



2023 ANNUAL PLAN TO THE SUPERINTENDENT OF SEATTLE PARKS AND RECREATION

Woodland Park Zoo submits an Annual Plan 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 plan highlights key programs and capital improvements we intend to conduct in the next calendar year.

PUBLIC COMMENT

Public comment on this plan is encouraged and accepted from December 1, 2022, through midnight, December 31, 2022. A media advisory will be issued to notify the community of the plan availability on [zoo.org/reports](https://www.zoo.org/reports). A hard copy will be available for pick-up at the Center for Wildlife Conservation administrative offices upon request by emailing zooinfo@zoo.org or calling 206.548.2500 in advance. The Center for Wildlife Conservation offices are located at 5500 Phinney Ave N., Seattle, WA 98103. The community is encouraged to comment by email with Annual Plan in the subject line to zooinfo@zoo.org.

FINANCIAL STEWARDSHIP

ADMISSIONS PRICING

Effective January 1, 2023, the cost of daily admission for adults and children will increase according to the pricing plan approved by the office of the Superintendent of Seattle Parks and Recreation in 2022. Admissions will now be offered in a “Flexible Pricing” structure that, in addition to the zoo’s existing seasonal rates, will introduce weekday and weekend rates within those seasons. Flexible Pricing allows guests to plan their visit with additional opportunities to save, including reduced admission prices on weekdays (versus weekends) and Non-Peak season (versus Peak season). Guests who plan ahead can save more by purchasing tickets a minimum of seven days ahead of their planned date of visit to receive the “Buy Early and Save 10%” discount. The new structure gives guests more choices and helps the zoo incentivize a distributed visitation model to maintain a favorable customer experience.

Membership prices will also increase on January 1, 2023 by roughly 10%, in alignment with admissions increases. The build-your-own Annual Pass membership will be \$70 per named adult, \$35 per child ages 3-18, and \$90 per flexible guest; the Family Passport membership will be \$250 and the Conservation Partner membership will be \$350.

Discounted or free admission and membership programs will continue in 2023. Details are outlined in the Equitable Access section below.

FUNDRAISING AND EVENTS

Woodland Park Zoo will host events and fundraisers to diversify our revenue sources and create exciting engagement opportunities for our guests.

The following events are planned for 2023:

- April 15 - 16: Spring Spectacular (new signature event)
- April 28: Premium Private Event

- May 1: Opening of A Bug's Eye View exhibit
- June - September: ZooTunes concert season
- June 23: Premium Private Event
- June 27 - Sept 1: Summer Camps
- July 14: 47th Annual Jungle Party
- July 21: Premium Private Event
- August 4: WildBites
- August 12: Premium Private Event
- October 5: Brew at the Zoo
- November 10 - January 2024: WildLanterns

EQUITABLE ACCESS

Woodland Park Zoo is committed to increasing opportunities for equitable access to the zoo and zoo programs. Opportunities include free or discounted admissions and memberships, and partnerships with community organizations.

DISCOUNTED EXPLORER PASS MEMBERSHIP AND DISCOVER TICKET

The zoo's \$35 Explorer Pass Membership and \$5 Discover Ticket will continue to be available for purchase for foster and kinship families or recipients of EBT/Washington Quest, P-EBT or WIC assistance. Additional discounts will remain in effect as part of our robust public benefits offerings, including discounts for military, seniors, and persons with disabilities including free admission for their aides.

DISCOUNTED TICKET PROGRAM: KID AT HEART

In 2022, we launched a special discount program to increase opportunities for community members of all income levels to experience the zoo. "Kid at Heart presented by First Tech Federal Credit Union" is a series of specially discounted days throughout the year when "whether you are a kid or kid at heart" you can enter for the price of a child's ticket. By engaging a corporate sponsor for this program, the zoo is able to diversify our revenue, and underwrite and expand our public benefits.

The scheduled 2023 Kid at Heart dates are:

- January 29 - 30
- February 5 - 6
- February 12 - 13
- February 26 - 27
- March 5 - 6
- March 12 - 13
- March 19 - 20

COMMUNITY ACCESS PROGRAM

In 2022, we offered more than 100,000 free admission tickets to over 320 non-profit organizations and service providers through the Community Access Program (CAP). In 2023, we will continue offering 100,000 free tickets to help alleviate the financial barrier to zoo attendance. In addition to offering these tickets, we will work closely with CAP partners to address additional barriers to make the zoo a more accessible space for the communities

they support. Further, through our Hope & Healing program, we will continue to build partnerships with community organizations supporting people with ability or cultural barriers to increase access to the zoo and provide extraordinary experiences with animals.

ENVIRONMENTAL EDUCATION AND ENGAGEMENT

GUEST AND VOLUNTEER ENGAGEMENT

On-grounds programming in 2023 will focus on developing new programs, expanding existing experiences, and leveraging those experiences to deepen connections with nature, conservation, climate resilience and advocacy. In the coming year, we will:

- Expand programming for our youngest learners to support Social Emotional Learning and foster young children's connection to nature, such as the Creature Feature program.
- Increase program offerings across zoo grounds for all guests including enhanced animal keeper talk programs with Universal Design for Learning (UDL) components.
- Develop a UDL manual that supports and ensures the ongoing integration of UDL into programs across the zoo.
- Support the launch of new animal keeper talks in the Living Northwest Trail that engage our guests about Canada lynx and our Western Pond Turtle Recovery Project.
- Launch new programs and build on existing ones to strengthen guests' knowledge of the extraordinary animal care provided by Woodland Park Zoo.
- Increase opportunities for volunteers to join projects that address the seasonality of our animal care needs.

PROGRAMS FOR CHILDREN

We strive to create diverse opportunities for elementary schools to participate in meaningful, inquiry-based environmental education. In the coming year, the zoo will:

- Continue to create and offer digital content for students and educators to enhance their learning and engagement before, during and after field trips.
- Provide online resources with quality conservation-focused education that helps children develop empathy for wildlife and builds STEM and 21st century skills.
- Co-design nature play programs as well as resources and training for early childhood educators that make nature play physically, culturally, and linguistically accessible to children and families with our Refugee Women's Alliance (ReWA) partnership.
- Provide \$40,000 in scholarship funding for children from low-income households to attend the zoo's signature summer camp programs.
- Continue to host school groups on field trip
- Continue to serve schools, community, and organizations through our Up CLOSE outreach efforts which introduce students to real wildlife ambassadors and conservation themes.
- Support youth and mentor learning and engagement in science and conservation, through our partnership with Big Brothers Big Sisters Puget Sound—focusing on conservation identity in youth and mentor capacity to engage in nature-based activities.

EMPATHY INITIATIVES

We seek to enhance, harness, and multiply the power of empathy to drive social change for conservation. In the coming year, the zoo will:

- Facilitate the Advancing Conservation through Empathy (ACE) for Wildlife learning network with our 20 Association of Zoos & Aquariums (AZA) accredited partners to develop effective empathy-informed practices.
- Support network partners to implement and evaluate empathy-based programming and practices through a \$3.3M capacity-building grant program.
- Host co-design workshops in Seattle's Beacon Hill and Rainer Beach neighborhoods.

NEIGHBORHOOD ENGAGEMENT

We are committed to supporting and engaging with community members in the neighborhoods surrounding the zoo. In 2023, we will focus on:

- Welcoming new neighbor members to the zoo's board of directors.
- Creating a new neighbor communications plan based on learnings from the 2022 neighbor survey and community interviews.
- Continuing communication and engagement through mailers, email newsletters, and our annual neighborhood appreciation event.
- Continuing engagement with neighborhood community councils.
- Continuing our partnership with Phinney Neighborhood Association and local businesses.
- Continuing to provide methods of feedback and questions to zoo teams about neighborhood impacts.

EXCEPTIONAL ANIMAL CARE

Woodland Park Zoo's most important guiding principle is to provide exceptional care for every animal residing with us. We are committed to making sure that our animals are thriving mentally, emotionally and physically. Further, as an accredited institution by the Association of Zoos and Aquariums (AZA), the zoo is connected to a network of top tier animal care experts in the Species Survival Plan (SSP) Programs that collaborate to create roadmaps for breeding and transfers to ensure genetically diverse and healthy animals.

In 2023, the zoo will:

ENHANCE ANIMAL WELFARE

- Develop a wood chip tilling and replacement strategy to direct the upkeep of the new rhino substrate.
- Design new giraffe facilities including the barn, feeding opportunities and outdoor corral.
- Mitigate the water temperatures in our penguin habitat with the installation of a chiller on the water filtration system.
- Expand the sound mitigation barrier installed in 2022 to better address decibel levels from concerts on the meadow and their impact on the animals.

CONDUCT CONSERVATION BREEDING AND POPULATION SUSTAINABILITY

- Continue with Malayan tiger introductions for breeding under their Species Survival Plan recommendation.
- Care for North American river otter pups to be born in the spring.
- Continue care for the sloth bear cubs born in 2022. These cubs were the result of a Species Survival Plan recommendation and are not anticipated to be relocated in 2023.
- Receive a new bull elk as well as an additional female elk.
- Continue efforts to breed snow leopards as part of a Species Survival Plan recommendation.

- Care for expected newborn wallaroos, red-necked wallabies and Matschie's tree kangaroo.
- Continue efforts to breed critically endangered blue-crowned laughingthrush.
- Continue to breed Humboldt penguins as recommended by the Species Survival Plan.
- Continue efforts to breed coatimundi.
- Assess gorilla Species Survival Plan breeding recommendations and likely attempt breeding of at least one female.

COORDINATE ANIMAL RELOCATIONS

- Anticipate moving our young tapir (born in 2020) to the Calgary Zoo once permits are received. This move is a Species Survival Plan recommendation.
- Continue to assess the relocation of our female hippos.
- Assess the relocation of one of our two male greater one-horned rhinos as part of a Species Survival Plan recommendation.

WILDLIFE CONSERVATION LEADERSHIP

NORTHWEST CONSERVATION

Woodland Park Zoo's Living Northwest Initiative works to help recover native wildlife, to build resilience into our Northwest landscape and to empower people to self-identify as wildlife conservationists. The Living Northwest Initiative will be greatly amplified by the re-imagined Living Northwest Trail (previously called the Northern Trail). We will continue to build out the "We Are Living Northwest" suite of digital stories that aim to build local pride and action toward preserving and protecting our Northwest landscape.

In the coming year, the zoo will:

- Work with the Washington Department of Fish and Wildlife (WDFW) to finalize, translate into multiple languages, and distribute outreach materials promoting carnivore coexistence to communities across the greater Seattle area and King County.
- Manage the Washington Wolverine Database in partnership with US Forest Service's Pacific Northwest Research Station.
- Manage and analyze data from the newly installed remote camera trap stations as part of the Olympic Marten Recovery Project.
- Deploy a similar set of camera stations in the North Cascades for the statewide Fisher Monitoring Project Team.
- Continue to build and supply scent dispensers to researchers across North America as part of its innovative carnivore scent dispenser project.
- Advocate for the federal government to recover grizzly bears in the North Cascades Grizzly Bear Recovery Zone, and participate as a member of the Friends of the North Cascades Grizzly Bear Coalition.
- Continue to serve as the lead on an eight-partner, three-year, million-dollar US Fish and Wildlife Cooperative Agreement project on "Combining Research with Practical Management Techniques to Restore Native Prairies and Recover the Oregon Silverspot Butterfly."
- Continue to head start and release larvae and pupae under our Oregon Silverspot Butterfly Recovery program.
- Continue to head start and release young turtles under our Western Pond Turtle Recovery Project in partnership with WDFW into local protected sites.

- For the first time, share the Western Pond Turtle Recovery Project with our visitors at the Turtle Head Start Center in Basecamp Northwest, part of our new reimagined Living Northwest Trail exhibit. Guests will have the opportunity to see the yearlong process of incubating, hatching, and raising turtles, and learn about their role in the survival of this species.
- Continue researching the emergent turtle shell disease in collaboration with a variety of partners to better understand the disease's origin and the role that environmental factors play in its spread.
- Increase accessibility to our Amphibian Monitoring Community Science Program through better digital opportunities to collect data on amphibian egg masses across King and Snohomish County.
- Continue our collaboration with Oxbow Farm & Conservation Center and other partners to convene regional meetings of stakeholders on amphibian monitoring and conservation in the Pacific Northwest.
- Continue our Bat Activity Trends (BAT) Community Science Program to observe and track local bat populations.
- Collaborate with WDFW and Wildlife Conservation Society Canada to implement white-nose syndrome (WNS) probiotic prophylaxis at little brown bat and Yuma myotis maternity roosts.

INTERNATIONAL CONSERVATION

In 2023, our international partnerships will include 12 Conservation Partners and 12 Wildlife Survival Programs working to save over 30 endangered species in Latin America, Africa, Asia, and Europe through research, rehabilitation, poaching patrols and education. In addition, these programs will be saving wild habitats by creating new community-managed protected areas, improving management of protected areas, and restoring habitats and connectivity on degraded landscapes, while ensuring the implementation of these conservation activities benefit both people and wildlife.

Woodland Park Zoo's signature Tree Kangaroo Conservation Program will also resume its tree kangaroo ecological research after a 3-year pause due to the COVID pandemic. We will help strengthen market access for qualifying conservation-friendly agricultural products including coffee and provide solar lighting in YUS villages to reduce dependence on wood-fueled fires.

CAPITAL PROJECTS AND MAJOR MAINTENANCE

The zoo's key capital projects and maintenance plans for 2023 include:

CAPITAL PROJECTS

- Construction documentation and permitting for the Forests for All exhibit (on the site of the former Day and Night Exhibits) including a continuation of the community engagement process following City of Seattle public engagement guidelines.
- Design process for the north side of the Adaptations Building.
- Design process for Guest Services desk relocation.

MAJOR MAINTENANCE

The estimated cost for projects intended to be funded by major maintenance in 2023 is \$2,367,426 and may include the following upgrades around the zoo:

- ADA restroom renovation.
- ADA benches.
- Animal Health department carpet and paint replacement.
- BMS/HVAC upgrades.

- Roof maintenance on the rhino barn, rhino pump house, West Entrance and Butterfly Garden.
- Sorting station facelift.
- Tiger exhibit shade structure improvements.
- Snow leopard paving improvements.

Neighborhood Parks Maintenance

- Removal of two dead Elm trees in the War Garden and development of a tree replacement plan for this area.
- Removal of a large holly tree, an invasive species, in West Woodland and development of a replacement plan for this tree.

Carry over from 2022:

- Center for Wildlife Conservation building roof and HVAC renovations.
- Tropical Rain Forest building envelope and roof renovation.
- Penguin environmental modifications.
- Fire suppression for the gorilla and orangutan exhibits.

SUSTAINABILITY

As a leading conservation and environmental science institution, we are committed to making improvements to our facilities and systems to create a more climate-conscious and sustainable organization.

In 2023, the zoo plans to:

- Reduce the waste footprint of ZooTunes concerts and other events.
- Procure new equipment to allow for the expanded collection and processing of onsite organics.
- Expand the educational efforts of the Zoo Doo composting program through tours and speaking engagements for school groups.
- Enhance the accessibility of Zoo Doo through donations and partnerships.
- Retrofit fluorescent lighting with LEDs.
- Replace boilers with high-efficiency models.
- Purchase carbon offsets to compensate for use of natural gas in heating and vehicle fuel systems.
- Purchase carbon offsets to compensate for staff air travel.

DIVERSITY, EQUITY, ACCESSIBILITY AND INCLUSION

Woodland Park Zoo is committed to staffing policies aimed at developing and retaining staff, volunteers and board members who reflect the diversity of our community.

Our focus in 2023 will be:

- Training zoo leaders, supervisors, and hiring managers in communication, empathetic leadership, and conversations for better performance management, compliance with state and federal laws and other professional development with a DEAI lens.
- Investing in our recruiting team and active outreach efforts to promote our jobs on websites and job fairs hosted by diverse communities.

- Ensuring the hiring portal is accessible to persons with disabilities.
- Evaluating our employee handbook and revising job descriptions and hiring policies that create barriers to employment.
- Requiring at least one DEAI goal in leadership performance management plans and investing in leader and manager training for successful and on-going performance and results conversations.
- Supporting staff-led resource groups such as our Diversity & Inclusion Council, DEAI Advocates, and launching new Employee Resource Groups.