

BEFORE THE METRO COUNCIL

FOR THE PURPOSE OF APPROVING THE)	RESOLUTION NO. 25-5499
OREGON ZOO’S 2025-2027 STRATEGIC PLAN)	
)	Introduced by Chief Operating Officer
)	Marissa Madrigal in concurrence with
)	Council President Lynn Peterson

WHEREAS, the Oregon Zoo has developed a strategic plan, attached as Exhibit A, to guide the Zoo’s work in the next three years towards the Zoo’s mission to “Connect Our Community to the Wonder of Wildlife to Create a Better Future for All;” and

WHEREAS, the strategic planning process was informed by community and zoo visitor input, Metro Councilor direction during the campus planning process, and the anticipated transformative shifts that will guide the trajectory of our community over the next ten years;

WHEREAS, the strategic plan identifies the following focus area goals: “Transform the Campus,” “Increase Conservation Impact,” “Enhance the Zoo Experience,” and it outlines strategic priorities for each focus area;

WHEREAS, for each of the focus area goals, Zoo staff have identified a set of strategies and actions to attain those goals within a certain timeframe;

WHEREAS, approval of the Zoo’s strategic plan by its governing body is a requirement for accreditation by the Association of Zoos and Aquariums; now therefore,

BE IT RESOLVED that the Metro Council approves the Oregon Zoo’s 2025-2027 Strategic Plan and authorizes the Metro Chief Operating Officer to implement the Strategic Plan.

ADOPTED by the Metro Council this 22nd day of May, 2025.

Christine Lewis, Presiding Council President

Approved as to Form:

Carrie MacLaren, Metro Attorney