



Metro | Agenda

Meeting: Metro Council Work Session
Date: Thursday July 7, 2016
Time: 2:00 p.m.
Place: Oregon Zoo, Skyline Room

CALL TO ORDER AND ROLL CALL

**2:00 PM 1. CHIEF OPERATING OFFICER
COMMUNICATION**

**2:10 PM 2. OREGON ZOO FOUNDATION ANNUAL
REPORT TO METRO COUNCIL**

**Jody Brassfield, Oregon Zoo Foundation (OZF)
Rob Erikson, OZF
Kim Overhage, OZF**

2:45 PM 3. OREGON ZOO DIRECTOR UPDATES

Dr. Don Moore, Oregon Zoo Director

**3:30 PM 4. COUNCILOR LIASON UPDATES AND COUNCIL
COMMUNICATION**

ADJOURN

Metro respects civil rights

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Thông báo về sự Metro không kỳ thị của

Metro tôn trọng dân quyền. Muốn biết thêm thông tin về chương trình dân quyền của Metro, hoặc muốn lấy đơn khiếu nại về sự kỳ thị, xin xem trong www.oregonmetro.gov/civilrights. Nếu quý vị cần thông dịch viên ra dấu bằng tay, trợ giúp về tiếp xúc hay ngôn ngữ, xin gọi số 503-797-1890 (từ 8 giờ sáng đến 5 giờ chiều vào những ngày thường) trước buổi họp 5 ngày làm việc.

Повідомлення Metro про заборону дискримінації

Metro з повагою ставиться до громадянських прав. Для отримання інформації про програму Metro із захисту громадянських прав або форми скарги про дискримінацію відвідайте сайт www.oregonmetro.gov/civilrights або Якщо вам потрібен перекладач на зборах, для задоволення вашого запиту зателефонуйте за номером 503-797-1890 з 8.00 до 17.00 у робочі дні за п'ять робочих днів до зборів.

Metro 的不歧视公告

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Ogeysiiska takooris la’aanta ee Metro

Metro waxay ixtiraamtaa xuquuqda madaniga. Si aad u heshid macluumaad ku saabsan barnaamijka xuquuqda madaniga ee Metro, ama aad u heshid warqadda ka cabashada takoorista, booqo www.oregonmetro.gov/civilrights. Haddii aad u baahan tahay turjubaan si aad uga qaybqaadatid kullamada dadweynaha, wac 503-797-1890 (8 gallinka hore illaa 5 gallinka dambe maalmaha shaqada) shan maalmo shaqa ka hor kullanka si loo tixgaliyo codsashadaada.

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Metro의 시민권 프로그램에 대한 정보 또는 차별 항의서 양식을 얻으려면, 또는 차별에 대한 불만을 신고 할 수 www.oregonmetro.gov/civilrights. 당신의 언어 지원이 필요한 경우, 회의에 앞서 5 영업일 (오후 5시 주중에 오전 8시) 503-797-1890를 호출합니다.

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សេចក្តីជូនដំណឹងអំពីការមិនរើសអើងរបស់ Metro
ការគោរពសិទ្ធិពលរដ្ឋរបស់ ។ សំរាប់ព័ត៌មានអំពីកម្មវិធីសិទ្ធិពលរដ្ឋរបស់ Metro ឬដើម្បីទទួលបានក្បួនលើសរសេរស្នើសុំសេវាបន្ថែមទៀត សូមទូរស័ព្ទលេខ www.oregonmetro.gov/civilrights។
បើលោកអ្នកត្រូវការអ្នកបកប្រែភាសានៅពេលអង្គប្រជុំសាធារណៈ សូមទូរស័ព្ទលេខ 503-797-1890 (ម៉ោង 8 ព្រឹកដល់ម៉ោង 5 ល្ងាច ថ្ងៃធ្វើការ) ប្រាំពីរថ្ងៃ មុនថ្ងៃប្រជុំដើម្បីអាចឲ្យគេសម្រួលតាមសំណើរបស់លោកអ្នក ។

إشعار بالالتزام بييز من Metro
تحتزم Metro الحقوق المدنية للأفراد في جميع الخدمات التي نقدمها. إذا كنت تعتقد أنك قد تعرضت للتمييز على أساس العرق، اللون، الأصل القومي، الجنس، العمر أو الإعاقة، لديك الحق في تقديم شكوى. للحصول على معلومات حول برنامج Metro لحقوق الإنسان، أو للحصول على نموذج شكوى التمييز، يرجى زيارة www.oregonmetro.gov/civilrights. إن لم تكن متحدثًا بالإنجليزية، يمكنك الاتصال بخدمات الترجمة أو المساعدة في التواصل. يرجى الاتصال بـ 503-797-1890 (من الساعة 8 صباحًا حتى الساعة 5 مساءً أيام الإثنين إلى الأربعاء) قبل خمسة (5) أيام عمل من موعد الاجتماع.

Paunawa ng Metro sa kawalan ng diskriminasyon

Iginagalang ng Metro ang mga karapatang sibil. Para sa impormasyon tungkol sa programa ng Metro sa mga karapatang sibil, o upang makakuha ng porma ng reklamo sa diskriminasyon, bisitahin ang www.oregonmetro.gov/civilrights. Kung kailangan ninyo ng interpreter ng wika sa isang pampublikong pulong, tumawag sa 503-797-1890 (8 a.m. hanggang 5 p.m. Lunes hanggang Biyernes) lima araw ng trabaho bago ang pulong upang mapagbigyan ang inyong kahilingan. Notificación de no discriminación de Metro.

Notificación de no discriminación de Metro

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Уведомление о недопущении дискриминации от Metro

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Metro txoj kev ntxub ntxaug daim ntawv ceeb toom

Metro tributes cai. Rau cov lus qhia txog Metro txoj cai kev pab, los yog kom sau ib daim ntawv tsis txaus siab, mus saib www.oregonmetro.gov/civilrights. Yog hais tias koj xav tau lus kev pab, hu rau 503-797-1890 (8 teev sawv ntxov txog 5 teev tsaus ntuj weekdays) 5 hnub ua hauj lw m ua ntej ntawm lub rooj sib tham.

Agenda Item No. 2.0

**OREGON ZOO FOUNDATION ANNUAL REPORT TO METRO
COUNCIL**

Metro Council Work Session
Thursday, July 7, 2016
Oregon Zoo, Skyline Room

METRO COUNCIL

Work Session Worksheet

PRESENTATION DATE: July 7, 2016

LENGTH: 30 min

PRESENTATION TITLE: Oregon Zoo Foundation Annual Report to Metro Council

DEPARTMENT: Oregon Zoo Foundation

PRESENTER(S): Jody Brassfield jody.brassfield@oregonzoo.org 503-220-2450;
Rob Erikson, OZF Immediate Past Chair, Kim Overhage, OZF Immediate Past Chair

WORK SESSION PURPOSE & DESIRED OUTCOMES

- Purpose: Oregon Zoo Foundation Annual Update
- Outcome: Continued partnership in creating a better future for wildlife

TOPIC BACKGROUND & FRAMING THE WORK SESSION DISCUSSION

The Oregon Zoo Foundation is excited and honored to provide an annual update on foundation activities for FY15-16. In partnership with the zoo and Metro, we continue to engage our community in the zoo's mission to create a better future for wildlife through fundraising and outreach efforts. Since last year's report, we have successfully launched and completed fundraising campaigns, expanded awareness through events, and increased financial support for the zoo. The foundation staff and Board of Trustees, alongside Metro Council President Tom Hughes and Metro Councilor Shirley Craddick as board liaisons, look forward to another year of success in supporting the zoo.

QUESTIONS FOR COUNCIL CONSIDERATION

- none

PACKET MATERIALS

- Would legislation be required for Council action ☐ Yes ☒ No
- If yes, is draft legislation attached? ☐ Yes ☐ No
- What other materials are you presenting today?

Agenda Item No. 3.0

OREGON ZOO DIRECTOR UPDATES

Metro Council Work Session
Thursday, July 7, 2016
Oregon Zoo, Skyline Room

METRO COUNCIL

Work Session Worksheet

PRESENTATION DATE: July 7, 2016

LENGTH: 45 min

PRESENTATION TITLE: Oregon Zoo Director Updates

DEPARTMENT: Oregon Zoo

PRESENTER(S): Dr. Don Moore don.moore@oregonzoo.org 503-220-2450

WORK SESSION PURPOSE & DESIRED OUTCOMES

- Purpose: Provide an overview of the evolution of zoos
- Outcome: Council will have a greater understanding of where zoos have come from, where they are headed and the Oregon Zoo's leadership role in this evolution.

TOPIC BACKGROUND & FRAMING THE WORK SESSION DISCUSSION

Zoos have gone through a significant metamorphosis over the past hundred years. With roots as private menageries, they have evolved to become key players in endangered species recovery and leaders in conservation education. The Oregon Zoo's history closely parallels this broader evolution. Director Don Moore will discuss zoo history, the important work currently under way and his vision for the direction the Oregon Zoo, and zoos around the world, will take into the future.

The Oregon Zoo is a rising leader in animal welfare, environmental education and species conservation. Some examples:

- Under the current bond program, the zoo is designing animal enclosures from the animal's perspective, strategically developing them to support natural behaviors and long term wellbeing.
- Interpretive displays and activities are aimed at inspiring action.
- Later this year, the Oregon Zoo will begin development of an integrated conservation action plan that will inform the zoo's strategic plan with targets for conservation outcomes.
- The Oregon Zoo's successes in captive rearing of California condors is an excellent example of the contributions zoos make to endangered species recovery.
- Zoos provide unparalleled opportunities to support field scientists by conducting research in a controlled environment, as seen through our work with polar bears.
- Zoos assist wildlife managers in range countries with by sharing practices and training.

Dr. Moore will share his perspective on the trajectory of zoos worldwide and the important opportunities for the Oregon Zoo in the coming decades.

QUESTIONS FOR COUNCIL CONSIDERATION

- none

PACKET MATERIALS

- Would legislation be required for Council action ☐ Yes ☒ No
- If yes, is draft legislation attached? ☐ Yes ☐ No
- What other materials are you presenting today?

Materials following this page were distributed at the meeting.



OREGON ZOO FOUNDATION | 2016 METRO COUNCIL UPDATE

BOARD BIOS

Rob Erickson, Chair Joined in 2010	Rob is currently the Vice President of Corporate Finance and Controller for Stancorp Financial Group, which includes The Standard Insurance Company and all of its subsidiaries. Rob is a Certified Management Accountant and member of the accounting committee for the American Council for Life Insurers. Rob's favorite animal is the lion.
Craig Norris, Vice Chair Joined in 2012	Craig serves as the Executive Vice President of Consumer Bank Credit and Fulfillment at Umpqua Bank, overseeing the customer experience, operations, consumer and small business loans at more than 200 locations in Oregon, Washington, Nevada and California. He and his family are longtime supporters of the zoo, and their favorite animal resident is Inji the Orangutan.
Pete Norman, Treasurer Joined in 2013	Pete is currently a Senior Vice President and Managing Director in The Private Client Reserve of U.S. Bank. His favorite animal is the flamingo.
Sharla Settlemier, Secretary Joined in 2014	Sharla is the Vice President of Sustainable Business & Innovation Integration at Nike, Inc. She and her family have a long history with the Oregon Zoo. Sharla's grandfather was the zoo train driver for several years and she has fond memories of visiting Packy the elephant as a child.
Kim Overhage, Immediate Past Chair Joined 2010	Kim is a retired strategic planner and engineering manager from the high-tech industry. She is the immediate past chair of the Planning Commission for the City of Beaverton and serves on the board of ARCS. Her favorite animal is the elephant.
Franco Albi Joined in 2015	Franco is currently the Manager of Integrated Resource Planning at Portland General Electric. He has been with PGE for nine years leading various projects in power delivery and power supply engineering.
Sigrid Button Joined in 2013	Sigrid is currently Administrative Director of the Casey Eye Institute at Oregon Health & Science University. Additionally, she serves as an Officer and Director for Guide Dogs for the Blind and a Director for Safety In Motion, a Portland-based safety consulting business. Her favorite animal is the giraffe.
Laurie Christensen Joined in 2012	Laurie is a retired pediatric ophthalmologist from Oregon Health & Science University. She is still involved in teaching resident physicians at the Casey Eye Institute. Her favorite animals are the elephant, sea otter, African wild dog, polar bears...
Tracey Clark Joined in 2011	Tracey is a longtime community volunteer, a zoo supporter for over 35 years and a former Friends of the Zoo board member. She is currently a member of the Clark Foundation Board of Directors and she co-chaired the Elephant Lands campaign with her husband, Mike.
Derek Conrad Joined in 2015	Derek is a loving father to an amazing 3 year old boy and 11 year old dog, and an established professional with strong ties to the community.
Lynda Gardner Joined in 2015	Lynda Gardner is a lawyer and lobbyist with the law firm of Gardner & Gardner, Attorneys, PC in Portland. She has served on many nonprofit boards and has also served as legal counsel for nonprofit boards.

Raimund Grube Joined in 2011	Raimund is a Principal at Equilibrium Capital and leads investment in renewable resource assets including renewable energy and water projects. He and his family have made Portland their home for 14 years and have enjoyed the zoo together during that time.
Nan Heim Joined in 2015	Nan Heim has managed her own government relations firm in Oregon for over twenty-five years. She currently lobbies the State Legislature and Oregon Congressional Delegation on behalf of several clients and serves as executive director for three professional associations.
Deb Herron Joined in 2013	Deborah is Director of Public Affairs and Government Relations for Wal-Mart Stores, Inc., handling a portfolio of states including Oregon, Washington, Idaho, Montana & Wyoming. Outside of state capitols, she gives her time to volunteering with her daughter's school, Girl Scouts, veterans and food bank organizations. Her favorite animals are elephants, lions and flamingos.
Campbell Kidd Joined in 2012	Campbell is the Managing Partner of Red Hills Holdings, a national real estate private equity firm based in Portland. His favorite animal is the leopard.
Bob Maloney Joined in 2015	Bob Maloney is a shareholder with the Lane Powell law firm, in its Portland office. His practice is broad, including commercial litigation, condemnation, environmental, business disputes, and employment issues, and representation of non-profits, such as Volunteers of America Oregon.
Marlin McKeever Joined in 2014	Marlin McKeever is a passionate advocate for the Zoo. Marlin has spent considerable time in Africa, and additionally has traveled the globe observing wildlife in its natural habitat. His passion and interest in animals is genuine and has taken him to remote parts of the world.
Deb Mrazek Joined in 2015	Deb has over 30 years of industry experience; more than half as a consultant to executives and middle managers creating and driving design strategy.
Scott Powers Joined in 2016	Scott is the President of Government Programs and Operations at Regence. Before joining Regence, Scott was managing director of Alvarez & Marsal, LLC; director of finance at Intel Corp.; and CEO of Commerce Route, Inc.
Laura Rosencrantz Joined in 2015	Laura Rosencrantz founded Inpower in 2005, a pioneering evidence-based exercise program for cancer survivors both during and after treatment, carefully designed to combat the many debilitating side effects from cancer and its treatments improving their quality of life and overall outcome.
Kim Van Syoc Joined in 2016	Kim is the Director of External Communications and Stakeholder Engagement for Banfield Pet Hospital and the Interim Executive Director for the Banfield Foundation. Kim oversees the practice's public relations efforts, professional and academic relations, corporate social responsibility, crisis issues and overall reputation management. She and her husband have a two year old daughter and they are regular visitors to the zoo.
President Tom Hughes, Ex-Officio Joined in 2015	Metro Council President Tom Hughes was sworn into office Jan. 4, 2011. Elected region wide, the president presides over the Metro Council, sets its policy agenda and appoints all members of Metro committees, commissions and boards.
Counselor Shirley Craddick, Ex-Officio	Sworn into office on Jan. 4, 2011, Councilor Craddick represents District 1, which includes Fairview, Gresham, Troutdale, Wood Village, Damascus and portions of East Portland.
Dr. Don Moore, Ex-Officio Joined in 2016	Until joining the Oregon Zoo, Don worked at the Smithsonian's National Zoo, most recently as a senior scientist for conservation programs on assignment with the Association of Zoos and Aquariums. Moore earned his bachelor's and doctoral degrees in wildlife management and conservation biology from the State University of New York's College of Environmental Science and Forestry, as well as a master's degree in public administration from Syracuse University's Maxwell School.

Suzanne Bishop, Trustee Emeritus Joined in 2005	Suzanne and her husband chaired the Predators of the Serengeti campaign to bring lions back to the Oregon Zoo and create a Predators endowment. Suzanne also chaired the Development Committee and spearheaded much of the 2008 Oregon Zoo Bond support.
C. Kregg Hansen, Trustee Emeritus Joined in 2003	Kregg is a retired healthcare executive having spent his career as a hospital CEO and senior management for two national healthcare systems. Prior to retiring Kregg was President and COO of Banfield the Pet Hospital. Following retirement he served as National President for Friends of the Children and one year as interim Oregon Zoo Foundation Executive Director. His favorite animal is the lion.
Nancy Hinnen, Trustee Emeritus Joined in 2008	Nancy is a retired business attorney and community volunteer. These days she spends her time in a variety of pursuits ranging from serving as lead volunteer in the Lincoln High School Counseling Center to volunteer positions supporting her kids' sports activities. Nancy's favorite animal is the California Condor.
Dan Jarman, Trustee Emeritus Joined in 2004	As a CFM partner, Dan's primary focus is lobbying the Oregon Legislature, state agencies and local governments, work he undertook after joining CFM in 1996. Prior to joining CFM he worked in the Oregon Legislature as a committee administrator, press secretary for a House Speaker and staff director for a House Majority Leader.
Mark Loomis, Trustee Emeritus Joined in 2008	Mark is a retired Senior Director of Strategic Initiatives, Sustainable Manufacturing & Sourcing for Nike, where he led long-term initiatives to improve the labor conditions and environmental impact of Nike's manufacturing supply chain and integrate sustainability into Nike's internal sourcing practices. His favorite animals are the great apes—in particular the orangutans.

PAGE 2 BOARD BRIEFING SHEET

MISSION

To foster community pride and involvement in the Oregon Zoo and to secure financial support for the zoo's conservation, education and animal welfare programs.

In partnership with the Oregon Zoo, the Oregon Zoo Foundation has been working to further the mission of the Oregon Zoo by evolving from a membership-based organization to a fundraising operation. By working together to develop a strong fundraising platform (strategy, consistent leadership and accountability) we see tremendous potential to build on our success in support of our shared vision. Since 1997, OZF has contributed over \$60M to the Oregon Zoo. We currently provide approximately \$2M annually in operating funds through membership sales. The Oregon Zoo Foundation has been awarded Charity Navigator's top rating of 4 stars.

FUNDRAISING

Campaign for Elephants. In September 2012, the Oregon Zoo Foundation launched a \$3 million campaign to support conservation education at the zoo's new Elephant Lands habitat. The foundation's campaign supported project enhancements including, but not limited to, interpretive displays and technology. Together, the public and private funding helped ensure Elephant Lands could become a world-class habitat. The campaign was successfully concluded in May 2015. The Campaign for Elephants not only met its goal but through the campaign, foundation staff helped identify \$2.5 million in estate bequest intentions, which will eventually become gifts to the animal welfare endowment. These funds bring the campaign total to \$5.35 million for Elephant Lands and future conservation and animal welfare efforts.

Education Campaign. The Oregon Zoo Foundation kicked off the public Education Campaign in September 2015. It's been incredible to see the support from various regional community foundations. Together with individuals, we have raised over \$1 million in support for education. Gifts to date include: \$80,000 from the Collins Foundation, a \$100,000 matching grant from the Clark Foundation, \$200,000 from the Meyer Memorial Trust and a \$244,000 challenge grant from the M.J. Murdock Charitable Trust.

This past spring, we hosted the We Believe Education Campaign Event, bringing in nearly \$90,000 with the Clark Foundation match. Grant Spickelmier, Education Curator, educated the room about our incredible programs and local Comedian and ZAP Alum Nathan Brannon inspired guests with the powerful story of how the ZAP program helped shape his life. We give special thanks to the education team, including ZAP teens, for bringing their incredible work in inspiring our community.

Polar Bear Metabolic Chamber. To further support important scientific research on Polar Bears, in June 2015, the Zoo submitted a funding request to OZF for the construction of a Polar Bear Metabolic Swim Chamber to enable the study of oxygen consumption of the zoo's female polar bear, Tasul. As work on this project continues to progress, the foundation has successfully raised over \$70,000 in support of this study.

Large Grants. The large grants program encourages staff innovation and funds impactful projects in education, conservation and animal welfare that would otherwise not be included in the Oregon Zoo's operational budget. Zoo leadership submitted applications, which were reviewed by the OZF staff and executive committee and ultimately approved by the OZF board. In March 2016 OZF awarded grants in support of the following projects:

- Conservation: Condor Facility Security Upgrades – \$35K for improved security gate installation
- Education: Scholarships for Title 1 Schools – \$97K to provide ZooSchool programming for 3rd graders at Portland area schools
- Animal Welfare: Giraffe Flooring Installation – \$40K for new matted flooring and modified barriers that allow for better hoof and joint care.

Advocacy Committee. To date, members of the Advocacy Committee and board of trustees have:

1. Publically testified at Metro Council meetings in support of the Wildlife Trafficking Prevention Act and the decision to not pursue a Remote Elephant Center.
2. Attended a June ODFW Public Commission to voice support for the approval of the Policy Option Package (POPs) that would provide funding for California Condor Conservation and Management (\$1,320,000 General Funds).
3. Endorsed the Save Endangered Animals Oregon (SEAO) ballot initiative to prohibit wildlife trafficking and protect 12 imperiled species.
4. Endorsed the Metro Parks Levy renewal that would deliver on a Parks and Nature System Plan that will take our parks and nature work to the next level, while also supporting the zoo's efforts to protect threatened and endangered species and provide generations of families with unique hands-on learning and recreational experiences with animals.

Asian Elephant Endowment. On June 2, 2016, the board of trustees approved and established a board-designated \$1 million Asian Elephant Endowment to support elephant conservation work here and in range countries as a strategic priority to help save elephants from extinction. We invite our community to join the Oregon Zoo in our fight to save this species by making a contribution to the endowment.

ASIAN ELEPHANT ENDOWMENT FACT SHEET



- Our community feels a strong connection to elephants and, given the growing challenges facing these animals in Asia, the need for support is greater than ever before.
- The Oregon Zoo is a recognized world leader in Asian elephant care, and has made many discoveries throughout the past 50 years to benefit the species.
- The Metro Council voiced its support for an expanded zoo role in Asian elephant conservation in range countries when they determined a local offsite elephant center was not feasible.
- While the zoo has long supported a broad range of projects that help to save Asian elephants from extinction, it has lacked a dedicated funding source for that purpose.
- This month, the Oregon Zoo Foundation board of trustees created a new endowment fund for use here and abroad to provide that support in perpetuity.
- The Asian Elephant endowment is dedicated to making a positive impact on the conservation of Asian elephants, which are under extreme pressure in their native lands.
- The foundation established this endowment using \$1 million from its unrestricted reserves — additional gifts will build on that principal amount.
- Endowment gifts are especially meaningful because they create permanent funds where the principal of the gift is continually invested to generate earnings.
- To contribute or learn more, please contact the Oregon Zoo Foundation at 503-914-6029.

OREGON
ZOO

A California Condor is shown in profile, facing right, with its wings spread wide. The bird has a distinctive reddish-orange head and neck, a large hooked beak, and dark feathers on its body and wings. The underside of its wings is white. It is perched on a dark, textured branch. In the background, a chain-link fence is visible, and the lighting is warm and golden, suggesting a sunset or sunrise.

**Making their
world better.
And ours.**

Working together to restore California condors to the western United States

The Oregon Zoo has been a partner in the California Condor Species Recovery Program since 2003. We've made this one of our key focus areas and we've built an impressive body of work over those 13 years:

Raising condors for release to the wild (2003-today)

- In 2003, we built a condor rearing facility funded by private donations on publicly owned land.
- We began with 12 birds. In 2016, the population reached 41 birds, plus one fertile egg. Four males are also on exhibit at the zoo.
- Forty-two of the zoo's condors have been released in Arizona and California. Thirty still remain in the wild (three recaptured, nine dead).
- Birds at the facility have laid a total of 81 eggs, and 55 have hatched. We fostered 12 eggs from other facilities and transferred 11 eggs out to wild nests or other facilities.

Educating visitors on grounds with the opening of the Condors of the Columbia habitat (2014)

- This exhibit introduces 1.5 million visitors annually to this iconic native bird.
- Portland metro area residents invested more than \$2.5 million into the exhibit, funded through a public bond. U.S.F.W.S. also contributed \$25,000.
- A large aviary holds four non-releasable California condors. Visitors see them soar, feed, preen and sunbathe, and learn about efforts to restore condor populations in the wild.
- The habitat also educates visitors about lethal effects of lead ammunition on condors and other wildlife.
- Survey results show that 65 percent of visitors didn't know that condors are native to Oregon. Once they learned about the condor's history, the vast majority surveyed say they were more likely to take actions to protect it.

Sharing information about the effects of lead poisoning on wildlife and how to prevent it (2015-2017)

- The Oregon Zoo has developed a community outreach program to share information about the effects of lead poisoning on birds of prey and actions people can take to prevent it.
- This program is funded by U.S.F.W.S. and private donations and is supported by the Oregon Zoo.
- Thanks to collaboration with the Oregon Hunters Association, a total of 47 outreach events were completed in the first year resulting in 1333 individual contacts.



The Evolution of Zoos

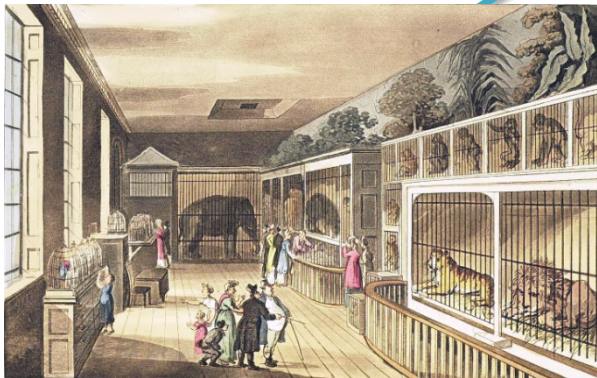
Dr. Don Moore
Oregon Zoo Director

Zoo Evolution

**Centers of Caring for Wildlife:
Integrating Conservation, Education and Welfare**



**Modern
Conservation &
Education Centers
+
Saving Animals
From Extinction!**



Early Menageries



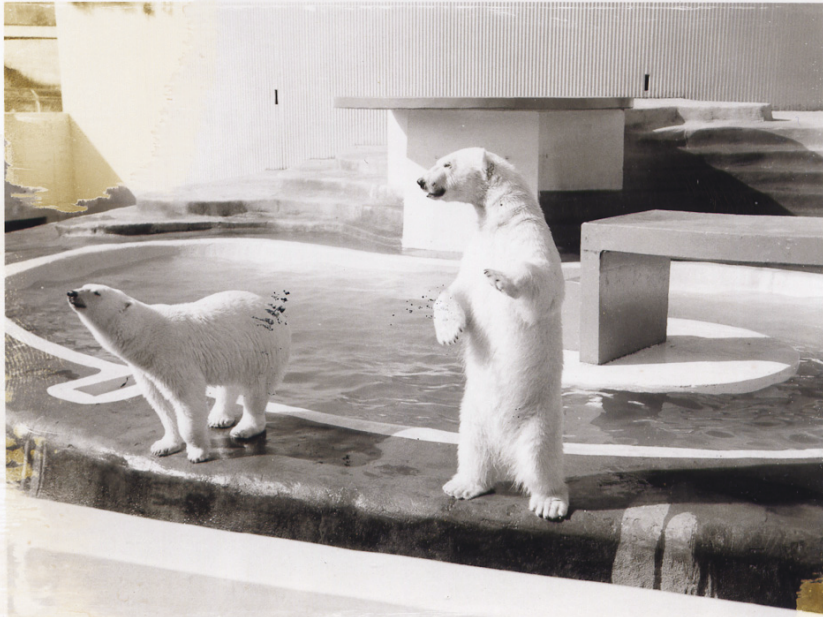
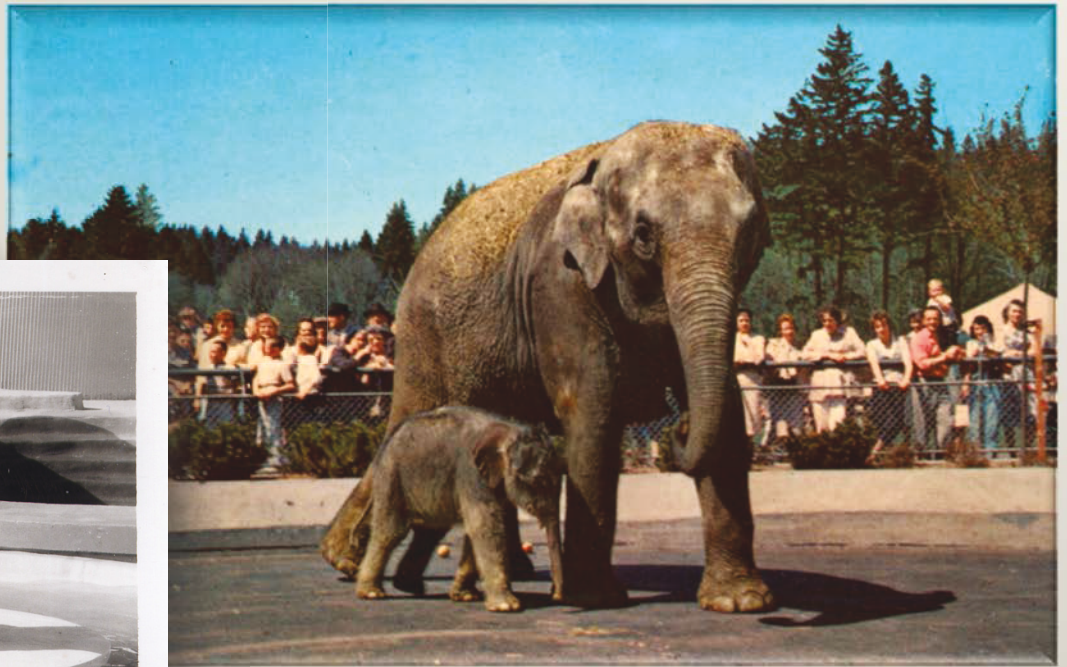
1887 Menagerie in the back of a downtown pharmacy



1940s – Rose Festival Princesses get thrown to the bears

1960s – so modern!

PORTLAND
ZOOLOGICAL GARDENS



1970s – Naturalistic habitats



1990s – Immersive habitats



1993 | The science of enrichment



ZOOS TODAY: Animal Welfare



ZOOS TODAY | Research



ZOOS TODAY | Focus on education



ZOOS TODAY | Reaching diverse audiences



ZOOS TODAY | Connecting people with nature




ZOOS TODAY | Preparing conservation leaders



ZOOS TODAY | Expanding our reach

Post Details

VideoPost



Oregon Zoo
Original Post : The 6-week-old caracal kittens have ventured out with mom for the first time!

1:03 · Uploaded at 10/23/2015

Video Performance In This Post

People Reached	54,002,987
Video Views	12,715,475
10-Second Views	7,157,660
Unique Viewers	11,919,474
Likes, Comments & Shares	1,060,493
Average % Completion	38%

ZOOS TODAY | Restoring endangered species



ZOOS TODAY | Endangered species reintroductions



ZOOS TODAY | Sustaining biodiversity



ZOOS TODAY: Creative collaborations



WHAT'S NEXT: Collective impact

231 **accredited** zoos and aquariums

185 million annual visitors

\$154,000,000 spent on field conservation
projects in **130 countries**

2,442 full time **educators**,
supported by 22,000 education volunteers

ASSOCIATION
OF ZOOS &
AQUARIUMS

SAFETM
SAVING ANIMALS
FROM EXTINCTION

WHAT'S NEXT? | Inspiring conservation action



WHAT'S NEXT: Taking it to the **field**





WHAT'S NEXT: Supporting innovation

WHAT'S NEXT: Saving animals from extinction



THANKS!

