



Metro Council Work Session: Strategic Plan

September 17, 2019

DRAFT Strategic Plan Priorities

- Lead the Way in Animal Care & Welfare
- Drive Wildlife Conservation
- Deliver an Inspiring Guest Experience
- Create Diverse, Equitable & Inclusive Environments
- Achieve Financial Sustainability
- Elevate the Staff Experience
- Connect with our Communities

DRAFT Plan Aligns with Metro's Goals

The Zoo's DRAFT Strategic Plan supports already established/adopted plans and goals of Metro Council.

The zoo is integrated in key agency wide initiatives.

Metro Goals & Plans

- Metro Strategic Plan to Advance Racial Equity, Diversity and Inclusion
- Climate Smart Strategy
- Sustainability Goals

Cohesive Metro Approach Needed

- Emergency Preparedness & Resiliency
- Climate Action

DRAFT Plan Aligns with Metro's Strategic Plan to Advance Racial Equity, Diversity and Inclusion



OREGON ZOO

Racial Equity, Diversity and Inclusion Plan

Published April 8, 2019

oregonzoo.org

Community Engagement – who?

IRCO

Latino Network

APANO

Youth Mentoring Collective

Camp Elso

PPS Head Start

Portland Metro STEM
Partnerships

Explore WA Park

World Forestry Center

Arlington Heights Neighborhood
Association

Portland Children's Museum

Portland Parks & Rec

Japanese Garden

US Fish and Wildlife Service

Bureau of Land Management

Community Engagement – how?

15 Interviews

4 Focus groups

4-day Gallery Walk

2 Town Halls

1 Brand Perception Survey

1 Reactive Survey

What did we learn?

Our community wants us to focus on:

- ✓ Diversity, Equity, Inclusion & Accessibility
Staff, programming, experience, and outreach
- ✓ Conservation
Climate action, sustainability, endangered species
- ✓ Education
In-depth experiences for students and teachers, scholarships, internships
- ✓ Parking & Transportation
Access, costs

What did we learn?

Positive feedback on:

- Clarity

- Inspiration

- Confidence we're focused on the right things

- Connection to the zoo's success

Suggestions:

- Our conservation work needs to be brought to life more

- Authentic** community engagement needs to be ongoing

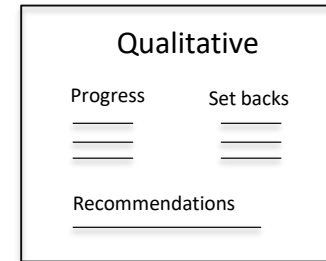
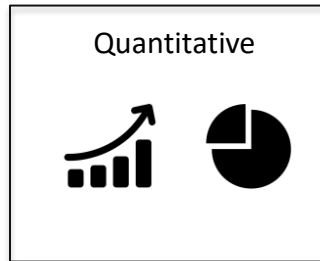
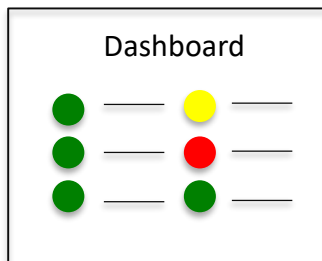
Next Steps

1. Distribute translated versions + survey
2. Synthesize all feedback
3. Design workshop to incorporate feedback

Performance Measures & Reporting Schedule

Transparent reporting on a quarterly basis.

Presented annually to Council & staff.



Questions for Consideration

Alignment	Is the plan aligned with Metro Council priorities?
Comprehensive	Are there areas not represented in the current plan draft?
Leadership	Any areas Council would like to be more involved? How do you want information to come back to you?

Next Steps

1. Distribute translated versions + survey
2. Synthesize all feedback
3. Design workshop to incorporate feedback
4. Bring forward a final draft to ensure your feedback is incorporated at October 15th Work Session & request approval in fall
5. Plan finalized, including detailed appendix
6. Roll out communication & integrate into work plans and budget planning