) days from the Contractor's receipt of the notice. The County shall pay the Contractor for acceptable work, determined in accordance with the specifications and standards set forth in this Agreement, performed before the effective date of termination but shall not be liable for any work performed after the effective date of termination.

6. APPROPRIATIONS AND AUTHORIZATIONS

This Agreement is contingent upon sufficient appropriations and authorizations being made for performance of this Agreement by the Board of County Commissioners of the County and/or, if state funds are involved, the Legislature of the State of New Mexico. If sufficient appropriations and authorizations are not made in this or future fiscal years, this Agreement shall terminate upon written notice by the County to the Contractor. Such termination shall be without penalty to the County, and the County shall have no duty to reimburse the Contractor for expenditures made in the performance of this Agreement. The County is expressly not committed to expenditure of any funds until such time as they are programmed, budgeted, encumbered and approved for expenditure by the County. The County's decision as to whether sufficient appropriations and authorizations have been made for the fulfillment of this Agreement shall be final and not subject to challenge by the Contractor in any way or forum, including a lawsuit.

7. INDEPENDENT CONTRACTOR

The Contractor and its agents and employees are independent contractors and are not employees or agents of the County. Accordingly, the Contractor and its agents and employees shall not accrue leave, participate in retirement plans, insurance plans, or liability bonding, use County vehicles, or participate in any other benefits afforded to employees of the County. Except as may be expressly authorized elsewhere in this Agreement, the Contractor has no authority to bind, represent, or otherwise act on behalf of the County and agrees not to purport to do so.

8. ASSIGNMENT

The Contractor shall not assign or transfer any interest in this Agreement or assign any claims for money due or to become due under this Agreement without the advance written approval of the County. Any attempted assignment or transfer without the County's advance written approval shall be null and void and without any legal effect.

9. SUBCONTRACTING

The Contractor shall not subcontract or delegate any portion of the services to be performed under this Agreement without the advance written approval of the County. Any attempted subcontracting or delegating without the County's advance written approval shall be null and void and without any legal effect.

10. PERSONNEL

A. All work performed under this Agreement shall be performed by the Contractor or under its supervision.

B. The Contractor represents that it has, or will secure at its own expense, all personnel required to discharge its obligations under this Agreement. Such personnel (i) shall not be employees of or have any contractual relationships with the County and (ii) shall be fully qualified and licensed or otherwise authorized or permitted under federal, state, and local law to perform such work.

11. RELEASE

Upon its receipt of all payments due under this Agreement, the Contractor releases the County, its elected officials, officers, agents and employees from all liabilities, claims, and obligations whatsoever arising from or under or relating to this Agreement.

12. CONFIDENTIALITY

Any confidential information provided to or developed by the Contractor in the performance of this Agreement shall be kept confidential and shall not be made available to any individual or organization by the Contractor without the prior written approval of the County.

13. PUBLICATION, REPRODUCTION, AND USE OF MATERIAL; COPYRIGHT

A. The County has the unrestricted right to publish, disclose, distribute and otherwise use, in whole or in part, any reports, data, or other material prepared under or pursuant to this Agreement.

B. The Contractor acknowledges and agrees that any material produced in whole or in part under or pursuant to this Agreement is a work made for hire. Accordingly, to the extent that any such material is copyrightable in the United States or in any other country, the County shall own any such copyright.

14. CONFLICT OF INTEREST

The Contractor represents that it has no and shall not acquire any interest, direct or indirect, that would conflict in any manner or degree with the performance of its obligations under this Agreement.

15. NO ORAL MODIFICATIONS; WRITTEN AMENDMENTS REQUIRED

This Agreement may not be modified, altered, changed, or amended orally but, rather, only by an instrument in writing executed by the parties hereto. The Contractor specifically acknowledges and agrees that the County shall not be responsible for any changes to Section 1, "SCOPE OF WORK", of this Agreement unless such changes are set forth in a duly executed written amendment to this Agreement.

16. ENTIRE AGREEMENT; INTEGRATION

This Agreement incorporates all the agreements, covenants, and understandings between the parties hereto concerning the subject matter hereof, and all such agreements, covenants and understandings have been merged into this written Agreement. No prior or contemporaneous agreement, covenant or understandings, verbal or otherwise, of the parties or their agents shall be valid or enforceable unless embodied in this Agreement.

17. NOTICE OF PENALTIES

The Procurement Code, NMSA 1978, Sections 13-1-28 through 13-1-199, imposes civil and criminal penalties for its violation. In addition, New Mexico criminal statutes impose felony penalties for bribes, gratuities, and kickbacks.

18. EQUAL EMPLOYMENT OPPORTUNITY COMPLIANCE

A. The Contractor agrees to abide by all federal, state, and local laws, ordinances, and rules and regulations pertaining to equal employment opportunity and unlawful discrimination. Without in any way limiting the foregoing general obligation, the Contractor specifically agrees not to discriminate against any person with regard to employment with the Contractor or participation in any program or activity offered pursuant to this Agreement on the grounds of race, age, religion, color, national origin, ancestry, sex, physical or mental handicap, serious medical condition, spousal affiliation, sexual orientation, or gender identity.

B. The Contractor acknowledges and agrees that failure to comply with this Section shall constitute a material breach of this Agreement.

19. COMPLIANCE WITH APPLICABLE LAW; CHOICE OF LAW

A. In performing its obligations hereunder, the Contractor shall comply with all applicable laws, ordinances, and regulations.

B. Contractor shall comply with the requirements of Santa Fe County Ordinance 2014-1 (Establishing a Living Wage).

C. This Agreement shall be construed in accordance with the substantive laws of the State of New Mexico, without regard to its choice of law rules. Contractor and the County

agree that the exclusive forum for any litigation between them arising out of or related to this Agreement shall be federal and state district courts of New Mexico, located in Santa Fe County.

20. RECORDS AND INSPECTIONS

A. To the extent its books and records relate to (i) its performance of this Agreement or any subcontract entered into pursuant to it or (ii) cost or pricing data (if any) set forth in this Agreement or that was required to be submitted to the County as part of the procurement process, the Contractor agrees to (i) maintain such books and records during the term of this Agreement and for a period of six (6) years from the date of final payment under this Agreement; (ii) allow the County or its designee to audit such books and records at reasonable times and upon reasonable notice; and (iii) to keep such books and records in accordance with generally accepted accounting principles (GAAP).

B. To the extent its books and records relate to (i) its performance of this Agreement or any subcontract entered into pursuant to it or (ii) cost or pricing data (if any) set forth in this Agreement or that was required to be submitted to County as part of the procurement process, the Contractor also agrees to require any subcontractor it may hire to perform its obligations under this Agreement to (i) maintain such books and records during the term of this Agreement and for a period of six (6) years from the date of final payment under the subcontract; (ii) to allow the County or its designee to audit such books and records at reasonable times and upon reasonable notice; and (iii) to keep such books and records in accordance with GAAP.

21. INDEMNIFICATION

A. The Contractor shall defend, indemnify, and hold harmless the County and its elected officials, agents, and employees from any losses, liabilities, damages, demands, suits, causes of action, judgments, costs or expenses (including but not limited to court costs and attorneys' fees) resulting from or directly or indirectly arising out of the Contractor's performance or non-performance of its obligations under this Agreement, including but not limited to the Contractor's breach of any representation or warranty made herein.

B. The Contractor agrees that the County shall have the right to control and participate in the defense of any such demand, suit, or cause of action concerning matters that relate to the County and that such suit will not be settled without the County's consent, such consent not to be unreasonably withheld. If a conflict exists between the interests of the County and the Contractor in such demand, suit, or cause of action, the County may retain its own counsel to represent the County's interest.

C. The Contractor's obligations under this section shall not be limited by the provisions of any insurance policy the Contractor is required to maintain under this Agreement.

22. SEVERABILITY

If any term or condition of this Agreement shall be held invalid or non-enforceable by any court of competent jurisdiction, the remainder of this Agreement shall not be affected and shall be valid and enforceable to the fullest extent of the law.

23. NOTICES

Any notice required to be given to either party by this Agreement shall be in writing and shall be delivered in person, by courier service or by U.S. mail, either first class or certified, return receipt requested, postage prepaid, as follows:

To the County: Santa Fe County
Office of the County Attorney
102 Grant Avenue
Santa Fe, New Mexico 87501

To the Contractor: New Mexico Wildlife Association dba Wildlife West Nature Park
87 North Frontage Road
Edgewood, New Mexico 87015

24. CONTRACTOR’S REPRESENTATIONS AND WARRANTIES

The Contractor hereby represents and warrants that:

A. This Agreement has been duly authorized by the Contractor, the person executing this Agreement has authority to do so, and, once executed by the Contractor, this Agreement shall constitute a binding obligation of the Contractor.

B. This Agreement and Contractor’s obligations hereunder do not conflict with Contractor’s corporate agreement or any statement filed with the Public Regulation Commission on Contractor’s behalf.

C. Contractor is legally registered and is properly licensed by the New Mexico State to do the work anticipated by this Agreement and shall maintain such registration and licensure in good standing throughout the duration of the Agreement.

25. FACSIMILE SIGNATURES

The parties hereto agree that a facsimile signature has the same force and effect as an original for all purposes.

26. NO THIRD-PARTY BENEFICIARIES

This Agreement was not intended to and does not create any rights in any persons not a party hereto.

27. INSURANCE

A. General Conditions. The Contractor shall submit evidence of insurance as is required herein. Policies of insurance shall be written by companies authorized to write such insurance in New Mexico.

B. General Liability Insurance, Including Automobile. The Contractor shall procure and maintain during the life of this Agreement a comprehensive general liability and automobile insurance policy with liability limits in amounts not less than \$1,000,000.00 combined single limits of liability for bodily injury, including death, and property damage for any one occurrence. Said policies of insurance shall include coverage for all operations performed for the County by the Contractor; coverage for the use of all owned, non-owned, hired automobiles, vehicles and other equipment, both on and off work; and contractual liability coverage under which this Agreement is an insured contract. The County of Santa Fe shall be a named additional insured on the policy.

C. Workers' Compensation Insurance. The Contractor shall comply with the provisions of the Workers' Compensation Act.

D. Increased Limits. If, during the life of this Agreement, the Legislature of the State of New Mexico increases the maximum limits of liability under the Tort Claims Act (NMSA 1978, Sections 41-4-1 through 41-4-29, as amended), the Contractor shall increase the maximum limits of any insurance required herein.

28. PERMITS, FEES, AND LICENSES

Contractor shall procure all permits and licenses, pay all charges, fees, and royalties, and give all notices necessary and incidental to the due and lawful performance of its obligations hereunder.

29. NEW MEXICO TORT CLAIMS ACT

No provision of this Agreement modifies or waives any sovereign immunity or limitation of liability enjoyed by County or its "public employees" at common law or under the New Mexico Tort Claims Act, NMSA 1978, Section 41-4-1, et seq.

30. CAMPAIGN CONTRIBUTION DISCLOSURE FORM

The Contractor agrees to compute and submit simultaneous with execution of this Agreement a Campaign Contribution Disclosure Form approved by the County.

31. SURVIVAL

The provisions of following paragraphs shall survive termination of this Contract; INDEMNIFICATION; RECORDS AND INSPECTION; RELEASE, CONFIDENTIALITY, PUBLICATION, REPRODUCTION, AND USE OF MATERIAL; COPYRIGHT; COMPLIANCE WITH APPLICABLE LAW; CHOICE OF LAW; NO THIRD-PARTY BENEFICIARIES; SURVIVAL.

IN WITNESS WHEREOF, the parties have duly executed this Amendment to the Agreement as of the date first written above.

SANTA FE COUNTY:

Katherine Miller
Katherine Miller
Santa Fe County Manager

5-22-14
Date

Approved as to Form

Robert J. ...
Santa Fe County Attorney

5/16/14
Date

Finance Department Approval

Teresa C. Martinez
Teresa C. Martinez
Santa Fe County Finance Director

5/21/14
Date

CONTRACTOR:

Roger Alink
(Signature)

5/30/14
Date

Roger Alink
(Print Name)

Director
(Print Title)

FEDERAL IDENTIFICATION NUMBER: 85-0402566

New Mexico Wildlife Association dba Wildlife West Nature Park

RFP# 2014-0293-CSD/PL

Evaluation Factors

A. Time Frame –

The camps run daily from 9 a.m. – noon for 4 weeks:

June 2 – 6, June 9 – 13, June 16-20, and June 23-27, 2014

B. Evaluation Criteria

1. History/Background

Describe the Organization's vision/mission and business philosophy

The vision of the New Mexico Wildlife Association is to create an environment where people of all ages have a unique opportunity to experience and learn about New Mexico's native wildlife and gain an understanding about the important role that wildlife play in our ecosystem. Our mission is to preserve our rich heritage of native wildlife and their habitat through education, scientific research and the sponsorship of Wildlife West Nature Park.

Provide a brief history of organization in the State of New Mexico

Established in 1992, the New Mexico Wildlife Association dba Wildlife West Nature Park is a nonprofit 501c(3) organization located in the rural community of Edgewood. Wildlife West is open daily, year-round to the public and is a tremendous environmental educational asset to the community and state. Our 122-acre preserve is an enhanced zoo with 25 species of native non-releasable wildlife, including endangered Mexican wolves, black bear, cougars, pronghorn, javelina, hawks, crested caracaras and more.

People of all ages enjoy visiting and learning about wildlife. Each of our wildlife rescues was obtained when an animal/raptor needed to be relocated because of an injury, an illegal pet, or a problem in a neighborhood and could not be released back into the wild. These animals now provide an excellent opportunity to educate the public about the importance of co-existing with wildlife and the need for habitat protection.

Many pinion and juniper trees grow throughout the park, providing shade, shelter and a natural setting for the animals and the public as they walk through the Park. A mile-long nature trail lined with native wildflowers and trees winds through the Park and guides visitors on an educational environmental adventure.

A large amphitheater and 1,800 square-foot historic pinto bean barn are located in the middle of the Park. These facilities are used for weekly Chuckwagon dinners and western music shows, Annual Music Festival, Harvest Festival, picnic area for children's field trips, corporate parties, family gatherings and other community events. Other buildings include a replica of a historic town, and four, three-sided educational/display buildings. Adjacent to

New Mexico Wildlife Association dba Wildlife West Nature Park

RFP# 2014-0293-CSD/PL

the educational structures is a large field with natural grasses that is used for weekly public peregrine falcon free flight programs.

Rain water is harvested off the barn roof and pumped using a solar and gravity fed system to an 11,750 gallon Ferro concrete storage tank — *all built by youth*. The water is used to irrigate more than 2,500 shrubs and trees planted around the Park over the last 15 years.

All of the wildlife habitat areas have been built by youth over 20 years through the New Mexico Youth Conservation Corps (YCC) program. The program has provided an opportunity for Wildlife West to employ hundreds of youth over the years who have learned leadership skills, building construction techniques, and all about future careers in wildlife management, environmental science, water harvesting and green construction.

2. Evidence of Understanding of the Scope of Work

A. Demonstrate understanding of key youth program elements and goals as outlined in the scope of work.

Wildlife West has demonstrated and proven skills in developing and managing programs for children and youth. Our programs inspire children to get excited about learning, which has a direct and positive outcome on the health indicators. We provide a magical place for learning with stimulating subjects, giving children and youth in our rural area real-life situations in the environment that they do not get in the classroom. Our lead Zookeeper teacher said:

"Students gain an appreciation for the value of each animal and the niche they hold in the ecosystem as they study the animals in the classroom before visiting, but their enthusiasm peaks when they get eye to eye with a Mexican wolf, mountain lion, elk and great horned owl," said Michelle Fishburn, 7th & 8th Life & Physical Science Teacher at Moriarty Middle School. "The importance of protecting endangered species like the Mexican wolf becomes real to students as they see these animals at Wildlife West."

We have planned and organized Junior Zookeepers Day Camps each summer for 17 years, and successfully applied for and received a New Mexico Youth Conservation Corps grant over 15 years. Throughout the year, thousands of children and teachers from elementary schools around the region are bused to Wildlife West to enjoy a day with wildlife and nature. They are guided through the Park by youth docents and/or pick up a self-guided handbook that was created by youth describing all aspects of the Park and animals.

Children benefit by having a rare opportunity to experience native wildlife up-close, to learn about their habitat and behavior, and to participate in hands-on projects that help them gain new awareness about wildlife, endangered species and the environment.

New Mexico Wildlife Association dba Wildlife West Nature Park

RFP# 2014-0293-CSD/PL

B. Describe approach in developing and administering youth programs; include specific programming strategies that are age appropriate and which involve family engagement.

For the last 20 years, Wildlife West has been successful in providing an alternative yet proven educational setting for students: coaching and adult supervision (*teachers and parents*) for hands-on projects in an outdoor classroom environment. Our fun and educational outdoor setting gives children a visual connection to aspects about an animal that they would not otherwise experience. By giving children a real-life, safe encounters with wildlife during the Junior Zookeeper Camps, we create life-long memories.

The Junior Zookeeper Camps were first developed in 1998 by Michelle Fishburn, who continues to be our lead teacher. We started with one camp and because of the success and demand, increased to two week-long sessions and two years ago we organized four week-long Camps. With our partnership with the Town of Edgewood and Santa Fe County last year, we were able to reduce the cost of the Camps to attract students who couldn't otherwise afford to attend.

Specific programming strategies used during the Camp week, include having children:

- ▶ take exciting behind the scenes wildlife tours and to learn about elk, cougars, black bear, wolves, fox, bobcats, raptors, reptiles and more;
- ▶ experience what our volunteer animal keepers do on a daily basis. Learn how each animal/raptor receives different care and experience what it would be like to have a career as a zookeeper;
- ▶ learn about diet and nutrition for wildlife as they help to prepare their food. Children observe and learn about animal behavior as wildlife eat and investigate their food;
- ▶ make a *piñata* filled with food for an animal of their choice and observe the animal's reaction/behavior. They learn how food/toys (*piñatas*) provide enrichment (*entertainment*) for wildlife, helping them to be happier in their habitat;
- ▶ watch a Peregrine Falcon free flight demonstration and learn about the fastest animal on earth.
- ▶ use their creative talents to draw and paint pictures of wildlife/raptors.
- ▶ observe how our volunteer zookeepers handle the raptors. Children get a lesson on bird biology as they monitor the bird's weight, health and behavior. They also learn about feather anatomy and condition of the raptors' beak, feet and eyes.
- ◀ invite their parents to participate in a family barbecue at the end of the week. Day campers share their experiences and what they have learned as they celebrate the week. Children receive a certificate with their favorite Wildlife West animal's picture on it.

New Mexico Wildlife Association dba Wildlife West Nature Park

RFP# 2014-0293-CSD/PL

C. Describe techniques and methods that will affect specific health indicators listed in the RFP, including those that will heighten and encourage learning.

1) ***Child poverty*** – with support from the Town of Edgewood, Santa Fe County and in-kind contribution from Wildlife West, we will be able to offer the Junior Zookeeper Camp at a very affordable rate – \$25/child, which opens the opportunity to children from families who could not otherwise afford to attend. This also includes providing positive interactions with children who could potentially become high risk youth and re-directing them.

We serve children and youth from families who live in communities in the Estancia Valley (6 communities, including Edgewood, Stanley and Madrid). According to www.city-data.com the median household income in the Estancia Valley is \$29,598 compared to \$41,963 in New Mexico and \$50,502 nationwide. Therefore, receiving support from Santa Fe County will enable children from lower income families to attend.

2) ***Children who lack health insurance coverage*** – It is a proven statistic that children who are physically active and engage in outdoor programs are healthier. We will tie into the goals of the First Lady Michelle Obama's “Let's Move” initiative. This is a very active daily program, including healthy nutritious snacks with fruit and vegetables. The children will walk all over the Park while being engaged in hands-on activities.

3) ***Leading cause of death for children is unintentional injury*** – All children attending the Day Camps are closely supervised and given good instruction and direction. Activities and games are planned and directed by two certified teachers who have many years of experience working with students from preschool through college. The teachers will be assisted by four paid youth leaders who assist the teachers in providing one-on-one direction and supervision, along with several other volunteers who will also assist, which provides an excellent 1 to 5 (teacher/aide to child) ratio.

4) ***Obesity among youth is increasing*** – Again, this is a very active, outdoor program where children will learn good eating habits as we serve nutritious and healthy snacks. Children will walk miles each day around the Park and engaged in fun, educational, hands-on outdoor adventures. They will shadow our experienced zookeepers, learn the details of basic animal care, and gain knowledge about New Mexico's wildlife and natural resources. Each day they will get plenty of exercise while helping to care for the animals.

5) ***Alcohol related issues*** – It is a proven statistic that children and youth who are actively involved in supervised, safe and educational summer and after school programs are more likely to succeed in school and life and not get involved with alcohol related activities. Our Junior Zookeeper Camps provide this structured environment.

New Mexico Wildlife Association dba Wildlife West Nature Park

RFP# 2014-0293-CSD/PL

D. Describe specific components and structure of program that demonstrates program quality.

Again, all activities are planned and directed by 2 certified, highly qualified teachers who have many years of experience working with students from preschool through college, along with 10 youth leaders from our Youth Conservation Corps program. Children learn best in small group interactions, which we provide (*1 teacher/youth leader to 3-4 children ratio*). Because of this one-on-one, hands-on direct contact with nature, children become excited about nature and they cultivate life-long values and understanding about the world around them.

Our students come from the Estancia Valley communities where they do not have easy access to the many opportunities available in Albuquerque, such as the Rio Grande Zoo or Museum of Natural History. Wildlife West offers one of the few environmental programs for children in the local area and we are conveniently located just off Interstate 40.

Comments from our youth leaders who have worked in our Youth Conservation Corps program and have been leaders in the Junior Zookeeper Camps best express the quality and benefits of our program:

"The youth program at Wildlife West as the best first job I possibly could have had . . . It taught me the value of teamwork and effective leadership, and gave me opportunities to prove myself and to develop my capabilities." Matthew H.

"My personal experience with the youth program has inspired me to further my education, to get a degree, and to not let the impossible stop me. I take on the impossible as a challenge after my experience with Wildlife West." Renee R

E. Include how results will be measured against the key health indicators.

Results of the health indicators will be measured by observing how active children are in the program. The Junior Zookeepers Day Camps fill quickly each year (*30 children/camp/week =120 children*) because parents are anxious to have their children in a healthy, active outdoor and supervised educational program. The active nature of our camps and providing only nutritious snacks will help reduce the chance of childhood obesity, and also provide a way to teach about the benefits of good exercise and eating habits in a fun, non-stressful environment.

Parents give daily feedback about their child's enthusiasm on what they have learned and experienced. The children's zest for learning is obvious in their daily attitude and energy. We also measure success by the number of children who return to the camp year after year (*approximately 30%*), along with their siblings as soon as they are age eligible. Another

New Mexico Wildlife Association dba Wildlife West Nature Park

RFP# 2014-0293-CSD/PL

measurement, we note how many children come back with their families throughout the year to visit Wildlife West. Many return years later, because of their positive experience, to be hired as one of our Youth Conservation Corps members or volunteers at the Park to become animal feeders, and some go on to pursue careers in wildlife conservation or a related field because of their initial experience at the Junior Zookeepers Camps.

F. Provide evidence based or promising practices that will affect the health and well-being of SFC youth.

Research shows that observation and hands-on learning have been proven as the best method for children to absorb information and develop critical thinking skills. Plus, in our electronic-based society, children are spending more time indoors in front of the television and computers. Research indicates the necessity of contact with nature and the outdoors for healthy childhood development. The chance to get up close and personal with wildlife, raptors and nature is an experience that few children have today.

Over the years, our Zookeeper Camps have allowed hundreds of children and youth to have rare, close-up experiences with wildlife in a fun, active outdoor classroom that inspires them to develop a love for learning and healthy habits. As a result, children and youth get excited about the world around them.

Most important, studies also indicate that childhood experiences in nature are significant to compel them to take an active role in speaking up for wildlife and the environment, and staying active in their communities into adulthood. Values learned through the Zookeeper Camps help children to have empathy for wildlife and to be future stewards of our environment; values learned that they would not otherwise gain at a young age.

3. Capacity and Capability

A. Demonstrate organizational ability to develop and manage summer youth programs.

Wildlife West's primary goal over the last 20 years has been to increase wildlife and environment education for children and youth and we have successfully served thousands of students over the years. This past year 2,150 elementary school children and their teachers from the Estancia Valley in southern Santa Fe County, Albuquerque and Santa Fe came to Wildlife West. We provide an excellent opportunity for teachers to augment their curriculum by giving children real-life situations in the outdoors that they cannot get in the classroom.

New Mexico Wildlife Association dba Wildlife West Nature Park

RFP# 2014-0293-CSD/PL

Over the last five years the number of children who come on field trips has increased by 30%. More than 75% of the schools return each year and many teachers bring their class of students every year. Our Zookeepers Camps fill quickly every summer because of the caliber of the program and word of mouth from families who have been in the program. The need for a children's hands-on, outdoor environmental education program is in high demand and Wildlife West meets this need and has done an excellent job in developing and managing summer youth programs.

Our Director and supervisor of the program, Roger Alink, is a former high school teacher and a wildlife educator, which has enable him to develop an effective learning environment for all ages, especially children and youth.

B. Provide resumes of key staff

See attached resumes:

Roger Alink, President Board of Directors

Michelle Fishburn, Lead Zookeeper at Wildlife West & Life & Physical Science Teacher at Moriarty Middle School

Jaime Silva, Zookeeper Teacher at Wildlife West & Math Teacher at Moriarty High School

C. Provide name and location of program to be funded

Wildlife West Nature Park, 87 North Frontage Road, P. O. Box 1359, Edgewood, NM

D. Demonstrate team organization and working relationships.

Wildlife West is a multi-faceted organization and partners with many organizations, groups and the Town of Edgewood to sponsor foot stomping music festivals, sunset Chuckwagon dinner and western music shows, old-fashion barn dances, junior zookeeper day camps for kids, melodramas and community theatre, and a variety of educational classes, i.e. organic gardening and bird handling. We have weekly peregrine falcon shows that provide opportunity for people to see the *fastest animal on earth* in an amazing free-flight demonstration.

In addition, our strong and on-going work collaborations with the U.S. Fish and Wildlife, U.S. Forest Service, New Mexico Game and Fish Department, New Mexico Department of Tourism, Edgewood Chamber of Commerce, Single Action Shooting Society, Edgewood Soil and Water and the Turner Endangered Species Fund enable us to learn from and support each other without duplication of service and have shared resources.

New Mexico Wildlife Association dba Wildlife West Nature Park

RFP# 2014-0293-CSD/PL

E. Provide strategies on marketing summer program to County youths.

Our best and most successfully marketing strategies are social media (*Facebook, Twitter and e-mail blasts*) and our website (*both handled by volunteers*). We also distribute 60,000 brochures that are placed in key areas where parents (*initiator of enrolling their children*) notice them. Our two local newspapers do an excellent job of publishing stories with pictures about our Junior Zookeeper Camps. Word of mouth is one of our best marketing success, along with children enrolling the following year.

Stories in the our local newspapers are the best way to inform families who could not otherwise afford to register their children, thanks to the support from Santa Fe County which makes our camps affordable – \$25/child. This also includes attracting children who could potentially become high risk youth and getting them excited about learning at a young age.

F. Provide a short line item budget and justification summary detailing how funding will be allocated.

See attached itemized budget for the Junior Zookeeper Camp. Receiving funding support from Santa Fe County enables Wildlife West to provide an excellent healthy outdoor learning environment at an affordable cost for families in our rural community. Funding will be used to purchase art supplies, paint, brushes, paper, glue, copies of wildlife information and quizzes, (*we use recycled cardboard to make the piñatas*), daily nutritious snacks and drinks, and at the end of each Camp we have a barbeque for the children and their families as a way to involve the parents and give the children a chance to tell and show their parents what they have learned. The grant will also cover the salaries for our certified teachers and four youth leaders/docents who have been trained to assist the teachers, providing greater one-on-one support. Also some food of the wildlife – children go with the Zookeepers each day to observe and learn about what each species eats and how they are fed.

Wildlife West is successful in increasing revenues each year. Park gate receipts increased last year by 30% due to increased marketing visibility, social media and word of mouth. We have been successful in receiving a New Mexico Youth Conservation Corps grant for 20 years, NM Tourism grant for 11 years, NM Arts grant for 7 years, and a variety of foundation grants over the years.

Wildlife West's annual operating budget is \$350,000 and is handled on a cash basis with oversight by the Board of Directors. If we do not receive the grant from Santa Fe County, the Camp will be \$60/child (*see attached registration form*).

New Mexico Wildlife Association dba Wildlife West Nature Park

RFP# 2014-0293-CSD/PL

G. Include information on type and manner of in-kind match.

The in-kind match will include Roger Alink, President of Board of Directors, who oversees all aspects of the Wildlife West, including planning, follow up and overseeing the Zookeeper Camps ($8 \text{ weeks} \times \$35/\text{hour} \times 15 \text{ hours/week} = \$4,200$), duties include marketing, planning, supervising staff and volunteers, financial management and miscellaneous jobs. Utilities, janitorial supplies and cleaner for 20 days for approximately $\$25/\text{hour} = \500 , 6 volunteers 4 hours/day $\times 4 \text{ weeks} @ \$10/\text{hour} = \$4,800$, remainder of facility rental for 4 weeks = $\$1,500$, portion of insurance policy for the Camp = $\$1,500$ for a **total in-kind support = \$12,500.**

In addition, Wildlife West is extremely successful in recruiting and retaining volunteers who operate and manage almost all aspects of the park. More than 50 volunteers provide thousands of hours each year as animal caretakers, habitat builders, office administrators, marketing experts, music event planners and coordinators, tour guides, ticket takers, musician assistants, grant writers and more. Most have volunteered for 7-15 years and many come daily.

4. Past Record of Performance

A. Provide information about the firm's specific experience with developing and administering educational/recreational youth programs that demonstrate technical competence.

- ◀ 17 years of organizing and managing our Junior Zookeepers Camps.
- ◀ 20 years training and managing youth who work under of NM Youth Conservation Corps program, including teaching a Ropes Course & Challenge Team Building each year.
- ◀ 20 years of organizing and guiding thousands of elementary school children and teachers who visit the Park on field trips.
- ◀ Train and supervise hundreds of youth volunteers over 20 years who have contributed service to the Park in many capacities.

B. Include previous, successful youth programs that have been implemented and their relevance to the scope of work described in this RFP.

Michelle Fishburn, highly qualified, certified science teacher, created the Junior Zookeeper Camps in 1998 and continues to be our lead teacher and zookeeper for our children's field trips and other programs for children. This consistency has enabled us to strengthen the quality of the educational content, presentation and organization each year. Our founder and President of our Board of Directors envisioned and developed Wildlife West over the 25 year

New Mexico Wildlife Association dba Wildlife West Nature Park

RFP# 2014-0293-CSD/PL

of operation. Our outstanding programs for children youth are well known throughout Santa Fe County and beyond.

C. Describe any challenges experienced in developing and administering summer youth programs and its resolutions.

The greatest challenge is effectively managing large groups of children. We are successful with by breaking the children into smaller groups using assistance from our youth leaders and volunteers. We have trained our students how to be park docents so they can educate thousands of children and teachers who visit Wildlife West. Through their experience, youth develop leadership and public speaking skills, and ease in front of audiences of all ages; and they learn all about each animal and raptor at the park, as well as acquire techniques for group management and crowd control.

5. Offeror's proposal contains a valid certificate as a In-state Resident Contractor, the preference in accordance with §13-4-2 NMSA 1978, will be applied.

We do not qualify

6. Offeror's proposal contains a valid certificate as a Resident Veteran Contractor, the preference in accordance with § 13-4-2 and §13-1-22 NMSA 1978, will be applied.

We do not qualify

7. Offeror's proposal contains a valid certificate as a Santa Fe County Business, the preference in accordance with Santa Fe County Ordinance #2012-4, will be applied.

We do not qualify