

BEFORE THE METRO COUNCIL

FOR THE PURPOSE OF AMENDING METRO)	ORDINANCE NO. 04-1059
CODE TITLE IV - OREGON ZOO)	
REGULATIONS, METRO CODE SECTION)	
4.01.020 DEFINITIONS; METRO CODE)	
SECTION 4.01.050 ADMISSION FEES AND)	
POLICIES; AND METRO CODE SECTION)	Introduced by Chief Operating Officer Michael J.
4.01.070 PARKING REGULATIONS,)	Jordan, with the concurrence of Council
EFFECTIVE JANUARY 1, 2005)	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, 2004; and

WHEREAS, the Oregon Zoo desires to operate the Zoo parking lot in an entrepreneurial manner that generates revenue for the Zoo while encouraging Zoo patrons to gain access to the Zoo in a manner that promotes public transit alternatives to private motor vehicles, consistent with Metro's Facility Related Parking Policy, set forth in Chapter 2.14 of the Metro Code; now therefore,

THE METRO COUNCIL ORDAINS AS FOLLOWS:

1. That Metro Code Section 4.01.020 is amended to read as follows:

"4.01.020 Definitions

For the purposes of this chapter unless the context requires otherwise the following terms shall have the meaning indicated:

(a) "Director" or "Zoo Director" means the Director of the Zoo, and also includes such subordinate employees of the Zoo or other Metro employees to the extent the Zoo Director or Chief Operating Officer has delegated specific duties in writing.

(b) "Parking lot" means that portion of the Zoo outside of the premises including the paved parking lot area adjacent to the Zoo leased from the City of Portland, but not the public right-of-way located therein, and also includes the adjacent sidewalks, landscaped areas, and plaza outside of the Zoo gates.

(c) "Premises" means the property, buildings, and grounds within the perimeter fence surrounding the Zoo, the admission and exit gates, all Zoo buildings including but not limited to the administrative, commissary, haybarn, and shop buildings, the employee parking lot, the Zoo vehicular storage area, and the Zoo Railroad right-of-way from the Zoo to and including the Metro Washington Park Station.

(d) "Public" means any person other than a Zoo employee.

(e) "Shuttle Parking Lot" means any facility located outside the Zoo and the Parking Lot and designated by the Zoo for overflow parking.

(fe) "Special event" means any event or occasion held on the premises other than during normal operating hours as specifically authorized by the Zoo Director and Chief Operating Officer.

(gf) "Zoo" means the Oregon Zoo and includes the parking lot and the premises.

(hg) "Zoo employee" means any paid employees of the Zoo, any other paid employees of Metro performing tasks or functions at the Zoo at the request or direction of either the Zoo Director, the Metro Council, or the Chief Operating Officer, volunteers performing functions and duties assigned or authorized by the Zoo Director, and any contractors or agents of the Zoo carrying out their duties or obligations to the Zoo.

(ih) "Zoo Railroad" means the equipment, rails, and right-of-way extending from within the Zoo premises through the City of Portland park adjacent to the Zoo to a location near the Rose Test Gardens, also known as the Washington Park and Zoo Railway."

2. That Metro Code Section 4.01.050 is amended to read as follows:

"4.01.050 Admission Fees and Policies

(a) Regular Fee Schedule

Adult (12 years and over)	\$9.00 <u>\$9.50</u>
Youth (3 years through 11 years)	\$6.00 <u>\$6.50</u>
Child (2 years and younger)	Free
Senior Citizen (65 years and over)	\$7.50 <u>\$8.00</u>

(b) Free and Reduced Admission

- (1) The Director may set free or reduced price admission rates for groups, special events, or as otherwise in accordance with this Chapter.
- (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) 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 regular Zoo admission upon presentation of a current Metro employee identification card.
 - (B) Metro elected officials 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-transferable, 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) The Zoo Director may issue reduced price admission passes to individuals using a TriMet bus or the Metro Area Express (MAX) for travel to the Zoo, upon presentation of acceptable proof of fare payment, which includes TriMet passes, MAX tickets and bus transfer receipts validated on the date of Zoo entry.

- (5) Admission to the Zoo shall be at a reduced rate for all persons during a portion of a day each month, as determined by the Director.

(c) Special Events. The Zoo, or portions thereof, may be utilized for special events designed to enhance Zoo revenues during hours that the Zoo is not normally open to the public. The number, nature of, and admission fees for such events shall be determined by the Zoo Director.

(d) Parking Fee. The Zoo Director may establish, charge and collect a parking fee from Zoo patrons for parking in the Zoo Parking Lot and Shuttle Lot and may adjust said parking fee annually.”

3. That Metro Code Section 4.01.070 (a) is amended to read as follows:

“4.01.070 Parking Regulations

The following rules shall govern all vehicles operated within the area of the Zoo parking lot and Zoo premises:

(a) It shall be a violation of this Code for the driver of any motor vehicle or bus to fail to pay for parking when required under this Code, or to violate any legend or direction contained in a any sign, signal, or marking now installed or hereafter installed upon any portion of the Zoo premises or parking lot areas. Drivers of all vehicles shall drive in a careful and safe manner at all times, and shall comply with the signals and directions of the police or security officers and all posted traffic signs. Blocking of entrances, driveways, walks, loading platforms, fire lanes, or fire hydrants is prohibited. Parking without authority, or parking in unauthorized locations or in locations reserved for other persons or contrary to the directions of posted signs, is prohibited.

(b) Security personnel designated by the Chief Operating Officer as serving as a Zoo parking patrol shall have the authority and duty to issue parking citations in accordance with subsection (c) of this section for a violation specified by subsection (a) of this section. The Zoo parking patrol shall have no other policy authority or duty. Persons appointed as Zoo parking patrol shall be special police officers of Metro. As special police officers, the Zoo parking patrol personnel and the Zoo parking patrol supervisor shall have authority to issue citations for violations of parking or non-moving traffic violations occurring on Zoo property or property adjacent to the Zoo leased from the City of Portland by Metro for Zoo parking purposes, and particularly they shall have authority to issue citations. To the extent of the power and authority granted in this section, such personnel and their supervisor shall exercise full police power and authority.

(c) Parking Citations

(1) Form of Citations. All parking citation forms used by the Zoo parking patrol shall be in a form approved by the Metro Attorney and as issued by the Circuit Court for the State of Oregon for Multnomah County. Such parking citations shall, at a minimum, clearly state:

- (A) The date, place, and nature of the charge;
- (B) Time and place for the defendant's appearance in court;
- (C) Name of the issuing officer;
- (D) License number of the vehicle.

- (2) Procedure for Issuing Citations. Any citation form issued pursuant to this Code section shall either be delivered to the defendant or placed in a conspicuous place upon the vehicle involved in the violation. A duplicate original of the notice shall serve as the complaint in the case when it is filed with the court. In all other aspects, the procedure now provided by law in such cases shall be followed, but ORS 810.365 does not apply. The officer need not have observed the act of parking, but need only observe that the car was parked in violation of Metro Code.
- (3) Use of Parking Citation as Complaint. The original of the traffic citation form when completed to meet the minimum requirements of ORS 221.333 may serve as a complaint; other forms of parking complaints are prohibited.
- (4) Citation Form Books Issued by circuit court. Citation form books for parking violations shall be provided by the circuit court and upon request distributed to the Zoo parking patrol officers who issue them.
- (5) List of Parking Citations. A list of the parking citations issued by Zoo parking patrol officers shall be forwarded to the circuit court within 24 hours.

(d) Person Responsible for Violation Charged by the Citation. The registered owner of the vehicle is prima facie responsible for the violation charged by the citation.”

- 4. That all other provisions of Metro Code Title IV Chapter 4.01 - Oregon Zoo Regulations remain the same.
- 5. That the Admission Fees and Policies of Metro Code Section 4.01.050 and Parking Regulations of Metro Code Section 4.01.070 (a) take effect January 1, 2005.

///

///

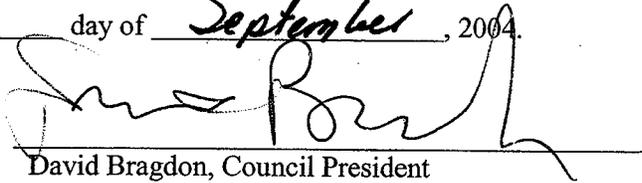
///

///

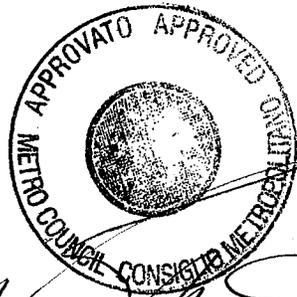
///

///

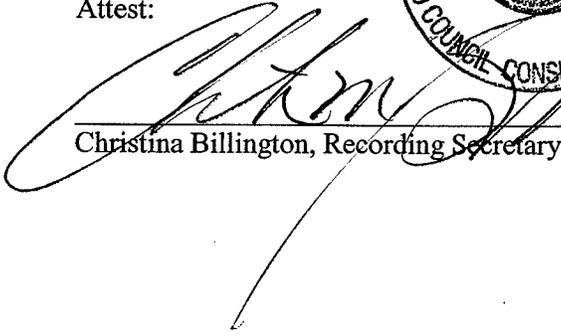
ADOPTED by the Metro Council this 30th day of September, 2004.



David Bragdon, Council President

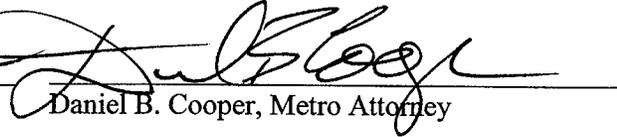


Attest:



Christina Billington, Recording Secretary

Approved as to Form:



Daniel B. Cooper, Metro Attorney

STAFF REPORT

IN CONSIDERATION OF ORDINANCE NO. 04-1059 FOR THE
PURPOSE OF AMENDING METRO CODE TITLE IV – OREGON
ZOO REGULATIONS, METRO CODE SECTION 4.01.020
DEFINITIONS, METRO CODE SECTION 4.01.050 ADMISSION
FEES AND POLICIES AND METRO CODE SECTION 4.01.070
PARKING REGULATIONS, EFFECTIVE JANUARY 1, 2005

Date: September 7, 2004

Prepared by: Sarah Chisholm

BACKGROUND

The purpose of this ordinance is to amend Metro code sections 4.01.050 and 4.01.070 in order to increase the admission fee by \$.50, to grant authority to charge for parking at the Zoo, and to grant authority to provide reduced admission to guests using public transit. The changes would take effect January 1, 2005.

In conjunction with the increase in the gate admission charge for all customers, the Zoo will begin charging an additional fee to those customers who use the automobile parking lot. The Zoo will institute a paid parking system where a flat parking fee per car will be collected at the Zoo admission gates. This will be an honor system payment method. Additionally, guests using public transit will be entitled to reduced priced admission to the Zoo.

ANALYSIS/INFORMATION

- 1. Known Opposition:** None known.
- 2. Legal Antecedents:** Metro Code Section 4.01.050 Admission Fees and Policies identifies policies on Zoo admission fees, and requires the Zoo to request an amendment to increase fees. Metro Code Section 4.01.070 Parking Regulations sets forth the rules governing vehicles operated within the Zoo parking lot and Zoo premises. Metro Code Section 2.14.010 Facility Related Parking Policy and Regulations provides policy direction as to the use and regulation of parking lots at Metro regional facilities.
- 3. Anticipated Effects:** The proposed fee increase of \$.50 would take effect January 1, 2005. The \$.50 fee increase proposal would bring the adult admission rate to \$9.50. This rate is still the lowest of comparable facilities on the west coast and considerably lower than the other two AZA accredited facilities in Oregon. The anticipated effect of charging for parking and providing transit incentive is an increase in public transit ridership to the Zoo.
- 4. Budget Impacts:** The fee increase of \$.50 was part of the Zoo's proposed FY 04-05 budget, with an expected increase to revenue at the Zoo of \$120,595 this fiscal year.

RECOMMENDED ACTION

The Chief Operating Officer recommends adoption of this ordinance.