

# Design Commission Meeting

June 1st, 2023

WOODLAND PARK ZOO SAVES WILDLIFE AND INSPIRES EVERYONE TO MAKE CONSERVATION A PRIORITY IN THEIR LIVES.

ZOO.ORG



#### 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.

gʻət dibət, ti d²ix ?acittalbix, ti?ə? dəx xubatəb ?ə ti tud²ix qscət ti tliti ?al bəkəltiu (1855). sgʻa?cət swatix tədcət. ləcutixdub ?ə ti d²ix ?acittalbix tul'?al tudi? tud²ix pədtab ti swatix təd ?i ti swətix təd, ti qʻu? ?i ti xʻəlc, ti tataculbix ?i ti titculbix. sux təb ?ə ti Woodland Park Zoo ti?ə? cədit ləcustixdx ?ə ti d²ix ?acittalbix ?i ti sgʻa?s sətxəcəbs dx ?al ckʻaqid. huy, ?uyayus ti Woodland Park Zoo ?əsqʻu? ?ə ti d²ix ?acittalbix dx ?al kʻi tubəshəli?tx ti swatix təd ?i ti bək ?ucətdalb ?al ti swatix təd, ?al ti qʻu? ?i ti xʻəlc, ?al ti squlgʻədx. ti Woodland Park Zoo gʻəl ?abyid ti tataculbix ?i ti titculbix ?ə kʻi shəli?. ?əsxaxtub ?ə ti Woodland Park Zoo gʻəpa?cutəs kʻi bək gʻat dx ?al kʻi skʻax ads ti?ə? qic syayus.

## **Woodland Park Zoo- Mission**





## **Woodland Park Zoo**





# **CORE STRATEGIC PRINCIPLES**

#### Our strategic plan and actions are driven by the following fundamental beliefs:

#### **Q** ♀ A SOCIAL CHANGE

We believe that Woodland Park Zoo and other zoos are uniquely positioned to reach, inform and empower a large and diverse audience to join us in taking wildlife conservation actions, and that our vision will be achieved when local and global efforts bring about an inclusive and enduring social movement for wildlife.

#### INCLUSION

perspectives, and voices in every aspect of our work—including our staff, board of directors, volunteers, visitors and partners—is not only the right thing to do, but also essential for realizing our mission and vision. Our experiences, since the original plan was adopted, compel us to enhance our efforts to reach out, welcome, purposefully listen to and serve a greater community.

We believe that including diverse ideas,

#### **EDUCATION**

We believe that immersive experiences with animals, and programs of science and exploration that inspire empathy for

animals and their needs, provide powerful and influential inspiration and motivation for people to care and to act on behalf of wildlife conservation. In particular, we must urgently leverage the power of immersive animal experiences, our conservation and community programs, and our staff expertise to engage our audiences in climate change mitigation and species conservation actions.



#### SUSTAINABILITY

We believe that the urgency of climate change forces our zoo to accelerate our commitment to environmental sustainability. We fully intend to 'walk the talk' in our operations and programs, in partnership with our business partners and suppliers. Moreover, sustainability also requires that we intentionally invest in viable populations of zoo animals and in recruiting, training and retaining a strong and stable workforce.



#### COMMUNITY

We believe we must genuinely engage in active dialog and partner to take conservation actions with all the communities of which we are a part, including our city, the Pacific Northwest region, our field partners, and the broader zoo and wildlife conservation fields.



#### INNOVATION

We believe that a wise and focused use of scientific expertise and new technologies where appropriate will enhance our activities and connect people more deeply and effectively to wildlife conservation, wondrous experiences, and animal care. We will tap into the creativity of our staff and our community to find new ways to build connections between people, animals and our shared habitats

#### **LEADERSHIP**

We believe that Woodland Park Zoo has both the opportunity and the responsibility to propel 21st-century zoos and aquariums to be global agents of change for wildlife conservation. We commit to the efforts and investments necessary to collaborate with zoo and aquariums and other organizations that share our goals.



#### **ACCOUNTABILITY**

We believe that rigorous evaluation of our work, using and sharing measurements of our impact, are essential components of a social movement for wildlife conservation. We will responsibly and transparently measure and report on our efforts and our progress.

## **DEAI & Empathy Collaborative**



A meaningful relationship with Woodland Park Zoo looks like being part of the community, inclusive of culture and representation, providing meaningful multicultural learning experiences and by making the zoo more affordable and accessible.

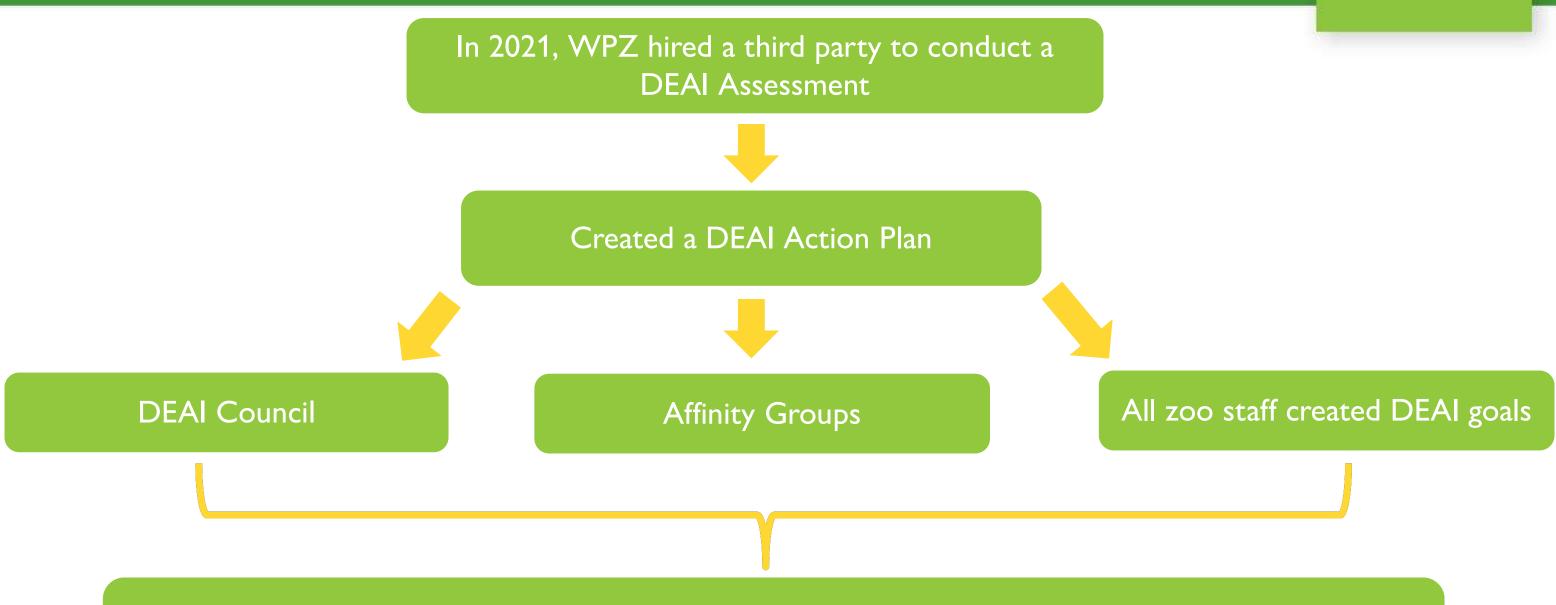
In July 2021, Antioch University Seattle and Woodland Park Zoo began engaging with the South Seattle community through a series of listening sessions.

In early 2022, key leaders and service providers joined facilitated discussions with Woodland Park Zoo and Antioch University Seattle staff to explore how the zoo can meaningfully partner with the community and organizations.

Our goal is to be accountable and ensure programming that is relevant to the community.

## **DEAI & Empathy Collaborative**





Zoo wide changes that are measurable and data driven to programs, physical improvements, guest and staff belonging. The current plan will run through 2025.

## **Access Programs**



# Community Access Program (CAP)

Provides 100,000 free tickets to human service organizations serving low-income and/or atrisk 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.





# Guest Inclusion Program

- 2-year IMLS grant
- Helped build zoo capacity around Universal Design for Learning
- Resulted in the redesign of Keeper Talks, early-childhood education, and docent programming to be more inclusive of all learning styles and reducing barriers to access

# Inclusion Fests & Sensory Accommodation

- Collaborating with Seattle Public Libraries providing a nature walk through the Sensory Garden with a children's book on braille called a StoryStroll.
- Fully inclusive with ASL interpretation, Spanish Translation, and games or other activities.
- Zoomazium sensory days on Fridays
- Sensory Nights for Wild Lanterns
- Friends of Sensory Garden Partnership

### Infrastructure Changes

- With the Guest Inclusion grant providing TV screens to provide greater views into our Keeper Talks for guests.
- Improved speaker systems to accommodate auditory needs.
- Spanish language interpretation for our WLT.
- A custom in house designed docent cart that provides volunteers with disabilities and guests greater access to the content in which they presenting on.

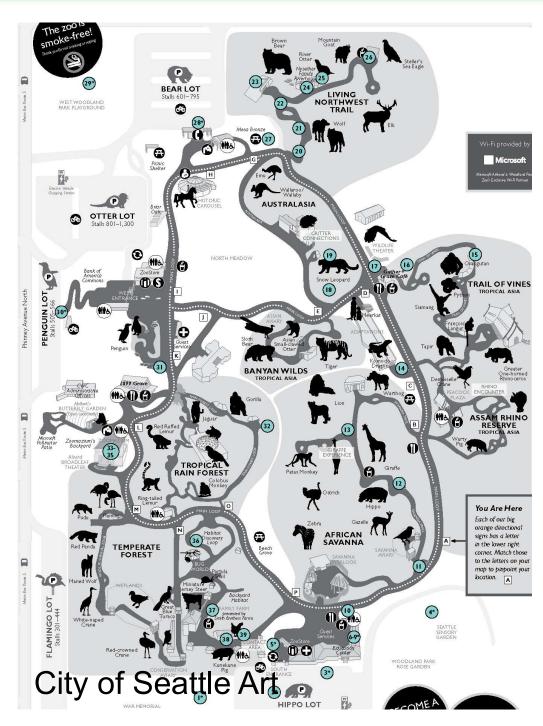
# Wonder in Nature

- Co-designed in partnership with community-based organization in south Seattle.
- Students learned how to use DSLR cameras, created mood boards to showcase what inspired them, went on nature walks, and engaged in daily reflection about their experience.

# **Art at the Woodland Park Zoo**

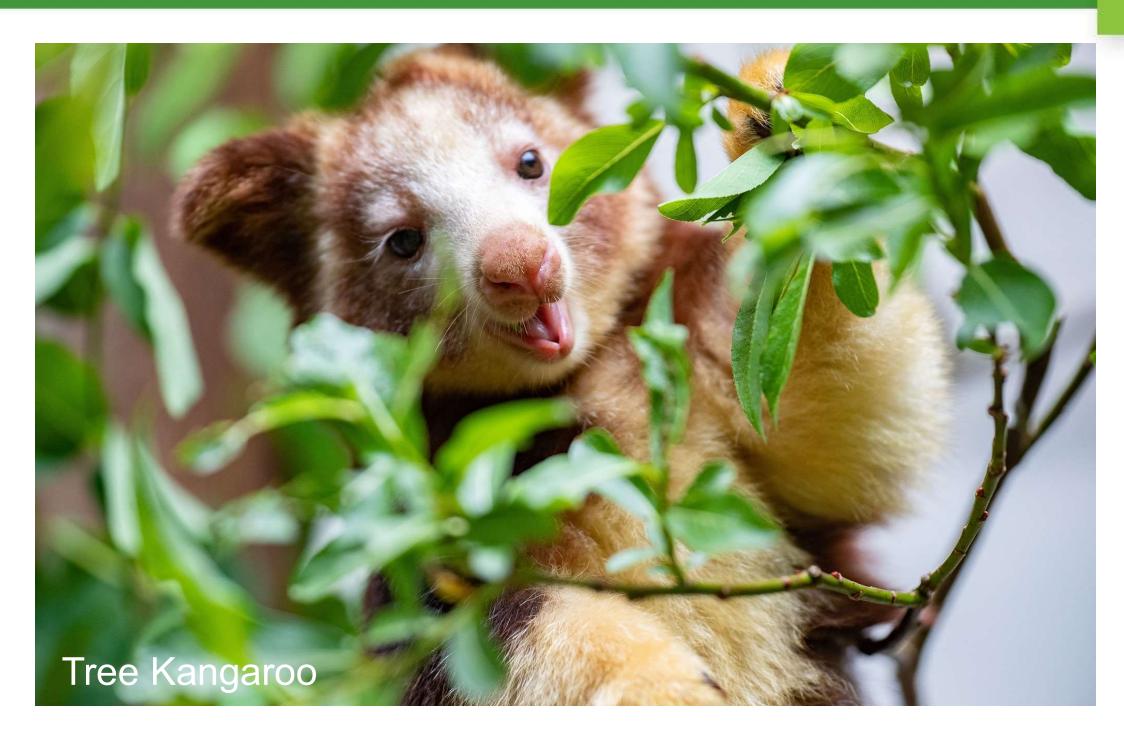






# **Animal Welfare**





# Tree Kangaroo Conservation Program, Papua New Guinea

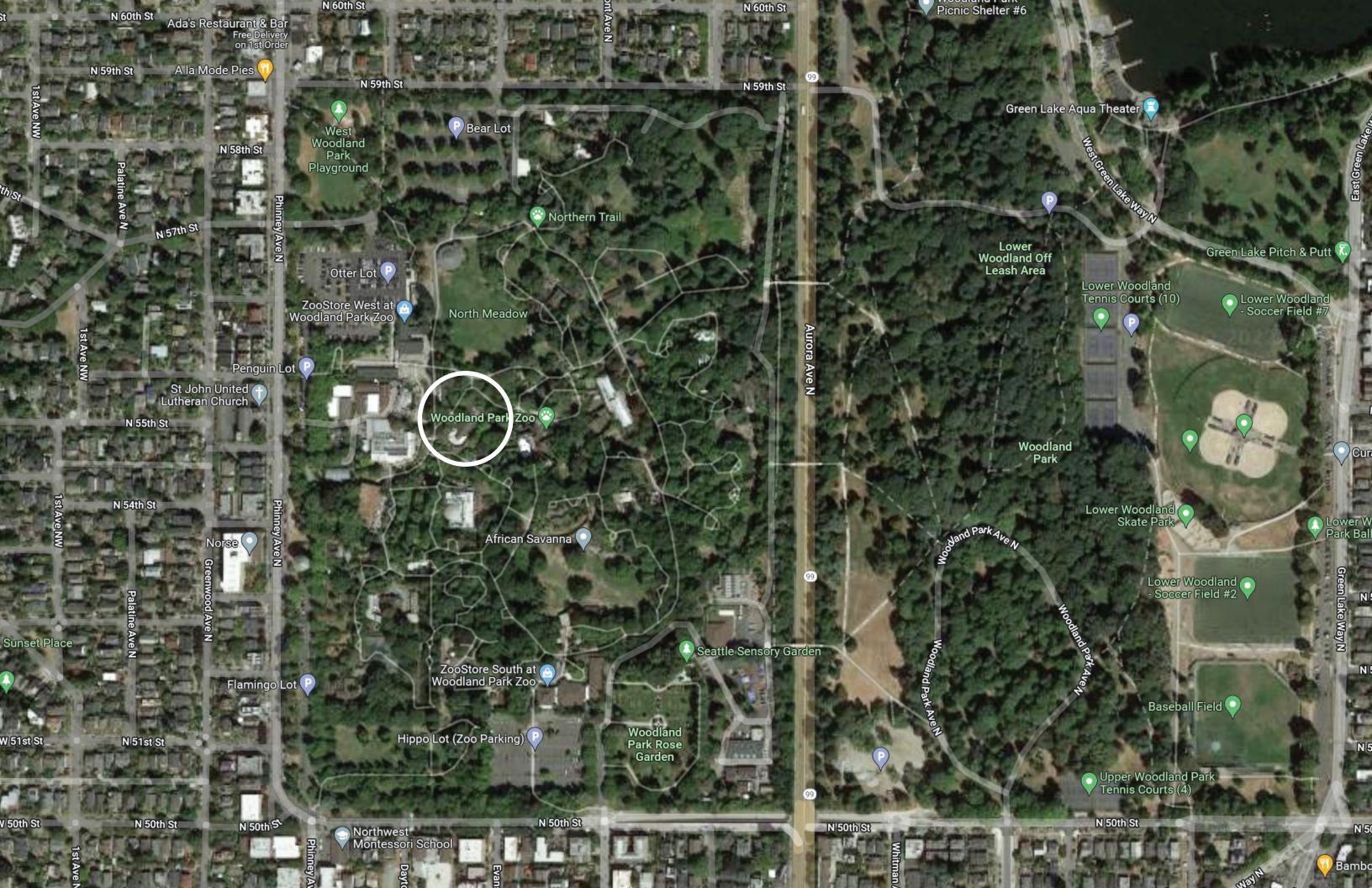














"Today, all animals and habitats are inextricably influenced by our decisions and actions and the resulting changes to the environment."

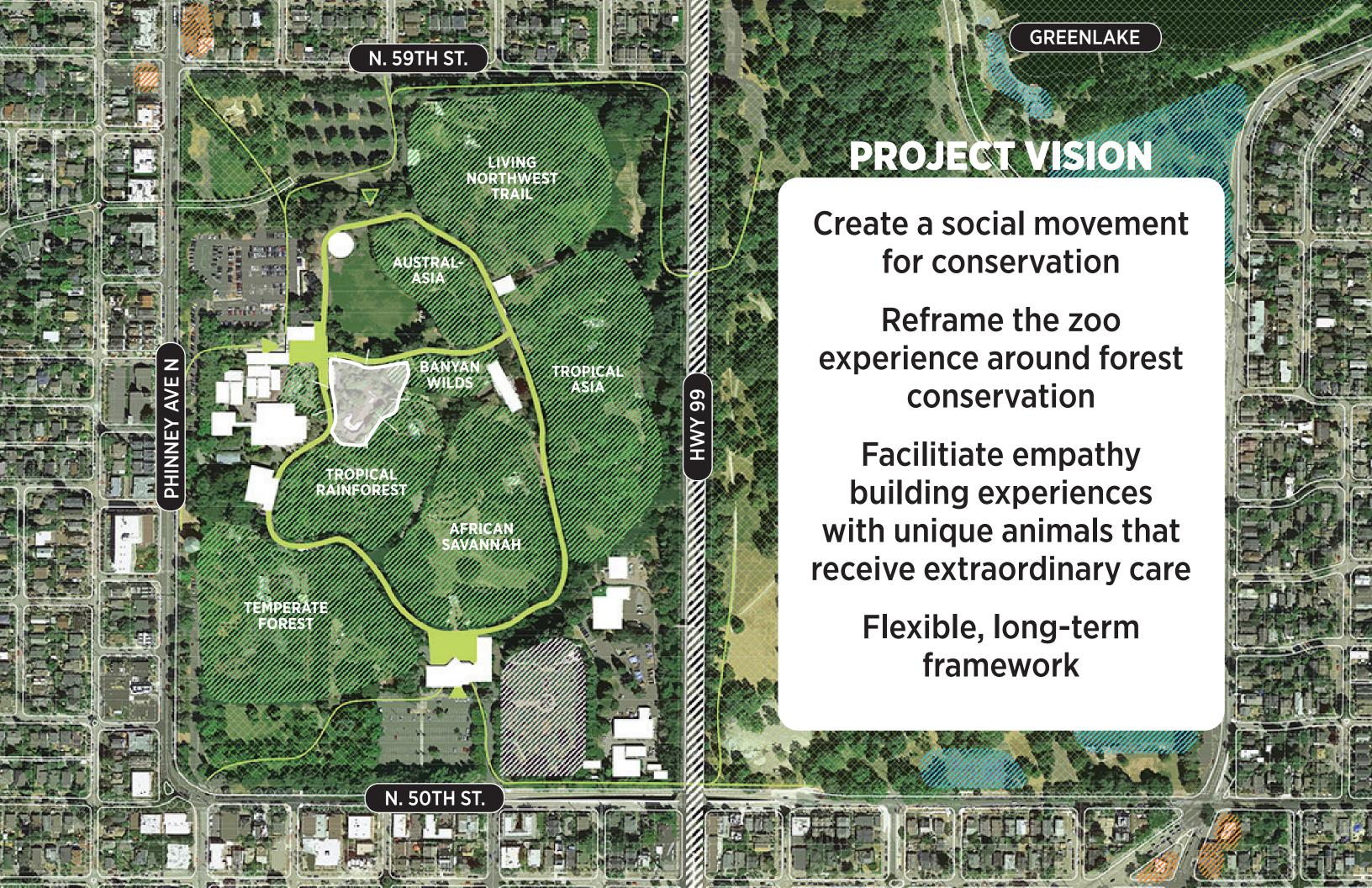
-Woodland Park Zoo Strategic Plan, 2018-2022



# 

"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



**LMN** Architect

**CLR** Zoo Designer

**WALKER MACY** Landscape Architect

TAHOMA PEAKS Indigenous Education

**HEADWATER PEOPLE** Tribal Engagement

**HUMMINGBIRD** Community Engagement

MAYFLY Civil Engineer

PAE MEP Engineer

**LUND OPSAHL** Structural Engineer

# WHAT WE'VE HEARD

**TODAY** 

OCT 2023

Use technology thoughtfully

Interactive, multi-sensory vs. reading & observation

Model sustainability in the built project

Conservation solutions are the focus not animals

Do not water down climate change

Give animals agency

Short and long-term flexibility

Encourage natural behaviors

Welcoming to all

Individual

Internal Priorities

Community

Move beyond empathy to agency & action

Empower local communities to define their conservation challenges & solutions

**Blur the** boundaries between human & animal space

Mixed species habitats

Policy

Climate & conservation justice

Transparency: Back-of-house to the front

# What we heard from Seattle Design Commission:

"Appreciation for the forward-thinking approach... built on the goal of motivating visitors to conservation."

"Appreciated... investing in outreach to address longstanding inequities in access by underserved communities."

"Excited to advise on the creation of an immersive experience that blurs the lines between visitors, animals and caretakers."

# What we heard from Seattle Design Commission:

"Continue with idea of a more minimalist expression of architecture."

"Focus and narrow down [programmatic] options... don't try to do too much."

"Reconsider size, function and meaning of the Exchange [Plaza] space... providing as much forest as possible."

"Explore materials and design of the structure to relate to conservation, physical interaction, and sustainability."

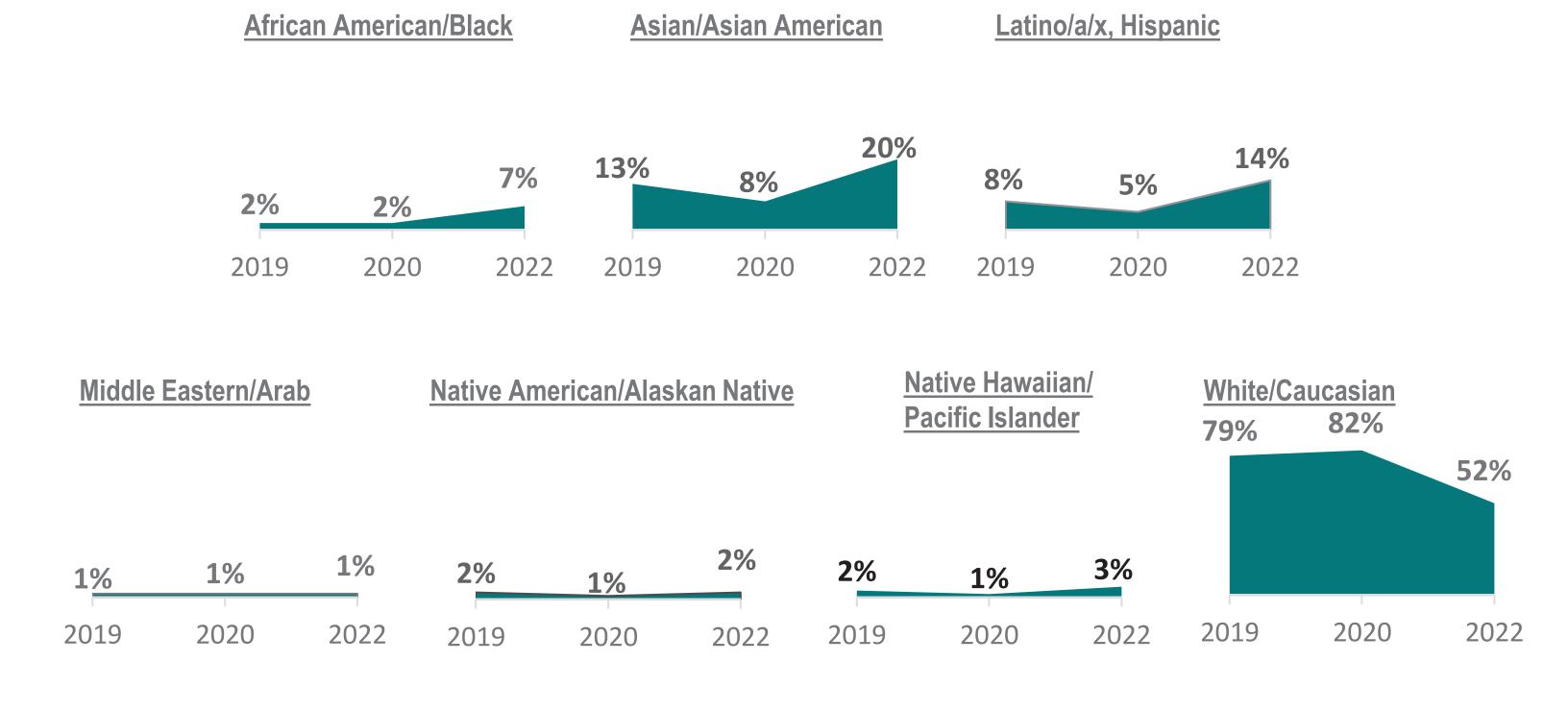
"Think critically about the retail function and it's relationship to equity and forest conservation."

"Continue, broaden and strengthen the outreach strategy ... demonstrate ways the design is welcoming to underrepresented groups."

Clarify how the program "supports and serves greater strategic initiatives of the Zoo, particularly... community engagement and participation."

CONDUCTED RACIAL EQUITY ANALYSIS **IDENTIFIED TARGET** DEMOGRAPHICS **ANALYZE** DATA (in progress) COMMUNITY **ENGAGEMENT PROCESS** IDENTIFIED **ENGAGED COMMUNITY STAKEHOLDERS STAKEHOLDERS CREATED ENGAGEMENT** PLAN & ASSETS

# **WPZ GUEST DEMOGRAPHICS**



#### **ENGAGEMENT METHODS:**

## **FOCUS GROUPS**

elementary age
teens
youth with diverse abilities
gardeners
seniors
small businesses

## **COMMUNITY SURVEY**

WPZ Members + Targeted BIPOC Outreach

## **MICRO FOREST SURVEY**

BIPOC National Outreach

# Focus Group Participants

- Seattle Parks and Recreation (SPR)
   Summer Safety Officer Program -(Teens)
- SPR Specialized Programs (Youth of diverse abilities)
- BIPOC P-Patch Gardeners (Multigenerational)
- The Good Foot (Teens)
- Empathy Collaborative & Community Partners (Multigenerational & Social Justice Lens)
- Rainier Vista Boys & Girls Club (Elementary Students & Teens)
- New Beginnings Christian Fellowship -(Seniors & Cultural Institutions)
- Rainier Beach Merchants Association -(Small Businesses)







# "Wisdom is found within forests

"Trees communicate with each other"

# "Seattle is in some ways a deforested rainforest"

"How can we acknowledge and respect the forest and it's connection to animals and people?"

"Honor native flora and fauna and what has been lost"

"I want to feel like I am in a forest when I am in the exibit"

# 1,636 Survey Responses



76%

Zoo members

91%

Age 25+

77%

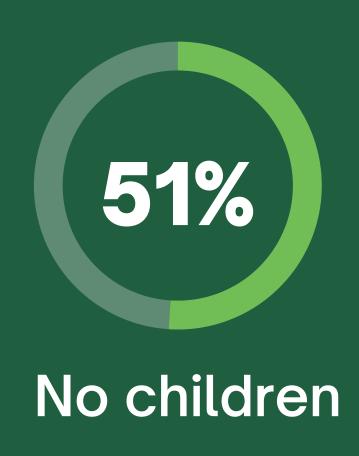
90%

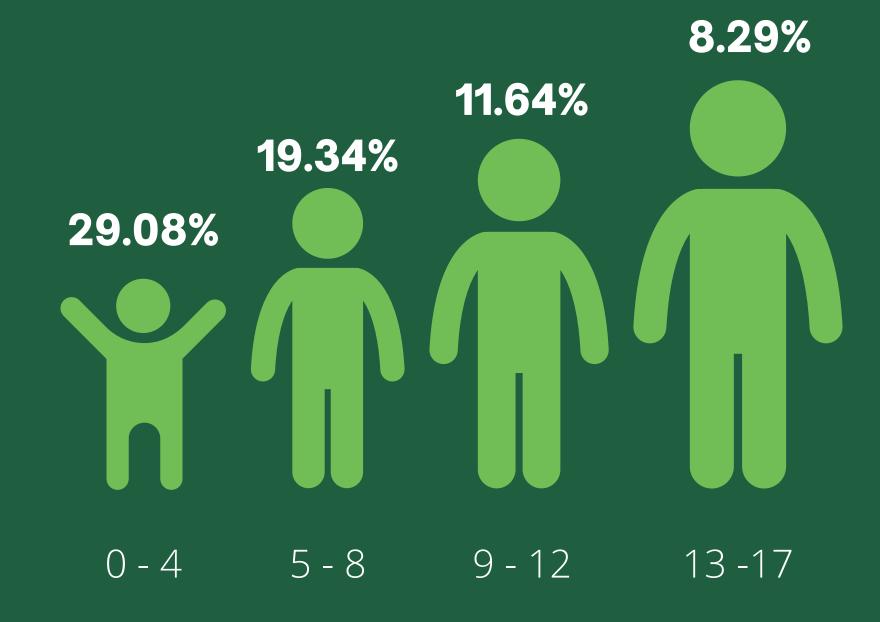


Visited zoo at least once in the last 12 months

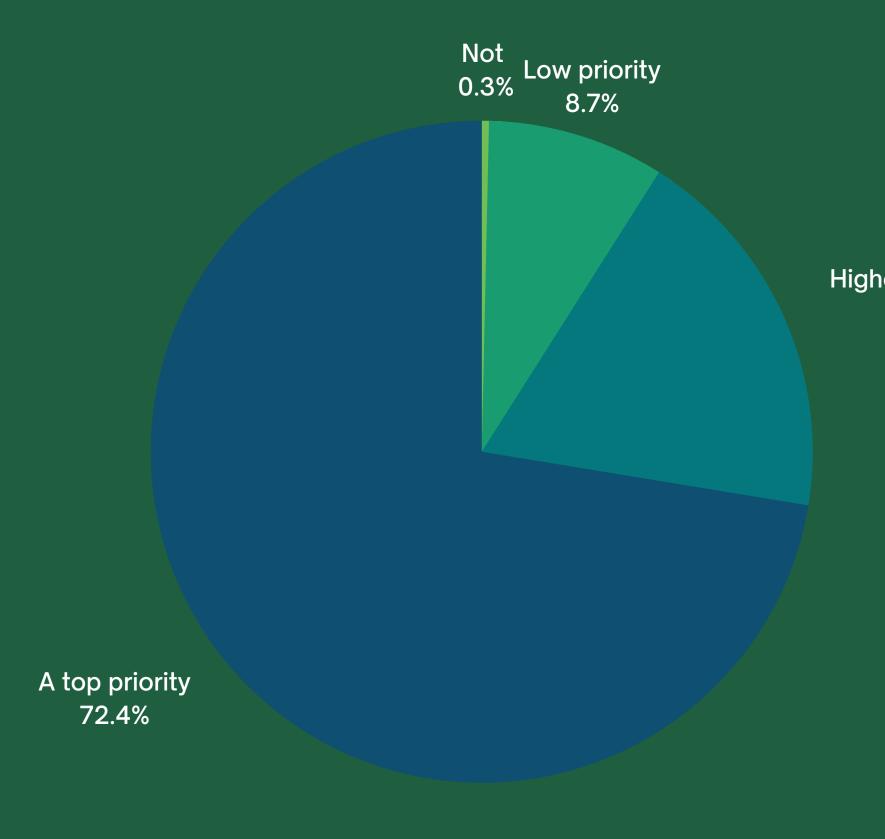
Do Not Have Disability

# How old are your children?



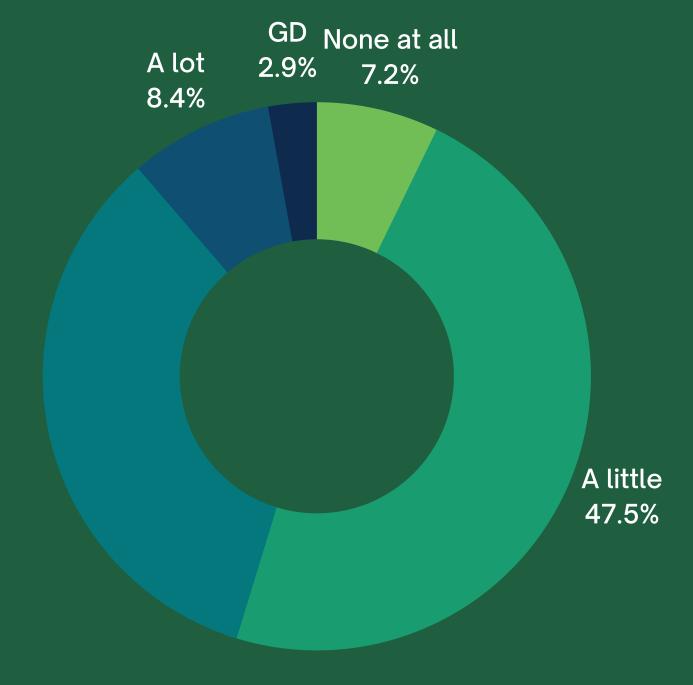


# Is Conservation a priority in your life?

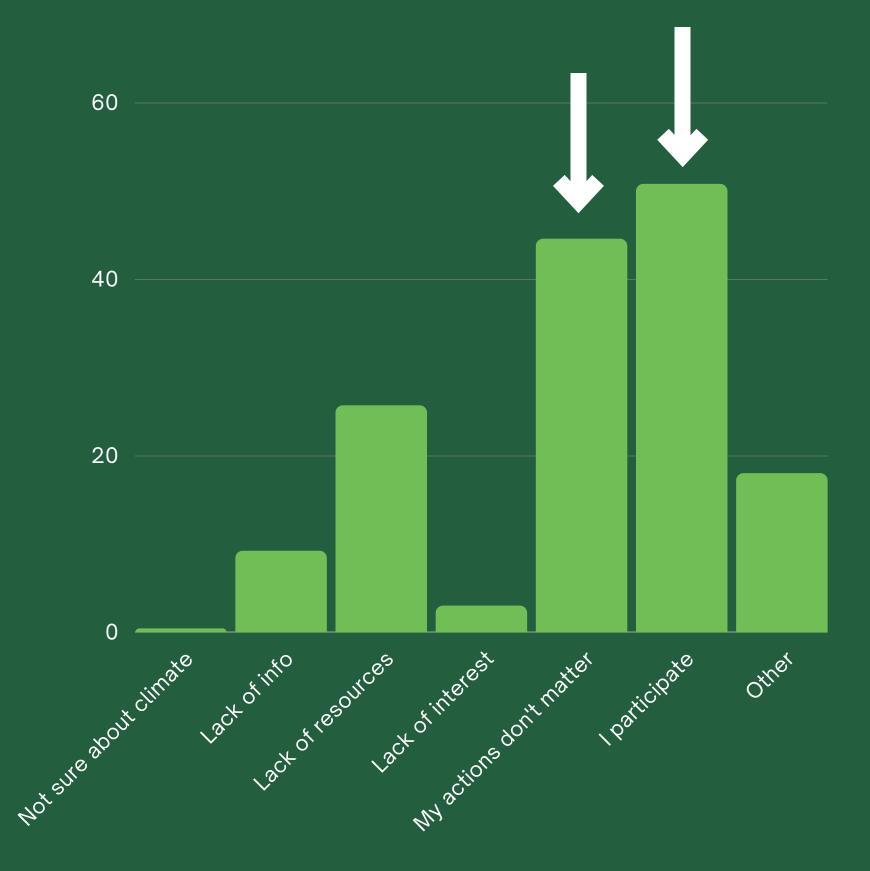


What level of control do you feel you have in climate change?

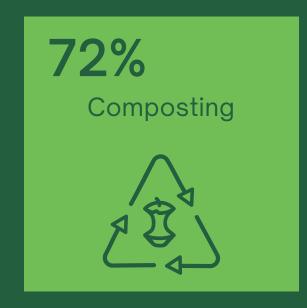
A Moderate amount 34%

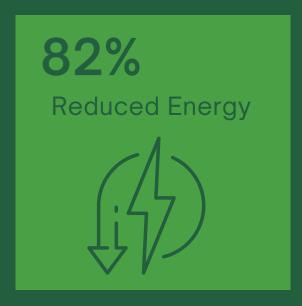


Are there any barriers that stop you participating in climate change?



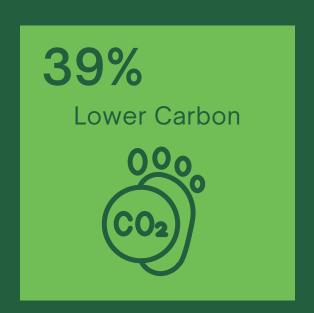
# What daily conservation acts do you participate in?







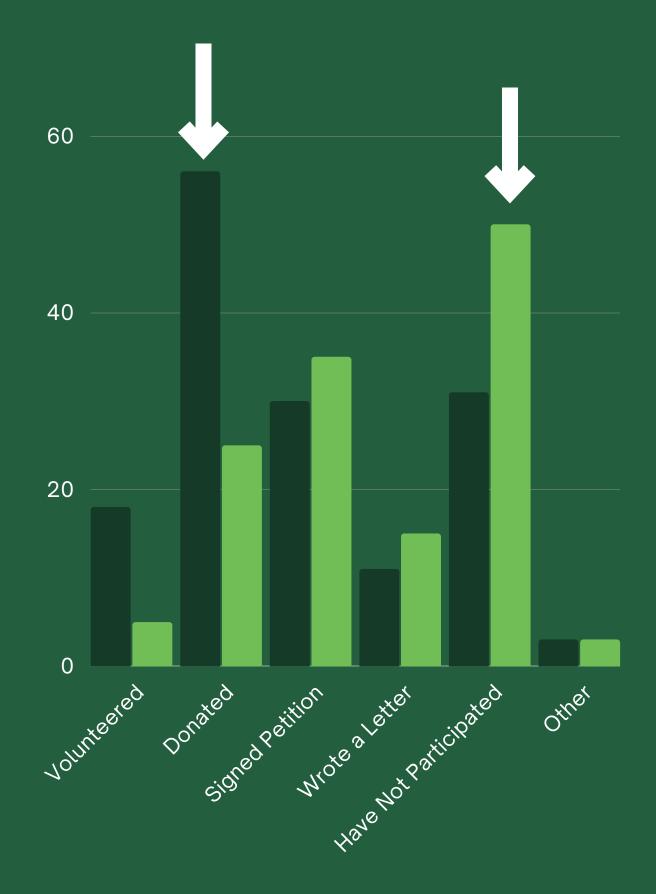




Other- 17.13%

# How have you participated in conservation in the past 12 months?

Via Conservation Organizations Via Government policy change



## Micro Forest Survey

A microsurvey is just like it sounds: a very small survey. It is usually only a few questions focused on one topic that takes less than a few minutes to answer.

I would describe a forest to be of any terrain, filled with trees, have a forest floor made up of foliage, soil, and layers of ecosystems for all types of living organisms.

#### **Full of life**

I would say it's relaxing. Plenty of trees and wildlife around. Peaceful.

A variety of trees that are close in proximity. The trees are lush and full.

A sizable area of nature, consisting of wild and tree/plant life.

Endless nature opportunity and habitat.

A Lot more wildlife and trees grouped together.

Cool fresh air, lots of greenery, trees, shade

It looks nice

78 Responses

98%

Survey participants identified as BIPOC

#### FOREST TRAILHEAD PROJECT RECOMMENDATIONS

#### WELCOMING

One size does not fit all. Use stories, art and the senses to reflect many cultures and encourage a different perspective. Develop these in partnership with local and global BIPOC communities.

#### **ORIGINAL VOICES**

Those doing the conservation work should share their own stories.

#### INTERCONNECTION

Highlight the connections between humans around the world, especially BIPOC communities.

#### **HANDS-ON OPPORTUNITIES**

Prioritize space for many layers and types of hands-on programming for all ages, including conservation, climate change, & animal care.

# OPPORTUNITY



## WPZ PROJECT GOALS

I feel empathy for the animals, habitats and humans

**CARE** 

affected by our choices.

**INSPIRE** 

Proven solutions give me hope.

WHERE ZOOS TYPICALLY STOP

**EMPOWER** 

My individual and collective actions make a difference.

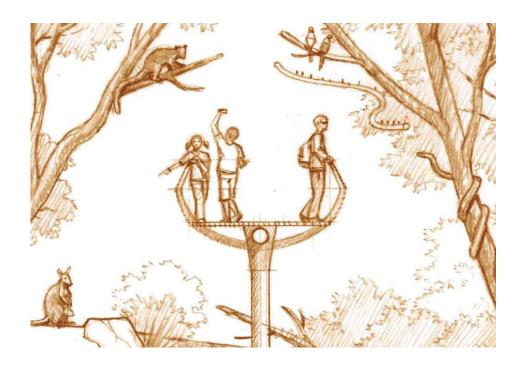


#### REFINED PROJECT PRINCIPLES

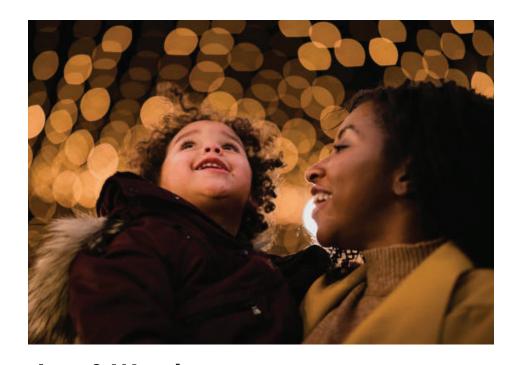


**Share Community-Led Conservation Successes** 

Showcase the global movement of people working to protect forests, primarily TKCP



**3-Dimensional Guest & Animal Movement**Experience a perspective shift and direct connection with animals (TK priority) in their preferred habitat elevations

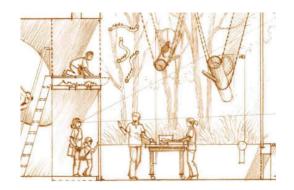


Awe & Wonder
Guests of all ages experience the
amazing, dynamic activity of forest
communities: plant, animal and human.

#### **SUB-PRINCIPLES**



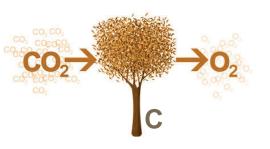
Participatory Experiences
Practice individual and
community impact



**Showcase Exceptional Animal Care** 



**Deepen Relationships to Forests**Physical experience with forest layers



Demonstrate Impacts of Forests on Climate Change Highlight our interconnected relationships with forests

#### PRIMARY PROGRAM SPACES

#### **ARBOREAL HABITATS**



FREE FLIGHT AVIARY



**DIVERSE HABITATS GALLERY** 



**PLAZA** 



**CONSERVATION GALLERY** 

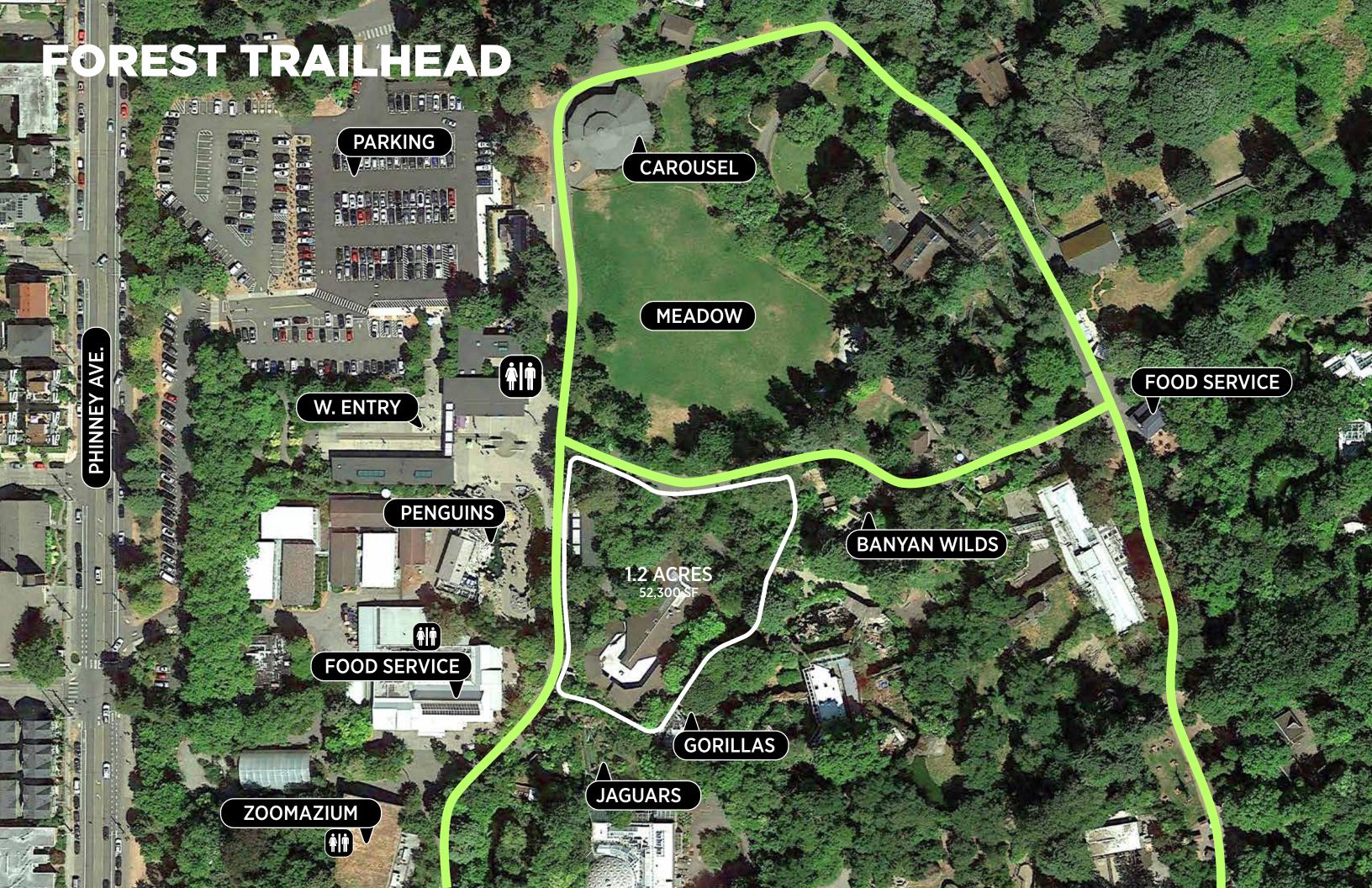


**BROWSE GARDEN** 

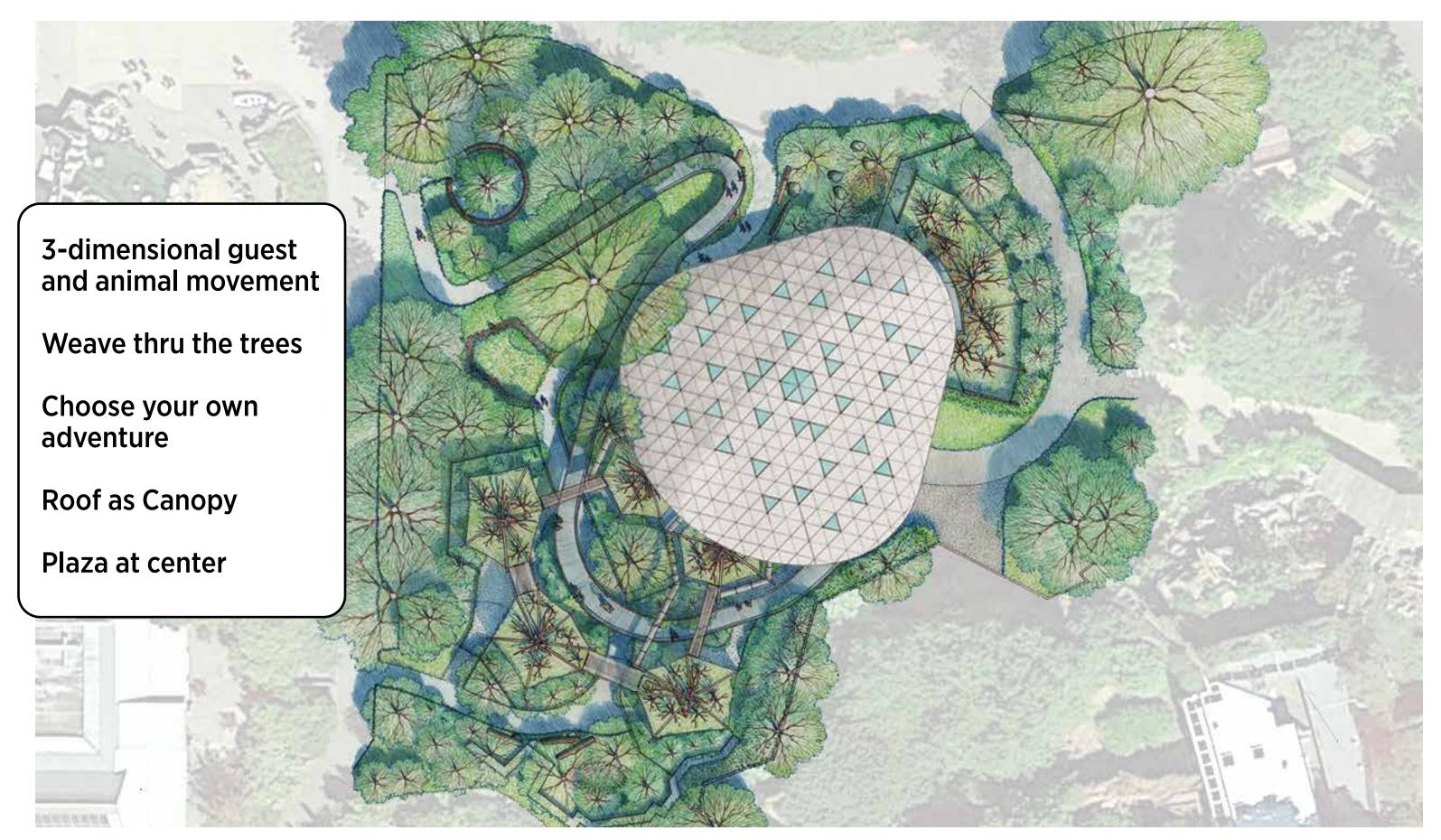


# DESIGN





## **EXPERIENTIAL STRATEGIES**







## **PNW FOREST ZONE**



## **PNW FOREST**



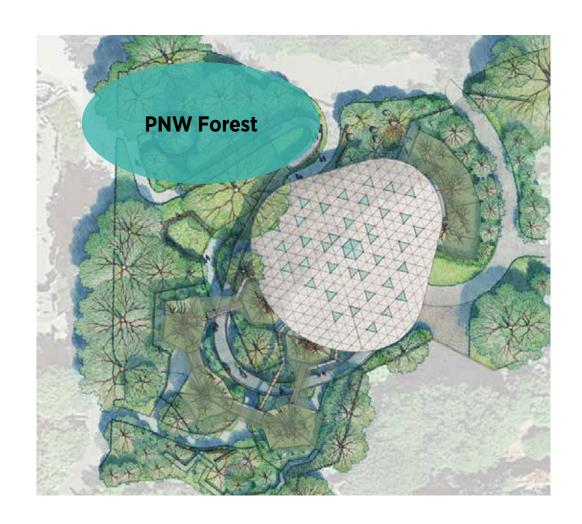
• mature Ponderosa Pine & Douglas Fir trees



- mixed native and adaptive understory groundcover, shrubs, ferns
- layered vegetation



- 'Mother Cedar' tree
- ceremonial / cultural gathering space
- immersion in native PNW landscape



## **BROWSE GARDEN**

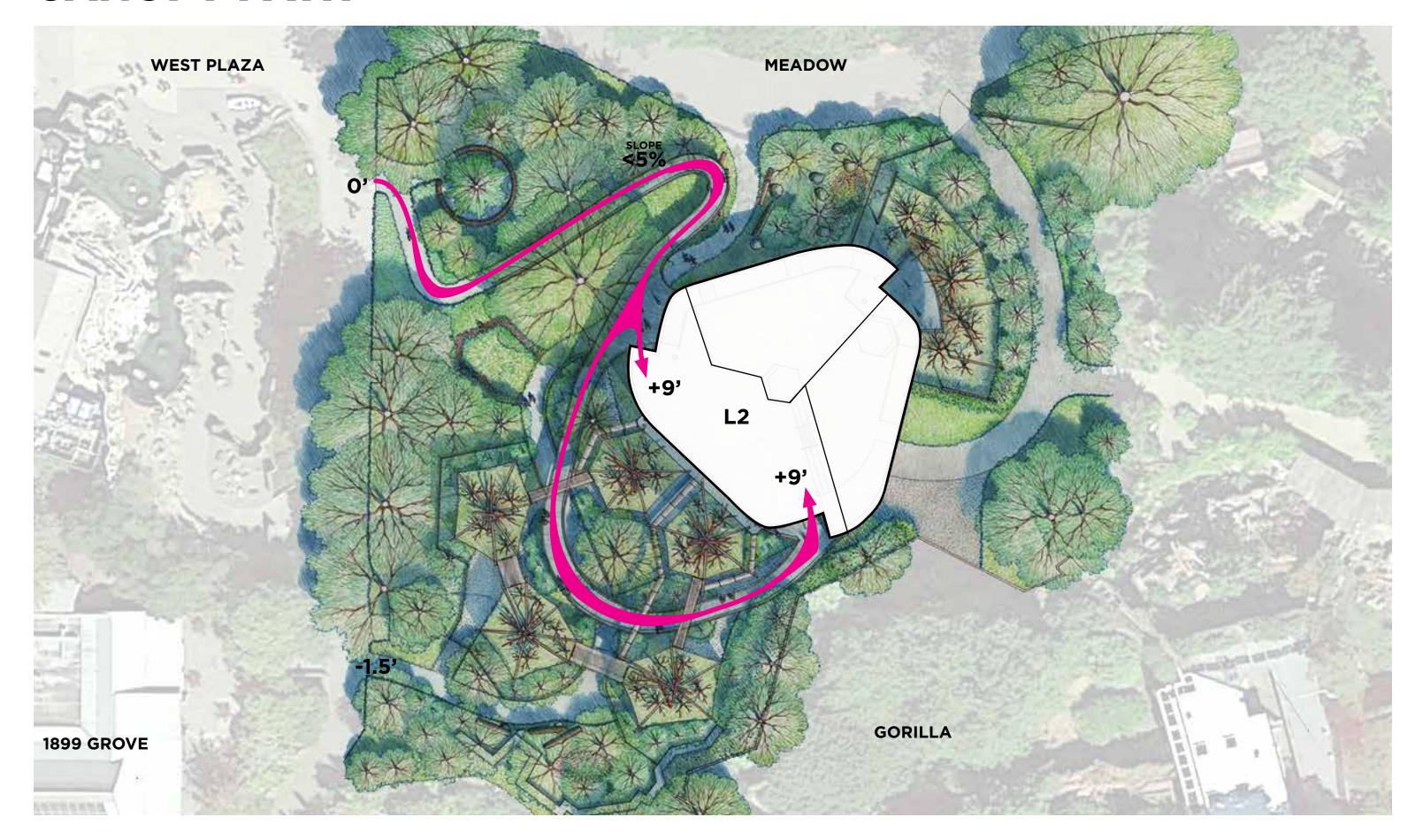


- working or demonstration browse garden native and adaptive small trees, shrubs, ferns, bamboo • dense vegetation
- informal path





## **CANOPY PATH**



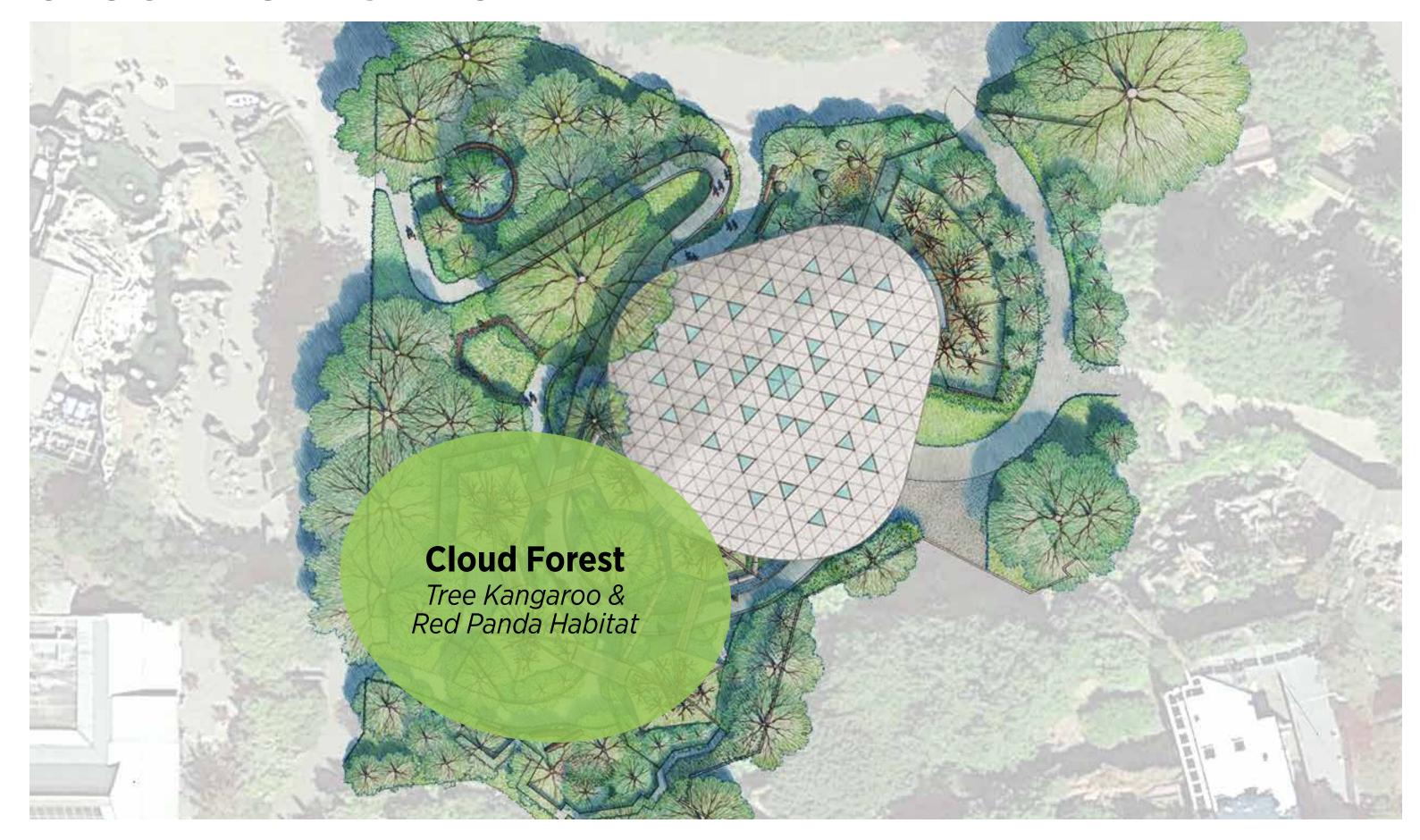








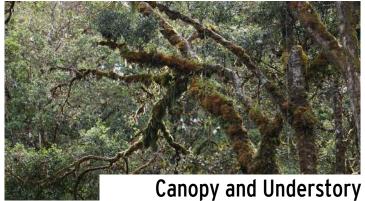
## **CLOUD FOREST ZONE**



## **CLOUD FOREST** (Papua New Guinea)



- wet and misty
- mountainous areas
- dense layers of vegetation
- large variety of plant species
- ferns and palms
- vines



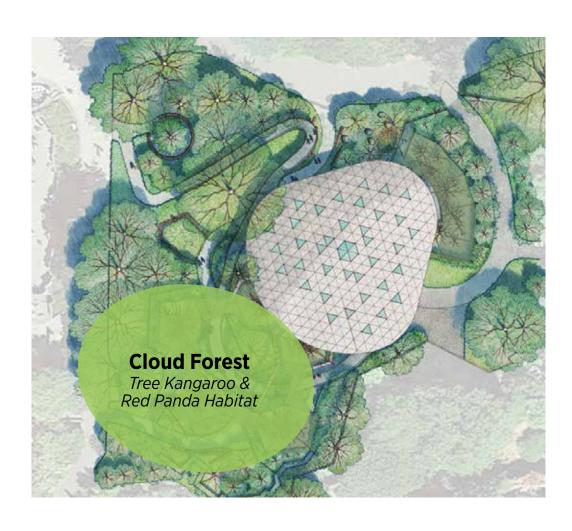
- lower elevations oak predominant tree species
- higher elevations beech, podocarp, and conifers
- understory shrubs, ferns, palms



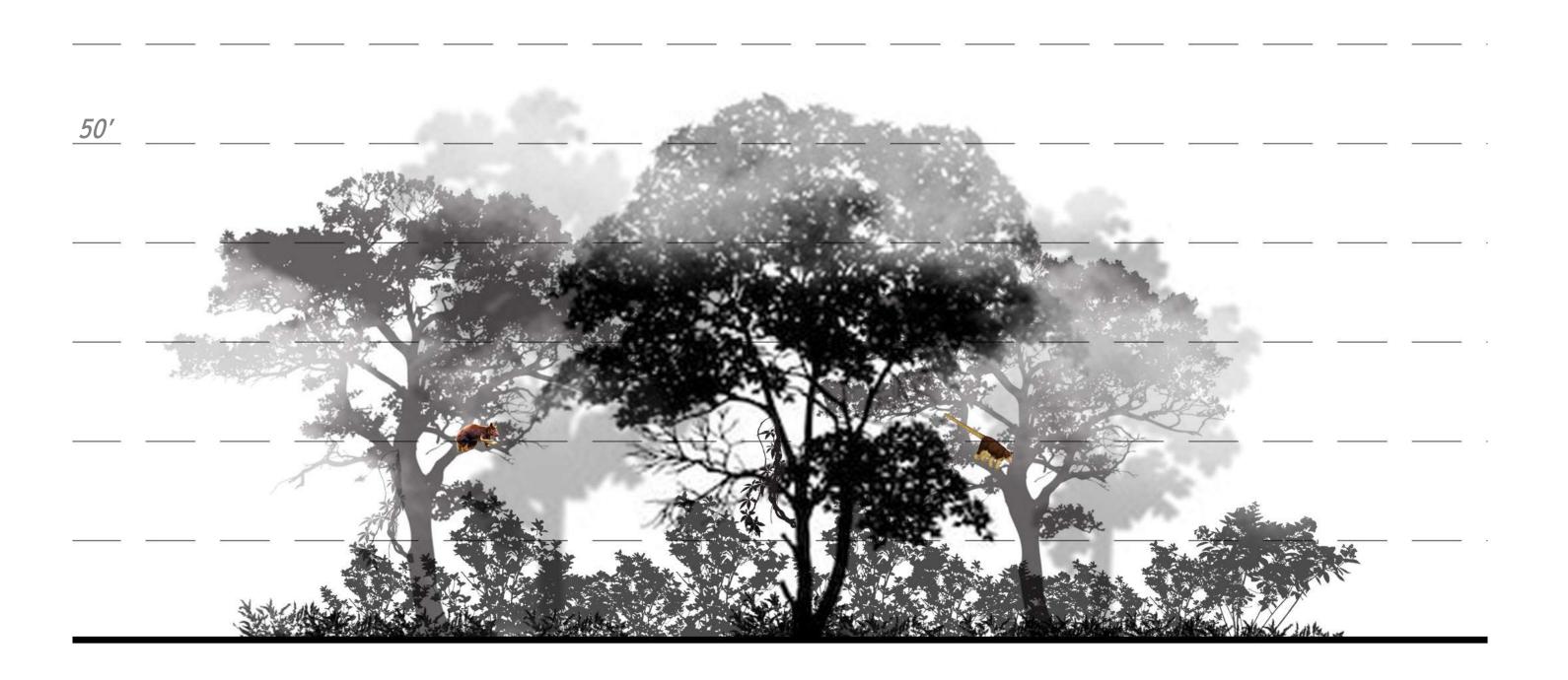
- large variety of species
- orchids
- bromeliads
- lichens
- mosses
- ferns



- high leaf litter
- mosses
- fungi
- liverworts
- hornworts



## **CLOUD FOREST** (Papua New Guinea)

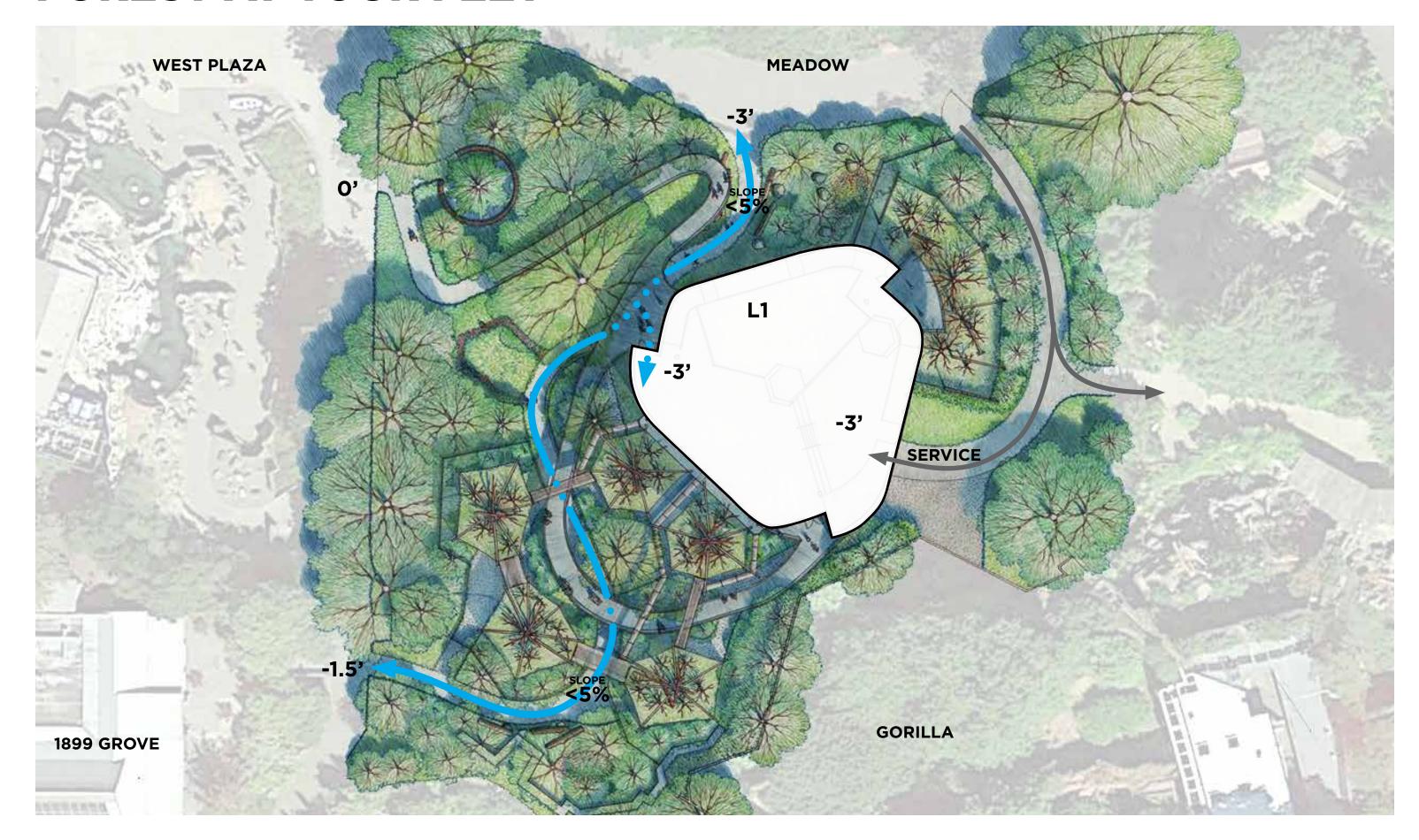








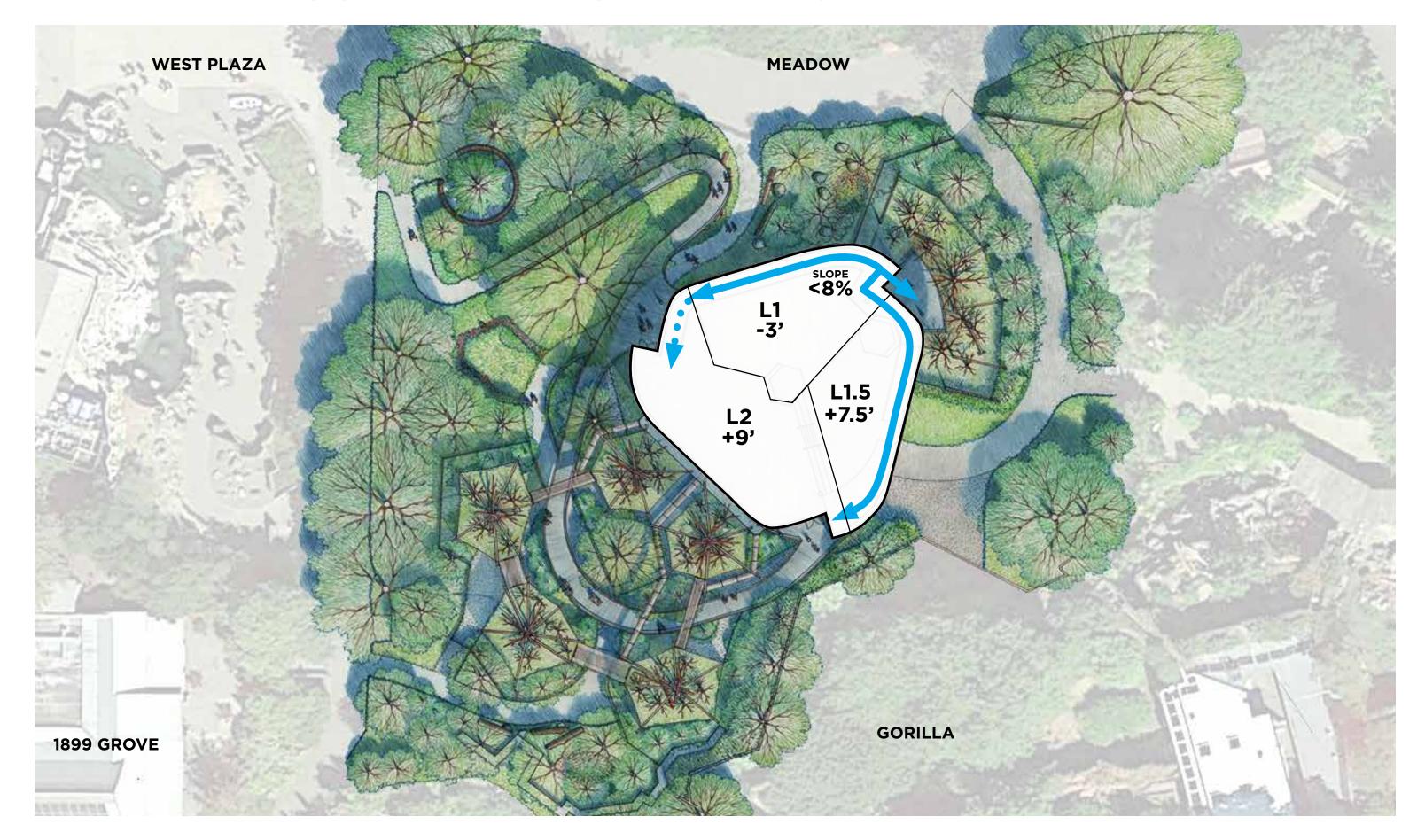
#### FOREST AT YOUR FEET



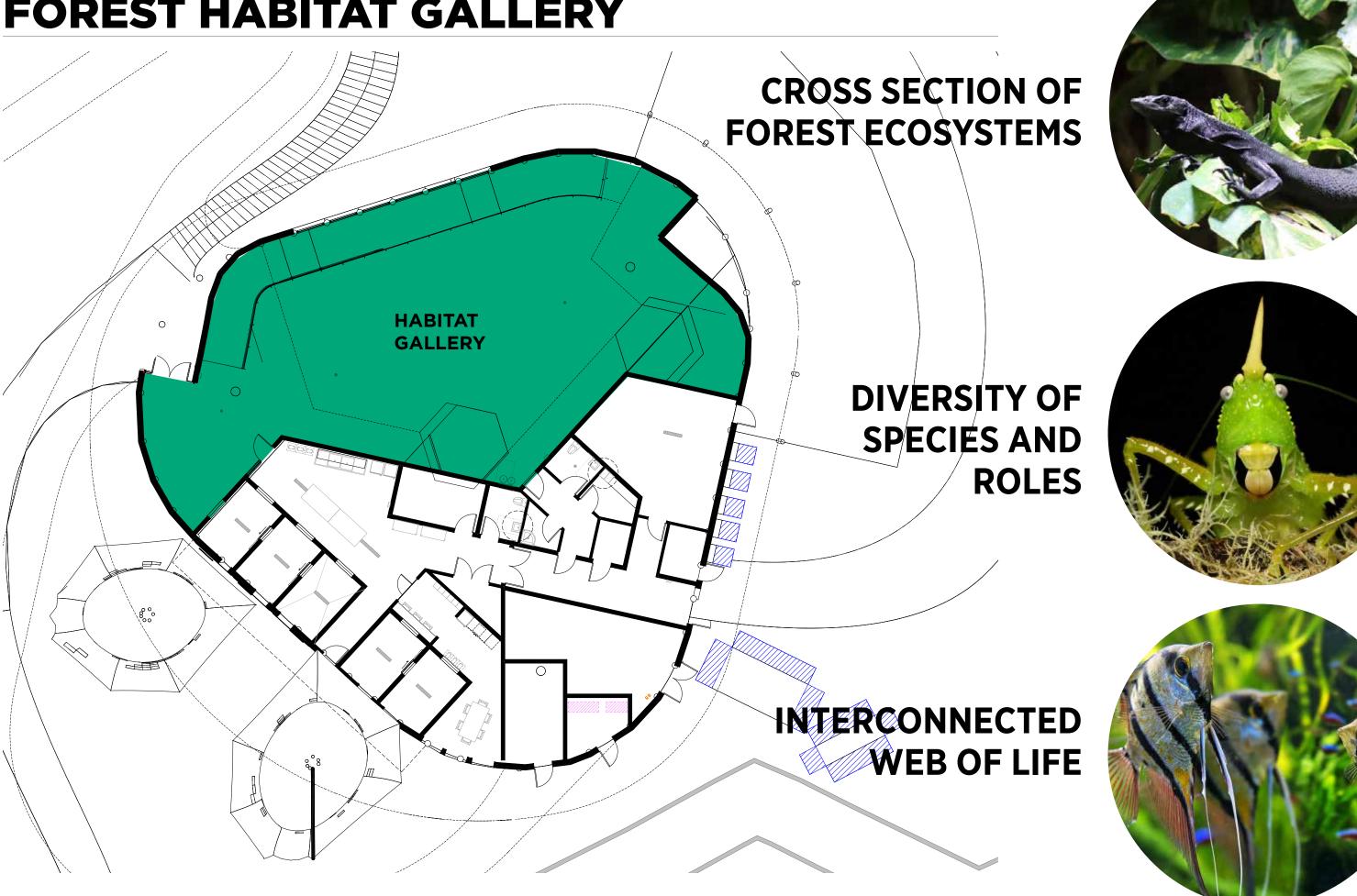




#### INSIDE THE CONSERVATION PAVILION



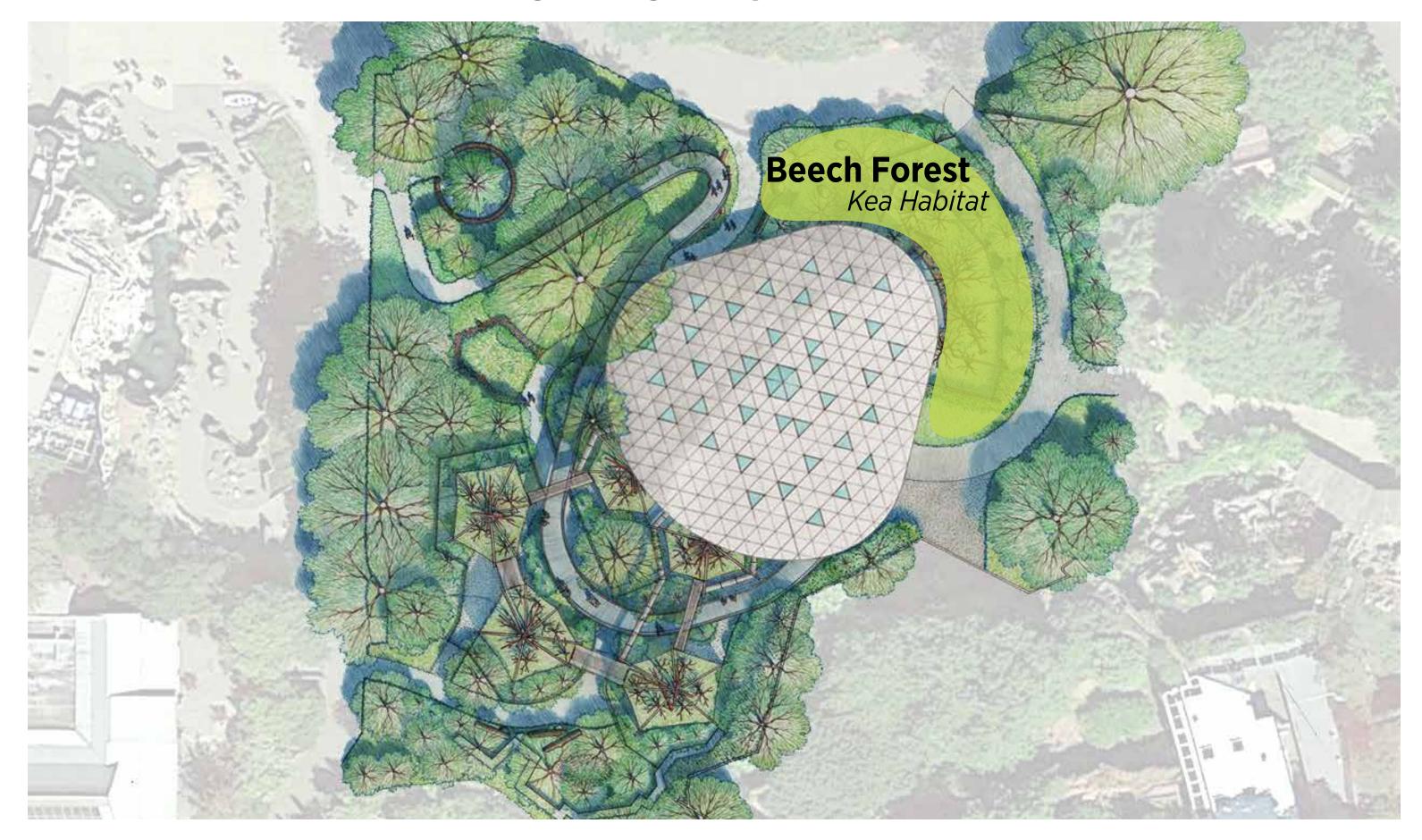
#### **FOREST HABITAT GALLERY**







## **NEW ZEALAND BEECH FOREST**



### **NEW ZEALAND BEECH FOREST**



- grasses large evergreen snow tussocks
- low woody shrubs hebe, heath
- flowering plants mountain daisy, buttercup



- rocky, barren looking
- 'vegetable sheep' plants with woolly-looking leaves
- grasses, mosses, lichens



- mixed conifer (podocarp) and hardwood forest
- canopy tall podocarps and smaller hardwoods
- lush forest with dense undergrowth
- shade tolerant understory shrubs, ferns, tree ferns



- single tree species forest
- hilly or mountainous areas
- epiphytes, mosses, lichen cover trunks and branches
- understory shrubs and ferns
- forest floor deep leaf litter, mosses, ferns



# **NEW ZEALAND BEECH FOREST**



**Grassland Vegetation** 

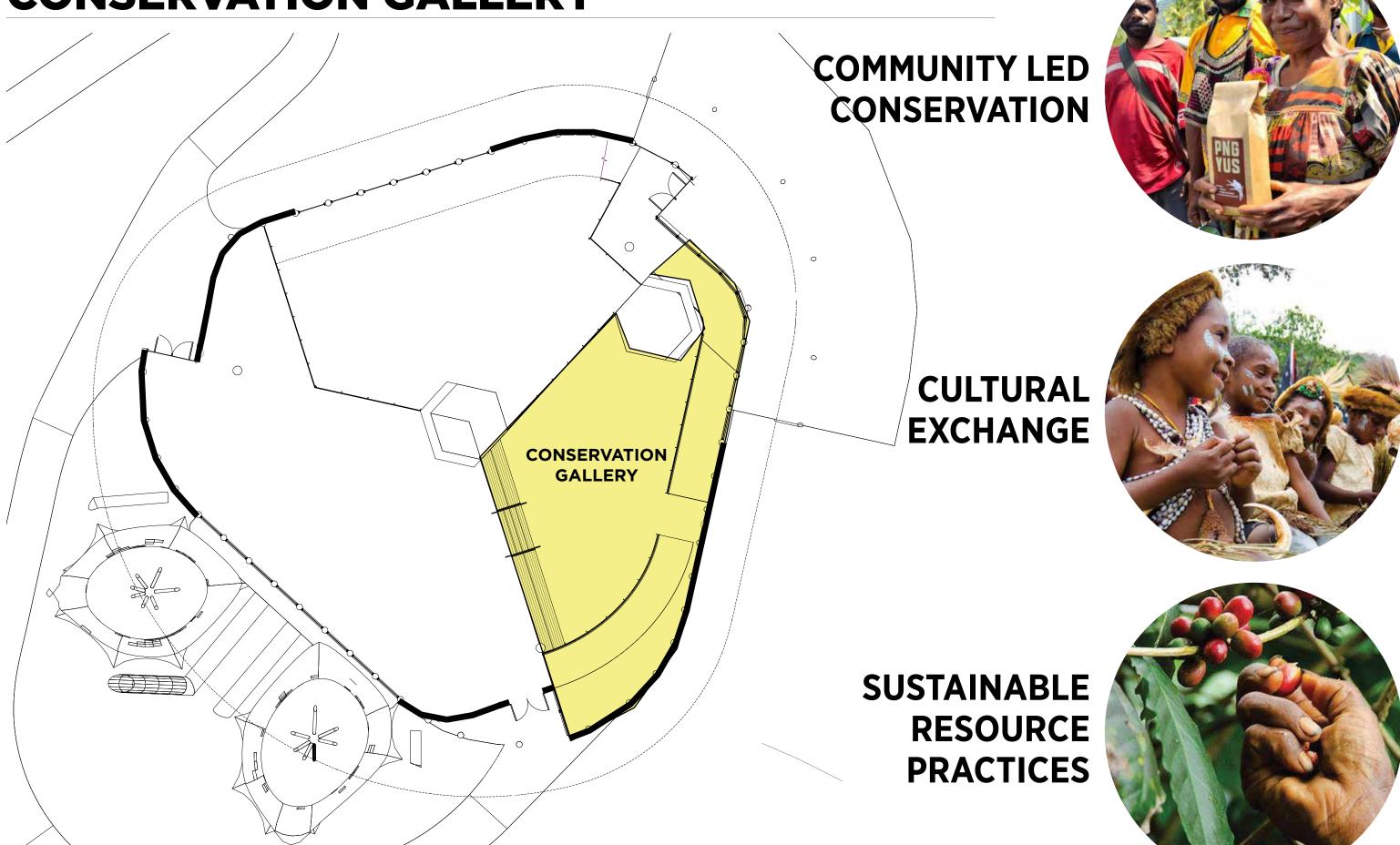
**Rock Vegetation** 

Forest





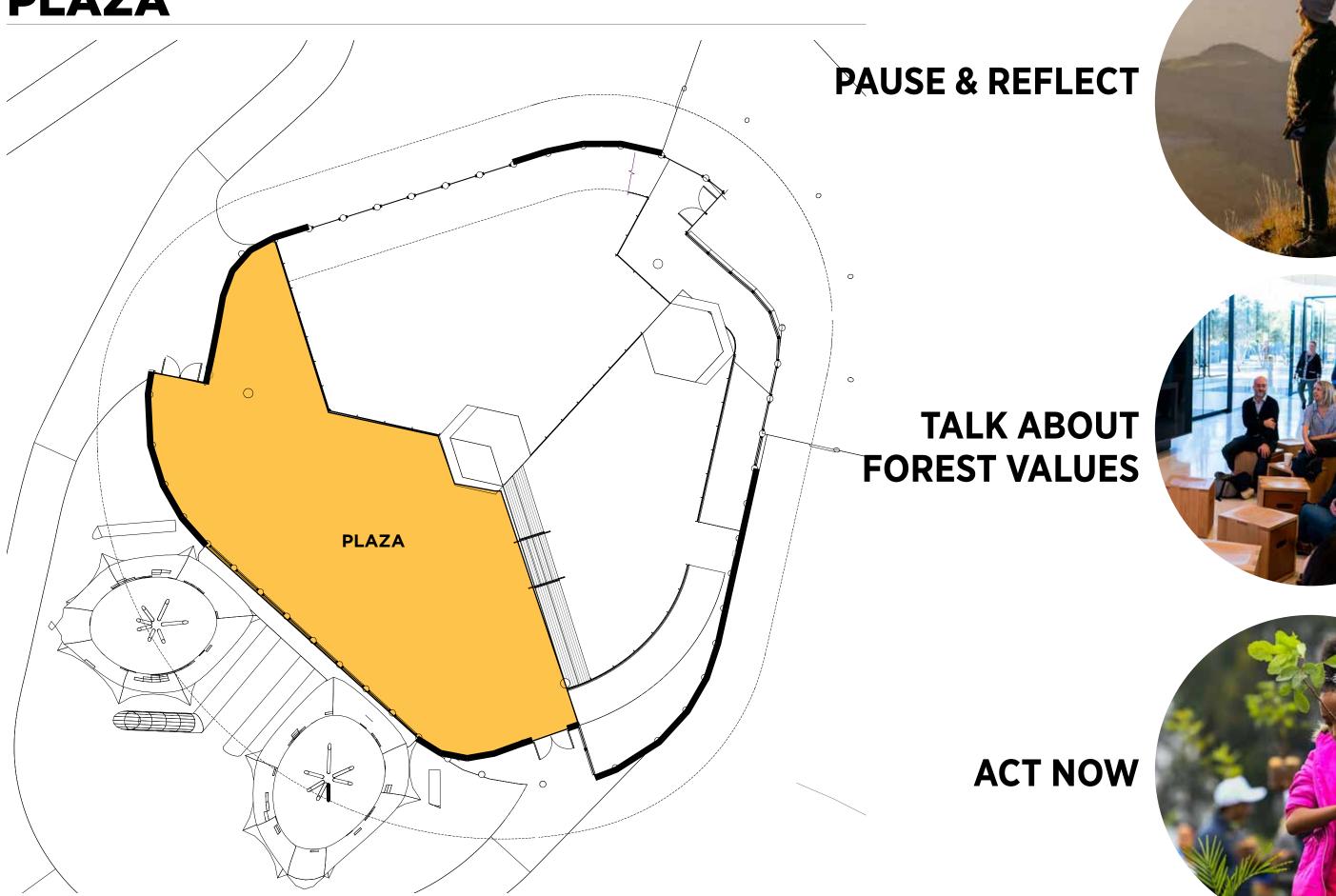
## **CONSERVATION GALLERY**







# **PLAZA**

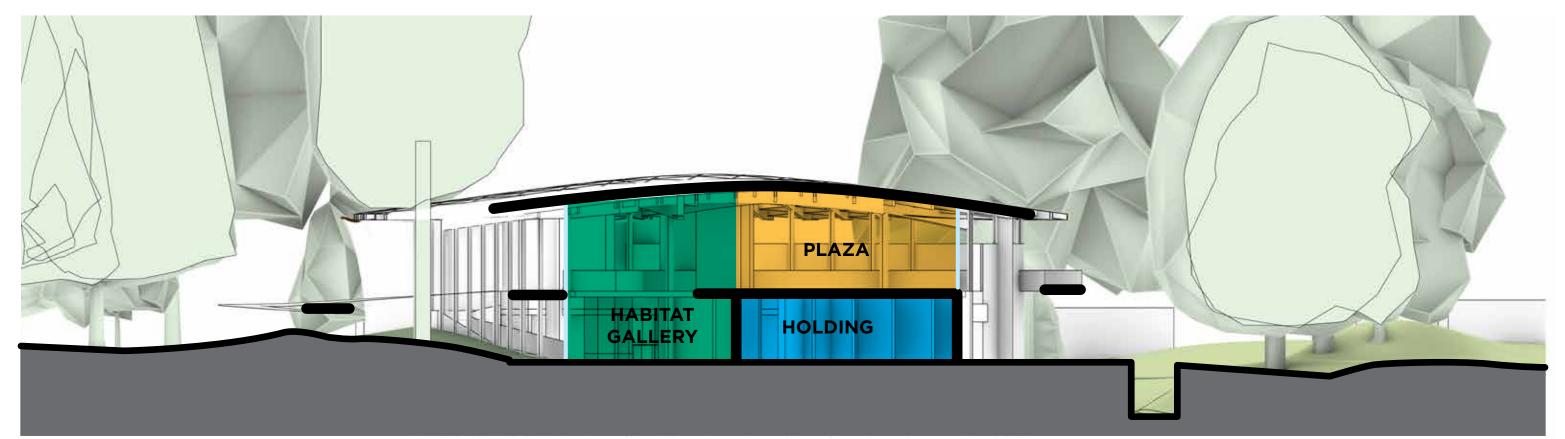




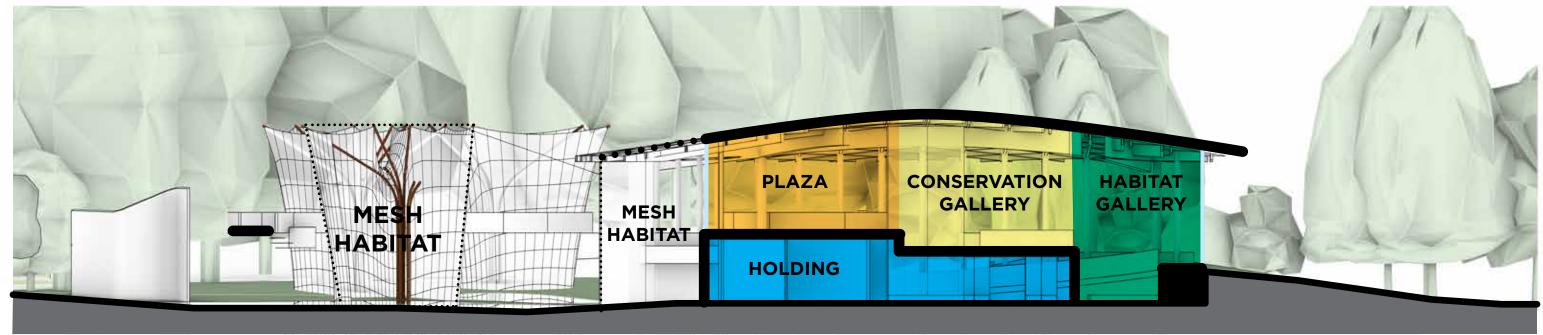




## **SECTIONS**

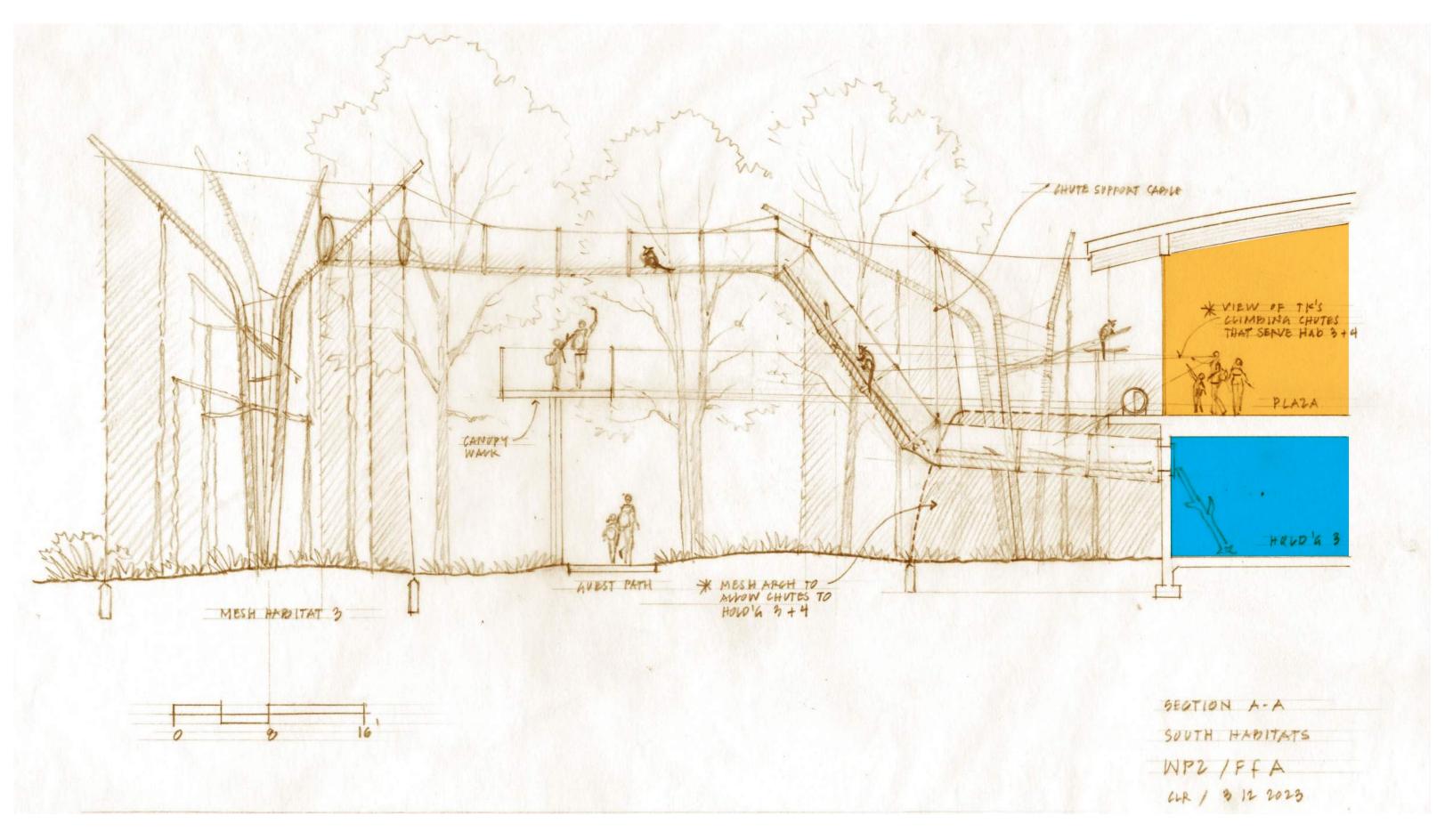


**SECTION: West Plaza to Moat** 

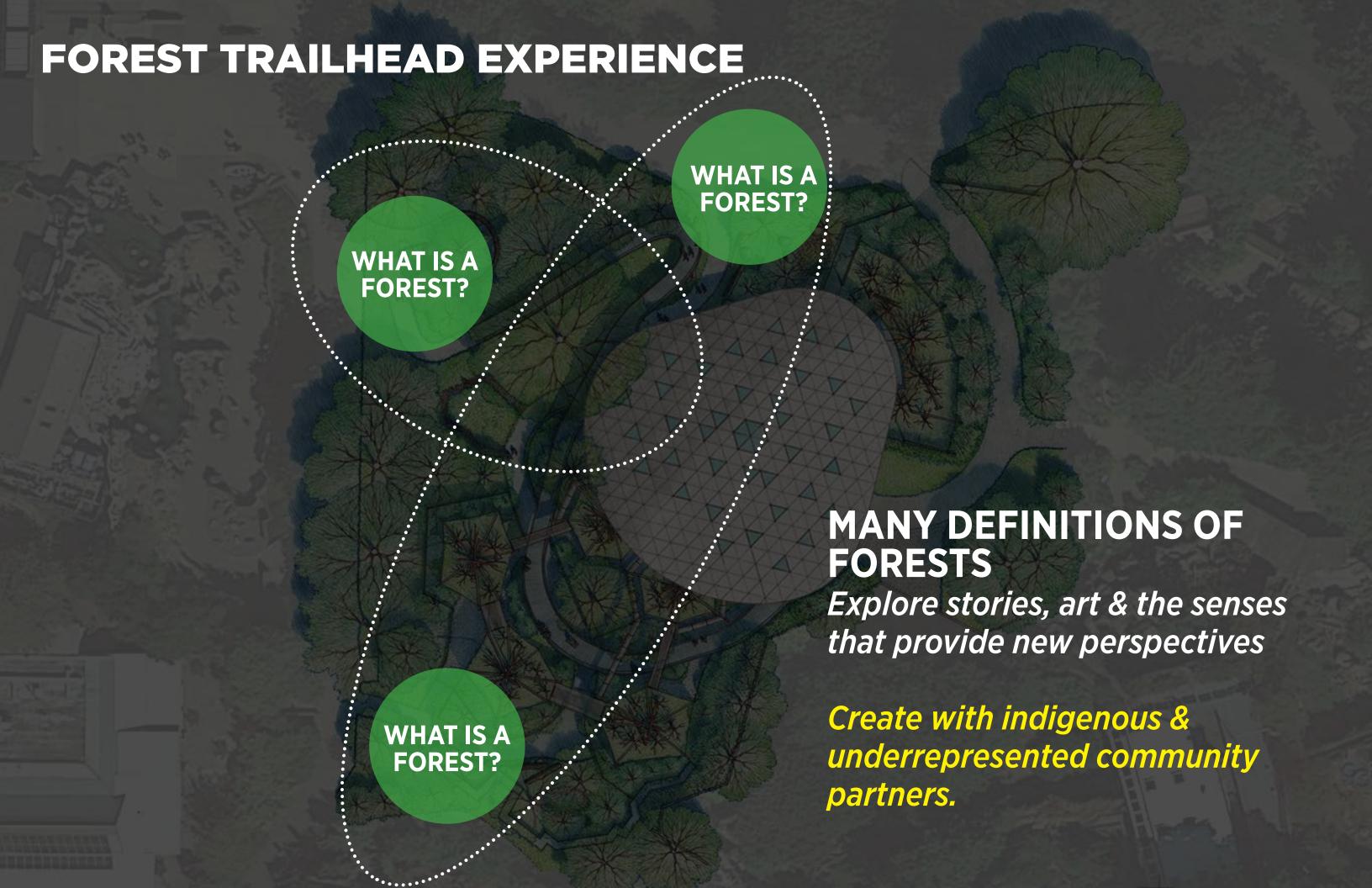


SECTION: TK/RP Habitat to Cross Loop

# TREE KANGAROO/RED PANDA HABITAT CONNECTIONS



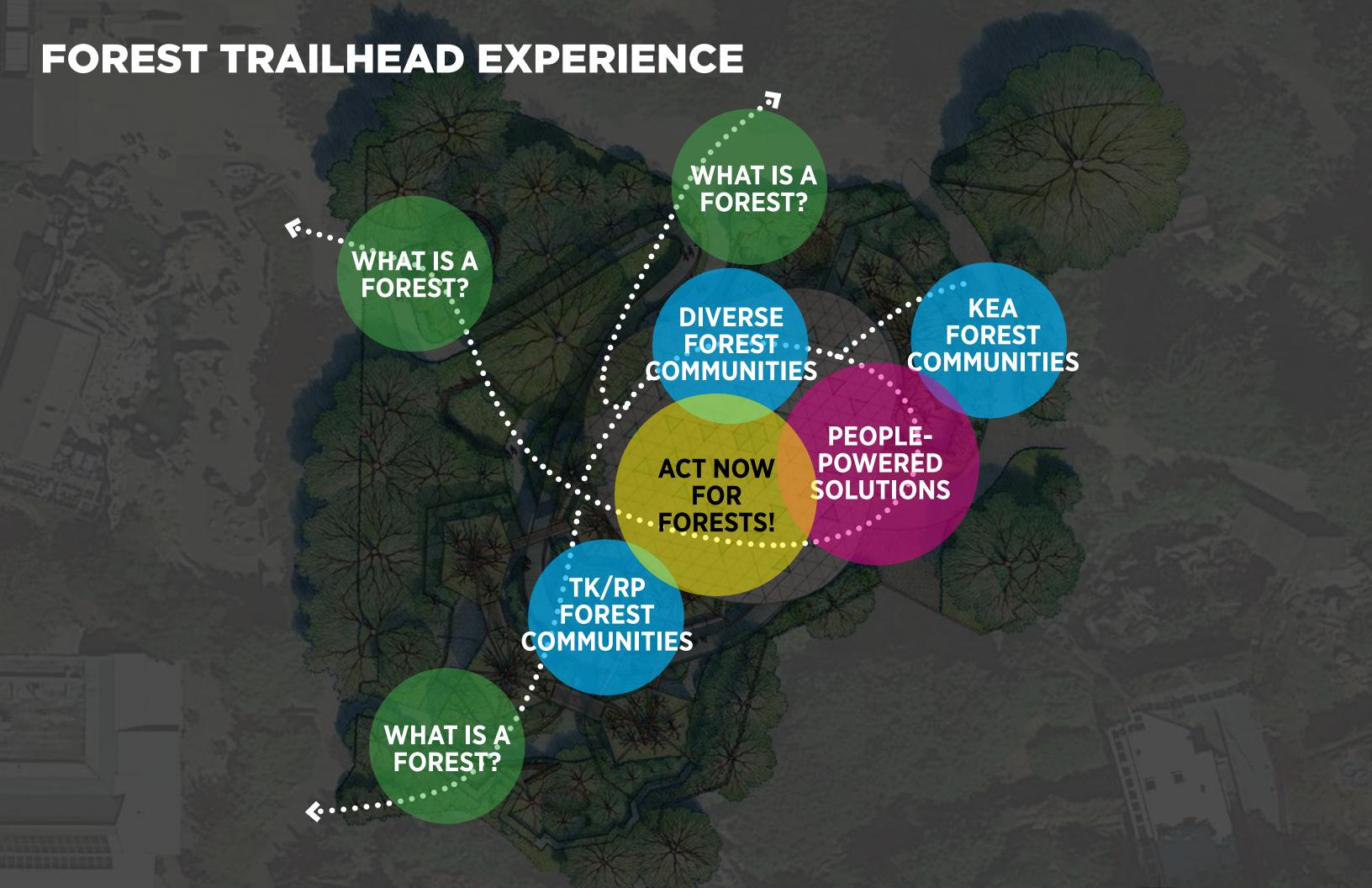














# QUESTIONS + COMMENTS?