



STATEMENT OF WORK Docent Program Developer

Project Summary

Audubon Arizona seeks a contractor to coordinate the development and planning for a volunteer docent program. These docents will serve at the Nina Mason Pulliam Rio Salado Audubon Center as well as in the community at large. Docent duties will be varied and include education, grounds and facility maintenance, front desk and gift shop management, special event coordination and assistance with on-the-ground conservation projects. Contract deliverables include developing a docent training program, providing a strategy for docent recruitment and retention and finding and helping to onboard an unpaid volunteer coordinator.

Context: Audubon Arizona & the Rio Salado Center

Audubon Arizona's free admission Nina Mason Pulliam Rio Salado Audubon Center opened to the public in the fall of 2009. The center is located within the 600 acre Rio Salado Habitat Restoration Area managed by the City of Phoenix and serves about 10,000 people annually. The center is home to the Arizona state office of the National Audubon Society and has become a hub of conservation activities. Our mission is to encourage bird conservation by involving community members of all ages and walks of life in education programs, citizen science programs and advocacy efforts. To this end, Audubon Arizona runs several signature education programs, coordinates monthly on-the-ground conversation projects and maintains a robust advocacy network of over 30,000 individuals.

Audubon Arizona's success has been limited because we lack the personnel necessary for a truly robust program palette. Although successful at recruiting one-time, special event volunteers, we've not been able to build a cadre of devoted individuals willing to regularly share their time and talents. Audubon thereby seeks a contractor to coordinate the development of and assist with the implementation of a comprehensive volunteer docent program that both serves its members by providing appropriate benefits and empowers Audubon AZ to realize greater success in the community.

Deliverables

The deliverables for this contract are divided into THREE major categories. Guidelines for delivery of these are listed below:

Docent Training Program

- Facilitate meetings with staff and long-term volunteers to determine specific needs & skills desired
- Research the most effective means for training docents and propose a training package that may include a variety of learning options such as individual study, online lectures and discussions, in-person lectures, small-group sessions, and other approaches
- Produce an outline for a docent Policy and Procedure manual
- Provide a detailed outline of the training program and manual

Docent Recruitment

- Draft volunteer docent position descriptions for each assignment
- Prove a detailed strategy for recruiting docents
- Review current volunteer software and advise staff on any needed changes
- Develop a docent application package including security background checks
- Create workflow process for onboarding new docents
- Suggest a volunteer recognition program

Volunteer Coordinator Recruitment

- Draft a volunteer coordinator job announcement
- Advertise the position appropriately
- Assist Audubon staff with the interview process
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General

- Provide bi-weekly progress reports to accompany the invoice and to include updates on key areas of activity.

Scope and Timeframe

All project activities and deliverables will begin no later than November 1, 2015 and be completed no later than February 1, 2016

The nature of the deliverables allows contractor to work offsite and possibly to travel to other decent training venues. At least three onsite meetings at the Rio Salado Audubon Center will be required however.

PROPOSAL PREPARATION INSTRUCTIONS

On or before 5:00 PM in the vendor's time zone on October 1, offerors will be expected to provide a proposal via email to cwise@audubon.org.

Technical Proposal

The Technical Proposal shall address the Deliverables section above; and will contain sufficient quantitative and qualitative details to allow a complete and accurate evaluation from a strictly technical viewpoint. When preparing their technical proposals, Offerors should consider the evaluation criteria set forth below, against which the proposals will be evaluated.

- **Plan of Accomplishment**

The offeror shall provide a thorough narrative explanation of the method and/or approach to the content and deliverables, and how they will proceed with the project to ensure it is completed on time. The offeror shall describe their plan for completing all work requested, being mindful to address every aspect of the work described above.

A schedule of deadlines for deliverables should be included in the proposal, including those identified above in the Deliverables section. Final schedule will be negotiated based on coordination between the proposal and the Audubon's timelines.

- **Experience**

The offeror shall provide examples of specialized experience and demonstrated technical competence in performing similar work as requested herein, preferably completed within the last five years.

Cost Proposal

Cost Proposals shall address pricing of the work as requested herein. The price proposals shall be all-inclusive. Cost proposals should include costs broken down and justified according to specific categories of deliverables, as indicated in the Deliverables section above.

Proposal Evaluation

Proposals shall be evaluated in accordance with the following criteria being applied to the information requested above: "Plan of Accomplishment" and "Experience" shall be granted equal weight. Award of a contract shall be made to the responsive, responsible offeror, whose combined cost and technical proposal is, in the opinion of the Contracting Officer, determined to be the most advantageous and in the best interest of Audubon Arizona at this time.

Inquiries

Inquiries regarding this Request for Proposal should be directed via email to cwise@audubon.org.

Interviews

It is Audubon Arizona's intention to interview a select group of responsive offerors; however, it is possible that interviews may not occur. Consequently, it is important that all responses to this request be complete and includes all necessary information.

Submission of Proposals

Audubon Arizona reserves the right to reject any or all proposals received in response to this request, and to negotiate separately with any offeror when such action shall be considered by the Contracting Officer to be in our best interest. After limited negotiations or based solely on initial offers received, notice will be provided indicating that an award may be made. It is therefore emphasized that all proposals should be submitted initially on the most favorable terms that the offeror can submit. Written proposals must be received 5:00 PM in the offeror's time zone, on October 1.

Disposition of Proposals

All information submitted in response to this Request for Proposal shall become the property of Audubon Arizona and shall not be returned.