

BEFORE THE METRO COUNCIL

AN ORDINANCE FOR THE PURPOSE) ORDINANCE NO. 98-726
OF CHANGING THE NAME OF)
METRO WASHINGTON PARK ZOO) Introduced by Mike Burton
TO OREGON ZOO) Executive Officer

WHEREAS, Metro Washington Park Zoo is an important community asset that receives visitors from all over the region and beyond; and

WHEREAS, the Zoo is currently constructing a major capital improvement approved by the voters in September, 1996, which showcases native animals from the Oregon region; and

WHEREAS, the Zoo seeks to expand its attendance base to include the growing number of tourists from outside the local area; and

WHEREAS, the current name, Metro Washington Park Zoo, is long and confusing as to the zoo's location;

THE METRO COUNCIL ORDAINS AS FOLLOWS:

1. The official name of the zoo, formerly Metro Washington Park Zoo, be changed to Oregon Zoo, effective April 1, 1998.
2. Metro Code Section 2.16.030 - Facility Names (a) is amended to read:

"2.16.030 Facility Names

- (a) The following are the names and addresses of the facilities owned by Metro:
- Oregon Convention Center, 777 NE Martin Luther King Blvd., Portland, Oregon
 - Metro Central Transfer Station, 6161 NW 61st Avenue, Portland, Oregon
 - Metro Regional Center, 600 NE Grand Avenue, Portland, Oregon
 - Metro South Transfer Station, 2001 Washington St., Oregon City, Oregon
 - ~~Metro Washington Park~~ Oregon Zoo, 4001 SW Canyon Rd., Portland, Oregon

(Ordinance No. 94-576A, Sec. 1.)"

3. Title IV of the Metro Code is amended to read:

“TITLE IV

~~METRO WASHINGTON PARK~~ OREGON ZOO

CHAPTERS

TITLE

4.01 ~~Metro Washington Park~~ Oregon Zoo Regulations”

4. Chapter 4.01 of the Metro Code is amended to read:

“CHAPTER 4.01

~~METRO WASHINGTON PARK~~ OREGON ZOO REGULATIONS”

5. Metro Code Section 4.01.020 - Definitions is amended to read:

“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 ~~Metro Washington Park~~ Zoo, and also includes such subordinate employees of the zoo or other Metro employees to the extent the zoo director or executive 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) "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 executive officer.

(f) "Zoo" means the ~~Metro Washington Park~~ Oregon Zoo and includes the parking lot and the premises.

(g) "Zoo employee" means any paid employees of the ~~Metro Washington Park 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 executive 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.

(h) "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.

(Ordinance No. 92-412A, Sec. 2)"

6. Metro Code Section 4.01.050 - Admission Fees and Policies is amended to read:

"4.01.050 Admission Fees and Policies

(a) Regular Fees

(1) Definitions

(A) An Education Discount is offered to groups of students in a state accredited elementary, middle, junior, or high school, or pre-school/daycare center. Qualifications for education discount include a minimum of one chaperon, 18 years of age or older, for every five students of high school age or under; registration for a specific date at least two weeks in advance; and the purchase of curriculum materials offered by the zoo, or submission of a copy of the lesson plan that will be used on the day of the visit.

(B) The Group Discount is defined as any group of 25 or more (including school groups that have not met the advance registration and curriculum requirements for the education discount; groups of students not accompanied by a minimum of one chaperon for every five students shall not qualify for the group discount).

(2) Fee Schedule

Adult (12 years and over) \$5.50

Youth (3 years through 11 years) \$3.50

Child (2 years and younger)	free
Senior Citizen (65 years and over)	\$4.00
Education Groups (per student)	\$2.50
Chaperons 18 years or older admitted with education groups (maximum of one per five students)	free
Additional chaperons 18 years or older in excess of one per five students will receive the group discount adult rate (20 percent discount)	\$4.40
Groups other than education groups 25 or more per group	20 percent discount from appropriate fee listed above

(b) Free and Reduced Admission Passes

- (1) Free and reduced admission passes may be issued by the director 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) The reduction granted in admission, by use of a reduced admission pass (other than free admission passes), shall not exceed 20 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 ~~Metro Washington Park Zoo~~. Such passes shall bear the name of the passholder, 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 passholder, 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 Code 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 on the second Tuesday of each month.

(e) Commercial Ventures. Proposed commercial or fund-raising ventures with private profit or nonprofit entities involving admission to the zoo must be authorized in advance by the executive officer. The executive officer may approve variances to the admission fees to facilitate such ventures.

(f) 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 subject to the approval of the executive officer.

(Ordinance No. 92-412A, Sec. 2. Amended by Ordinance No. 93-505; Sec. 1; Ordinance No. 94-568)”

7. Metro Code Section 4.01.110 - Allocations of Zoo Tax Base is amended to read:

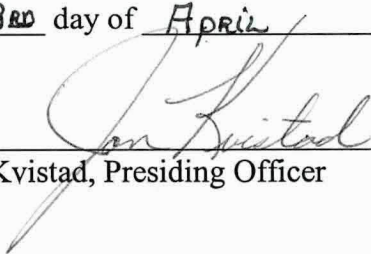
“4.01.110 Allocation of Zoo Tax Base

(a) Upon approval of a tax base submitted on May 15, 1990, to the voters of the Metropolitan Service District, the council shall allocate the entire amount of the tax base to the operation and maintenance of the ~~Metro Washington Park Zoo~~. The allocation shall continue until the voters of the district approve a new tax base or the district ceases to operate and maintain the zoo.

(b) Any constitutionally authorized increase in the tax base approved by the voters on May 15, 1990, subsequently levied by the council shall be used exclusively to operate and maintain the ~~Metro Washington Park Zoo~~.

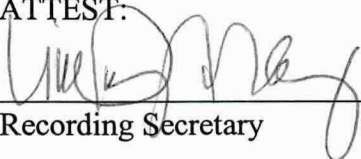
(Ordinance No. 90-329, Section 6)”

ADOPTED by the Metro Council this 23rd day of April, 1998.



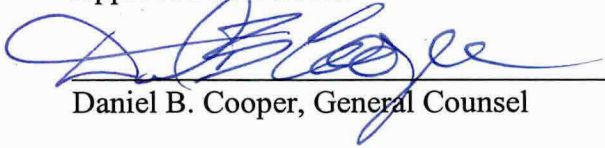
Jon Kvistad, Presiding Officer

ATTEST:



Recording Secretary

Approved as to Form:



Daniel B. Cooper, General Counsel

REGIONAL FACILITIES COMMITTEE REPORT

CONSIDERATION OF ORDINANCE NO. 98-726, FOR THE PURPOSE OF CHANGING THE NAME OF THE METRO WASHINGTON PARK ZOO TO OREGON ZOO.

Date: April 10, 1998

Presented by: Councilor McCaig

Committee Action: At its April 10, 1998 meeting, the Regional Facilities Committee unanimously recommended Council adoption of Ordinance 98-726. Voting in favor: Councilors McCaig, Naito and McFarland.

Council Issues/Discussion: Kathy Kiaunis, Deputy Zoo Director, made the staff presentation. She said that the Zoo is seeking a new name to coincide with the opening of the Oregon Exhibit in September. The Zoo is seeking a name that is shorter and that better reflects its regional nature. A more appropriate name can also help in fundraising efforts.

Three different names were tested in market research via random telephone dialing and direct polling with zoo visitors. These names were Oregon Zoo, Zoo Oregon and Oregon Metro Zoo. Oregon Zoo won by a large margin.

Chair McFarland opened a public hearing, and Aleta Woodruff testified. She said that there were likely to be many people who have lived in Portland long enough to remember the Washington Park part of the name, before Metro was attached. She felt that those people would not likely favor the proposed change, and wanted more time allowed for public comment.

Ms. Kiaunis said that enough lead time needs to be built in to allow the zoo to change signage, merchandise labeling and logo. Mr. Burton stated that considerable public notice has been given through various media already.

The committee felt that some additional time for public input was warranted. The chair directed staff to seek an alternative Council approval date, and notify the public that the council was seeking further public comment.

STAFF REPORT

CONSIDERATION OF ORDINANCE NO. 98-726 FOR THE PURPOSE OF CHANGING THE NAME OF THE ZOO FROM METRO WASHINGTON PARK ZOO TO OREGON ZOO

Date: February 13, 1998

Presented by: Kathy Kiaunis

FACTUAL BACKGROUND AND ANALYSIS

The Zoo seeks a new name in conjunction with the opening of the first phase of the Oregon Exhibit this fall.

The Zoo was named Washington Park Zoo in October, 1976, after a public naming contest. In the late 1980's, the official name of the Zoo became Metro Washington Park Zoo.

The current name is only recognizable to local residents, and is confusing to people outside of the area. A shorter, more descriptive name for the zoo is desired, to better identify the zoo and its location to tourists and potential visitors to the zoo.

The recommended name, Oregon Zoo, is thought to better identify the zoo, is shorter, and reflects the zoo's importance as a regional facility. It is hoped that the new name will also give the zoo a greater appeal for broader fundraising efforts.

The proposed name, along with two others, Zoo Oregon, and Oregon Metro Zoo, were tested with 375 people during January and February. 275 of the surveys were conducted on zoo grounds, and 100 surveys were conducted using a random digit telephone survey.

Both on-grounds and in the telephone survey, respondents preferred Oregon Zoo to the other two names. Oregon Zoo was the favorite name by a 2-to-1 ratio in the phone survey, with 50% of the vote for those indicating a preference. In the on-grounds survey, Oregon Zoo received 45% of the vote, compared to 28% for the second choice.

Implementation of the name change would occur gradually over the next several months, with changes in printed materials, etc., as they needed replacement. A new sign for the new front entrance would be developed with the new name. The "official" unveiling of the new name would occur at the opening of the new entrance. Notification to necessary entities would occur over the next several months, as well.