

**“Today, all animals
and habitats
are inextricably
influenced by our
decisions and actions
and the resulting
changes to the
environment.”**

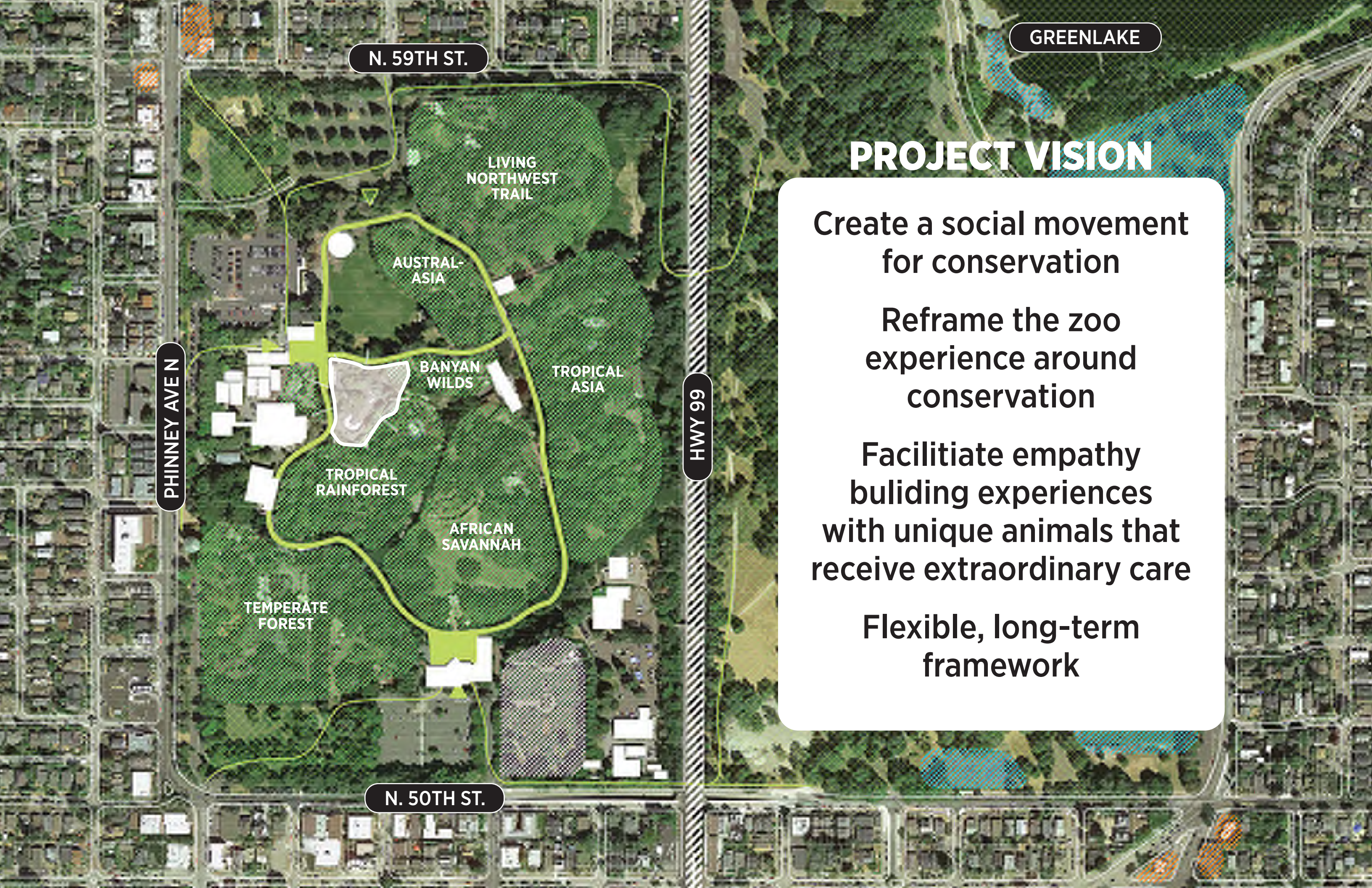
-Woodland Park Zoo Strategic Plan,
2018-2022



MORE THAN ANIMALS

“We have set out an ambitious vision for a sustainable future by... providing **extraordinary experiences** at the zoo, in the community, and in the virtual world that **connect people with wildlife**, and by **fostering a broad social movement for wildlife conservation.**”

- Woodland Park Zoo Strategic Plan, 2018-2022



GREENLAKE

PROJECT VISION

Create a social movement
for conservation

Reframe the zoo
experience around
conservation

Facilitate empathy
building experiences
with unique animals that
receive extraordinary care

Flexible, long-term
framework

An aerial photograph of a city, likely Seattle, showing a large, dense forested area in the foreground. The city skyline is visible in the background, with a body of water (likely Puget Sound) and mountains in the distance. The text "FORESTS FOR ALL" is overlaid in large, white, bold letters.

FORESTS FOR ALL

A NEW EXHIBIT EXPERIENCE AT THE WOODLAND PARK ZOO

SEATTLE DESIGN COMMISSION
MAY 5, 2022

LMN + CLR + WM

LAND ACKNOWLEDGMENT

These are the lands of the Tribal signatories of the Treaty of Point Elliott (1855), whose stewardship for the waters, plants, land and animal relatives in the Northwest has continued since time immemorial. Woodland Park Zoo acknowledges this stewardship, the sovereign rights of the Tribal signatories, and our responsibility to join with these Tribes to inspire and advance the restoration of relationships between humans and the living world around us.

*gʷəʔ dibəʔ, ti dʷixʷ ʔaciʔtalbixʷ, tiʔəʔ dəxʷʁubətəb ʔə ti tudʷixʷqʷsčəʔ ti tliʔi ʔal bəkəltiu (1855).
sgʷaʔčəʔ swatixʷtədčəʔ. ləcutiʁdub ʔə ti dʷixʷ ʔaciʔtalbixʷ tulʔal tudiʔ tudʷixʷ pədtəb ti
swatixʷtəd ʔi ti swətixʷtəd, ti qʷuʔ ʔi ti ʁʷəlč, ti tatačulbixʷ ʔi ti titčulbixʷ. suxʷtəb ʔə ti
Woodland Park Zoo tiʔəʔ cədiʔ ləcustiʁdxʷ ʔə ti dʷixʷ ʔaciʔtalbixʷ ʔi ti sgʷaʔs ʃəʔʁəčəbs
dxʷʔal cʔʷaqid. huy, ʔuyayus ti Woodland Park Zoo ʔəsqʷuʔ ʔə ti dʷixʷ ʔaciʔtalbixʷ dxʷʔal kʷi
ʔubəshəliʔtʁʷs ti swatixʷtəd ʔi ti bəkʷ ʔucəʔdalb ʔal ti swatixʷtəd, ʔal ti qʷuʔ ʔi ti ʁʷəlč, ʔal ti
ʃqulgʷədxʷ. ti Woodland Park Zoo gʷəl ʔabyid ti tatačulbixʷ ʔi ti titčulbixʷ ʔə kʷi shəliʔ. ʔəsʁəʁtub
ʔə ti Woodland Park Zoo gʷəpaʔcutəs kʷi bəkʷ gʷat dxʷʔal kʷi skʷaxʷads tiʔəʔ qič syayus.*

AGENDA

Opportunity

Engagement

Approach

Concept

OPPORTUNITY



**How can we expand
empathy to action?**



**How can guests
more fully
experience the
depth of animal
care?**



What participatory experiences could inspire guests to action?



What is the role of technology?



**How can
sustainability be
integral to the
guest experience?**

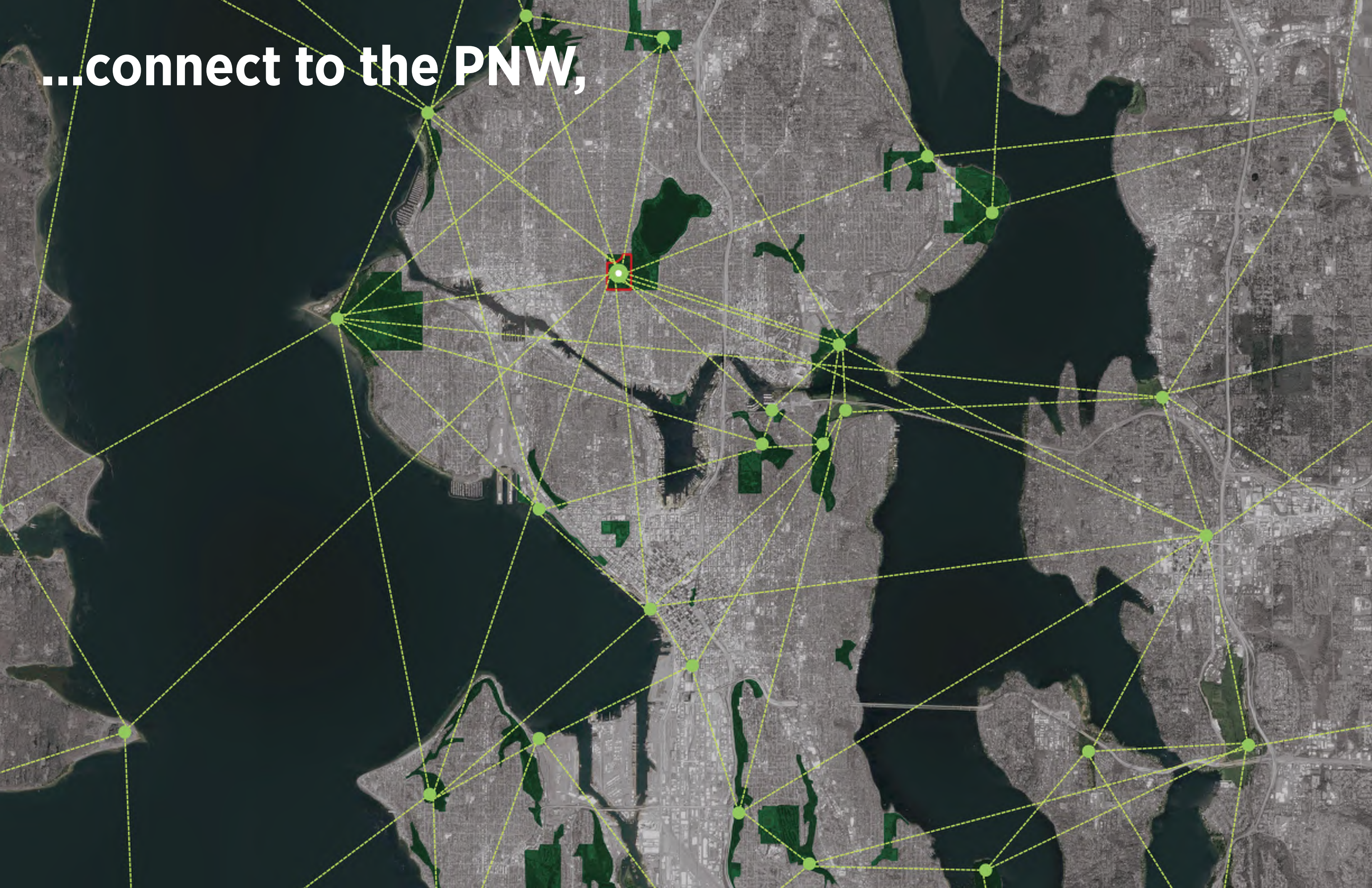


**How can we include
perspectives that have
been missing?**

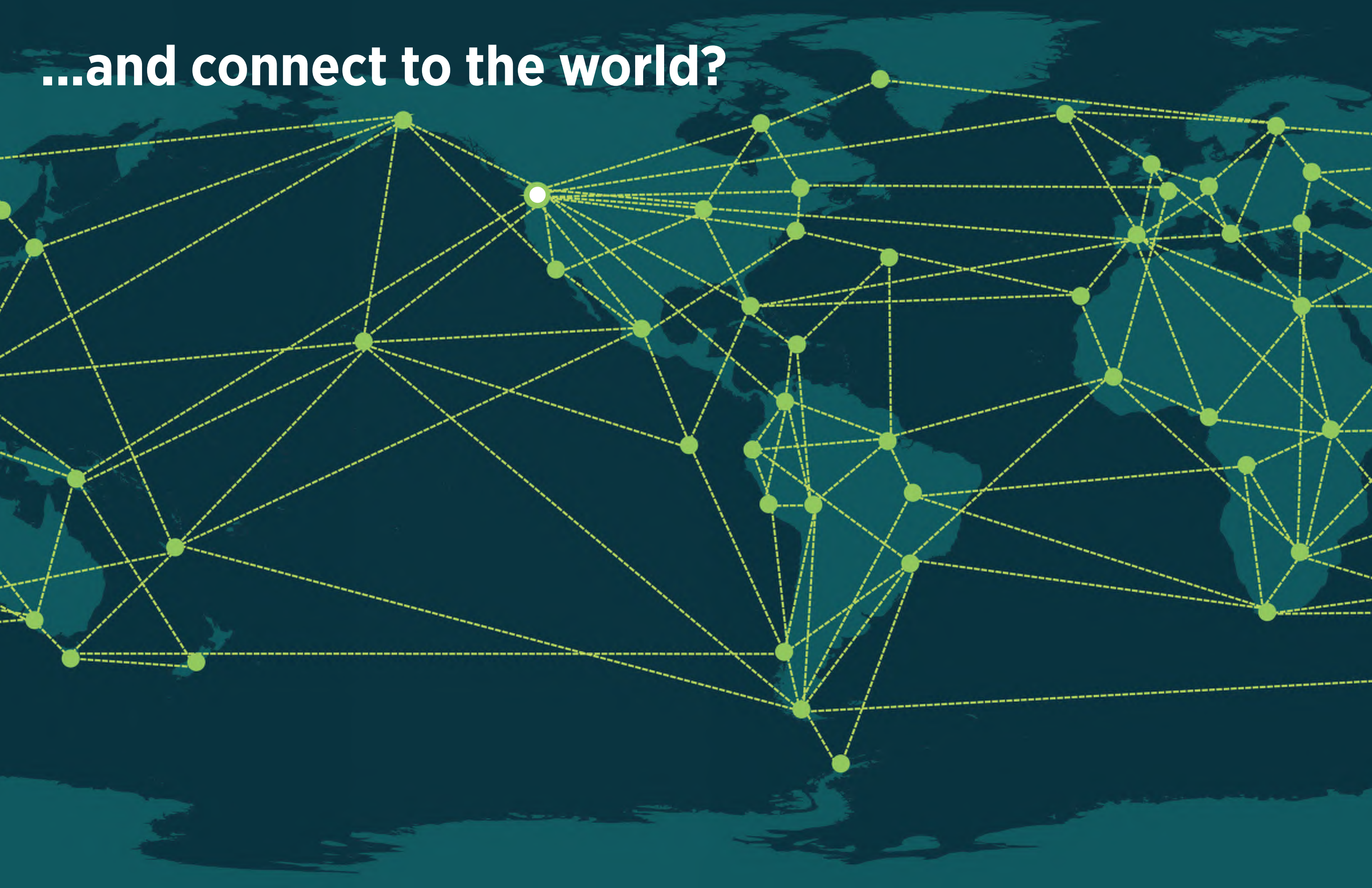
How can we connect the entire guest experience,



...connect to the PNW,



...and connect to the world?



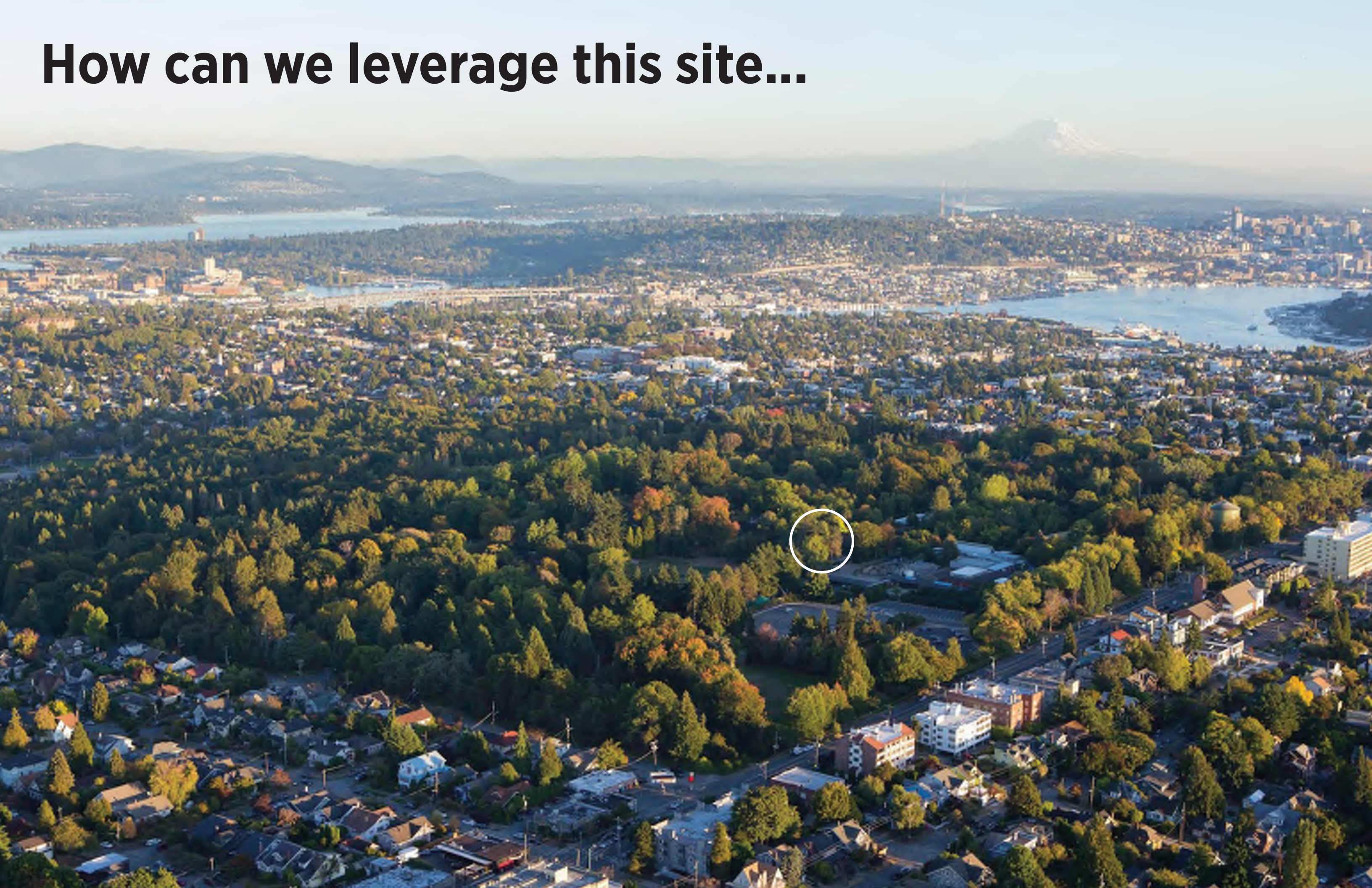


How can guests experience the power of community-led conservation solutions?

How can we inspire community-led conservation in the PNW?



How can we leverage this site...



...at the center of this
important greenspace,

GREENLAKE

N. 59TH ST.

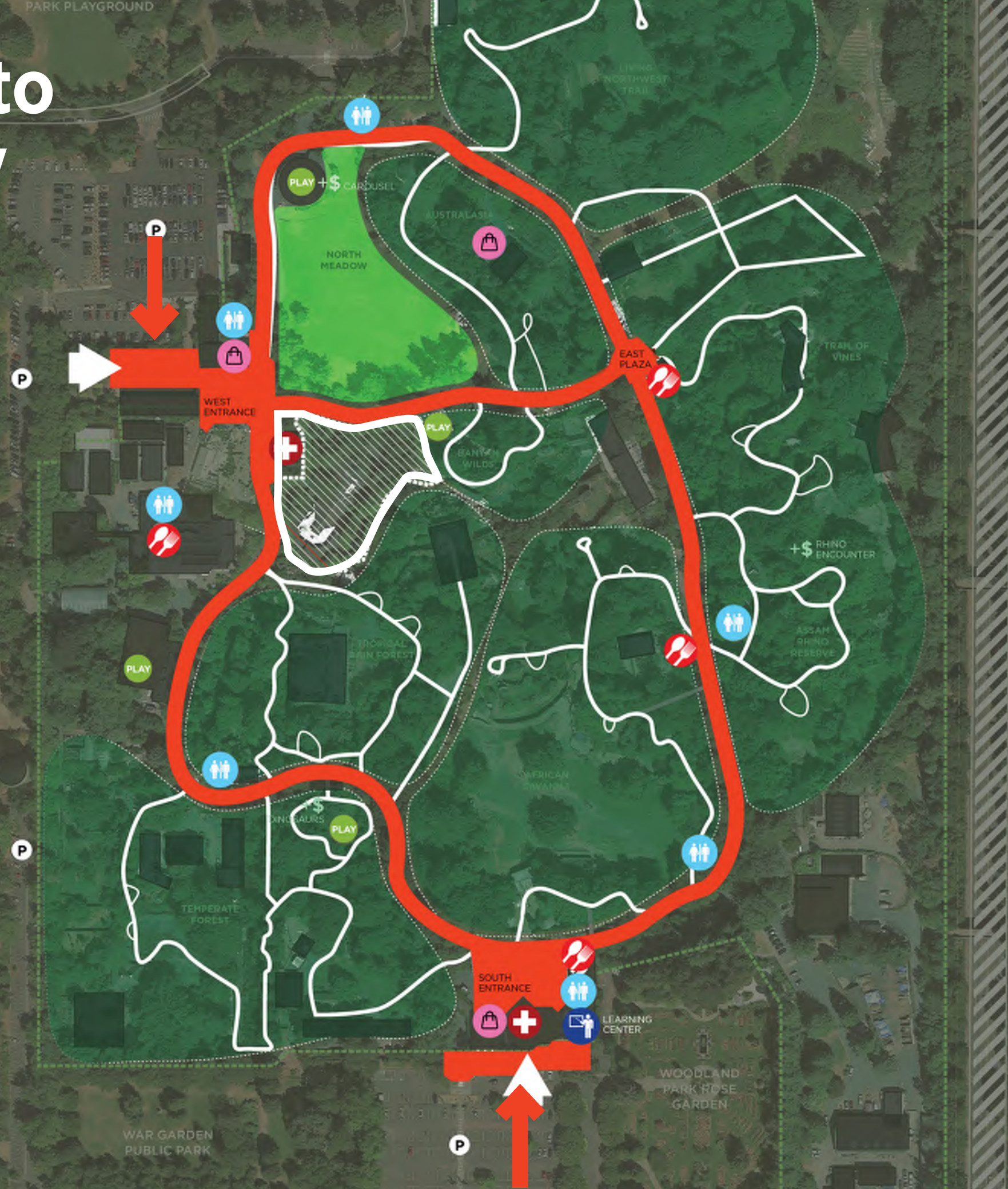
PHINNEY AVE N

HWY 99

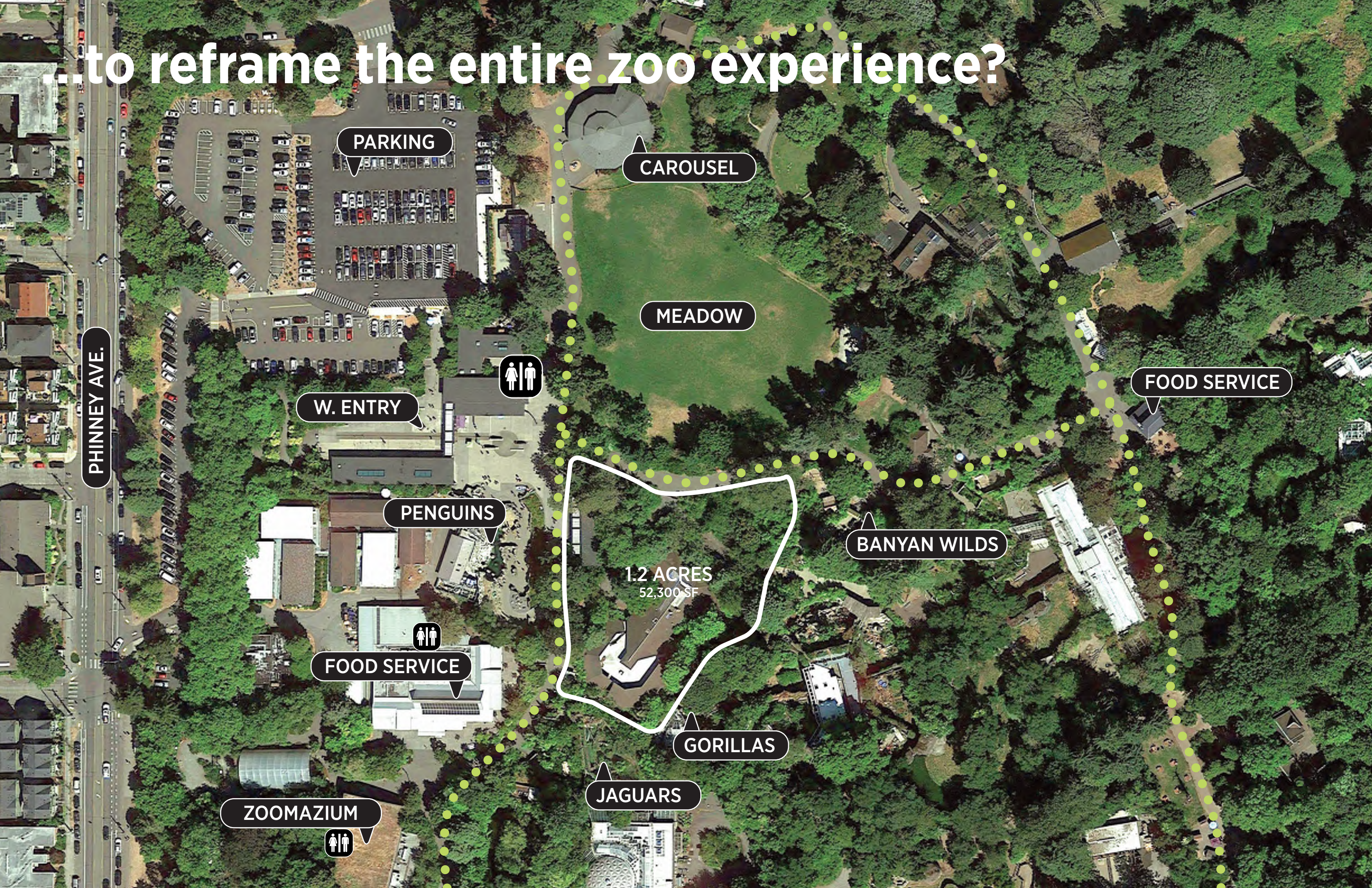
N. 50TH ST.



...adjacent to
the primary
entry and
circulation,



...to reframe the entire zoo experience?



PARKING

CAROUSEL

MEADOW



W. ENTRY

PENGUINS



FOOD SERVICE

BANYAN WILDS

1.2 ACRES
52,300 SF

GORILLAS

JAGUARS

FOOD SERVICE

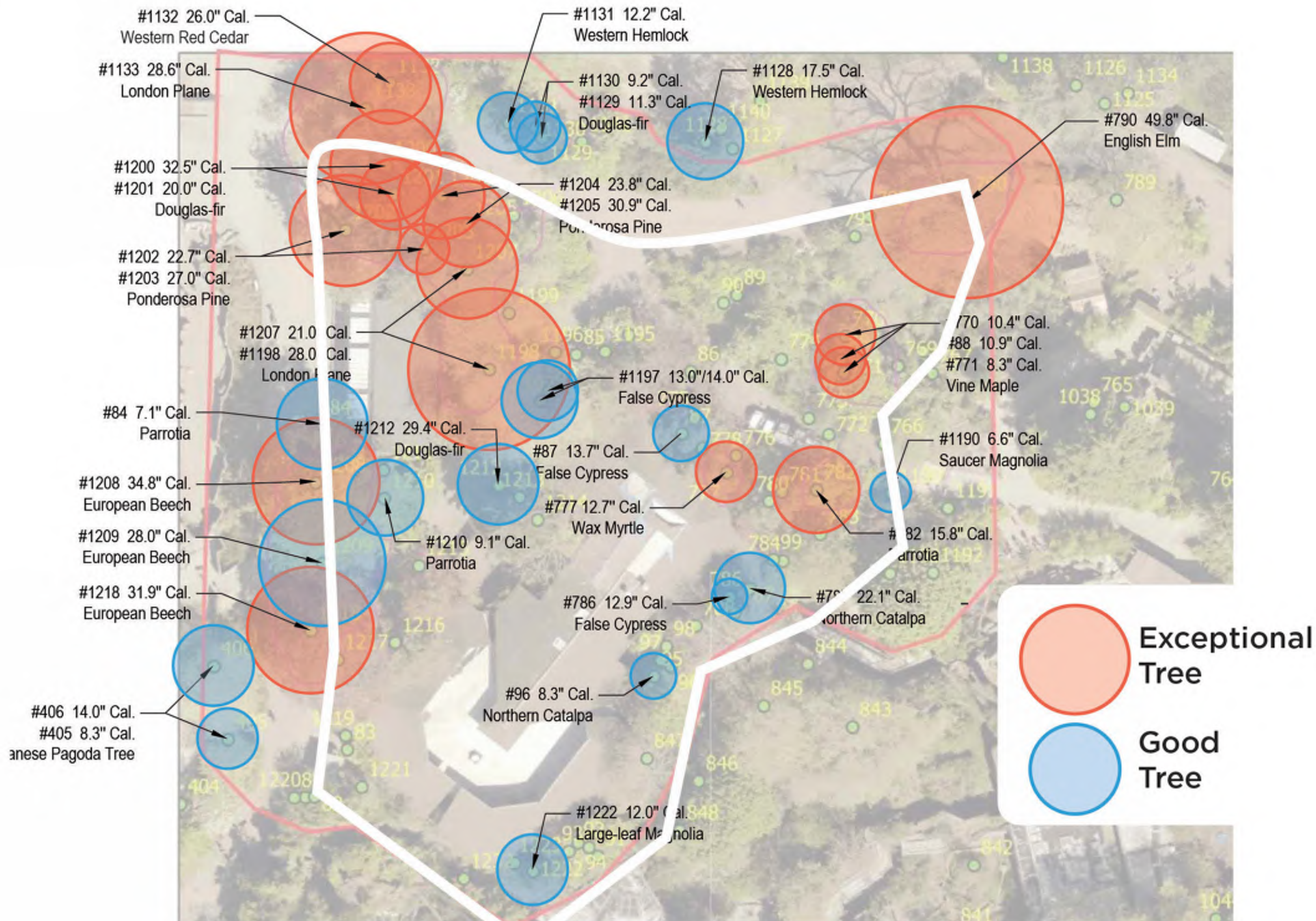
PHINNEY AVE.

ZOOMAZIUM



How can we use the site's exceptional trees...





... to leverage our PNW identity with forests?





CULTURE



ECONOMIC RESOURCE



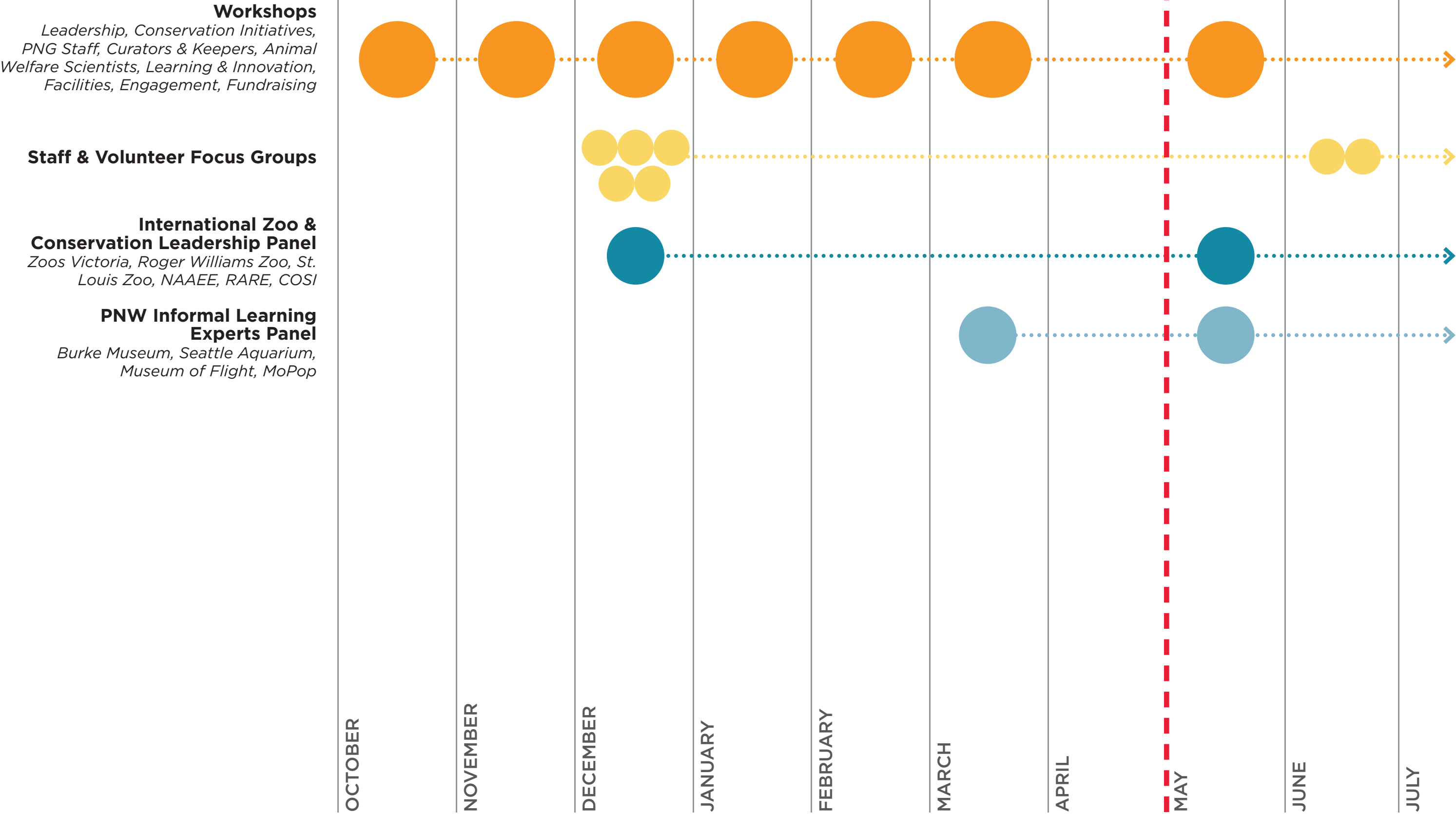
MANAGEMENT



CLIMATE CHANGE MITIGATION

ENGAGEMENT

INTERNAL ENGAGEMENT



Internal Priorities

*Use
technology
thoughtfully*

*Interactive,
multi-sensory
vs. reading &
observation*

*Do not water
down climate
change*

*Conservation
solutions are
the focus not
animals*

*Model
sustainability in
the built
project*

*Give animals
agency*

*Short and
long-term
flexibility*

*Encourage
natural
behaviors*

*Welcoming
to all*

Individual

*Move beyond
empathy to
agency
& action*

Community

*Blur the
boundaries
between human
& animal space*

*Mixed
species
habitats*

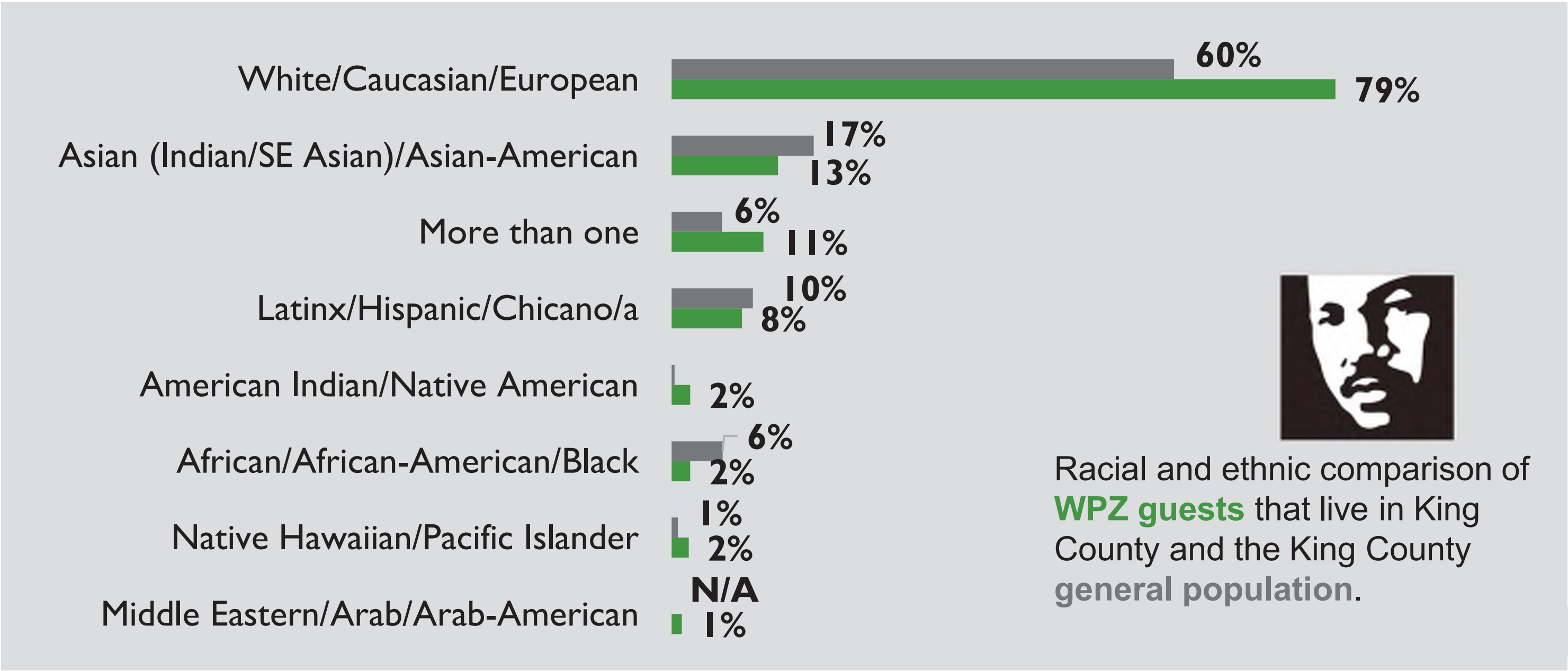
*Empower local
communities to
define their
conservation
challenges &
solutions*

Policy

*Climate &
conservation
justice*

*Transparency:
Back-of-house
to the front*

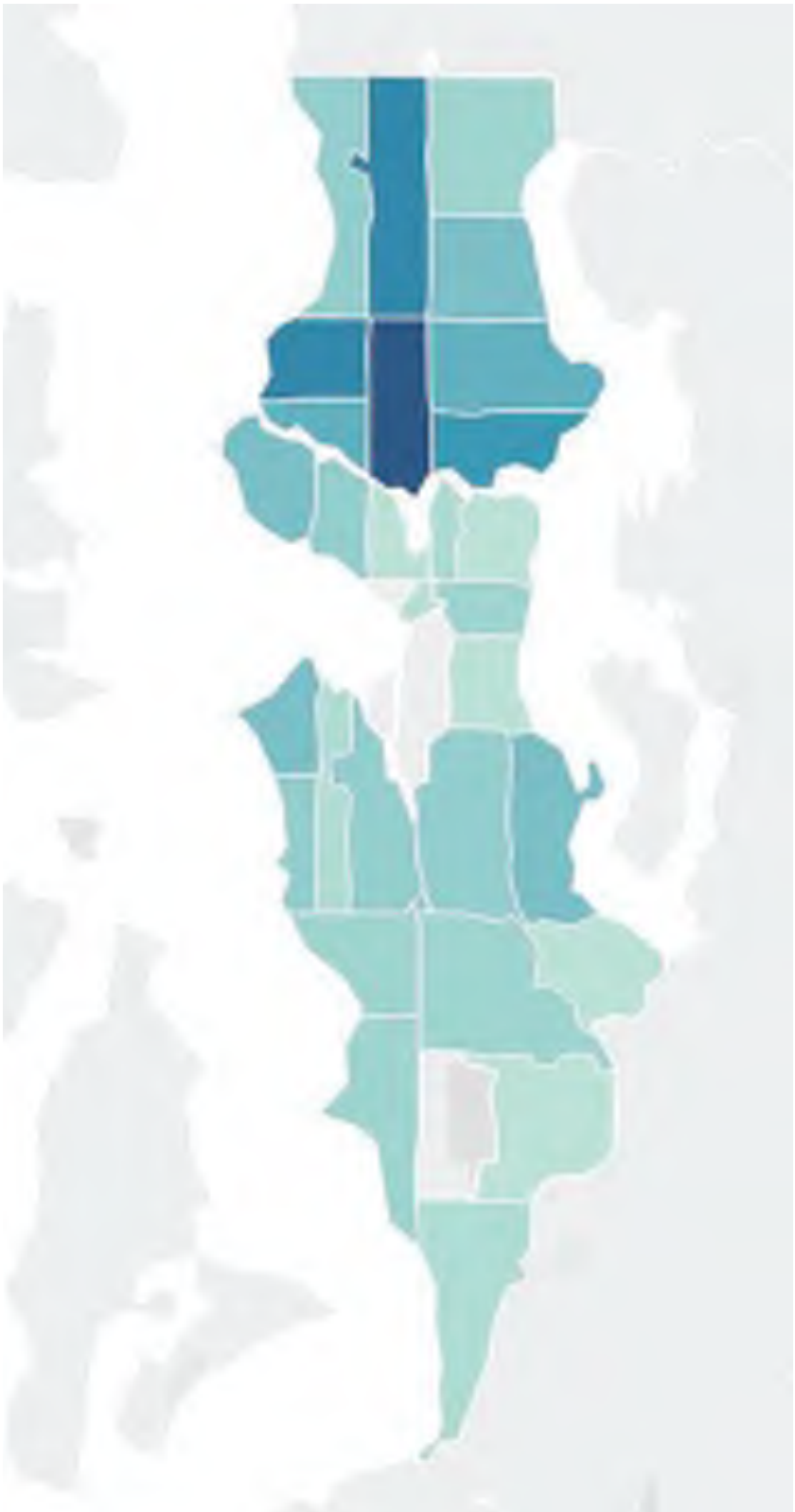
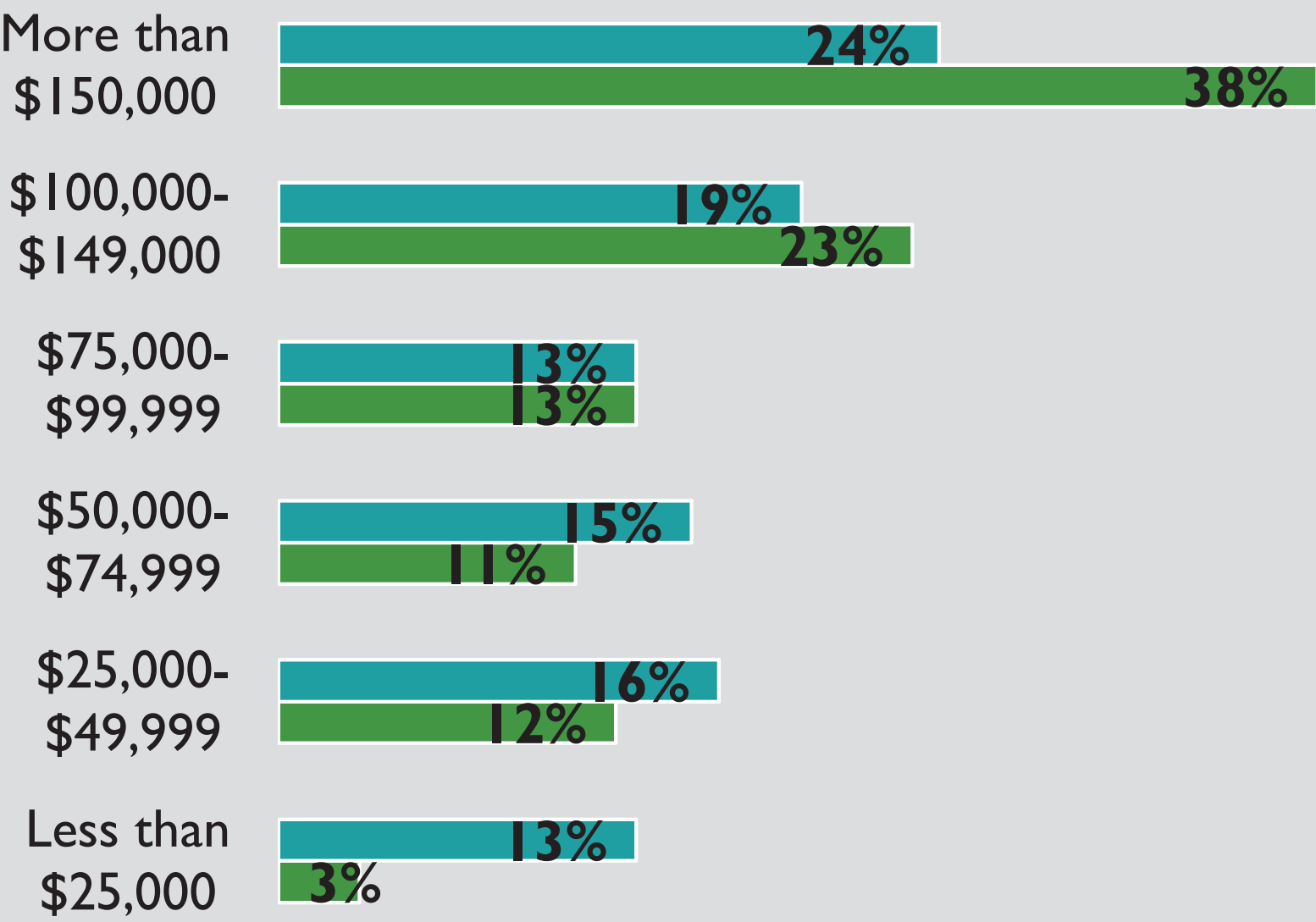
GUEST DEMOGRAPHICS



GUEST DEMOGRAPHICS



Income comparison of **WPZ** guests that live in **King County** (n=204) and the King County **general population**.



2019 Woodland Park Zoo Guest Exit Survey

GUEST DEMOGRAPHICS

 **10%** of groups identified as having someone with a disability in their group



Physical Disability	n=20
Intellectual Disability	n=15
Self-Describe	n=11
Sensory Disability	n=11

8 respondents checked 2 or more boxes.

WOODLAND PARK ZOO ACCESS PROGRAMS

Community Access Program (CAP)

Provides 100,000 free tickets to human service organizations serving low-income and/or at-risk children and adults or other demonstrated under resourced groups.

\$5 Discover Ticket

A deeply discounted ticket for foster and kinship families or recipients of EBT/Washington Quest, P-EBT or WIC assistance.

\$35 Explorer Membership

A deeply discounted membership for foster and kinship families or recipients of EBT/Washington Quest, P-EBT or WIC assistance. Unlimited admission for one year for 2 adults and up to 6 children. ***Explorer memberships increased by 384% from 2020 to 2021.***

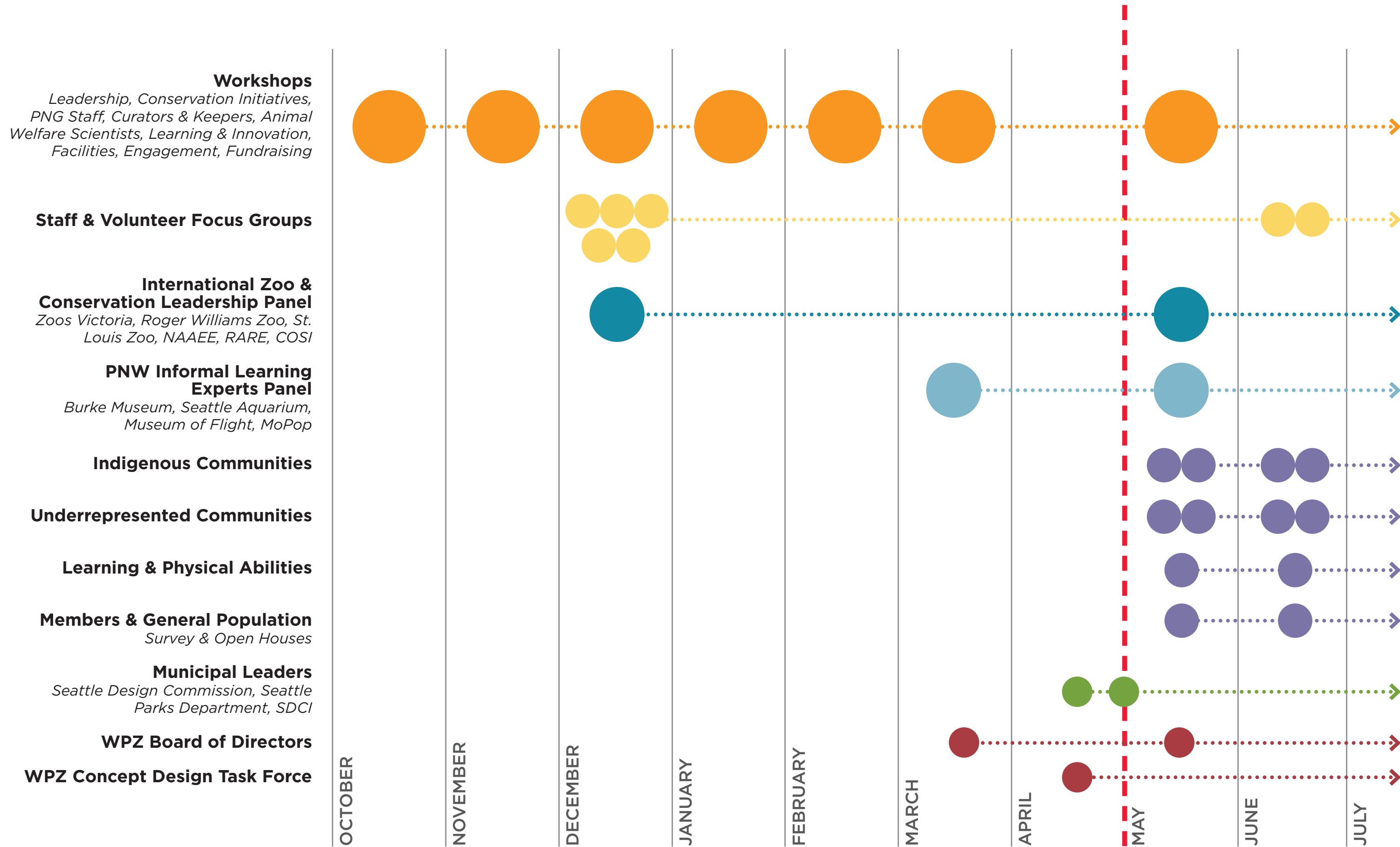
Empathy Collaborative

In partnership with Antioch University Seattle, this program aims to recognize and rectify the ways that diverse communities in the Seattle region have been historically underserved by the zoo. The program uses a co-design framework to build authentic, long-term, reciprocal relationships between the zoo and South Seattle neighborhoods.

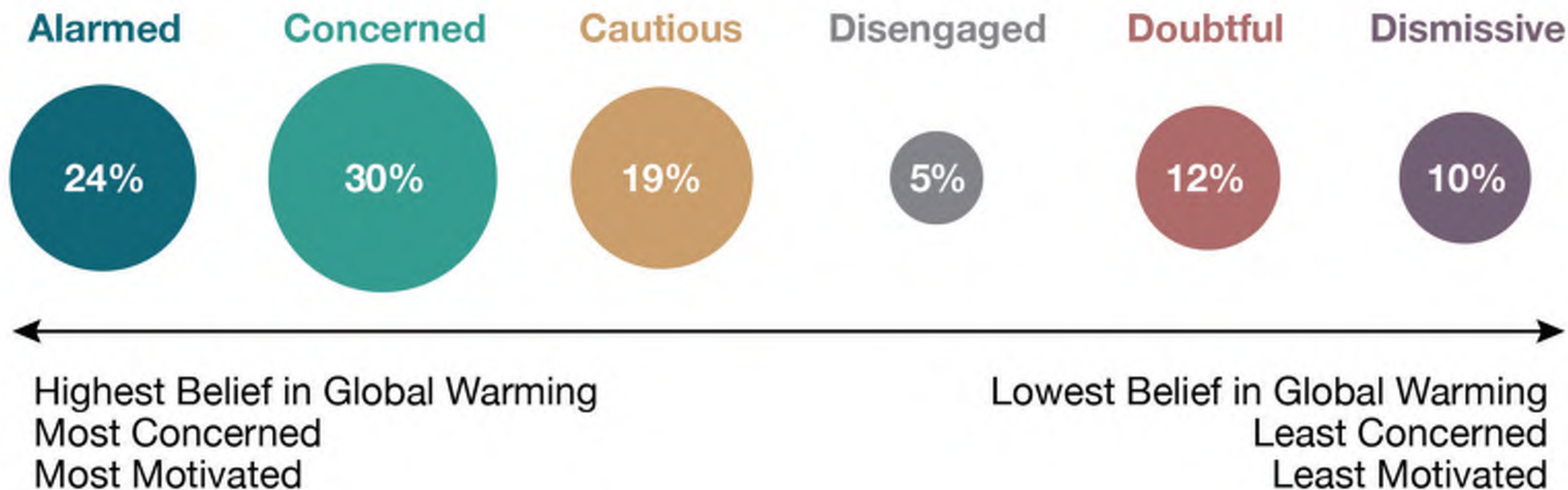
Guest Inclusion Program

The zoo partners with disability organizations in the community to provide expert guidance to create a welcoming environment that promotes accessibility and inclusion, and offers meaningful learning experiences for guests with disabilities to engage with conservation.

FULL ENGAGEMENT



APPROACH



June 2017– March 2021
(Total cases = 8,322)



YALE PROGRAM ON
Climate Change
Communication



GEORGE MASON UNIVERSITY
CENTER for CLIMATE CHANGE
COMMUNICATION

A group of diverse young children, mostly between 2 and 5 years old, are looking out from a wooden play structure. They are gathered behind a vertical glass pane. The children have various expressions, some looking directly at the camera, others looking slightly away. They are wearing casual clothing like t-shirts, dresses, and pants. The play structure is made of dark brown wood. The background is bright and out of focus, suggesting an outdoor setting with other people and structures.

**I don't know what to do.
I'm not convinced that my actions really make a difference.**

WPZ THEORY OF CHANGE



CARE

*I feel empathy for the animals, habitats and humans
affected by our choices.*

INSPIRE

Proven solutions give me hope.

EMPOWER

My individual and collective actions make a difference.

WPZ THEORY OF CHANGE

CARE

*I feel empathy for the animals, habitats and humans
affected by our choices.*

INSPIRE

Proven solutions give me hope.

WHERE ZOOS
TYPICALLY STOP

EMPOWER

My individual and collective actions make a difference.





Tool:
ANIMALS



Tool:
FORESTS



Tool:

CONSERVATION SUCCESS CASE STUDIES

WPZ'S TREE KANGAROO CONSERVATION PROGRAM, PAPUA NEW GUINEA

Primary Project Metric

Activate impactful conservation action.

Project Theme

People, animals, and forests are interconnected communities.

Project Principles

- **Deepen personal connections to forests and their animal communities**
- **Demonstrate the impacts of forests on climate change**
- **Enable guests to practice the full range of conservation actions: individual, community & policy**
- **Facilitate participation and exploration** (vs. observation and explanation)
- **Provide transparent and exceptional animal care and welfare**
- **Be a model of sustainability**
- **Prioritize short-term flexibility and long-term adaptability**

CARE EXPERIENCES



HOPE
Experience the people-powered solutions that are protecting our forest communities



INTERACT
Understand the depth of care and the relationships between keepers and animals

EMPOWER EXPERIENCES



MAKE
Develop and share conservation ideas



CHOOSE
Experience how your consumer choices impact conservation efforts

INSPIRE EXPERIENCES

EXPLORE
Gain new perspectives & knowledge about conservation through interactive experiences



RESEARCH
Get involved in the science of conservation work



EXCHANGE
Dialogue with others about conservation

- **Climb a tree** and experience the biodiversity in the canopy
- Touch and feel the bark of a large, living tree
- Explore the **fungi networks** within the forest floor
- Interact with the people who protect our forest communities (live, virtual, or pre-recorded)
- Be a YUS Ranger and **track the movement of wild PNG tree kangaroos** in real time
- Feel the ever-changing sights, **humidity, smells, and sounds** of PNG's cloud forest community (plant, animal, human)
- **Be an animal welfare scientist** and check the health of the animals through a **care dashboard**
- Experience forest regeneration (decay, nurse logs)
- Measure nature's embodied carbon (ex. sonic hammers for trees)
- Enter the **microscopic worlds** hidden within soil and water
- Measure water when it rains and follow its path to reuse
- Guest group rest and hang-out
- Conservation and Keeper Chats
- Interact with the **local people who protect our global forest** communities (live, virtual, or pre-recorded)
- Conversation with a **WPZ keeper**, volunteer or conservation expert
- **Contemplation**
- Guest conservation speakers
- Public convening events (**town halls**, policy events)
- Attend a local community-led conservation conversation to define local priorities
- Find out other ways to participate in forest conservation action (ex. live schedule of **legislative events**, rallies)
- Partner/industry conservation events
- Conversation with a **WPZ conservation expert**
- Assist in the making of conservation innovations (ex. scent dispenser)

activity-based programming

- Engage with **local citizen science opportunities**
- Sign up for and attend citizen scientist trainings
- Witness collaborative WPZ and partner meetings
- Attend a small **community-led conservation session**
- Witness large scale conservation industry events taking place
- **Make something to:**
 - **Take home**
 - Be displayed at WPZ
 - Send to partner groups (ex. thank you card to PNG forest ranger)
 - **Send to local/national leaders**
- Plant something
- Make **music**
- Make a new recipe (ex. plant-based meat, conservation vanilla)
- **Write a letter** to a local or national leader
 - Make a yard sign to show support for conservation policy
 - Make a sign to take or send to an advocacy rally
- Experience the impacts your **consumer choices** have on conservation efforts
- Meet the featured product's entrepreneur/farmer/land owner who's protecting our forests with your help!
- Purchase & **drink a cup of coffee**
- Cup and taste coffee
- Experience the **growing, picking, drying and milling** processes
- Sort and roast your own beans
- Experience getting coffee to market: games
- Other global/local products (ex. honey, vanilla, paper)
- Honey: Beehives/tastings/other experiences
- Vanilla: plants/tastings/other experiences
- Take home a **conservation shopping guide** (ex. groceries)
- And many more...

“WHAT IS A FOREST?” EXPERIENCE



PLAZA/EXCHANGE EXPERIENCE



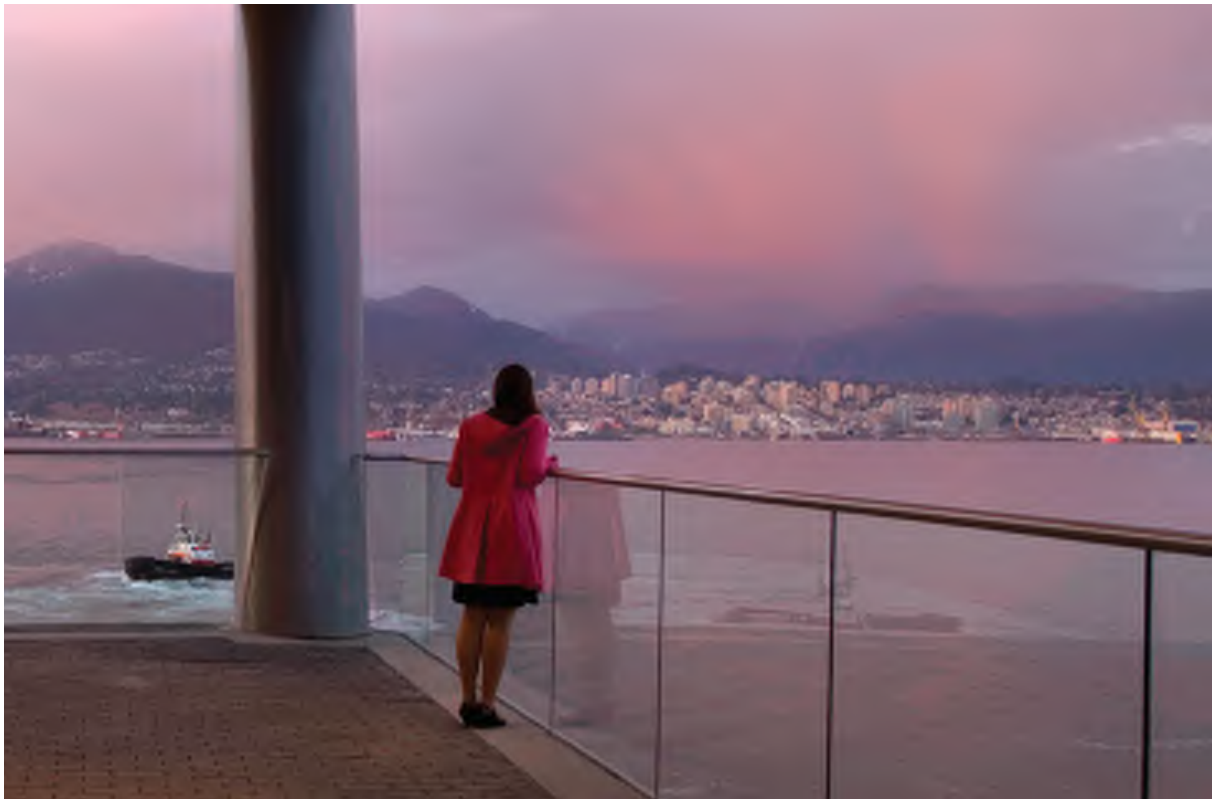
MAKERSPACE EXPERIENCE



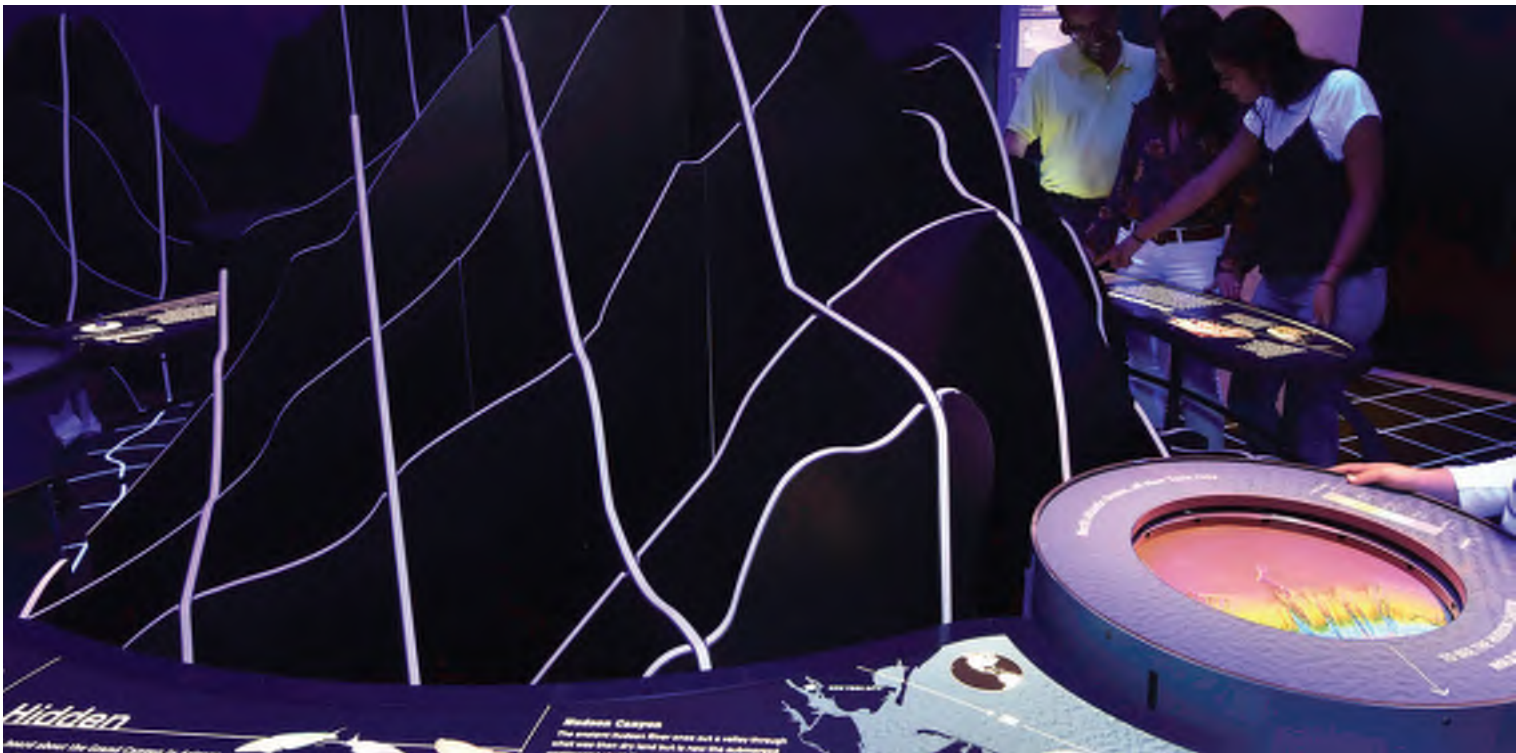
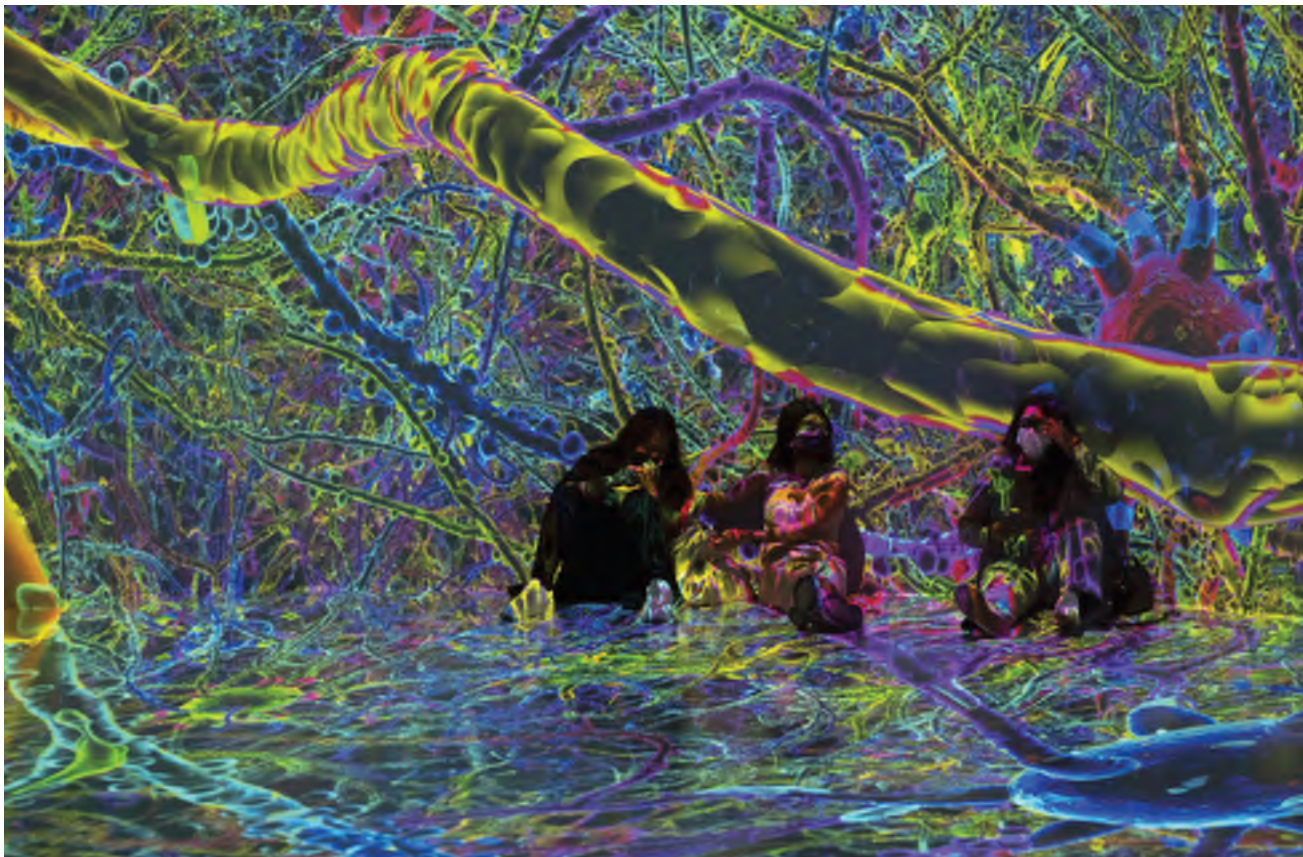
COFFEE BAR/MARKET EXPERIENCE



EXPLORE & HOPE INTERPRETIVE EXPERIENCE



EXPLORE & HOPE INTERPRETIVE EXPERIENCE

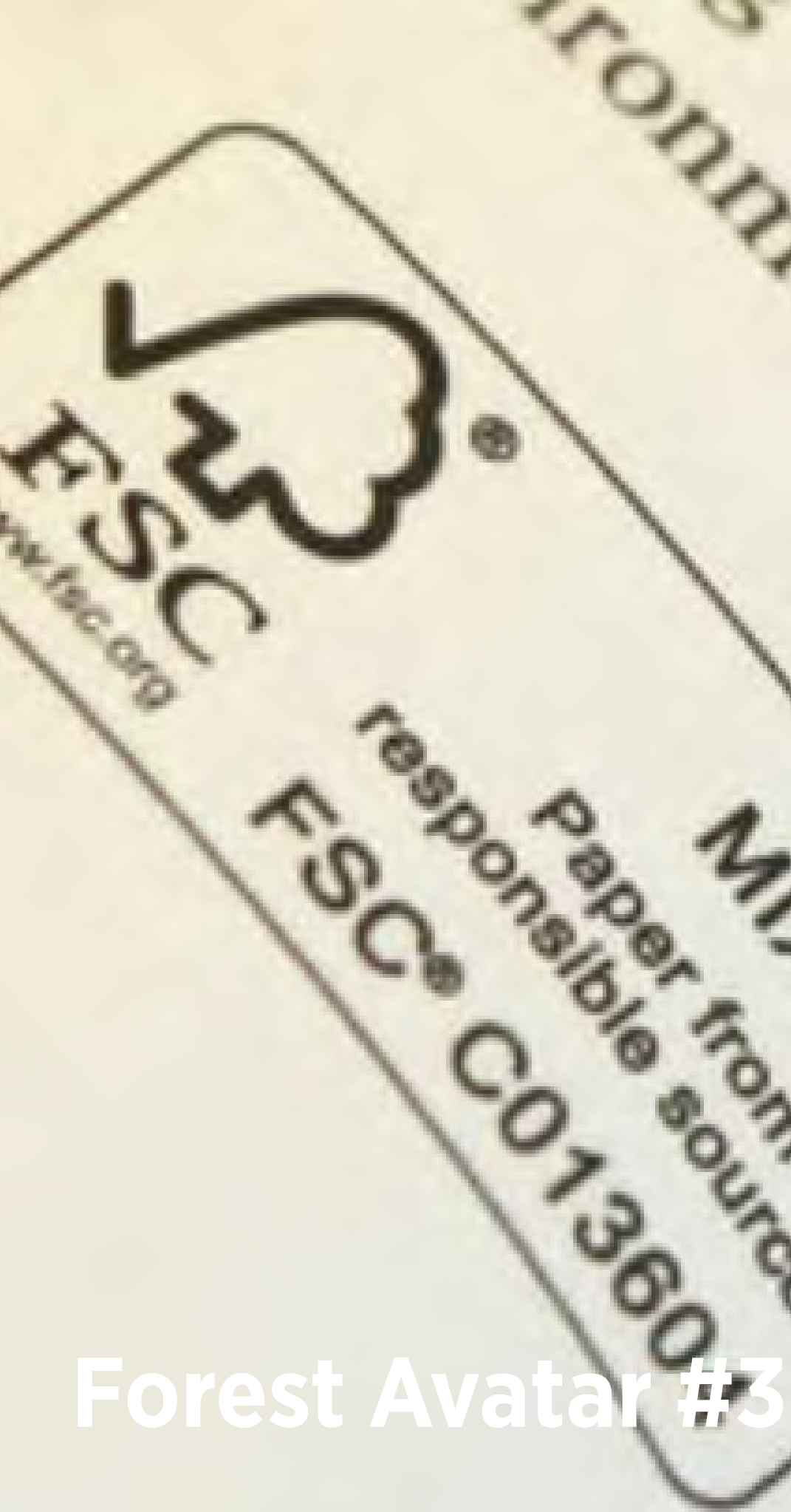




Forest Avatar #1: Matschie's Tree Kangaroo

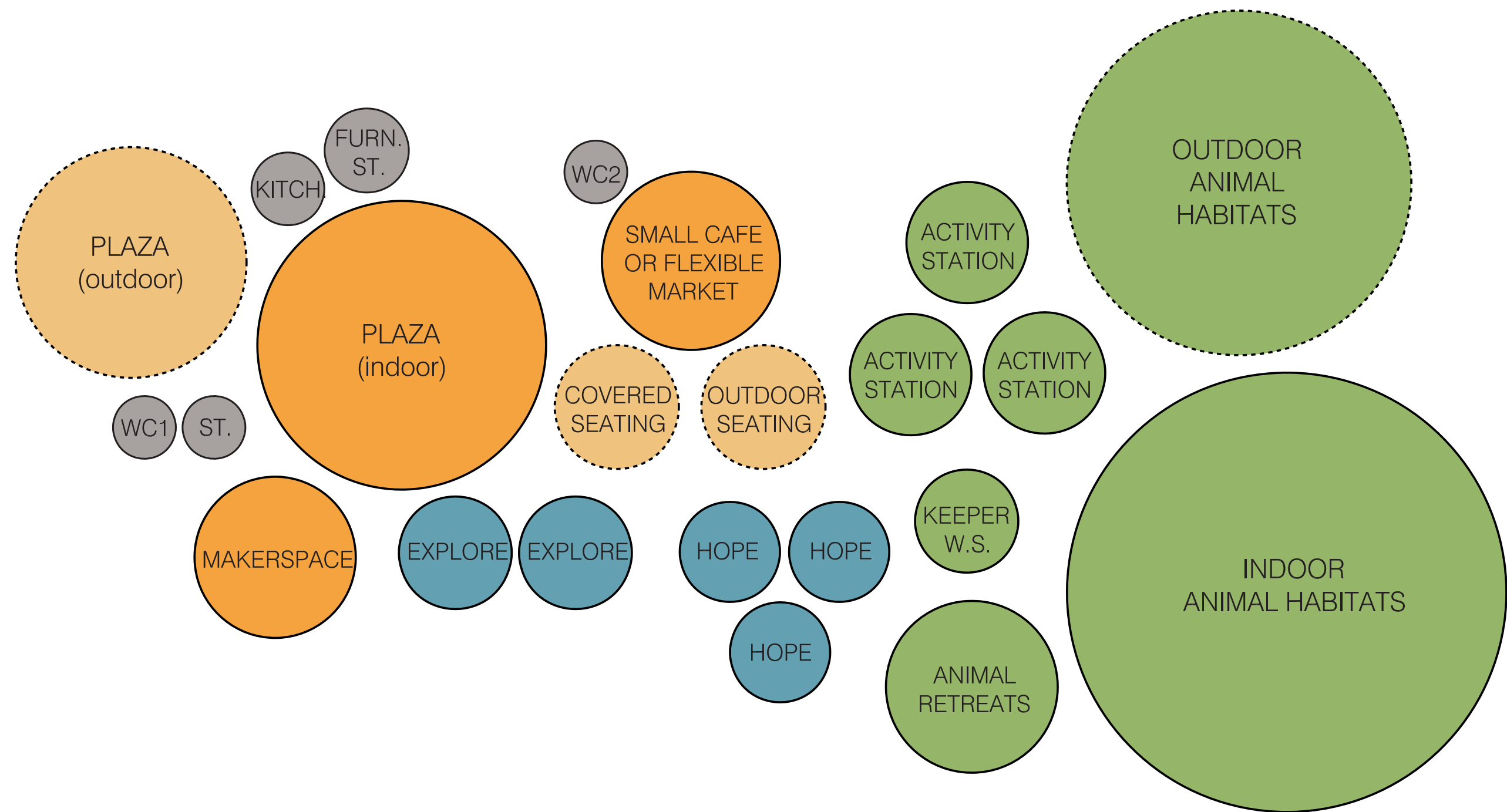


Forest Avatar #2 Example: Rhino Hornbill

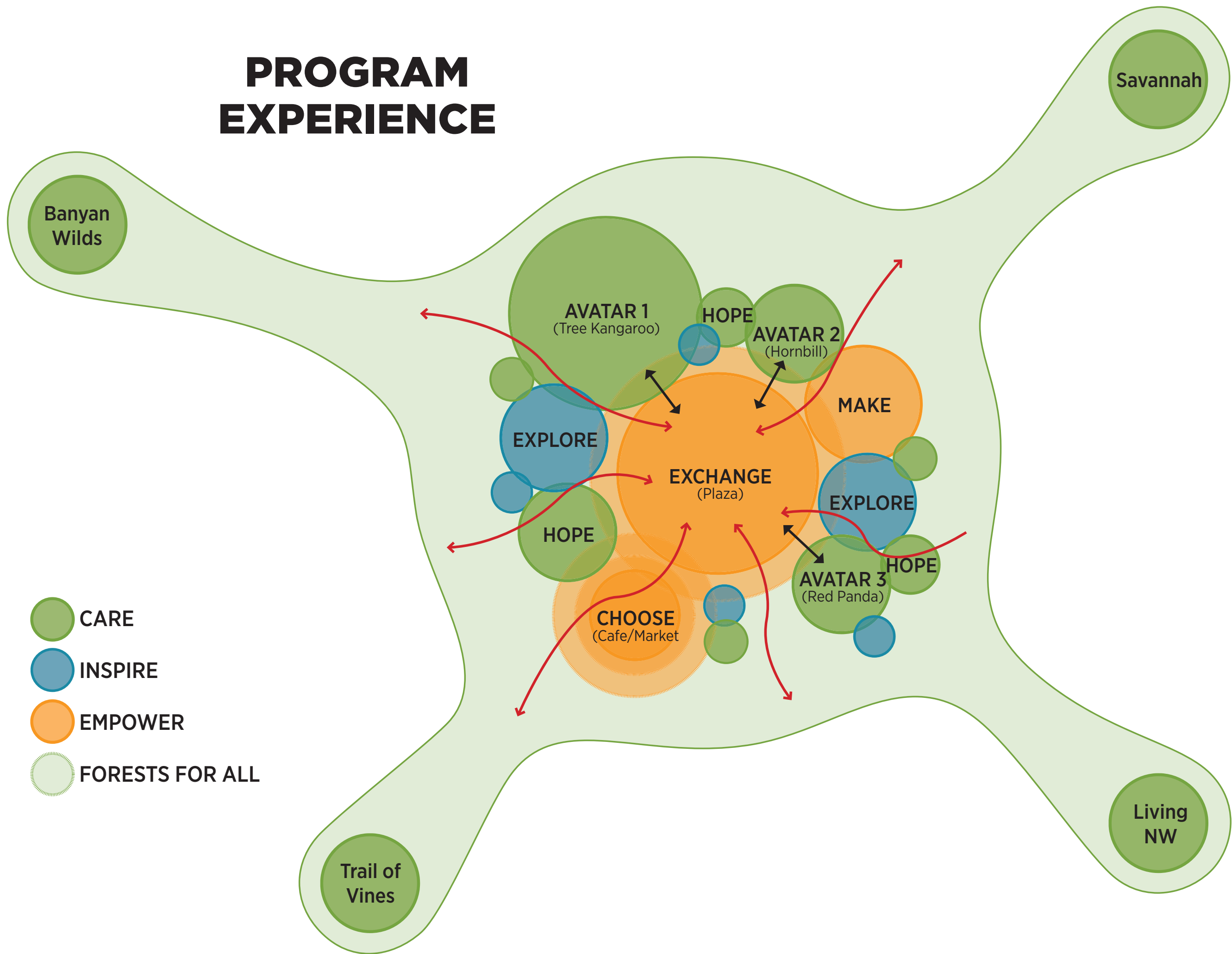


Forest Avatar #3: Red Panda

PRELIMINARY SPACE PROGRAM



PROGRAM EXPERIENCE



CONCEPT













PLAZA



WHAT IS A
FOREST?

CAFE

AVATAR 1
TREE
KANGAROO

EXPLORE

ACTIVITY
STATION

AVATAR 3
RED PANDA

PLAZA

ACTIVITY
STATION

EXPLORE

HOPE

HOPE

MAKER
SPACE

EXPLORE

ACTIVITY
STATION

HOPE

AVATAR 2
HORNBILL

DESIGN CONCEPT

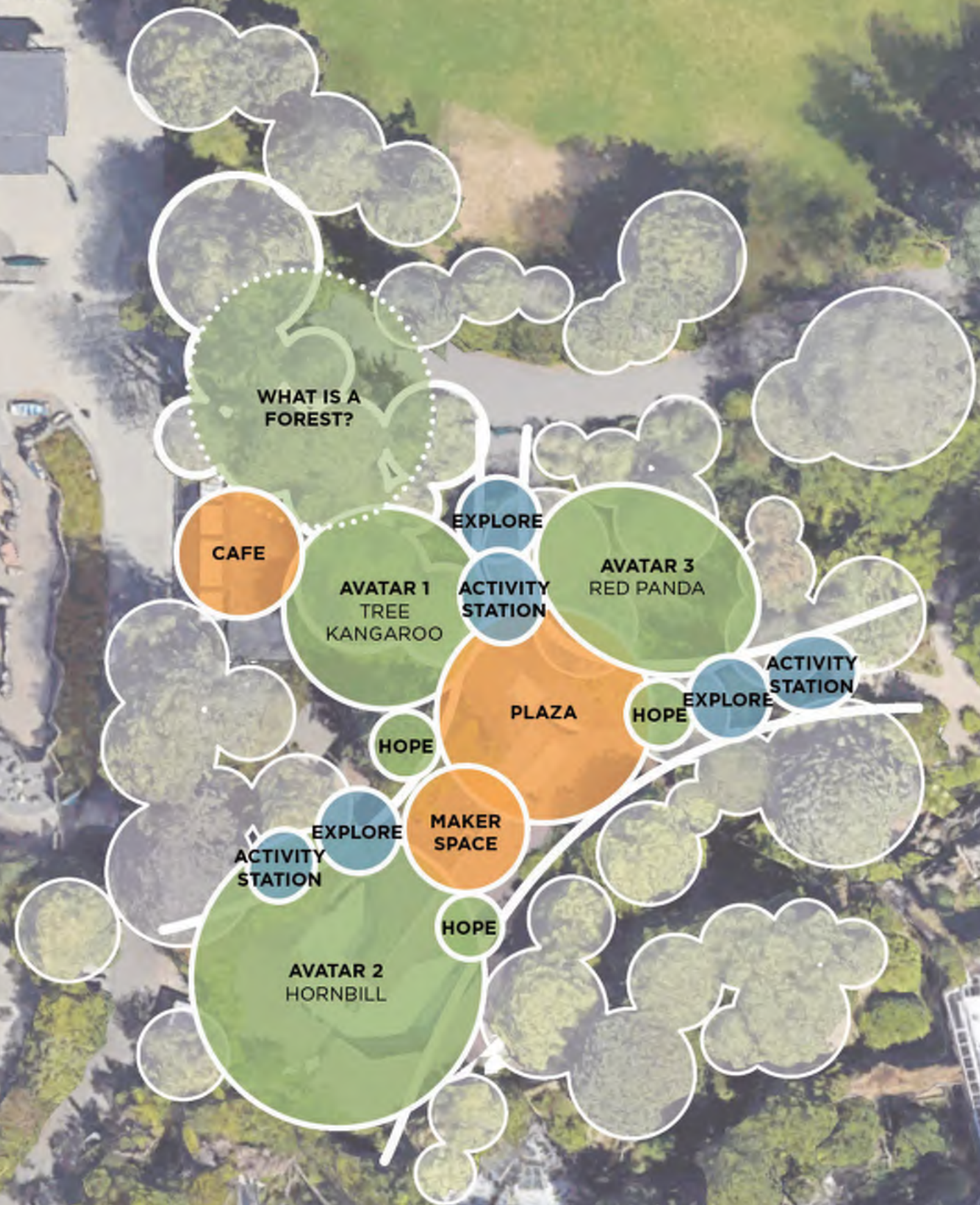
Protect existing trees

Canopy roof

Multiple site linkages

Exchange at center

3-dimensional guest and animal movement



PRELIMINARY CONCEPT MODEL

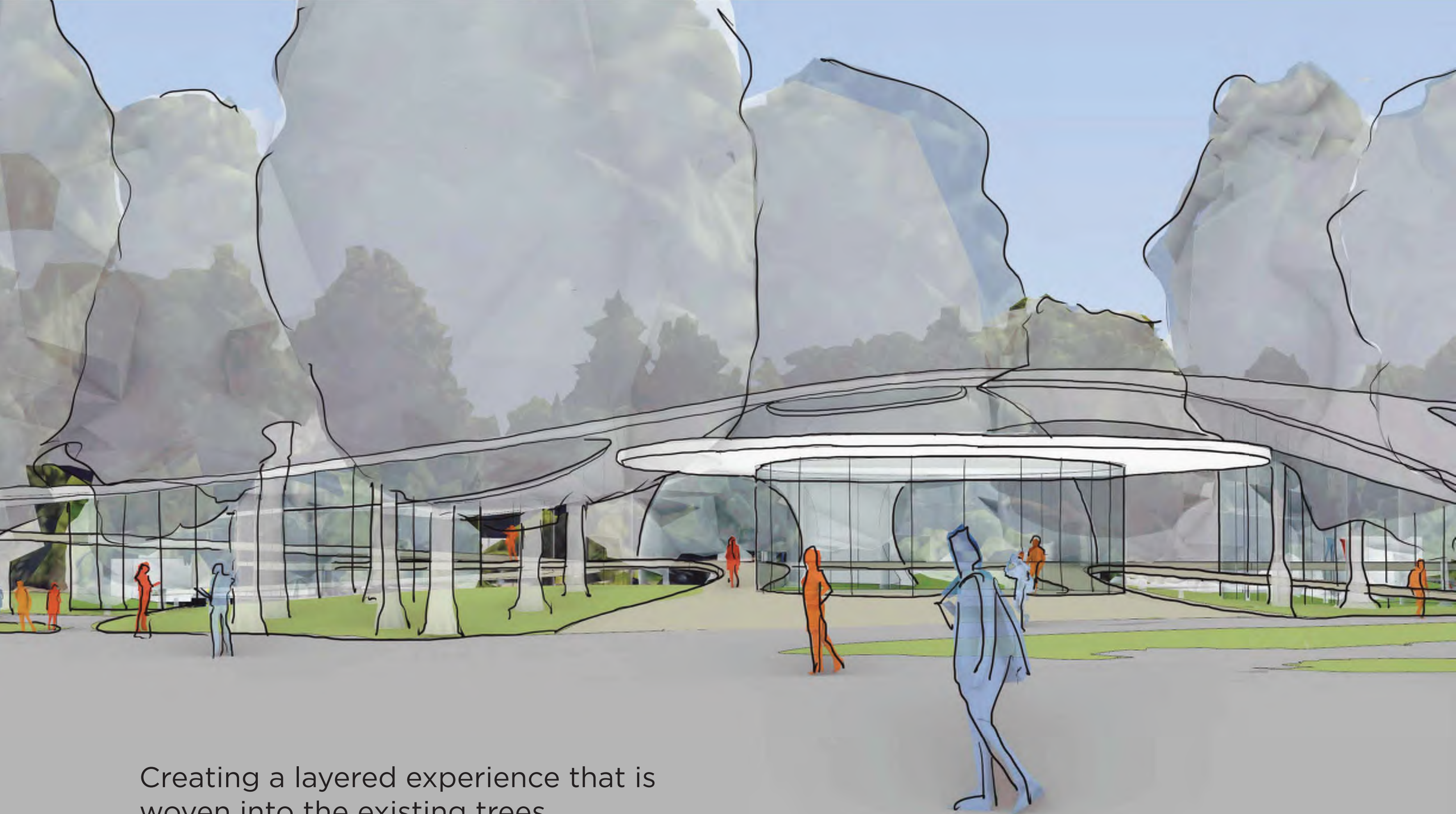




PRELIMINARY CONCEPT MODEL

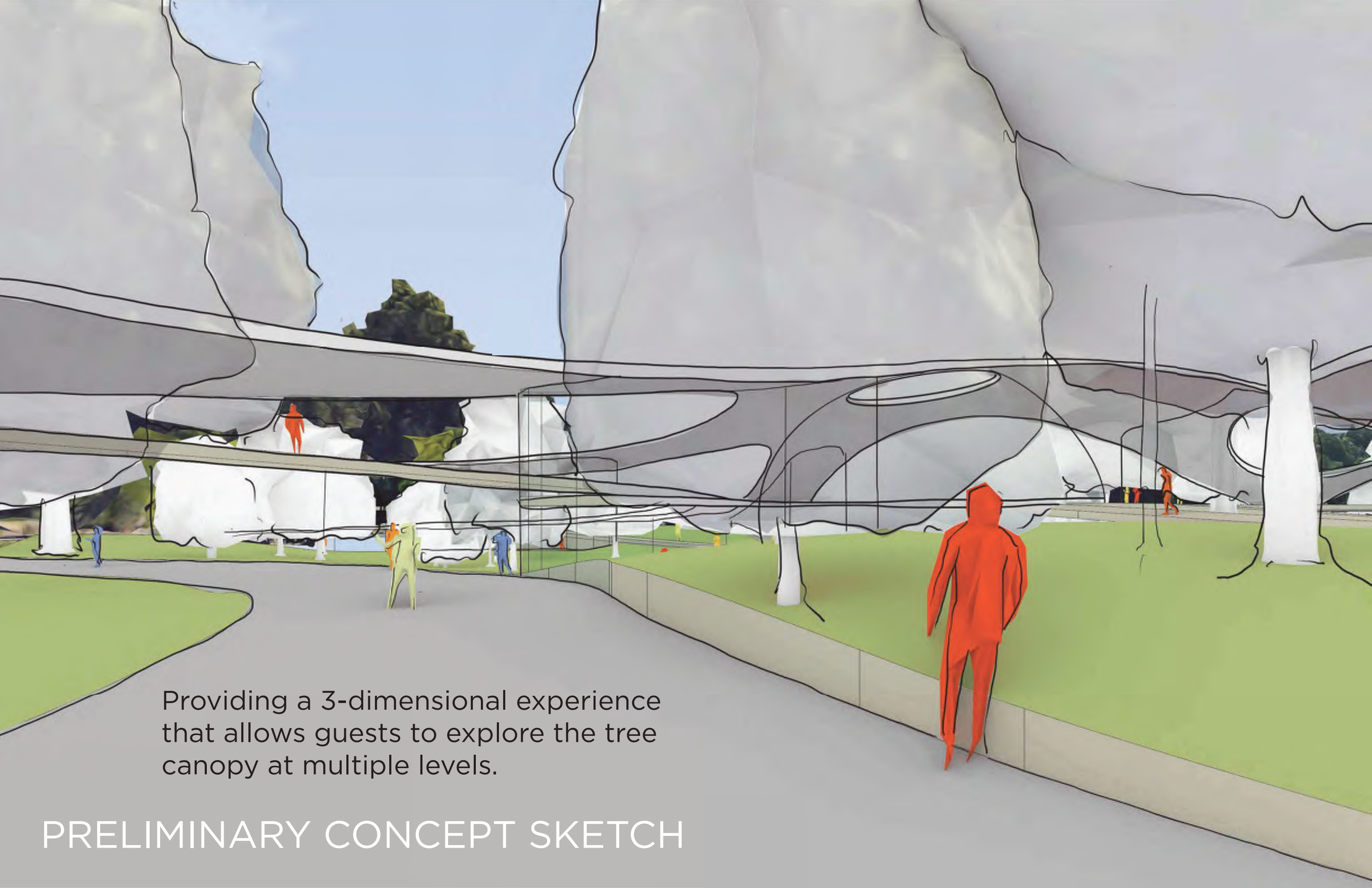


PRELIMINARY CONCEPT MODEL



Creating a layered experience that is woven into the existing trees.

PRELIMINARY CONCEPT SKETCH



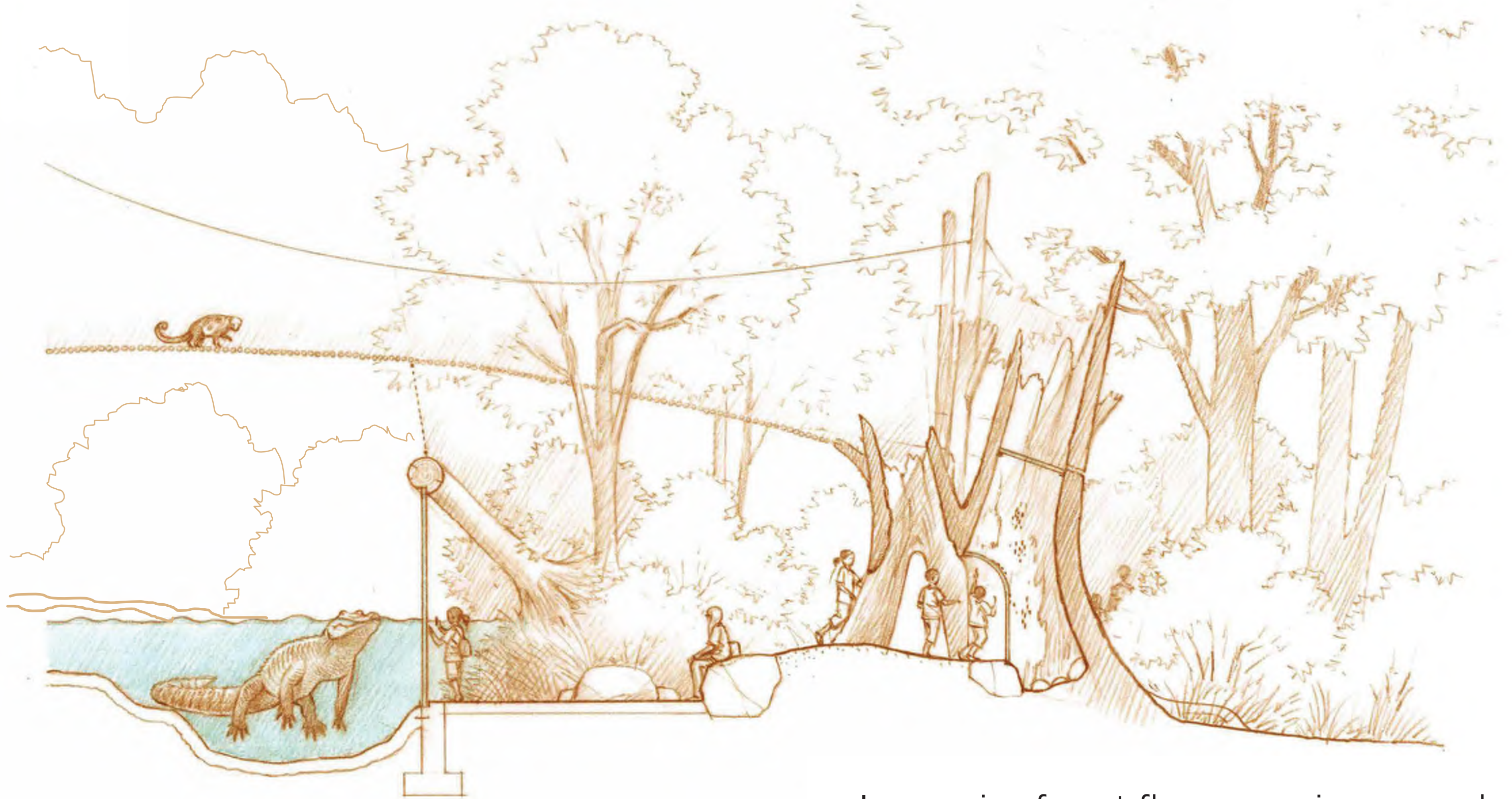
Providing a 3-dimensional experience that allows guests to explore the tree canopy at multiple levels.

PRELIMINARY CONCEPT SKETCH



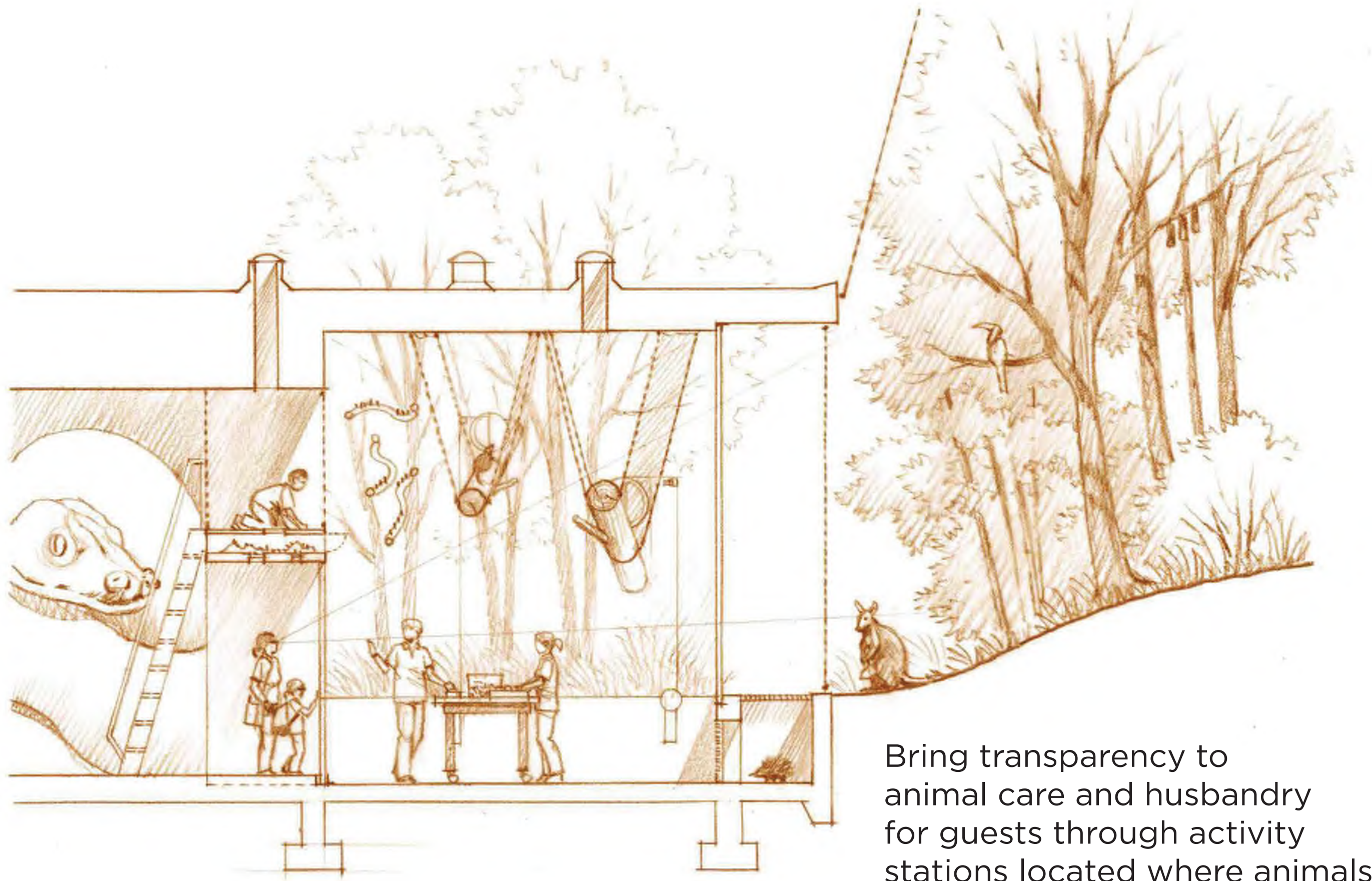
Up-close encounters with tree
kangaroos and birds at the canopy level

PRELIMINARY CONCEPT SKETCH



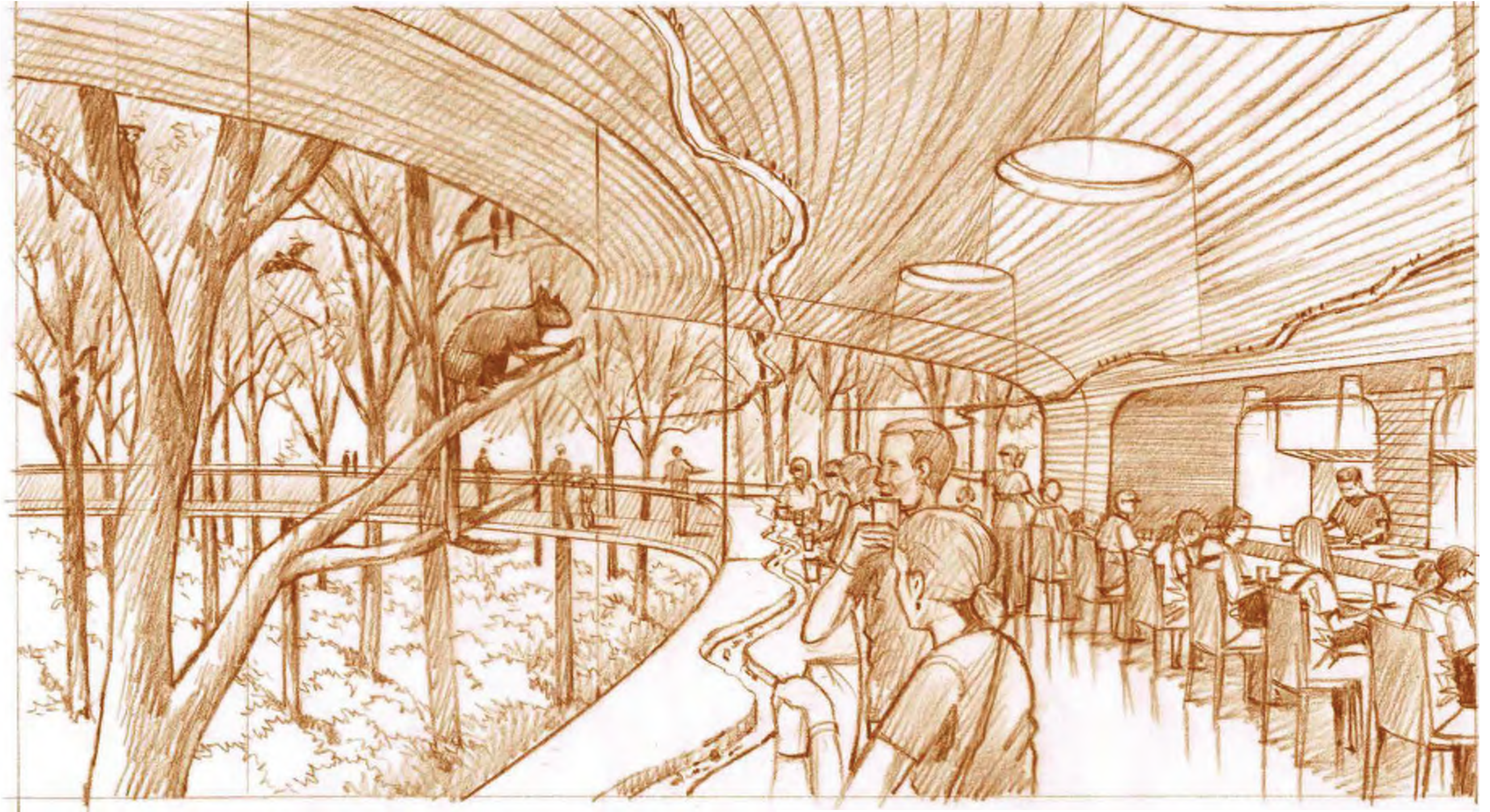
Immersive forest floor experiences and
micro-habitat exploration zones

PRELIMINARY CONCEPT SKETCH



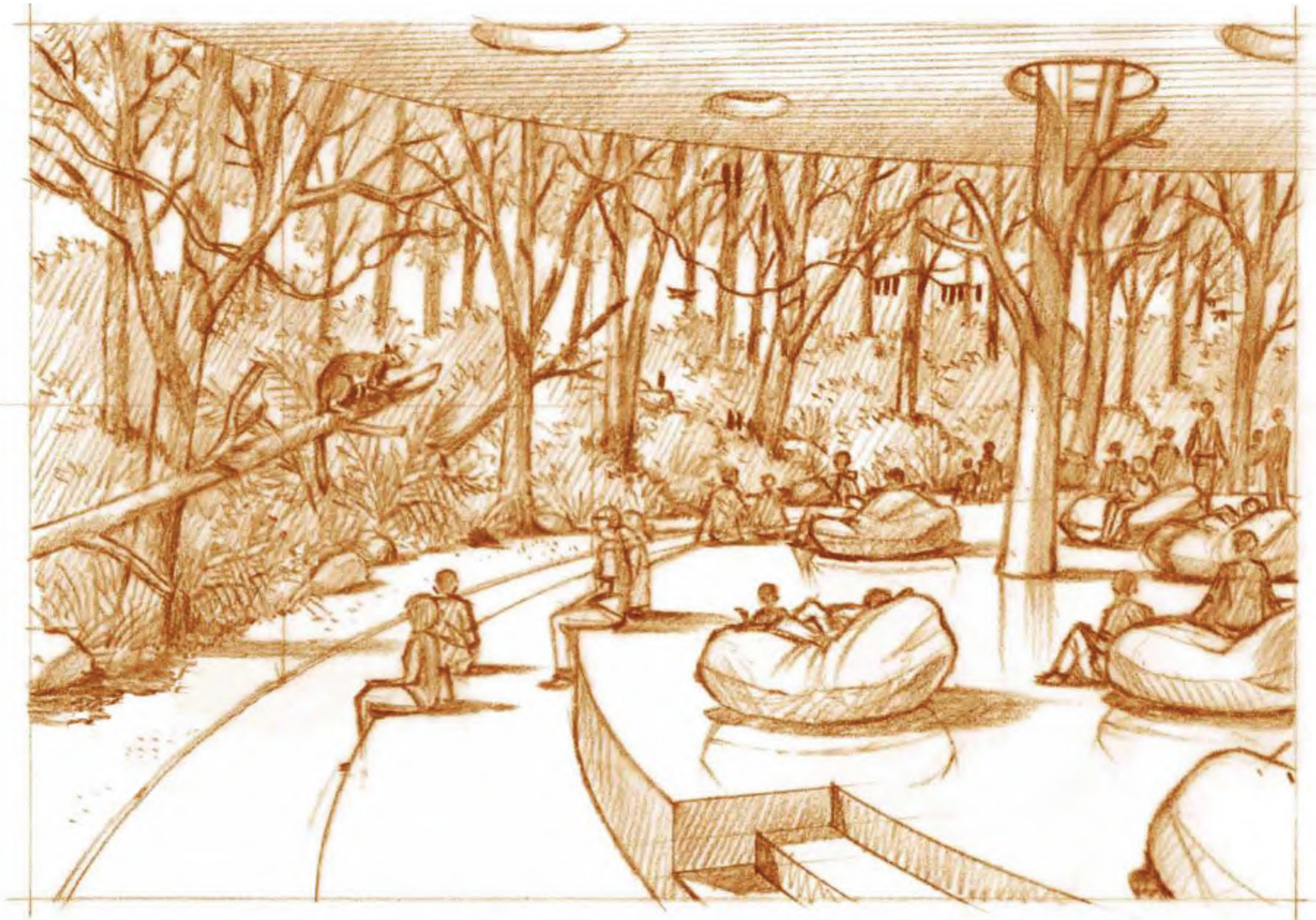
Bring transparency to animal care and husbandry for guests through activity stations located where animals naturally spend time.

PRELIMINARY CONCEPT SKETCH



PRELIMINARY CONCEPT SKETCH

Weaving forests, habitats and conservation commerce in an engaging, participatory setting



PRELIMINARY CONCEPT SKETCH

A community gathering space including
and surrounded by conservation stories
and habitat

What has been the impact of this project five years after it opens?



