



**2012 annual plan to the Superintendent of Parks and Recreation
December 2, 2011**

Public Comment period: **December 2, 2011 through December 31, 2011**
Please direct comments: Attention: Annual Plan to webkeeper@zoo.org

This annual plan for Woodland Park Zoo for 2012 is submitted to the Superintendent of Parks and Recreation as specified by the Zoo Operations and Management Agreement between the City of Seattle and the Woodland Park Zoological Society. The purpose of the annual plan is to briefly describe and highlight major programs and programmatic changes, capital improvements or other key issues for the coming year.

Public Participation and community comments: Submitted annually in the fourth quarter, the plan is available for review and comment on the zoo website, <http://www.zoo.org/annual-reports> as well as in hard copy at the zoo's administrative offices, 601 N. 59th St. Copies are provided as well to the zoo's [Neighborhood Liaison Committee](#), which consists of representatives of the neighboring community councils and other groups.

Overview and major goals:

Highlights of the 2012 operations at Woodland Park Zoo will include the addition of some rare and endangered species as well as the beginning of the most significant new capital improvement in 15 years.

New species on exhibit at the zoo will include two new species of pigs, one from Asia and the other as part of the African Savanna exhibit.

By the third quarter, the zoo expects to begin construction of a new Asian Tropical Forest, part of the Tropical Asia biome, which will replace the current exhibit of Asian bears and tigers. That area, which now houses Sumatran tigers and sloth and sun bears, is the oldest remaining part of the zoo, having been built in the early 50s.

It will be replaced by a new exhibit for Asian bears and tigers, which also will include a number of other, smaller animals from Southeast Asia and India. Fundraising for the exhibit is continuing, along with final design on the exhibit itself. The current schedule

calls for work to begin on the first phase in the fall of 2012, with opening of that part of the exhibit in the spring of 2013. The final phase would open one year later.

The new exhibit will include state-of-the-art approaches to animal care, education and conservation messaging.

Internal exhibit projects scheduled for 2012 include renovations in the Conservation Aviary to enhance the visitor experience and renovations to the old Asian Marsh exhibit and holding area.

Major maintenance projects include continuation of the zoo's [award-winning sustainability initiative](#) with replacement of one boiler and other system upgrades, removal of several abandoned underground fuel oil tanks, repairs to the civil infrastructure with an emphasis on storm water management.

The zoo also will perform a comprehensive solid-waste audit, under a grant from the Environmental Protection Agency, as the next step in the waste-reduction goals, also a part of the sustainability planning.

Budget and operations:

Woodland Park Zoo continues to operate with emphasis on managing resources and cost containment because of the ongoing economic recession. The draft 2012 budget calls for operating revenues of \$32.8 million and operating expenses of \$33.4 million. This is a decline in revenue of 3.6 percent and a decline in expenses of 2.4 percent.

The revenue includes a 25-cent increase in the admission price for adults. (There is no increase of children or memberships,) which translates to a 1.3 percent increase overall. Expense increases include a 2.25 percent average pay raise – the first pay raise for zoo staff in two years – and a significant increase in the cost of health insurance.

Final approval of the budget is scheduled at the Board's meeting Dec. 6.

The zoo anticipates 2012 attendance to be close to 1.1 million visitors, as in the past two years.

Several changes will be put in place to improve logistics for visitors, including improvements to processing for memberships, an additional four pay stations in the parking lots to reduce lines at peak periods, and an addition to the zoo's smartphone application to allow for purchasing tickets by phone. The zoo made several improvements to transportation and access for guests in 2011 and will continue to focus on improving access in 2012.

The zoo is actively exploring the possibility of scheduling a Winter Festival for November-December 2012. The goal of such a festival would be three-fold: to increase

attendance at the zoo in the winter months, to make fuller use of an existing physical asset in a time that traditionally has low attendance, and to provide a new and entertaining community and family benefit.

While such a festival is still in the planning stages, it potentially could include seasonal lighting, background music or caroling, food and crafts, extended hours for the historic carousel and Zoomazium, and other family-oriented activities.

As an educational component, the festival also could inform visitors on the ways animals cope with the changing seasons.

The activities and areas open to the public likely would be limited to the northwest area of the zoo between Zoomazium and the carousel. Operationally, the zoo would close as usual at 4:00 p.m., then reopen for a separately ticketed evening event. Hours of operation have not yet been determined.

Animal care and management:

Significant additions to the animal collection are anticipated in 2012. The zoo expects to add a new exhibit to the Tropical Asia biome featuring Visayan warty pigs, a critically endangered species from the Philippine Islands. Additionally, modifications are planned for the African Savanna section of the zoo, which include converting the African wild dog exhibit to display warthogs.

Among bird species, the zoo expects to add wreathed hornbill, azure-winged magpie, white-cheeked turaco, and white-rumped Shama thrush.

Reptiles and amphibians to be added include hourglass tree frogs and ornate spiny lizards.

Possible significant births and hatchings in 2012 include the following species: ocelot, jaguar, red-flanked duiker, snow leopard, Bennett's wallaby, Matschie's tree kangaroo, Humboldt penguin, Egyptian tortoise, black-breasted leaf turtle, Louisiana pine snake and Burmese vine snake. Other potential, but somewhat less likely, breedings include species such as South African lion, western lowland gorilla, red panda, sloth bear, patas monkey, wallaroo, Rocky Mountain goat, red-crowned crane, flamingo, snowy owl, kea, and Steller's sea-eagle.

Field conservation

Conservation action is an important component of all Woodland Park Zoo exhibits and programs. The zoo is committed to encouraging visitors to take action in the Pacific Northwest and around the world.

In 2012, Woodland Park Zoo's Field Conservation Department will continue to provide base support and solidify the relationships with Partners for Wildlife program members

and move towards a more widely accepted method of reporting and evaluating the individual program outcomes.

Members of the department will work with the education department and other appropriate zoo staff to integrate field conservation into overall messaging at the zoo. In addition, several programs will move to a newly created Wildlife Survival Fund, which supports Species Survival Program and Taxon Advisory Group projects through the Association of Zoos & Aquariums (AZA), as well as Woodland Park Zoo's Jaguar Conservation Grant program.

In 2012, Partners for Wildlife are expected to include:

Asia-Pacific Projects: Snow Leopard Trust, Cranes of Asia: Muraviovka Park, Hornbill Research Foundation, Gunung Palung Orangutan Conservation Program, Hutan Asian Elephant Conservation; Tree Kangaroo Conservation Program.

Africa Projects: Tarangire Elephant Project: Tanzania Wildlife Migration, Mbeli Bai Gorilla Study, Maasai Waterholes Restoration Project.

Pacific Northwest Projects: Western Pond Turtle Recovery Project, Grizzly Bear Outreach Project, Raptor Ecology of the Shrub-Steppe, Butterflies of the Northwest, Northwest Amphibian Recovery Project.

The zoo expects to begin discussions with the government of Malaysia on a tiger conservation project to complement the new Asian Tropical Forest exhibit, currently projected to open in 2014. The tiger exhibit will have a direct correlation to the project in the field, sharing conservation messages, supporting on-going research towards the survival of Malayan tigers.

In addition, the zoo will strengthen its focus on Pacific Northwest projects – working to strengthen ties with our local communities including schools and citizen scientists, conservation colleagues, and the Washington Department of Fish and Wildlife. In 2011, the zoo celebrated the 20th anniversary of the Western Pond Turtle Recovery Project. In 2012, along with its partners, the Washington Department of Fish and Wildlife and Oregon Zoo, Woodland Park will begin work on the next 20 years of the project, including a Population Habitat Viability Analysis (PHVA) meeting, to generate a working plan for the continued restoration of the species by securing new release sites, standardizing process and procedures, and increasing head starting capacity.

Also in 2012, the zoo will prepare to implement the Tree Kangaroo Conservation Endowment for its signature field conservation project in Papua New Guinea. In 2013, the tree kangaroo project will receive a matching \$1 million from Conservation International for this endowment.

Education

Education programs at the zoo are integral to the overall mission of inspiring and cultivating an informed community of conservation stewards.

While the zoo already has established a strong platform of education programs, including the [award-winning school outreach program, Ready, Set, Discover](#), both at the zoo and in schools and other venues off-site, several new areas are to be developed in 2012:

Early Learning: Building on our solid foundation of Zoomazium and early childhood programs, the zoo plans to seek additional funding to develop and pilot community-based early childhood outreach and on-grounds programming for broad, diverse audiences.

Zoo Experiences: Thanks to funding from The Boeing Company, the zoo will expand programs designed to give visitors the knowledge, passion and self-sufficiency to take action on behalf of wildlife and habitats. Among the components:

- Creating a long-term, visitor-engagement strategy to include identification of long range messages, audience and institutional outcomes and programmatic approaches.
- Training and volunteers in messages and interpretive techniques.
- New programs to be tested during the busy summer season with an eye to continuing them year-round.
- Assessment of success.

Youth Programs: In addition to our youth-development program, ZooCorps (for ages 14-18), we will continue to grow our new after-school middle school program, ZooCrew, targeting underserved audiences of 11 to 13 year olds. ZooCrew engages minority and low-income middle school students in hands-on STEM-based learning. Through this out- of-school program, participants develop academic skills, explore careers in science, and become empowered conservation leaders.