

BEFORE THE METRO COUNCIL

FOR THE PURPOSE OF AMENDING METRO) ORDINANCE NO. 09-1210
CODE SECTION 4.01.050(a) ADMISSION FEES,)
EFFECTIVE JUNE 1, 2009) Introduced by Michael Jordan, Chief
) Operating Officer, with the concurrence of
) Council President David Bragdon

WHEREAS, the Oregon Zoo periodically needs to increase admission charges to keep pace with increased operating costs; and

WHEREAS, Oregon Zoo admission fees have not been increased since January 1, 2005; now, therefore,

THE METRO COUNCIL ORDAINS AS FOLLOWS:

- 1. That Metro Code Section 4.01.050(a) Admission Fees - Regular Fee Schedule is amended to read as follows:

“4.01.050 Admission Fees and Policies

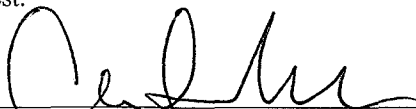

(a) Regular Fee Schedule

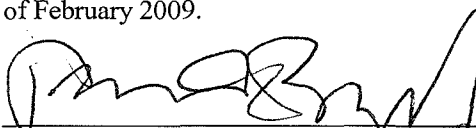

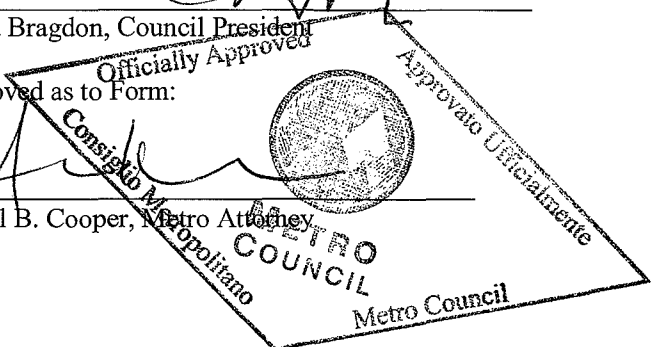
	Adult (12 years and over)	\$9.50	\$10.25
	Youth (3 years through 11 years)	\$6.50	\$7.25
	Child (2 years and younger)		Free
	Senior Citizen (65 years and over)	\$8.00	\$8.75”

- 2. That all other provisions of Metro Code Section 4.01.050 Admission Fees and Policies remain the same.
- 3. The amendment to Metro Code Section 4.01.050(a) Admission Fees – Regular Fee Schedule, takes effect June 1, 2009.

ADOPTED by the Metro Council this 26 day of February 2009.

Attest:


Christina Billington, Recording Secretary
Anthony Andersen
Ordinance No. 09-1210
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David Bragdon, Council President
Approved as to Form:

Daniel B. Cooper, Metro Attorney


STAFF REPORT

IN CONSIDERATION OF ORDINANCE NO. 09-1210, FOR THE PURPOSE OF AMENDING METRO CODE SECTION 4.01.050(a) ADMISSION FEES, EFFECTIVE JUNE 1, 2009

Date: February 25, 2009

Prepared by: Craig M. Stroud

BACKGROUND

The purpose of this ordinance is to amend Metro code section 4.01.050(a) to increase admission fees by \$.75, effective June 1, 2009. The last increase of \$.50 to the zoo admission fee was effective January 1, 2005.

As expenses for operating the zoo rise, it has become necessary to increase admissions fees. Personal services and material and services costs have increased over the past five years by more than 20 percent. Forecast increases for FY 2009-10 include personnel costs of 3.4 percent and utility costs of 4.1 percent. Utilities would have been greater if not for reduced usage through zoo energy conservation actions. The zoo, as a Metro enterprise activity, attempts to cover as much of its operating costs as possible, while keeping use fees reasonable. The zoo covers approximately 62 percent of its operating costs through enterprise activities.

Metro offered the following options for those unable to pay the zoo admission fee:

- Community Tuesday, offered the second Tuesday of every month with admission priced at \$2.00, had 77,000 guests over the past year
- Metro periodically offers free days to all visitors. More than 15,000 people enjoyed the zoo free of charge on Thanksgiving Day 2008. This year, nearly 11,000 people enjoyed a free day on the Rev. Martin Luther King Jr. holiday January 19th.
- Metro provided 14,000 free admission tickets to local social service agencies for distribution to under-served community members in 2008. These days offer opportunities to guests that might otherwise not be able to visit the zoo as frequently.
- The zoo hosts free admission days for the local Head Start programs, homeschooled children, and senior citizens.

In addition, The Oregon Zoo Foundation offers a variety of year-long membership packages that provide access to the zoo. Prices range from as low as \$44 for one person to \$69 for a family of four. In FY2007-08, 41 percent of zoo visitors were members. The percent was also 41 percent in FY2006-07.

In November 2008, voters in the region were very generous in agreeing to fund a bond measure to help improve animal conditions at the zoo. These funds are restricted to capital improvements and cannot be used for operational costs.

The zoo is also increasing the \$1.00 discount offered to non-members who ride mass transit to the zoo by \$.50. The new transit discount of \$1.50 will be effective June 1, 2009. In 2008, 67,000 non-members took advantage of the discount. It is the intent that increasing the non-member transit discount will reduce demand on the overflow parking lots and shuttle, as well as eliminate vehicle trips to the zoo, which supports Metro's sustainable initiatives.

During 2008, approximately 95,000 guests rode the zoo shuttle from overflow parking lots. The zoo leases shuttle services to transport guests, and the lease costs for this period totaled \$83,000. Non-member guests pay a parking fee of \$2.00 per vehicle, which helps off-set the shuttle operating costs. Parking revenues totaled \$230,000 in 2008.

ANALYSIS/INFORMATION

1. **Known Opposition:** None known.
2. **Legal Antecedents:** Metro Code Section 4.01.050(a) Admission Fees and Policies identifies policies on Zoo admission fees, and requires the Zoo to request an amendment to increase fees.
3. **Anticipated Effects:** The \$.75 fee increase proposed for June 1, 2009 would bring the adult admission rate to \$10.25. This rate is still the lowest of comparable facilities on the west coast and considerably lower than the two other Association of Zoos & Aquariums accredited facilities in Oregon. Community Tuesday admissions of \$2.00, offered the second Tuesday of every month, and periodic free zoo admission days are well attended, and offer opportunities to guests that might otherwise not be able to visit the zoo as frequently.

West Coast Zoos, Aquariums & Attractions	Location	Adult Admission
Oregon Museum of Science and Industry	Portland, OR	\$11.00
Oregon Coast Aquarium *	Newport, OR	\$14.25
Wildlife Safari *	Winston, OR	\$17.99
Woodland Park Zoo	Seattle, WA	\$16.50
Point Defiance Zoo	Tacoma, WA	\$13.00
San Francisco Zoo	San Francisco, CA	\$15.00
Los Angeles Zoo	Los Angeles, CA	\$12.00
Average		\$14.25
Oregon Zoo Proposed Fee as of June 1, 2009		\$10.25

* The only other Association of Zoos & Aquariums accredited facilities in Oregon.

The admission fee structure is proposed as follows:

<u>Category</u>	<u>Current</u>	<u>Proposed</u>	<u>Increase</u>
Adult	\$9.50	\$10.25	\$.75
Child	\$6.50	\$7.25	\$.75
Senior	\$8.00	\$8.75	\$.75

4. **Budget Impacts:** The additional revenue generated by the admission fee increases, net transit discount, is estimated at \$76,304 for June 2009, and \$516,993 for fiscal year 2009-10. The fiscal year 2008-09 adopted budget assumes a \$.25 fee increase, and the fiscal year 2009-10 requested budget assumes a \$.50 fee increase. This ordinance implements these increases.

RECOMMENDED ACTION

The Chief Operating Officer recommends adoption of this Ordinance.