

PRESS RELEASE

For immediate release | May 15, 2017
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Woodland Park Zoo unveils new electric vehicle charging stations *New stations, supplied by ReachNow, latest in zoo sustainability mission*

SEATTLE—Today, Woodland Park Zoo held a ceremony to celebrate the successful installation of [Light & Charge](#) electric vehicle charging stations on zoo grounds. The stations are the first of 20 to be installed around the city of Seattle, representing a \$1.2 million investment by [ReachNow](#), the mobility services division of the BMW Group.



Seattle is the first city in North America to receive the Light & Charge stations, which turn existing streetlights into electric vehicle (EV) charging stations. Seattle Mayor Ed Murray and representatives from the City of Seattle, as well as leaders of ReachNow, were in attendance to commemorate the event.

“Woodland Park Zoo has the highest attendance of any cultural institution in the Puget Sound area, which will provide major visibility for the benefits of EVs and car sharing,” said Alejandro Grajal, PhD, Woodland Park Zoo’s President and CEO. “Our members and guests have a keen interest in doing their part to improve the environment and we expect this new station to inspire them to act. We are thrilled to be the first home for Light & Charge stations in the city.”

The zoo has focused on [sustainability programs](#) for many years, making it an ideal home for Seattle’s first Light & Charge stations. The zoo’s indoor, nature play space, Zoomazium, was the nation’s first zoo project to earn the U.S. Green Building Council’s LEED Gold (Leadership in Energy and Environmental Design), and went on to earn six local, regional and national awards. The zoo’s West Entrance was the second project at the zoo to receive LEED Gold certification.

Woodland Park Zoo is one of the leading institutions nationally in sustainable exhibit design. The Humboldt penguin exhibit was designed with nature in mind, built sustainably using geothermal energy and an innovative filtration system that saves 3 million gallons of water and nearly 22,000 kilowatt hours of energy—the equivalent of saving 24 million pints of drinking water, and heating five, new two-bedroom townhouses—each year! The exhibit also contains and recycles all stormwater runoff thereby helping to keep Puget Sound waterways clean. The exhibit garnered the best exhibit award from the Association of Zoos & Aquariums; the award is equivalent to an Oscar in the zoo community.

Similarly, the tiger and otter pools in Banyan Wilds uses innovative filtering techniques, water features and systems based on the principles of biomimicry by which streams and ponds are filtered naturally through constructed wetlands. All visitor pathways in the exhibit complex are made with pervious pavement. Storm water is infiltrated into the ground instead of spilling into storm drains. A carnivorous plant rain garden is also located near the tropical aviary.

In 2014, the zoo launched the largest community solar project in Washington state: Community Solar on Phinney Ridge, an innovative partnership of Woodland Park Zoo, Seattle City Light, and Phinney Neighborhood Association. Solar panel arrays on the Rain Forest Food Pavilion and on the zoo’s behind-the-scenes animal food Commissary building enable City Light customers to purchase electricity from a renewable source right on Phinney Ridge. This project followed the installation of solar panels to the zoo’s Historic Carousel in 2011. The solar panels produce roughly 9,000 kilowatt-hours annually, enough to offset the electricity required to power the carousel, which completes an average 100,000 rides per year.

In addition to exhibit design, the zoo diverts more than 700,000 pounds of waste from going into landfills each year thanks to Zoo Doo composting, saving \$60,000 per year in disposal costs.

The installation of Light & Charge stations around the city also marks an important milestone for the [Drive Clean Seattle Initiative](#). Led by Mayor Murray, the initiative seeks to electrify the city of Seattle's transportation and move toward carbon neutrality by 2050. The Light & Charge system, from [eluminocity US Inc.](#), transforms existing street and parking lot light poles into connected nodes on a smart city network. The system combines high-efficiency LED lighting. The stations will be available to other electric cars for fee-based charging.

"Public access to charging stations is a critical step to increasing the adoption and use of electric vehicles. The more EV charging stations there are, the faster we can scale the number of EVs in the ReachNow fleet and continue expanding sustainable urban transportation services," said ReachNow CEO, Steve Banfield. "ReachNow is proud to make this much needed EV infrastructure available for the city of Seattle."

For more information on ReachNow, please visit www.reachnow.com. To learn more about Light & Charge, please visit www.eluminocity.com.

Accredited by the Association of Zoos & Aquariums, award-winning Woodland Park Zoo is famed for pioneering naturalistic exhibits and setting international standards for zoos in animal care, conservation and education programs. Woodland Park Zoo is helping to save animals and their habitats through more than 35 field projects in the Pacific Northwest and around the world. By inspiring people to care and act, Woodland Park Zoo is making a difference in our planet's future ecological health and sustainability. Free Wi-Fi is available for zoo guests, made possible through products donated by Cisco. For more information, visit www.zoo.org.

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