



2025 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 perform in the next calendar year.

PUBLIC COMMENT

Public comment on this plan is encouraged and accepted from December 2, 2024, through midnight, December 31, 2024. A media advisory will be issued to notify the community of the plan's availability on 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, 2025, 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 2024. We will continue to offer a multi-tier flexible pricing structure. Flexible pricing allows guests to plan their visit with additional opportunities to save, empowers our guests with more choices and helps the zoo incentivize a distributed visitation model to maintain excellent standards of guest experience. With this variable pricing structure utilizing four tiers throughout the year based on time of season and time of week, General Admission pricing will remain as low as \$19.95 for adults and reduce to \$12.95 for children during non-peak season weekdays (Mon-Thu) and increase up to \$34.95 for adults and \$22.95 for children during peak season weekends (Fri-Sun) and holidays. Free admission will remain for children 2 and under.

Membership prices will increase on January 1. The build-your-own Annual Pass membership will be \$81 per named adult, \$40 per child ages 3 - 18 and \$101 per flexible guest. The Family Passport membership will be \$275 and the Conservation Partner membership will be \$375.

Discounted or free admission and membership programs will continue in 2025. Details are outlined in the Equitable Access section below.

FUNDRAISING AND EVENTS

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

The following events are planned for 2025:

- March 1: Love Shucks!: Oysters, Wine & Wild Romance
- April 12: Spring Spectacular
- June - September: ZooTunes concert season
- June 23 - August 29: Summer camps
- July 11: 49th Annual Jungle Party
- October 2: All for Animals Giving Day

- October 5: OktoBEARfest
- October 25 - 26: Pumpkin Bash
- November 14, 2025 - January 18, 2026: WildLanterns

EQUITABLE ACCESS

Woodland Park Zoo is committed to creating equitable access to the zoo and zoo programs.

DISCOUNTED EXPLORER PASS MEMBERSHIP AND DISCOVER TICKET

The zoo's \$40 Explorer Pass Membership and \$5 Discover Ticket will continue to be available for foster and kinship families or recipients of EBT/Washington Quest, SUN Bucks or WIC assistance.

KID AT HEART DISCOUNTED TICKET PROGRAM:

Kid at Heart is a series of discounted days throughout the year when "whether you are a kid or a kid at heart" you can enter Woodland Park Zoo for the price of a child's ticket.

2025 confirmed dates:

- Jan 12 - 13
- Feb 2 - 3
- Feb 23 - 24
- Mar 2 - 3
- Mar 9 - 10
- Oct 5 - 6
- Oct 12 - 13
- Nov 2 - 3
- Dec 7 - 8

Additional discounts will remain in effect as part of our public benefits offerings, including discounts for military members, seniors and persons with disabilities, including free admission for their aides.

COMMUNITY ACCESS PROGRAM

Woodland Park Zoo is committed to expanding access and helping our community overcome barriers to visiting the zoo. In 2024, the zoo's Community Access Program (CAP) offered more than 100,000 free general admission tickets to over 460 non-profit organizations and human service providers. This is an increase of over 100 new partners compared to 2023. We also shared over 2,000 free WildLanterns tickets with a selection of CAP organizations. In 2025, we will continue to offer 100,000 free general admission tickets to address obstacles to visiting the zoo, including economic, cultural and ability barriers. We will continue to look for additional ways to increase access including a food and beverage discount, virtual zoo experiences, group visit assistance, sensory tools and accessibility offerings. Through our Community Affairs Department's Hope & Healing program, we will build partnerships with organizations that serve individuals with other barriers.

DIVERSITY, EQUITY, ACCESSIBILITY AND INCLUSION

In 2025, Woodland Park Zoo will continue advancing our DEAI objectives, working on building a more inclusive, supportive and engaged environment for staff, volunteers and the community. The following initiatives represent Woodland Park Zoo's commitment to advancing our five-year DEAI Plan, supporting an inclusive, accessible and supportive environment reflecting the values of our community.

ENHANCED DEAI EDUCATION AND MANAGER DEVELOPMENT

- We will roll out specialized training for managers focused on accessibility and neurodiversity, equipping them to foster a more inclusive workplace.

- A Manager Development Series to strengthen leadership skills across the zoo will be launched to cover essential topics such as communication strategies, workload management, performance management and accountability.

EMPLOYEE ENGAGEMENT AND RECOGNITION PROGRAMS

- In the final year of the Employee Viewpoint Survey, we will gather targeted feedback on employee experiences with people managers and develop action plans to address key areas.
- We will continue developing a refreshed Employee Recognition Program and introduce a new Employee Award Program to celebrate exceptional contributions and enhance workplace morale.

IMPROVED HIRING AND INCLUSION PRACTICES

- By implementing more detailed hiring metrics and data analysis, we will refine our recruitment process and launch bias training for hiring managers to promote fair and equitable hiring.
- The Board Diversity Study and nomination process will be supported and expanded, ensuring our leadership continues to reflect our diverse community.

WELLBEING AND CAREER SUPPORT INITIATIVES

- We plan to expand employee well-being support to foster both personal and professional growth, including increased access to career and life coaching resources.
- DiSC® and developmental assessments will be introduced across teams, promoting improved communication, teamwork and conflict resolution.

SAFETY AND COMMUNICATION ENHANCEMENTS

- We will strengthen our safety culture with the implementation of Informacast, a new communication tool designed to improve emergency alert capabilities across the zoo.

ENHANCED COLLABORATION WITH THE DIVERSITY & INCLUSION COUNCIL

- We will continue to strengthen our partnership with the Employee Diversity & Inclusion Council, supporting their ongoing development and collaboration with organization leadership to drive impactful DEAI initiatives. This collaboration will amplify DEAI voices and priorities, fostering a unified approach to inclusiveness across the zoo.

DEAI PLAN PROGRESS REPORTING

- In 2025, we will release our first DEAI metrics and formal report on DEAI Plan progress, providing a transparent overview of our achievements and areas for growth. This report will set the baseline for tracking future progress and allow us to share our DEAI journey with the community.

ENVIRONMENTAL EDUCATION AND ENGAGEMENT

GUEST AND VOLUNTEER ENGAGEMENT

We will continue to develop new guest engagement programs and experiences, leveraging those experiences to foster empathy for wildlife and enhance guests' connections with nature, conservation, climate resilience and advocacy. 2025 initiatives will include:

- Launching new programs to strengthen guest knowledge of animal care, build empathy for animals and encourage conservation action.
- Focusing on public programs for a broad range of audiences including programming for our youngest learners to support social-emotional learning and foster young children's connection to nature.
- Continuously improving program accessibility throughout the zoo using Universal Design for Learning (UDL) components and supporting the development of programs to connect guests with the animals in our renovated Reptile Realm building.

- Increasing opportunities for our 500+ volunteers to join projects that address the seasonality of our zoo programs.
- Training new docents to represent the zoo's mission.
- Continue and expand our Teen Ambassadors program, a summer volunteer opportunity for high school age teens.
- Supporting volunteers to make our on-grounds experience as welcoming as possible by incorporating diversity, equity, accessibility and inclusion training into volunteer training.
- Continuing the Senior Zoo Walkers program to provide opportunities for seniors to connect with the zoo's mission, animals and each other.

LEARNING PROGRAMS AND PARTNERSHIPS

In 2025, our programs will create a variety of opportunities for children in the King County area to participate in meaningful, impactful environmental education by:

- Continuing to refine and offer digital content for students and educators to enhance their learning and engagement before, during and after field trips.
- Creating opportunities for young children and adults to engage in culturally relevant nature play by disseminating and supporting use of nature play activities co-created with Refugee Women's Alliance.
- Providing \$80,000 (pending fundraising) in scholarship funding for children from low-income households to attend the zoo's signature summer camps.
- Refining summer camp policies and practices to ensure access, inclusion, and safety for all campers and staff.
- Continuing to host school groups on field trips as well as reimagining the zoo's outreach efforts for organizations that cannot readily travel to the zoo.
- Building relationships and exploring program collaborations with organizations that serve families and provide opportunities for nature-based learning to occur across generations.

Our teen and young adult programs activate our teen engagement strategy, with a focus on innovative programs connecting young people with nature, careers, conservation and climate action by:

- Continuing the zoo's successful internship program for 12 young adults from backgrounds underrepresented in conservation and zoo careers. We will partner with additional organizations to recruit interns and diversify the zoo skill-building opportunities available.
- Expanding career connected learning opportunities such as Career Exploration Days and Teen Talks & Tours, both for individual teens and partner groups such as Washington Alliance for Better Schools and Youth Environmental Service Corps.
- Building and nurturing partnerships with teen-serving organizations to co-develop and pilot new programs for teens, including leadership opportunities for teens to co-design conservation and nature programs.

The Community Collaborative initiative will continue to build and grow collaborative programs and partnerships in South Seattle by:

- Supporting community residents and organizations with meaningful programming, and responding to community interests, needs and priorities. Program examples include community Nature Walks and scholarship support to attend the zoo's summer camps and other programs.
- Sustaining engagement by showing up consistently in partner communities, such as providing activities and resources at community festivals and volunteering in community-led events and initiatives.
- Co-designing innovative, sustainable programs with key partners that uplift community perspective and youth leadership, including continuation and expansion of the Wonder in Nature Photography Camp and teen-led co-designs to expand access to nature-based programs in the community.

ADVANCING EMPATHY INITIATIVE

The Advancing Empathy initiative will continue to foster the power of empathy for animals to drive social change for conservation by:

- Facilitating the Advancing Conservation through Empathy for Wildlife™ (ACE for Wildlife™) learning network with 27 Association of Zoos and Aquariums (AZA) accredited partners. The network will continue to develop effective empathy-informed practices and facilitate the sharing of knowledge, experiences, and

data to drive conservation change by fostering empathy for animals and the environment that sustains them.

- Supporting 19 accredited zoos and aquariums as a funding intermediary to implement and evaluate empathy-based programming and practices through a capacity-building grant program, with \$4.6M in funding to date and another \$3.6M to be distributed in the next three years.

NEIGHBORHOOD ENGAGEMENT

We are committed to sustaining strong communication and feedback channels with community members in the zoo's surrounding neighborhoods. In 2025, we will focus on:

- Engaging neighbor board members on the zoo's Board of Directors in neighborhood partnership opportunities.
- Executing our 2023 – 2025 neighbor communications plan.
- Continuing communication and engagement through our mailers, e-newsletters and annual neighborhood appreciation event.
- Communicating with the community through neighborhood community councils.
- Continuing our partnership with Phinney Neighborhood Association and other local businesses.
- Empowering our staff neighborhood liaison to continue to represent neighbor concerns internally 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, the zoo connects to a network of top tier animal care experts in the Species Survival Plan (SSP) programs, collaborating to create roadmaps for breeding and transfers to ensure genetically diverse and healthy animals. In 2025, the zoo will:

- Achieve re-accreditation by the Association of Zoos & Aquariums (AZA).
- Complete renovations and improvements to our gray wolf and Malayan tapir barns and exhibit yards.
- Continue design work on new giraffe facilities including the barn, public feeding areas and outdoor corral.
- Complete construction of Forest Trailhead, set to open in 2026. We may begin to move animals into the new facilities in late 2025.
- Define a five-year plan to reimagine and transform the Family Farm into an up-close experience zone that connects visitors with animals and fosters empathy for and positive associations with wildlife. In 2025, we will relocate the contact yard and acquire and acclimate lorikeets for an interactive aviary that will open in 2026. The zoo will initiate fundraising for this transformation in 2025.
- Complete the final phases of a multi-year project to mitigate water temperatures in our penguin habitat with the installation of a chiller on the water filtration system.
- Conduct annual animal welfare assessments for all species and individuals at WPZ.

CONDUCT CONSERVATION BREEDING AND POPULATION SUSTAINABILITY

- Continue with Malayan tiger introductions for breeding under SSP recommendations.
- Acquire a young pair of Malayan tapirs for future breeding per SSP recommendations.
- Acquire a female Canada lynx for potential future breeding.
- Continue to head start and release western pond turtles and Oregon silverspot butterflies.
- Work with USFWS and other partners to raise and release Island marble butterflies on San Juan Island.
- Continue SSP-recommended breeding of 51 avian species, including Humboldt penguins.

WILDLIFE CONSERVATION LEADERSHIP

NORTHWEST CONSERVATION

Woodland Park Zoo's Living Northwest initiative advances the conservation of wildlife in the Pacific Northwest

through collaborative wildlife research and monitoring, restoring populations of imperiled species, and proactive outreach and engagement to promote human-wildlife coexistence. In the coming year, the zoo will:

- Coordinate our seventh season of Seattle Urban Carnivore Project, gathering new camera trap data, encouraging community members to share urban carnivore sightings on Carnivore Spotter, and leveraging information from camera trap data and public observations to support human-carnivore coexistence.
- Continue data processing (with the assistance of volunteers) of camera trap images from the 2022-2024 Seattle Urban Carnivore Project seasons and begin new analyses to better understand our urban carnivores.
- Continue to distribute coexistence outreach materials in multiple languages and facilitate community-based presentations and discussions promoting carnivore coexistence across the greater Seattle area and King County.
- Coordinate and facilitate the Cascades Carnivore Monitoring Program by providing the methodological, organizational, and data management architecture necessary to carry out a coordinated camera-trapping effort to support conservation planning for wolverines, lynx and other carnivores in the Cascades.
- Coordinate and facilitate the Washington Wolverine Research and Monitoring Working Group, whose mission is to support a community of practice across wolverine researchers and conservationists in the region. Our role includes managing the Washington Wolverine Database in coordination with other members of the group.
- Continue to help monitor the recovery of fishers in the Cascade mountains and explore the need for population augmentation of martens in the Olympic mountains.
- Continue to build and supply scent dispensers to carnivore researchers across North America as part of our carnivore monitoring scent dispenser project. Work on the development of a synthetic scent for use in the scent dispensers to replace animal-based scent lure.
- Play a pivotal role in advocating for and advancing the recovery of grizzly bears in the North Cascades Ecosystem and participate as a member of the Friends of the North Cascades Grizzly Bear coalition.
- Continue to head start and release Oregon silverspot butterfly larvae into habitats along the Oregon coast and support increased rearing of Island marble butterflies for release into their San Juan Island habitat.
- Continue to head start and release juvenile turtles into local protected sites under our Western Pond Turtle Recovery Project.
- Share the Western Pond Turtle Recovery Project with our visitors at the Turtle Head Start Center in Cathy Herzig Basecamp Northwest, part of our reimagined Living Northwest Trail exhibit.
- Collaborate with Washington Department of Fish and Wildlife (WDFW) to conduct ongoing burrowing owl surveys in Washington's shrub steppe habitats to determine the extent of population declines in this iconic species.
- Coordinate our 14th season of our Amphibian Monitoring Community Science Program (volunteer teams collect data on amphibian egg masses across King and Snohomish Counties).
- Explore the feasibility of gathering eDNA from monitored ponds to increase detection of cryptic invasive amphibians and/or fish.
- Contribute effort and data to WDFW's Stormwater Pond Biodiversity study for the project's second season.
- 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.
- Coordinate our fourth season of our Bat Activity Trends (BAT) Community Science Program to observe and track local bat populations, in collaboration with Bats Northwest and WDFW.
- Continue to work with local community-based organizations to co-host summer BAT events.
- Conduct year-round acoustic monitoring of bat activity in a new location on zoo grounds – over the last five years in the zoo's Family Farm, we have detected seven species utilizing our zoo grounds as habitat.

INTERNATIONAL CONSERVATION

Woodland Park Zoo's international wildlife conservation programs are actively working to save endangered species. The zoo focuses on addressing the drivers of biodiversity loss and values working in partnership with local communities. These programs operate in Latin America, Africa, Asia, Oceania and Europe, supporting research, rehabilitation, recovery, education, anti-poaching, habitat connectivity and climate resiliency.

Woodland Park Zoo's signature Tree Kangaroo Conservation Program will continue to strengthen the practice of conservation, protected area management, and community-based natural resource management in Papua New Guinea. Areas of focus for 2025 include:

- Technical assistance and capacity-building for protected area monitoring and adaptive management of the 402,000-acre YUS Conservation Area, including the use of Spatial Monitoring and Reporting Tool (SMART) software for collection and analysis of key conservation targets and threats at the local and landscape levels.
- Development and launch of the YUS Conservation Area's 10-year Management Plan 2025-2034.
- Facilitation and technical assistance to communities/landowners and local government partners in the YUS Conservation Area for participatory development and collaborative implementation of integrated plans for conservation and sustainable community development (Ward Planning).
- Scientific research collaboration to develop research projects needed to inform kangaroo conservation and sustainable management of natural resources, including analysis of tree kangaroo behavioral and ecological research data collected in 2024.
- Engagement and collaboration with government partners and communities/landowners among five target Districts comprising the Huon Peninsula's Saruwaget and Finisterre Mountain Ranges in pursuit of a peninsula-wide Protected Area Network, promoting community-based conservation and natural resource management across the 5,800-square-mile region.
- Advise and facilitate a One Health approach to community-based conservation and resource management in the YUS Conservation Area, in partnership with the Morobe Provincial Health Authority and specialized health volunteers.
- Strengthen sustainability, production capacity and market access for qualifying conservation-friendly agricultural products from the YUS Conservation Area, including coffee.
- Provide guidance, mentorship, and technical assistance for organizational development and localization of program leadership via the Tree Kangaroo Conservation Program's Papua New Guinea-based nongovernmental organization, including its capacity for financial management, communications and engagement, resource development and governance.

CAPITAL PROJECTS AND MAJOR MAINTENANCE

The zoo's key capital projects and maintenance plans for 2025 include:

CAPITAL PROJECTS

- Construction completion for the Forest Trailhead exhibit (formerly known under the working title of "Forests for All"). Exhibit opening May 2026.
- Develop a lorikeet feeding experience including design, construction documents and permitting. Exhibit opening May 2026.
- Complete Family Farm Phase 2 and 3 design stage.
- Begin Long-Range Plan process.

MAJOR MAINTENANCE

In 2025, the tentative estimated cost for projects funded by City major maintenance support is \$2,571,572 and may include the following upgrades around the zoo:

- Perform ADA restroom renovation.
- Upgrade Building Management System (BMS) and Heating, Ventilation, Air Conditioning (HVAC).
- Prepare and conduct the Association of Zoos and Aquariums' re-accreditation inspection.
- Conduct fall protection (protection for workers in service or maintenance areas over 4' in height).
- Perform roof maintenance on the rhino pump house.
- Perform work on the ambassador animals back-of-house HVAC system.
- Continue Adaptations Building renovation/construction for the north side of the building, including Mechanical Electrical Plumbing (MEP) upgrades.
- Employ strategic asset management software.
- Perform work on the South Complex roof and HVAC renovation.
- Perform penguin chiller improvements.
- Renovate the tapir exhibit.

- Renovate the gray wolf exhibit.

NEIGHBORHOOD PARKS MAINTENANCE

Woodland Park Zoo manages the grounds and horticulture of the neighboring parks as outlined in our Operations and Management Agreement with the City of Seattle. Currently, the zoo and Seattle Parks and Recreation are working together to clarify several larger maintenance tasks. In 2025, the zoo plans to:

- Continue care for three new copper beeches.
- Work to rejuvenate an existing dogwood tree, and possibly plant three additional dogwoods in the adjacent area.
- Remove and replace a large holly tree, an invasive species, in West Woodland Park.
- Replace hazardous volunteer pine tree along Phinney Avenue N.

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 2025, the zoo plans to:

- Complete construction on the LEED Gold Forest Trailhead exhibit.
- Continue implementation of Siemens Building Management upgrades.
- Conduct Brightly Predictor Facility Condition Assessment.
- Conduct Asian Tropical Forest/rhino exhibit electrification study.
- Perform improvements for the winter browse garden.
- Install EV charging stations.
- Work toward the fleet electrification program.
- Upgrade Waterworks smart meters.
- Perform Living Northwest building envelope upgrades.