

## STAFF REPORT

IN CONSIDERATION OF RESOLUTION NO. 25-5499, FOR THE PURPOSE OF APPROVING THE OREGON ZOO'S 2025-2027 STRATEGIC PLAN

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Date: May 20, 2025

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Department: Oregon Zoo

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Meeting Date: May 22, 2025

Length: 20 minutes

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### ISSUE STATEMENT

The Oregon Zoo has developed a strategic plan, attached to Resolution No. 25-5499 as Exhibit A, to guide the Zoo's work in the next three years towards our mission of **creating a better future for wildlife**.

### ACTION REQUESTED

Staff seeks Metro Council approval of Oregon Zoo's 2025-2027 Strategic Plan.

### IDENTIFIED POLICY OUTCOMES

- Advance the Oregon Zoo's mission of connecting our community to the wonder of wildlife to create a better future for all.
- Maintain accreditation by the Association of Zoos and Aquariums. First accredited in 1974, the Oregon Zoo is one of only two zoos in the country to be continuously accredited for 50 years.
- Allow Zoo resources to prioritize the three focus areas: transform the campus, increase conservation impact, and enhance the Zoo experience.

### POLICY OPTIONS FOR COUNCIL TO CONSIDER

Does Council approve the Oregon Zoo's 2025-2027 Strategic Plan?

### STAFF RECOMMENDATIONS

Staff recommends Metro Council approve the Oregon Zoo's 2025-2027 Strategic Plan.

### STRATEGIC CONTEXT & FRAMING COUNCIL DISCUSSION

The Zoo's strategic plan emphasizes three focus areas and multiple goals within each focus area.

### Alignment with Metro Council Priorities

The Zoo's strategic plan supports the plans and goals of the Oregon Zoo 2024 Campus Plan adopted by Council in September 2024.

**ATTACHMENTS**

None