

2010 Annual Report to the Board of Park Commissioners
May 2, 2011

Completion of a new West Entrance — part of Woodland Park Zoo's Long Range Physical Development Plan — highlighted capital projects in 2010, and the new development recently achieved Leadership in Energy and Environmental Design (LEED) Gold certification from the U.S. Green Building Council's Green Building certification system.



Sustainable highlights of the project include: energy-efficient building design; bird-strike mitigation; covered bicycle parking; low-flow toilets and high-speed, hygienic hand dryers that use 80 percent less energy than warm-air hand dryers; exterior siding made from Forest Steward Council-certified wood; and more than 48,000 square feet of enhanced native plant landscaping, featuring 80 new trees to increase the overall zoo canopy. Additionally, the rainwater infiltration system built for the new entrance prevents the runoff of approximately 975,000 gallons of storm water a year, reducing the chance of overflow from the combined sewer system into local waterways including Puget Sound.

The West Entrance is the second project at the zoo to receive LEED certification. In 2007, Woodland Park Zoo's Zoomazium became the first zoo project in North America to receive LEED Gold certification.

Woodland Park Zoo is committed to sustainable operations and has formally adopted a sustainability plan focused on reducing zoo greenhouse gas emissions to 7 percent below 1999 levels by 2012 and 20 percent by 2020.

In addition to its sustainability goals, the new entrance has succeeded in the operational goals of reducing wait times, providing an extra margin of public safety because it has removed crowds from busy Phinney Avenue North, and improving guest services.

Another honor went to the zoo's Humboldt penguin exhibit, which was completed in 2009. In 2010, the exhibit was honored with the Association of Zoos & Aquariums (AZA) Exhibit Achievement Award. It is the fifth time Woodland Park Zoo has received the AZA's highest exhibit award.

Other highlights of the zoo's capital program include renovations to the Rain Forest Food Pavilion and renovation of a part of the Adaptations Building for a meerkat exhibit. In addition, some animals from the closed Night Exhibit were moved to exhibits in the Adaptations Building.

Zoo staff designed and installed a new "Our Backyard Habitat" exhibit in the Family Farm to promote local wildlife conservation efforts, and replaced an old, oil-fired furnace in the flamingo exhibit kitchen with a new, efficient heat pump system.

Despite a cold and rainy summer season, 2010 attendance ended up at 99 percent of the projected total, at 1,161,927 visitors. Total revenue was constrained, however, by a down year for concert attendance and other concessions and separately ticketed events.

Private philanthropy also was a bright spot in 2010, despite the extensive and lingering recession. Total private support for operations reached more than \$3.7 million, well over 12 percent of the annual operating budget.

Because of the continuing economic recession, the zoo in 2010 continued very serious budget restraints, including closing an exhibit • the Night Exhibit — and reducing staff by 12 full-time equivalent positions.

These reductions, coupled with those taken in 2009, were intended to allow the zoo to manage its budget for the long term.

Although final audited figures for 2010 will not be available until later in May, the current analysis indicates that Woodland Park Zoo essentially broke even for ongoing operations in 2010, generating a \$31K net increase in operating net assets prior to endowment earnings.

Education:

The role of the zoo in early science and ecology education is demonstrated clearly in the year's education statistics. Of the more than 1 million people who visited the zoo in 2010, more than 70 percent were families with children. And of those, 75 five percent had children under the age of 8. Statistical highlights include:

- More than 350,000 children and their caregivers visited Zoomazium.
- 43,019 children touched an animal in Zoomazium; double the 2009 level due to the introduction of Zoo Corps interns' and docents' Animal Encounter presentations.
- 58,030 young learners and their caregivers were reached through formal programs at Zoomazium, from puppet shows to animal encounters.
- Over 3,200 children actively engaged in Nature Exchange trading
- 931 children and their caregivers participated in early childhood classes
- 1,687 children ages 3-14 attended camps.
- 1,908 participants came to Zoo Adventures (281 stayed for the evening and the rest spent the night).

The 2010 Summer Experience programming focused on what the zoo is doing to save wildlife and habitat, and how visitors could incorporate those values into their own lives • from eating locally produced food to supporting the zoo's conservation partners.

The zoo partnered with Puget Sound Fresh, the Cascade Harvest Coalition and others to promote "Share the Habitat - Eat local" to encourage zoo visitors to find and purchase locally sourced foods, participate in Community Supported Agriculture and make conscientious decisions about food choices. On-grounds survey intercepts indicate that 47% of those surveyed could identify at least one action they could take to help wildlife that they had heard about during their zoo visit, and 48% could identify at least one sustainability and/or conservation action WPZ is taking. Summer Experience statistics revealed.

- Nearly 7,000 visitors participated in the Eat Local Pledge.
- Summer Experience programs inspired over 30,000 people to support our Partners for Wildlife through donations or purchase of conservation commerce items.

- 1,000 children took a backyard habitat pledge and received materials to create habitat for animals in their yard or community.
- Over 400,000 zoo visitors participated in visitor programs presented by education staff and volunteers including summer experience-themed programs, African bracelet-making, Cultural Interpreter programs, Discovery Stations/Ramblers and other volunteer programs.
- 52,304 zoo visitors participated in presentations offered by keepers including elephant and raptor programs.
- 287,861 zoo visitors got close to or touched an animal in the Contact Area, Willawong Station, giraffe feeding, fall penguin feeding or an Animal Encounters program.

Programming both on the zoo grounds and in the field helped support academic requirements in the sciences. Statistical and programmatic highlights include:

- Over 70,952 students/teachers/chaperones visited the zoo for programs or self-guided visits, with 24,134 (34%) of these coming from King County schools with 30% or more students on free or reduced-rate lunch.
- 12,346 students were reached in King County and statewide through our outreach programs (Wild Wise, UpCLOSE and Ready, Set, Discover). Fifty-six percent of these students came from Washington schools with 30% or more students on free or reduced-rate lunch.
- 260 teachers participated in professional development opportunities offered by WPZ (including 20 teachers participating in an evening training for Ready, Set, Discover); 24% of these teachers teach in Washington schools with 30% or more students on free or reduced-rate lunch programs.
- In 2010, recruitment began for a new teacher professional development program launching in summer 2011. The Advanced Inquiry Program (AIP), a master's program for educators, involves Project *Dragonfly* and four AZA Master's Institutions: Woodland Park Zoo, Brookfield Zoo (Chicago), Cincinnati Zoo & Botanical Garden and Cleveland Metroparks Zoo.

Volunteers

Volunteers are essential for the zoo's operation. In 2010, 749 volunteers and nine service groups that included an additional 675 individuals gave 77,233 hours to the zoo. The value of this service, were it paid, would be more than \$1.5 million.

- Zoo docents talked to 165,229 visitors with natural history and conservation messages
- 95 Zoo Corps volunteers developed their ecological literacy through training and service at the zoo
- Zoo Corps teens contacted 110,461 zoo visitors with wildlife natural history and conservation messages
- 18 Zoo Corps interns received paid positions at the zoo

Audience Research

Results from exit surveys of summer visitors found that satisfaction with the zoo experience remains high:

- 97% reported that the zoo visit met or exceeded their expectations.

- 93% agreed with the statement, “Our trip to the zoo was worth the time and money.”
- 99% said they would recommend a trip to Woodland Park Zoo to friends or family, with 91% saying they were “very likely” to do so.

Animal Management:

There were some significant additions and other changes to the animal collection during 2010.

Among the significant new additions to the collection were a male Rocky Mountain goat, a female South African lion, a pair of hooded cranes, meerkats, four young female wolves, and a pair of Steller’s sea-eagles. In addition, a young female Matschie’s tree kangaroo arrived for pairing with a male in the zoo’s new off-exhibit breeding facility for this endangered species.

In addition to those arrivals from other zoos, seven Humboldt penguin chicks hatched in the penguin exhibit. Other significant births and hatchings included a female pudu, a female wallaroo and a Matschie’s tree kangaroo.

Woodland Park Zoo continued its recovery projects for northwest native species. Western pond turtle hatchlings were reintroduced to their natural habitat in Pierce County as part of the Western Pond Turtle Recovery Project. The reintroduction of these endangered turtles is part of a long-term, collaborative effort among Woodland Park Zoo, Oregon Zoo, and the Washington Department of Fish and Wildlife to help prevent the extinction of the species.

In a similar effort to achieve a self-sustaining wild population of Oregon spotted frogs, the zoo released 643 endangered Oregon spotted frogs in October into habitat in Pierce and Mason Counties.

In September, 13 female Oregon silverspot butterflies arrived on loan from the U.S. Fish and Wildlife Service as part of a species recovery effort headed by USFWS, the Oregon Zoo, Woodland Park Zoo and the Nature Conservancy. As the females lay eggs, larvae will be raised through several stages of development here at the zoo for eventual release to protected habitat on the Oregon coast.

Field conservation:

The zoo distributed \$185,000 to its 37 Partners for Wildlife and other field conservation programs in 50 countries.

In its signature field conservation program, the Tree Kangaroo Conservation Project, there was significant work to create a long-term business plan for the new conservation area create in Papua New Guinea.

Much of this effort was directed at establishing the YUS Conservation Trust, an endowment which will provide sustainable annual funding. This endowment is made possible by a challenge grant from Conservation International’s Global Conservation Fund.