

BEFORE THE COUNCIL OF THE
METROPOLITAN SERVICE DISTRICT

FOR THE PURPOSE OF ADOPTING NEW) ORDINANCE NO. 81-108
ADMISSIONS FEES AND POLICIES AT)
THE WASHINGTON PARK ZOO AND) Introduced by the Regional
REPEALING CODE SECTION 4.01.060) Services Committee

THE COUNCIL OF THE METROPOLITAN SERVICE DISTRICT HEREBY ORDAINS:

Section 1: Code Section 4.01.060 is repealed and Section 2 of this ordinance is enacted in lieu thereof.

Section 2: Admission Fees and Policies

(a) Regular Fees.

(1) Definitions:

- A. "School Group" is defined as a group of five or more students of a state accredited school or licensed pre-school including one chaperone for every five students of high school age or under. Registration for a specified visit date at least one day in advance is required to qualify as a school group.
- B. "Group Other Than School Group" is defined as any group, other than a school group, of 15 or more members who have purchased tickets at least one day in advance. All advance tickets shall bear an expiration date not to exceed six months from the date of issuance.

(2) Fee Schedule:

Adult (12 years and over)	\$2.00
Youth (5 years through 11 years).	\$1.00
Child (under 5 years)	free
Senior Citizen (65 years and over).	\$1.00
School Groups	\$.50
	per student

Chaperones accompanying

school groups	free
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Groups other than school groups:

15 to 49 per group	10% discount
50 to 99 per group	15% discount
100 or more per group.	20% discount

(b) Free and Reduced Admission Passes

(1) Free and reduced admission passes may be issued by the Director in accordance with this Ordinance.

(2) A free admission pass will entitle the holder only to enter the Zoo without paying an admission fee.

(3) A reduced admission pass will entitle the holder only to enter the Zoo by paying a reduced admission fee.

(4) The reduction granted in admission, by use of a reduced admission pass (other than free admission passes), shall not exceed twenty percent.

(5) Free or reduced admission passes may be issued to the following groups or individuals and shall be administered as follows:

A. Metro employees shall be entitled to free admission upon presentation of a current Metro

employee identification card.

B. Metro Councilors and the Metro Executive Officer shall be entitled to free admission.

C. Free admission passes in the form of volunteer identification cards may, at the Director's discretion, be issued to persons who perform volunteer work at the Zoo. Cards shall bear the name of the volunteer, shall be signed by the Director, shall be non-transferrable, and shall terminate at the end of each calendar year or upon termination of volunteer duty, whichever date occurs first. New identification cards may be issued at the beginning of each new calendar year for active Zoo volunteers.

D. Reduced admission passes may be issued to members of any organization approved by the Council, the main purpose of which is to support the Washington Park Zoo. Such passes shall bear the name of the pass holder, shall be signed by an authorized representative of the organization, shall be non-transferrable, and shall terminate not more than one year from the date of issuance.

E. Other free or reduced admission passes may, with the approval of the Director, be issued to other individuals who are working on educational projects or projects valuable to the Zoo. Such passes shall bear an expiration date not to exceed three months from the date of issuance, shall bear the name of the

pass holder, shall be signed by the Director and shall be non-transferrable.

(c) Special Admission Days.

(1) Special admission days are days when the rates established by this Ordinance are reduced or eliminated for a designated group or groups. Six special admission days may be allowed, at the discretion of the Director, during each calendar year.

(2) Three additional special admission days may be allowed each year by the Director for designated groups. Any additional special admission days designated under this subsection must be approved by the Executive Officer.

(d) Special Free Hours. Admission to the Zoo shall be free for all persons from 3:00 p.m. until closing each Tuesday afternoon.

(e) Commercial Ventures. Proposed commercial or fund-raising ventures with private profit or nonprofit corporations involving admission to the Zoo must be authorized in advance by the Executive Officer.

ADOPTED by the Council of the Metropolitan Service District
this 28th day of May, 1981.



Presiding Officer

ATTEST:



Clerk of the Council

MH/gl/2510B/214

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CALL TO ORDER

After declaration of a quorum, the meeting was called to order by Presiding Officer Jack Deines at 7:30 p.m. in the Council Chamber, 527 S.W. Hall Street, Portland, Oregon.

1. WRITTEN COMMUNICATIONS TO COUNCIL ON NON-AGENDA ITEMS

There were no written communications to Council at this meeting.

2. CONSENT AGENDA

Coun. Kirkpatrick moved, seconded by Coun. Kafoury, to approve the Consent Agenda. A vote was taken on the motion and it passed unanimously.

3. ORDINANCE

3.1 PUBLIC HEARING on Ordinance No. 81-108, For the purpose of Adopting New Admissions Fees and Policies at the Washington Park Zoo and Repealing Code Section 4.01.060 (First Reading)

Coun. Banzer moved, seconded by Coun. Schedeen, to adopt Ordinance No. 81-108.

Coun. Banzer said that the Regional Services Committee at their meeting of April 7, had discussed increasing the Zoo's admission fees. This Committee will also be taking public testimony at their May 13 meeting. The Committee will then make recommendation as to whether or not it will support this Ordinance at the Council's May 28 meeting.

Warren Iliff, Director of the Washington Park Zoo, reviewed the four questions that this Ordinance change is meant to address:

- split fee vs single fee
- pricing of Zoo admissions
- cost of operating Zoo
- ratio of income to costs

Mr. Iliff said that the Ordinance change process was done in consultation with both his staff and the Friends of the Zoo. He pointed out the pros and cons of the split fee vs the single fee and from the Zoo's administrative experience, it has become clear that the single fee is far better. He then explained how the single fee will promote quicker Zoo admission at the gate, will be more equitable to both area and non-area residents, will simplify cash

intake for accounting purposes and encourage tourism by charging one fee.

He stated the special services to tax payers of the region will be: free Tuesday afternoons after 3:00 p.m., the Zoomobile, traveling exhibits, etc.

Mr. Iliff, in referring to the pricing of the Zoo admission, said that although there may be concern about raising the fees 100%, i.e., Adult increase to \$2 from \$1 and children (6-12) increase to \$1 from 50¢, the increase is necessary. In 1971 the Zoo was charging 75¢ per adult and 25¢ per child. In 1978 to the present time, on a split fee basis, an adult pays \$1 and a child 50¢, so over a 10-year period there has only been a 25¢ increase. Had there been moderate fee adjustments to keep up with operating costs, the proposed fees would not seem so dramatic. The recommendation to charge children ages 3-5 years is that although this age group has free admittance, they are charged for the Zoo Train because of seat occupancy. The Zoo would like to encourage family joint-ticket buying for both the Zoo and Zoo Train. These joint-tickets can be discounted and will encourage families to stay longer on their visits. Most facilities do not charge for children under 6 because of low attendance whereas at Washington Park Zoo, children under 6 constitute a major audience. He then displayed a chart of Zoo admissions across the country which showed that the cost is now \$2-\$3 per adult.

Mr. Iliff also displayed a chart showing that the operating cost has kept pace with inflation. This cost has almost doubled since 1977. Although attendance has increased by 20,000 over last year the Zoo received \$25,000 less in revenues because a much higher percentage are paying the lower fee. Per capita income from attendance has been going down. The Zoo has a long established policy under Metro to try to obtain 50% of its operating costs from generated revenue. At the end of this fiscal year the Zoo will be at 46% of earned revenue. If the new fees go into effect - the 50% requirement will be reached. If the fees are not increased then the Zoo will fall short and go down to 41% of earned revenue and the following year to 39%. The result will be a cut in services and not replacing necessary equipment.

Coun. Kafoury said that by looking at the chart, it doesn't seem that the fee increase will be enough. Mr. Iliff replied that according to a 1976 study based on continued inflation, it will be necessary to raise fees every two years.

Coun. Etlinger suggested lowering the Zoo admission during the winter season to encourage visitors. Perhaps OMSI could be induced to lower their winter rates and offer the public a special reduced entertainment package. Mr. Iliff said that preliminary studies by PSU have shown that the weather rather than the cost acts as a deterrent, however it is worth investigating that possibility.

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In response to Coun. Banzer's question - if raising the fees would result in a drop in attendance - Mr. Iliff said no, an 8-10% increase is projected. Having the Primate house and Otter-Beaver exhibit should increase attendance even more.

Coun. Schedeen asked how the free 3:00 p.m. time at the Zoo was arrived at, instead of having it free from noon on? Mr. Iliff replied that 3:00 p.m. was good for children after school and during the summer, it gives the public 5-6 hours visit time. If the Zoo was free from 2:00 p.m. instead of 3:00 p.m. it would result in approximately \$20,000 of lost revenue and up to \$45,000 if the time was moved up to 1:00 p.m.

Mr. Iliff felt that one of the most effective ways of keeping pace with inflation and continuing to make improvements at the Zoo, is to have the Zoo become a major tourist attraction. The Beaver-Otter exhibit represents the first opportunity to show the people something that is special to the Northwest. If the Zoo can level out its rates and find some equitable way to compensate for that, it will be able to go after group marketing and tourism. With these activities, the Zoo will not have to ask the tax payer for as much subsidy in relationship to its overall cost.

Coun. Banzer stated that it's important to look very seriously at the trade-off, (i.e., what is planned that couldn't be accomplished if the fee isn't increased) when considering increasing admission by 100%.

Presiding Officer Deines informed visitors that the public hearing on Ordinance No. 81-108 was now open for testimony.

Gerard Landon said that in 1962 he was elected to the Zoo Commission and to the Board of the Zoological Society. He now serves as a board member to the Friends of the Zoo in Washington Park. During that period he has noted that many senior citizens are often short of funds and therefore could only visit the Zoo on Senior Citizen Day. As a senior citizen and lover of animals, himself, he knows the great joy the Zoo has brought to these attendees. The proposed free Tuesday afternoons at the Zoo is an excellent idea. It will create a lot of goodwill and give much satisfaction to those who wish to avail themselves to living for a few hours in a beautiful world!

Gay Stryker, President of the Friends of the Zoo, said that her group is in agreement with Mr. Iliff's presentation this evening. The Friends believe that the request for a fee increase is fiscally responsible and is to the benefit of both the visitor and the tax payer. The Zoo should be run as a business.

Presiding Officer Deines read a letter from Mr. Richard Drew from Wilsonville, Oregon regarding Ordinance No. 81-108. Mr. Drew objects to increasing the Zoo's admission fee to Metro residents and in particular, to charge children 3-6 years - 50¢ whereas it has been free.

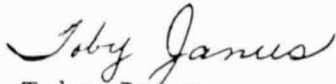
Presiding Officer Deines reminded those present that additional testimony will be taken at the Regional Services Committee meeting on Wednesday, May 13. As there was no further testimony to be given, the hearing was closed.

4. GENERAL DISCUSSION

Presiding Officer Deines noted that the Senate Bill 852 which concerns Metro's Dues went through a senate vote of 25-1. It still has to go through the Legislature.

There being no further business, Presiding Officer Deines adjourned the meeting at 8:20 p.m.

Respectfully submitted, --



Toby Janus
Acting Clerk of the Council

noted that on p. 2 of the Resolution, the words "and civil penalty relating to solid waste" should appear opposite the name of Mr. Harold Alexander rather than Mr. Gene Plew.

Coun. Bonner, Chair of the Regional Development Committee, reported as follows:

- 1) Item 4.7, Res. No. 81-244, For the Purpose of Recognizing Washington County Resolution and Order No. 81-59 as an Adequate Replacement for Metro Ordinance No. 80-95, endorses a resolution passed by Washington County as an interim set of policies for development which would replace Metro Ord. No. 80-95 pending finalization of the Washington County comprehensive plan.

Coun. Williamson presented the following report:

- 1) Item 4.9, Res. No. 81-247, For the Purpose of Approving the Process and Guidelines for Development of the Ten-Year Interstate Transfer Program, reflects the extension of the Interstate Transfer Program from five to ten years by stretching out and categorizing projects in accordance with criteria which have been agreed to by all jurisdictions involved. Both JPACT and TPAC have endorsed this Resolution.

Coun. Banzer asked that the Consent Agenda be amended by removing Item 4.7 for separate consideration.

Coun. Kirkpatrick moved, seconded by Coun. Schedeen, that the Consent Agenda be approved as amended. All Councilors present voting aye, the motion carried.

- 4.7 Resolution No. 81-244, For the Purpose of Recognizing Washington County Resolution and Order No. 81-59 as an Adequate Replacement for Metro Ordinance No. 80-95

Coun. Schedeen moved, seconded by Coun. Kirkpatrick, that Res. No. 81-244 be adopted. A vote was taken on the motion. Couns. Deines, Williamson, Schedeen, Kirkpatrick, Bonner and Rhodes voted aye; voting no were Couns. Kafoury, Banzer, Etlinger, and Burton. The motion carried.

Coun. Williamson commented that he had voted on the basis of the recommendation of the Regional Development Committee, as no argument for a negative vote was presented. Couns. Deines and Schedeen concurred.

5. ORDINANCES

- 5.1 Ordinance No. 81-108, For the Purpose of Adopting New Admissions Fees and Policies at the Washington Park Zoo and Repealing Code Section 4.01.060 (Second Reading)

It having been ascertained that it was the consensus of the Council

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to do so, the Clerk read Ord. No. 81-108 for the second time by title only.

Presiding Officer Deines reminded the Council that the motion to adopt this Ordinance had been made and seconded at the first reading.

Coun. Banzer asked Mr. Kent to report on changes in the Fee Schedule that had been recommended by the Regional Services Committee.

Mr. Kent outlined the recommended changes as follows:

- 1) For the "Youth" category, ages were changed to "5 years through 11 years."
- 2) For the "Child" category, ages were changed to "Under 5 years" and the fee was changed to "Free."
- 3) The "Infant" category was eliminated.
- 4) For the School Groups category, the fee was changed to 50¢.

Coun. Banzer moved, seconded by Coun. Rhodes, that Ord. No. 81-108 be amended as set forth above.

Responding to questions from Council, Mr. Iliff explained that admissions fees accounted for about 24% of the total cost of the zoo. The proposed amendment would reduce the anticipated increase in revenue by about 10%, from \$220,000 to \$200,000.

Following discussion, a vote was taken on the motion to amend Ord. No. 81-108. All Councilors present voting aye, the motion carried.

Coun. Banzer announced her intention to oppose the ordinance, feeling that passage of the serial levies should have provided sufficient additional funding, and that voters had expressed their feelings in defeating the tax base.

Coun. Etlinger expressed support for the ordinance and urged that the free afternoon be well publicized.

Coun. Williamson felt that the fee increase was appropriate, as users of the zoo should pay their share of the cost of operation.

Coun. Burton pointed out that zoo fees had not been raised in ten years and should contribute more substantially to supporting the zoo.

Coun. Schedeen felt that as public stewards of the zoo, the Council had the responsibility to see that fees are raised in a reasonable way at reasonable times.

A vote was taken on the motion to adopt Ord. No. 81-108 as amended. Coun. Banzer voted no; all other Councilors present voting aye, the motion carried.

ORDINANCE NO. 81-108

TITLE For the Purpose of Adopting New
Admissions Fees and Policies at the
Washington Park Zoo and Repealing Code
Section 4.01.060

DATE INTRODUCED May 7, 1981
 FIRST READING May 7, 1981
 SECOND READING May 28, 1981
 DATE ADOPTED May 28, 1981
 DATE EFFECTIVE May 28, 1981

ROLLCALL

	Yes	No	Abst.
Burton	X		
Oleson			
Williamson	X		
Berkman			
Kirkpatrick	X		
Deines	X		
Rhodes	X		
Schedeen	X		
Bonner	X		
Banzer		X	
Etlinger	X		
Kafoury	X		