Attendance 2002-August

date	pd	unpd	total	weather	comments
1-Aug			0		Dignatarios
2-Aug			0		Fiesta
3-Aug			0		Fiesta
4-Aug			0		Fiesta
5-Aug			0		
6-Aug			0		
7-Aug			0		
8-Aug			0		
9-Aug			0		
10-Aug			0		
11-Aug			0		
12-Aug			0		
13-Aug			0		
14-Aug			0		
15-Aug			0		
16-Aug			0		
17-Aug			0		
18-Aug			0		
19-Aug			0		
20-Aug			0		
21-Aug			0		
22-Aug			0		
23-Aug			0		
24-Aug			0		
25-Aug			0		
26-Aug			0		
27-Aug			0		
28-Aug			0		
29-Aug			0		
30-Aug			0		
31-Aug			0		
total			0		
goal			56620		
% to goal			0.0%		

avg. weekend attendance:

LY	49193
% to LY	0%

Attendance 2002-September

date	pd	unpd	total	weather	comments
1-Sep			0		
2-Sep			0		Labor Day
3-Sep			0		
4-Sep			0		
5-Sep	131	75	206		
6-Sep	321	196	517		
7-Sep	735	233	968		Zoofari Ball
8-Sep	1181	450	1631		
9-Sep	247	173	420		
10-Sep	211	152	363		
11-Sep	231	206	437		
12-Sep	233	237	470		
13-Sep			0		
14-Sep			0		
15-Sep			0		
16-Sep			0		Yom Kippur
17-Sep			0		
18-Sep			0		
19-Sep			0		
20-Sep			0		
21-Sep			0		
22-Sep			0		
23-Sep			0		
24-Sep			0		
25-Sep			0		
26-Sep			0		
27-Sep			0		
28-Sep			0		
29-Sep			0		Fox Festival
30-Sep			0		

total	5012
goal	32002
% to goal	15.7%

avg. weekend attendance:

LY	32072
% to LY	16%

Attendance 2002-October

date	pd	unpd	total	weather	comments
1-Oct			0		
2-Oct			0		
3-Oct			0		
4-Oct			0		
5-Oct			0		
6-Oct			0		
7-Oct			0		
8-Oct			0		
9-Oct	259	175	434		
10-Oct	288	201	489		
11-Oct	361	242	603		
12-Oct	1015	483	1498		
13-Oct	1249	613	1862		
14-Oct	439	294	733		Columbus Day
15-Oct	223	118	341		
16-Oct	175	145	320		
17-Oct	237	291	528		Senior Day
18-Oct	390	312	702		
19-Oct	941	426	1367		
20-Oct	964	291	1255		
21-Oct	286	138	424		
22-Oct	176	125	301		
23-Oct	168	121	289		
24-Oct	184	172	356		
25-Oct	160	81	241		
26-Oct	690	262	952		
27-Oct	725	372	1097		
28-Oct	268	190	458		
29-Oct	140	154	294		
30-Oct	205	152	357		
31-Oct	73	101	174		Halloween

total	15075
goal	28014
% to goal	53.8%

avg. weekend attendance:

LY	20237
% to LY	74%

Attendance 2002-November

date	pd	unpd	total	weather	comments
1-Nov	556	276	832		
2-Nov	894	474	1368		
3-Nov	928	417	1345		Photo Contest Reception
4-Nov	182	226	408		
5-Nov	187	164	351		
6-Nov	251	124	375		
7-Nov	81	27	108		
8-Nov	40	14	54		
9-Nov	75	304	379		Breakfast w/ Animals
10-Nov	1148	987	2135		
11-Nov	1227	941	2168		Veterans Day
12-Nov	188	171	359		
13-Nov	218	177	395		
14-Nov	205	241	446		
15-Nov	254	248	502		
16-Nov					
17-Nov	831	[illegible]	[illegible]		
18-Nov	212	153	365		
19-Nov	121	166	287		
20-Nov	205	140	345		
21-Nov	296	240	536		
22-Nov	247	218	465		
23-Nov	769	478	1247		
24-Nov	928	603	1531		
25-Nov	348	204	552		
26-Nov	421	188	609		
27-Nov	317	289	606		
28-Nov	0	0	0		Thanksgiving-closed
29-Nov	1606	926	2532		
30-Nov	1118	539	1657		Hanukkah

total	24953
goal	27333
% to goal	91.3%

avg. weekend attendance:

LY	20276
% to LY	123%

Attendance 2002-December

date	pd	unpd	total	weather	comments
1-Dec	693	295	988	sunny	
2-Dec	141	120	261	sunny	
3-Dec	102	143	245	sunny	
4-Dec	98	112	210	sunny	
5-Dec	108	171	279	sunny	
6-Dec	252	201	453	sunny	
7-Dec	443	301	744	sunny	
8-Dec	433	325	758	sunny	
9-Dec	104	139	243	sunny	
10-Dec	123	139	262	sunny	
11-Dec	117	103	220	sunny	
12-Dec	143	190	333	sunny	
13-Dec	135	147	282	sunny	
14-Dec	350	226	576	sunny	
15-Dec	223	173	396	sunny	
16-Dec	9	11	20	rainy	
17-Dec	39	47	86	rain & sun	
18-Dec	85	158	243	sunny	
19-Dec	59	135	194	rain	
20-Dec	67	120	187	rain & sun	
21-Dec	59	43	102	rain	
22-Dec	406	344	750	sunny	
23-Dec	476	369	845	sunny	
24-Dec	252	221	473	sunny	close early C. Eve
25-Dec	0	0	0	sunny	closed-Christmas
26-Dec	829	494	1323	sunny	
27-Dec	1600	936	2536	sunny	
28-Dec	1317	666	1983	rain & sun	
29-Dec	1093	535	1628	sunny	
30-Dec	1356	919	2275	sunny	
31-Dec	429	176	605	sunny	New Year's Eve

total	19500
goal	24114
% to goal	80.9%

avg. weekend attendance:

LY	16396
% to LY	119%

Attendance 2003-January

date	pd	unpd	total	weather	temp-hi	comments
1-Jan	893	455	1348	sunny	68	
2-Jan	1167	864	2031	sunny	69	
3-Jan	1095	844	1939	sunny	72	
4-Jan	1448	960	2408	sunny	73	
5-Jan	1190	1087	2277	sunny	76	
6-Jan	218	222	440	sunny	70	
7-Jan	212	278	490	sunny	74	
8-Jan	120	140	260	mix-sun&drizz	64	
9-Jan	239	149	388	rain	63	
10-Jan	155	227	382		61	
11-Jan	735	770	1505	sunny	61	
12-Jan	867	845	1712	sunny	58	
13-Jan	152	196	348	sunny	56	
14-Jan	147	110	257	sunny	61	
15-Jan	197	194	391	sunny	68	
16-Jan	141	220	361	sunny	76	
17-Jan	259	182	441	sunny	70	
18-Jan	1670	905	2575	sunny	70	Girl Scout cookie kick-off
19-Jan	1823	784	2607	sunny	63	
20-Jan	1670	2031	3701	sunny	63	Martin Luther King bday
21-Jan	179	150	329	mix-sun&over	61	
22-Jan	139	118	257	overcast	61	
23-Jan	191	219	410	sunny	70	
24-Jan	475	330	805	sunny	78	
25-Jan	1306	631	1937	sunny	76	
26-Jan	926	606	1532	sunny	79	
27-Jan	384	266	650	sunny	72	
28-Jan	191	172	363	overcast	65	
29-Jan	130	304	434	sunny	63	
30-Jan	292	221	513	sunny	74	
31-Jan	322	330	652	sunny	83	

total	33743
goal	29072

% to goal	116.1%
avg. weekend attendance:	
avg. temp	
LY	31494
% to LY	107%

Attendance 2003-February

date	pd	unpd	total	weather	temp-hi	comments
1-Feb	1372	600	1972		67	
2-Feb	1528	623	2151		63	
3-Feb	159	156	315		70	
4-Feb	291	240	531	windy	63	
5-Feb	213	133	346		63	
6-Feb	242	218	460		61	
7-Feb	270	200	470		63	
8-Feb	1429	712	2141	sunny	61	Elephants bdays
9-Feb	1436	755	2191	sunny	63	
10-Feb	350	275	625	sunny	67	
11-Feb	97	42	139	overcast	63	
12-Feb	14	11	25	rain	63	
13-Feb	49	52	101	rain	63	
14-Feb	595	571	1166	sunny	67	Valentine's Day
15-Feb	1303	392	1695	overcast	61	
16-Feb	1462	458	1920	overcast	63	
17-Feb	1509	1443	2952	overcast	63	President's Day
18-Feb	321	223	544	sunny	63	
19-Feb	321	284	605	cool, sunny	65	
20-Feb	446	406	852	sunny	70	
21-Feb	453	237	690	sunny	65	SB Five out on exhibit
22-Feb	1449	466	1915	sunny	63	
23-Feb	1313	395	1708	sunny	61	
24-Feb	157	58	215	overcast	57	
25-Feb	150	86	236	overcast, little	65	
26-Feb	279	166	445	sunny	65	
27-Feb	169	181	350	sunny	63	
28-Feb	340	302	642		63	

total	27402
goal	24031
% to goal	114.0%

avg. weekend attendance:	1962
avg. temp	64

LY	28636
% to LY	96%

Attendance 2003-March						
date	pd	unpd	total	weather	temp-hi	comments
1-Mar	1090	652	1742	sunny	61	Max's birthday
2-Mar	1390	735	2125	sunny	61	
3-Mar	273	170	443	overcast	58	
4-Mar	189	151	340	mixed-sun & r	58	
5-Mar	204	147	351	sunny	61	
6-Mar	464	289	753	sunny	61	
7-Mar	721	356	1077	sunny	61	
8-Mar	1363	708	2071	sunny	63	
9-Mar	1703	739	2442	sunny	69	
10-Mar	323	312	635	sunny	70	
11-Mar	379	283	662	sunny	68	
12-Mar	273	252	525	mixed-sun & r	61	
13-Mar	292	308	600	overcast	60	
14-Mar	452	263	715	sunny	63	
15-Mar	56	28	84	rain	61	
16-Mar	1111	578	1689		65	
17-Mar	289	197	486	sunny	65	
18-Mar	337	189	526	sunny	72	
19-Mar	760	341	1101		68	
20-Mar	300	159	459		65	War with Iraq begins
21-Mar	803	455	1258	sunny	63	
22-Mar	1725	2228	3953	sunny	67	BWA (1255), Cats of Africa grand opening
23-Mar	1608	960	2568	sunny	63	
24-Mar	440	363	803	overcast	61	
25-Mar	673	335	1008	sunny	66	
26-Mar	537	365	902	sunny	86	
27-Mar	428	398	826	sunny	75	
28-Mar	886	467	1353	sunny	69	
29-Mar	1401	763	2164	sunny	72	
30-Mar	1632	628	2260	sunny	80	
31-Mar	645	453	1098	sunny	75	Spring Break
total			37019			
goal			35342			
% to goal			104.7%			
avg. weekend attendance:						
avg. temp			66			
LY			34970			
% to LY			105.9%			

Attendance 2003-April

date	pd	unpd	total	weather	temp-hi	comments
1-Apr	650	548	1198	windy & sunny	69	Spring Break
2-Apr	439	416	855		52	Spring Break
3-Apr	904	451	1355	windy & sunny	69	Spring Break
4-Apr	496	330	826	rainy & cold	61	Spring Break
5-Apr	1428	618	2046	sunny	66	Zoo-to-Do (60)/Spring Break
6-Apr	1516	475	1991	sunny	71	Spring Break
7-Apr	349	391	740	sunny	71	Spring Break
8-Apr	567	371	938	sunny	77	Spring Break
9-Apr	665	312	977	sunny	71	Spring Break
10-Apr	518	333	851	sunny	62	Spring Break
11-Apr	986	352	1338	sunny	61	Spring Break
12-Apr	1018	373	1391	mixed-sun & c	62	
13-Apr	300	95	395	rain	59	El Dia del Nino
14-Apr	374	150	524	overcast-sprin	60	
15-Apr	1123	472	1595	sunny	60	
16-Apr	1042	525	1567	sunny	60	
17-Apr	869	385	1254	sunny	60	
18-Apr	1660	483	2143	sunny	67	Good Friday
19-Apr	1840	605	2445	sunny	64	
20-Apr	1268	302	1570	mixed-sun & c	66	Easter
21-Apr	1081	508	1589	sunny	64	
22-Apr	1288	383	1671	sunny	60	
23-Apr	1366	484	1850	sunny	62	Hospitality Night
24-Apr	1509	562	2071	sunny	62	
25-Apr	1407	658	2065	sunny	64	
26-Apr	1476	639	2115	sunny	66	Good Morning Zoo (67)
27-Apr	1237	392	1629	sunny	62	
28-Apr	261	94	355	rain		
29-Apr	361	180	541	sunny		
30-Apr	295	362	657	sunny		

total	(adjusted)	40962
goal		48153
% to goal		85.1%

avg. weekend attendance:
avg. temp 58

LY	44374
% to LY	92%

Attendance 2003-May

date	pd	unpd	total	weather	temp-hi	comments
1-May	628	226	854	sunny		
2-May	325	151	476	sun/rain		
3-May	226	108	334	rain		
4-May	1035	520	1555	sunny		
5-May	395	263	658	sunny		
6-May	568	255	823	sunny		
7-May	415	161	576	rain a.m./overcast		
8-May	657	295	952	overcast		
9-May	927	388	1315	sunny		
10-May	1110	496	1606	sunny		Mom 'n' Me/IMBD
11-May	1771	801	2572	sunny		
12-May	656	292	948	sunny		
13-May	718	301	1019	mixed		
14-May	692	263	955	overcast		Members' Night (1200)
15-May	831	286	1117	sunny		
16-May	1079	514	1593	sunny		
17-May	1226	367	1593	sunny		
18-May	1246	570	1816	sunny		
19-May	654	304	958	sunny		
20-May	1061	203	1264	sunny		
21-May			0	sunny		
22-May			0			Media Night
23-May			0			
24-May			0			
25-May			0			
26-May			0			Memorial Day
27-May			0			
28-May			0			
29-May			0			
30-May			0			
31-May			0			

total	22984
goal	45403
% to goal	50.6%

avg. weekend attendance:
avg. temp 0

LY	43246
% to LY	53%

SAN DIEGO WILD ANIMAL PARK
ZOOLOGICAL SOCIETY OF SAN DIEGO SM

15500 San Pasqual Valley Rd.
Escondido, California
92027-7017

760-747-8702
760-796-5612 fax
www.sandiegozoo.org

March 14, 2003

Rich Block
Santa Barbara Zoological Gardens
500 Niños Drive
Santa Barbara CA 93103-3798

Dear Rich:

In response to your question about the attendance impact of our Condor Ridge exhibit here at the San Diego Wild Animal Park, I'll offer the following:

We, as most zoos and other attractions in California, try to offer a new experience every year or so to continue to keep our attendance base and we hope to boost that attendance with the new offering. When we opened Condor Ridge, the exhibit was our new offering for that period of time. Unfortunately, our attendance did not increase. In fact, we had a less than flat attendance year. Our gate total fell three percent short of the previous year. Although the exhibit is quite stunning and the educational opportunities best any of our current offerings, California condors are a great story, however they do not have the pizzazz it takes to bring new guests to the facility.

This is not to say that we are displeased with the exhibit's performance. We are extremely happy with the results of the exhibit and the opportunity it gives us to provide the educational message about conservation inherent to our mission as a zoo. The exhibit is a tremendous source of pride for both the organization and our membership and we receive considerable praise. Our local constituency has always been very proud of the Wild Animal Park, and I believe the addition of the California condor exhibit has significantly increased their feeling of ownership and pride for the facility.

I wish you great success in the pursuit of building your own condor exhibit, and praise your organization for taking on a project for its conservation value, knowing full well that it is not likely an attendance driver.

Sincerely,

Michael A. Ahlering
Director of Park Operations
San Diego Wild Animal Park

MAA:jhp

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APR 1 2003

MEMORANDUM

March 29, 2003

TO: Scott Schell
Associated Transportation Engineers

FROM: Rich Block

RE: **Condor Exhibit Impact on Attendance**

Challenge

I have been compiling information on new exhibits to address concerns on the part of City Planning staff that the proposed California condor exhibit at the Zoo would increase attendance and thus add to traffic and parking challenges in the area around Dwight Murphy Park. I believe that the information provided in this memo along with the attached letter from the San Diego Wild Animal Park supports our contention that the proposed exhibit will not increase annual Zoo attendance.

Purpose of Condor Exhibit

The Zoo has proposed the condor exhibit as part of its commitment to the conservation of and education about local species of special significance. In September 2002, the Zoo joined the California Condor Recovery Team because it was the most logical action the Zoo could take. We are the closest accredited zoo to the largest population of wild condors. The Zoo has the capacity to support the field conservation efforts as well as public education (see attached letter).

The motivation behind creating an exhibit at the Santa Barbara Zoo is to support our mission and our commitment to conservation. This is the same principle behind building the Channel Island fox exhibit. We are not creating exhibits that will increase attendance, but are developing exhibits that will demonstrate the institution's commitment to conservation. While the experience of those who normally visit the Zoo will be enhanced by this addition to the collection, we do not anticipate an impact on annual attendance.

Experience of Other Institutions

I contacted other accredited institutions to find out about new exhibits and their impact on attendance. The only zoo with condors on exhibit is the **San Diego Wild Animal Park**. Their condor exhibit is just part of a complex, *Condor Ridge.* The Wild Animal Park's experience supports our theory as outlined in the attached letter.

It was suggested at the meeting with City Planning staff on February 4 that we contact the **Woodland Park Zoo** (Seattle) to inquire about the impact of new exhibits. I spoke with Bruce Bohmke, deputy director, and he provided me with the following information on their experience (per phone conversation 2/13/03):

- Single animal (species) exhibits do not affect attendance.
- Multiple species exhibits usually increase annual attendance by five percent.
- In 2002 the Woodland Park Zoo opened a new African wild dog exhibit. The cost of the exhibit was $1 million and it was heavily marketed as "the exhibit" for 2002. Attendance actually declined.

The **Sacramento Zoo** opened a thick-billed parrot aviary in June 2002 and attendance was flat for the year (per email from Mary Healy, zoo director- 2/14/03). This is an exhibit with similar motivation to condor- intent is to demonstrate the zoo's commitment to conservation.

The **Miller Park Zoo** in Bloomington, Illinois conveyed similar information (per email 2/17/03, John Tobias, zoo director):

> *In 1999 we opened our new ZooLab exhibit that included a small indoor walk-through butterfly exhibit. In 2001 we opened our new Children's Zoo; neither of these two exhibits resulted in any sustained increase in attendance. In fact, neither year was outside of our high/low range, and was about average.*

The **Minnesota Zoo** (outside Minneapolis) also responded to my request for information on the impact of exhibits (per email 2/14/03, Lee Ehmke, zoo director):

> *We have lots of evidence of the need to open new exhibits to simply stay even. In the past two years, we have opened and promoted two new exhibits that have been well-received, but did not result in any net attendance increases: meerkats in 2001 and tigers in 2003 (a renovation). Attendance has stayed even at about 1,000,000 per annum in spite of (or perhaps because of) these additions.*

I hope this information is helpful in assessing the potential impact of the proposed condor exhibit on attendance at the Santa Barbara Zoo. The exhibit is intended to reinforce the Zoo's message about conservation and allow the Zoo to support the activities of the California Condor Recovery Program.

Institution	Year	Attendance	New Exhibits
Chaffe Zoo (Fresno)	1998-99	351,807	none
	1999-00	356,062	none
	2000-01	385,040	"Sunda Forest" (tigers, orangutans & siamangs)
	2001-02	389,163	none
	2002-03	350,791	none
Zoo Boise (Boise, ID)	1997	173,000	none
	1998	185,000	none
	1999	223,000	tiger exhibit (opened October)
	2000	204,000	none
	2001	200,000	none
	2002	212,000	walk-through butterfly aviary
	2003	220,000	penguins
	2004	tbd	red pandas

United States Department of the Interior

FISH AND WILDLIFE SERVICE

Ventura Fish and Wildlife Office
2493 Portola Road, Suite B
Ventura, California 93003

September 5, 2002

Richard Block, CEO/Director
Santa Barbara Zoological Gardens
500 Ninos Drive
Santa Barbara, California 93103-3798

Dear Mr. Block:

I am delighted to extend an invitation to the Santa Barbara Zoological Gardens, on behalf of the U.S. Fish and Wildlife Service (Service) and the California Condor Recovery Team, to join the California Condor Recovery Program. Through your recent participation in recovery team meetings, I am sure you are familiar with many of the challenges facing the condor recovery program and recognize the long-term commitments necessary to meet those challenges. Recovery objectives for the California condor include maintaining a captive flock of at least 150 birds across several holding facilities, and the release to the wild of captive bred condors to establish two separate, free-flying populations of 150 birds each. To meet these goals require dedicated partners supporting captive and field conservation efforts.

The Santa Barbara Zoological Gardens is in a unique geographic location, being close to areas where condor releases to the wild are taking place. The Zoo's proposal to assist the condor recovery program by holding birds on display, and providing veterinarian, logistical, and other support for condor reintroduction efforts is greatly appreciated and very timely. Through a successful captive condor propagation program led by the San Diego Wild Animal Park and Los Angeles Zoo, additional condor holding facilities are now needed to house the expanding captive population. Condors to be held at Santa Barbara Zoo may often include those birds in transition into or out of the captive breeding program, as well as birds that must be returned to captivity from the field. Being in close proximity to condor field activities improves response time for emergency veterinarian care of free-flying condors. As more condors are released to the wild, there will likely be an increasing need for veterinarian services.

Visible from the grounds of Santa Barbara Zoo are the mountains of the California Coastal Range. This is where some of the last condors of the historical population roamed and where reintroduction efforts have been underway since 1992. This setting for a condor exhibit provides an excellent opportunity for public education about the conservation of the California condor as well as other local endangered species. Effective outreach to the public is critical to the ultimate success of all of our conservation efforts.

In recognition of these special qualifications of Santa Barbara Zoological Gardens, the California Condor Recovery Team enthusiastically recommended to the Service that Santa Barbara Zoo be invited to join the condor recovery program. Members of the recovery team are ready to assist Santa Barbara Zoo in planning and design of the condor exhibit/holding facilities. Your staff may find it helpful to visit with condor program personnel at San Diego Wild Animal Park and Los Angeles Zoo. Recently, the California Condor Master Planning Committee tentatively identified the first condor for transfer to Santa Barbara Zoo as soon as your facilities are ready. I am confident that the Santa Barbara Zoological Gardens will make many important contributions in support of the conservation of the California condor.

If you have any questions, please contact Bruce Palmer, California Condor Recovery Program Coordinator, at (805) 644-1766. Thank you for your dedication to the conservation of the California condor and other rare and endangered species.

Sincerely,

Diane K. Noda

Diane K. Noda
Field Supervisor

cc: Dr. Michael Wallace, California Condor Recovery Team Leader

TIGER EXHIBIT VISITOR CALCS

Statistics

New Visitors = 38,000 /year

Month	Historic % of Annual (1995-2002)	New Tiger Attendance
June	10.8%	4104
July	12.6%	4788
August	12.8%	4864

Average = 4585 Tiger visitors/month

<u>Summer Attendance 2004</u>

		% of Monthly
Average Monthly =	50762	
Average Weekday =	1378	2.71%
Average Weekend day =	1798	3.54%

4,585 Tiger visitors/month x 2.71% = **124 Tiger visitors/weekday**

x 3.54% = **162 Tiger visitors/weekend day**

Trip Generation

Weekday

124 visitors / 3.4 AVO = 36 vehicles x 2 = **72 ADT**

2 P.M. PHT (3% of daily)

Weekend

162 visitors / 3.4 AVO = 48 vehicles x 2 = **96 ADT**

19 P.M. PHT (20% of daily)

Parking

Weekday

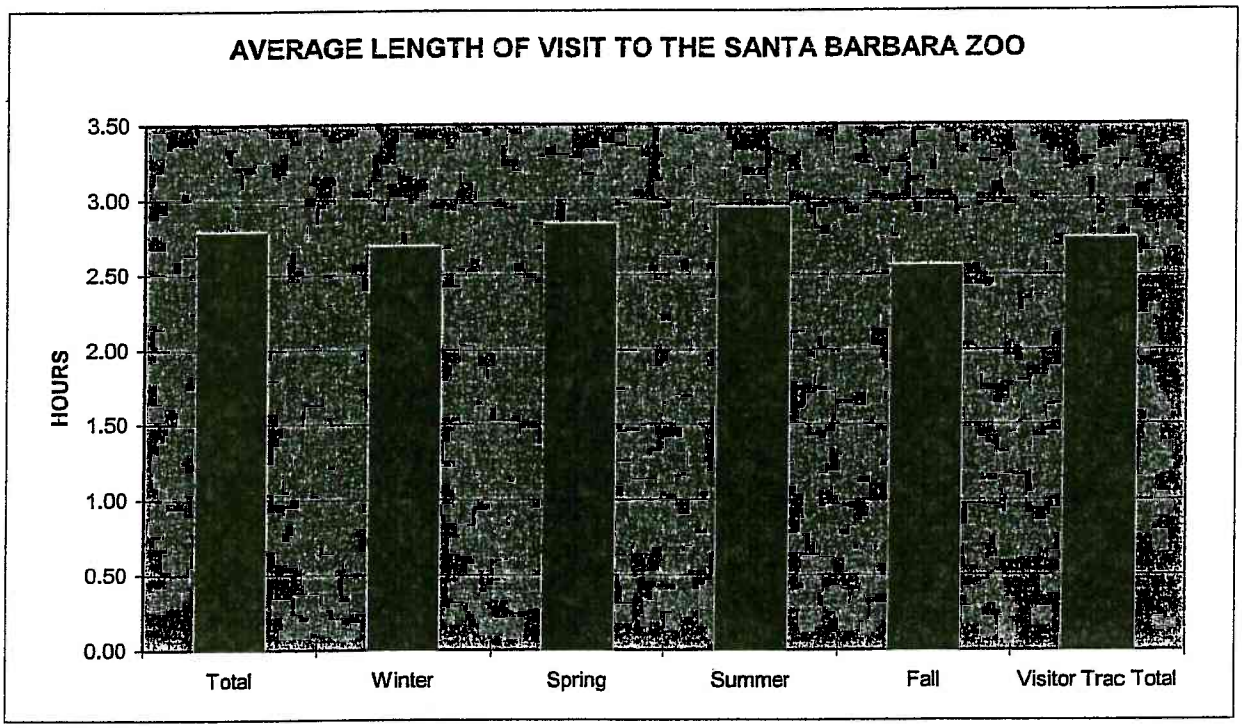
36 Vehicles per weekday x 60% On-site during peak period = **22 Spaces**

Weekend

48 Vehicles per weekend day x 60% On-site during peak period = **29 Spaces**

Length of Visit

PARTY CHARACTERISTICS OF VISITORS TO THE SANTA BARBARA ZOO						
	Visiting Parties During:					
	Total	Winter	Spring	Summer	Fall	Visitor Trac Total
Median Entrance Time	11:30 AM	11:17 AM	11:16 AM	11:46 AM	12:03 PM	12:03 PM
Median Exit Time	2:32 PM	2:11 PM	2:06 PM	2:51 PM	2:42 PM	3:26 PM
Average Hours	2.78	2.68	2.83	2.94	2.55	2.73



The median entrance time to the Santa Barbara Zoo during the fall/winter period was 12:03 pm, the same as compared to the Visitor Trac Sample (12:03 pm). The median exit time of 2:42 pm was almost an hour earlier compared to the Visitor Trac sample (3:26 pm).

The resulting average length of visit to Santa Barbara Zoo was about two and one half hours, which was slightly shorter compared to the Visitor Trac average.

Staff Traffic and Parking Analysis

Santa Barbara Zoological Gardens

Revised 3-7-03

Department	Employee	FT/PT	Schedule	Hours	Home	Transportation	If "car"- Route
Executive	Nancy Hollenbeck	FT	M-F	8 to 5	SB	car	Milpas
	Rich Block	FT	M-F	8 to 5	SB	car	101 - Milpas
	Lisa Rapallo	FT	M-F	8:30 to 5:30	SB	car	Milpas
Admin/Accounting	Carol Bedford	PT	M-F	9:00 - 2:00	Goleta	car	101 - Milpas
Safety / Security	Chris Briggs	FT	T-Sa	9 to 6	SB	car	Milpas
	Luis Torres	FT	M-F	12 to 9am	SB	car	Milpas
	Mark Presley	PT	T/W/Sa	4:30 to 12:30am	SB	car	Milpas
	Walt Chesum	PT	F	4:30 to 12:30am	Carpinteria	car	101 / Cabrillo
	David Perrett	PT	Sa-S	12 to 9am	SB	car	Milpas
	Marcos Penafiel	PT	S/M/Th	4:30 to 12:30am	SB	car	101 / Milpas
Guest Services	Rob Enright	FT	W-Su	8 to 5	Carpinteria	Car	101 - Cabrillo
	David Sher	FT	Sa-W	8 to 5	SB	Car	Milpas
	Pat Madrigal	FT	M-F	8:30 - 5	SB	Car	101- Milpas
	Sean Craven	FT	M-F	8:30 - 5	SB	Car	101 Milpas
	Linda	PT	M-F	9 to 3	SB	Car	101 Milpas
	Stephen	PT	Sa&Su	10 to 5	SB	Car	Milpas
	Adam B	PT	Sa&Su	10 to 5	SB	Car	Milpas
	Adam W	PT	Sa&Su	10 to 5	SB	car pool	101 Milpas
	Adam G	PT	Sa&Su	10 to 5	SB	car pool	101 Milpas
	Nicola	PT	Sa&Su	10 to 5	SB	Car	101 Milpas
	Urias	PT	Sa&Su	10 to 5	Ventura	car pool	101 cabrillo
	Donald	PT	Sa&Su	10 to 5	Carpinteria	car pool	101 cabrillo
	Matt	PT	Sa&Su	10 to 5	SB	Car	Milpas
	Matt M	PT	Sa&Su	10 to 5	Goleta	Car	101 Milpas
	Bob	PT	Sa&Su	10 to 5	SB	walk	
	Seth	PT	Sa&Su	10 to 5	SB	Car	Milpas
	Earl	PT	Sa&Su	10 to 5	SB	Car	Milpas
	Jesse	PT	Sa&Su	10 to 5	SB	walk	
	Shady	PT	Sa&Su	10 to 5	SB	walk	

Staff Traffic and Parking Analysis

Santa Barbara Zoological Gardens

Revised 3-7-03

	Jenny	PT	Sa&Su	10 to 5	SB	Bus	
	Shannon	PT	Sa&Su	10 to 5	SB	Car	Milpas
Education	Dawn Post	FT	Tu-Sa	8 to 5	Goleta	car	101-Milpas
	Lori Krubsack	FT	M-F	8 to 5	SB	car	101-Milpas
	Jenica Wood-Beaucham	FT	T-Sa	8 to 5	Goleta	car	101-Milpas
	Bonnie Lewis	PT	W, F, Sa	varies	SB	car	101-Milpas
	Candice Goodman	PT	W, F, Sa	varies	Goleta	car	101-Milpas
	Natasha Redmond	PT	W, F, Sa	varies	Goleta	carpool	101-Milpas
	John Tolle-Barlow	PT	W, F, Sa	varies	Goleta	carpool	101-Milpas
	Brian Mahoney	PT	W, F, Sa	varies	Goleta	carpool	101-Milpas
	Heather Johnson	FT	M-F	8 to 5	Goleta	car	101-Milpas
	30 Camp Staff	FT	M-F	7:30 to 5:30	Goleta & SB	car & carpool	101-Milpas
	8 Snooze Staff	PT	, Sa overnight	4:00 to 10:30	Goleta & SB	car & carpool	101-Milpas
	Kirsten Friar	FT	Tu-Sa	8 to 5	SB	car	101-Milpas
Veterinary	Karl Hill	FT	T-Sa	8 to 5	Goleta	car	101-Garden
	Toni Schriver	FT	S-Th	7:00 to 3:30	Ventura	car	101-Milpas
Administration	Sue McCue	FT	M-F	8 to 5	SB	car	Milpas
	Adriana Hernandez	FT	M-F	8 to 5	SB	car	101 - Milpas
	Carmen Alvarado	FT	M-F	8 to 5	Goleta	car	101-Milpas
	Mary Gensler	PT	Sa-Su	8 to 3	SB	car	Milpas
	Ruth Days	PT	Sun	8 to 3	SB	car	Milpas
	Maria Elena Gonzales	PT	Sat.	8 to 3	SB	car	Milpas
Facilities	Oscar Briones	FT	M-F	7:00 to 3:30	SB	Car	101-Milpas
	John Strickland	FT	M-F	7:00 to 3:30	SB	Car	Milpas
	Ted Guevara	FT	M-F	7:00 to 3:30	Lompoc	car pool	101 - Milpas
	John Aldana	FT	M-F	7:00 to 3:30	SB	car pool	Milpas
	Jose Silva	FT	T-Sa	7:00 to 3:30	SB	Car	101-Milpas
	Billy Johnston	FT	Su-Th	7:30 to 3:30	SB	Carpool/bike	Milpas
	Doug Adams	FT	Su-Th	7:30 to 3:30	SB	Bike	Milpas

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Staff Traffic and Parking Analysis

Santa Barbara Zoological Gardens

Revised 3-7-03

	Juan Valdez	FT	M-F	7:30 to 3:30	SB	Car	101-Milpas
	Juan Trujillo	FT	M-F	7:30 to 3:30	SB	Bike	
	Isaac Contreras	FT	T-Sa	7:30 to 3:30	SB	Car	101-Milpas
	Elsa Garcia	FT	T-Sa	8:00 to 4:30	SB	Carpool	Milpas
	Maribel Valdez	FT	Sa-W	8:00 to 4:30	SB	Walk	
Food Service	Reynaldo Ortiz	FT	S-W	8 to 5	Lompoc	car	1-101-milpas
	Edgar Jimenez	FT	W-D	8 to 5	Santa Maria	car	101 - Milpas
	Francisco Matamoros	FT	F-T	830-5	SB	car	Milpas
	Emilio Reyes	FT	T-S	830-5	Ventura	car	101-Milpas
	Carol Gonzalez	PT	S-W	11:00-5:00	SB	bus/taxi/walk	Milpas
	Rollin Hauer	PT	S-S	11:00-5:00	SB	car	Milpas
	Guillermo Navarro	PT	S-S	11:00-5:0	Carpinteria	car/bus	101-Milpas
	Doriz Ramirez	PT	S-S	11:00-5:00	SB	walk	Milpas
	Josue Vasquez	PT	S-S	11:00-5:00	SB	walk	Milpas
	Jonathan Vasquez	PT	S-S	11:00-5:00	SB	walk	Milpas
	Thurley Gage	PT	M-F	9:30-4:00	SB	bike	Milpas
	Rob Fuentes	PT	Th-M	11:00-5:00	SB	walk	Milpas
	Esteban Garcia	PT	S-S	11:00-5:00	SB	walk	Milpas
	Nicolas Rios	PT	S-W	10:00-3:00	SB	bike	Milpas
	Gilberto Silva	PT	S-S	9:00-500	SB	car	Milpas
	Edwin Iraheta	PT	Th-S	830-5	SB	walk	Milpas
	Adres Romero	PT	S-S	930-5	SB	car	Milpas
	Alex Cardenas	PT	S-S	930-5	SB	car	Milpas
Development	Victoria Madrigal	PT	T,Th,F, Sa, S	8:30 - 5, other	SB	car pool, bus	101 - Milpas
	Kim Roberson	FT	M-F	37838	SB	car	Milpas Street
	Jill Rode	FT	Su - Th	8 - 5, other	SB	car	101 - Milpas
	Pieter van Meeuwen	FT	M-F	37838	Goleta	car	101-Milpas
	Summer Sales	PT-temp	F, Sa, S	other, varies	unknown	unknown	unknown
Marketing	Wendy Campbell	PT	M-W-F*	9 to 5	SB	car	Milpas
	Sarah O'Connell	FT	M-F**	8 to 5	SB	car	101 - Milpas
	host (2)	PT	Sa & S	1:30-10:00p	?	?	?

Staff Traffic and Parking Analysis

Santa Barbara Zoological Gardens

Revised 3-7-03

	host (2)	PT	Sa & S	2:30-11:00p	?	?	?
Collections	Ingrid Russell	FT	T-Sa	8 to 5	Ventura	car	101 - Cabrillo
	Beth Jenkinson	FT	W-S	8 to 5	SB	car	101 - Milpas
	Scott Morford	FT	Sa-Th	8 to 5	SB	car	101 - Milpas
	Rob Draughan	FT	T-Sa	8 to 5	Ventura	car	101 - Cabrillo
	Katie Kimble	FT	S-Th	8 to 5	Ojai	car	101 - Cabrillo
	Renee Castorena	FT	S-Th	8 to 5	Camarillo	car	101 - Cabrillo
	Lyz Gregory	FT	T-Sa	8 to 5	Santa Paula	car	101 - Cabrillo
	Rochelle Marsland	FT	T-Sa	8 to 5	SB	car	101 - Milpas
	Heather Davis	FT	W-S	8 to 5	Oxnard	car	101 - Cabrillo
	Dale Kennahan	FT	W-S	8 to 5	Lompoc	car pool	101 - Milpas
	Alan Varsik	FT	M-F	8 to 5	Santa Maria	car	101 - Milpas
	Sam Moorehead	FT	F-T	8 to 5	SB	car	101 - Milpas
	John Stokes	FT	T-Sa	8 to 5	Lompoc	car pool	101 - Milpas
	Kevin Hosford	PT	Sa-S	8 to 5	Ventura	car pool	101 - Cabrillo
	Miguel Carbajal	FT	T-Sa	8 to 5	SB	car/bike	Milpas
	Renee Auguste	PT	S	8 to 5	Goleta	car	101 - Cabrillo
	Angela Rodriguez	FT	M-F	8 to 5	SB	car	Cabrillo
	Angela Salgado	PT	M-Th	8 to 5	SB	walk	Milpas
	Kat Mroz	PT	Sa & S	8 to 5	Ventura	car pool	101 - Cabrillo
	Christian	PT	F & Sa	8 to 5	SB	bus/car pool	101 - Milpas
	Krissy Boeche	FT	Sa-W	8 to 5	SB	car	Cabrillo
	Jane Epaminondi	FT	M-Sa	8 to 5	SB	car	101 - Mission
	Cindy Kalfayan	FT	S-Th	8 to 5	SB	car pool	101 - Milpas
	Sheryl Cummins	FT	S-Th	8 to 5	SB	car	Milpas
	Maria Cordero	FT	M-F	8 to 5	Ventura	car	101 - Cabrillo

Residency

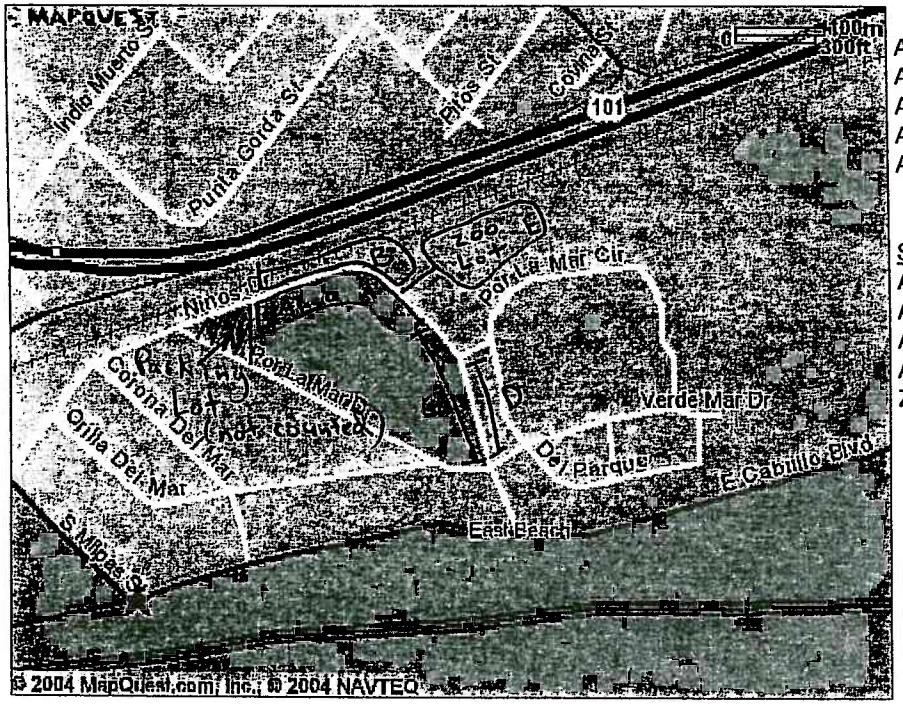
Among visitors to the Santa Barbara Zoo during 2001, 94% were from California and six percent were from outside of the State of California.

Residency	Percent
ALHAMBRA	1.74%
ANAHEIM	0.52%
BAKERSFIELD	0.74%
CENTRAL	1.29%
FRESNO	0.32%
HAWAII	0.19%
INGLEWOOD	1.64%
LONG BEACH	0.26%
LOS ANGELES	1.67%
MIDDLE ATLANTIC	0.64%
MOUNTAIN	0.68%
NEVADA	0.29%
NEW ENGLAND	0.32%
NEW MEXICO	0.39%
OAKLAND	0.68%
OREGON	0.23%
OTHER CALIFORNIA	11.01%
OTHER LOS ANGELES	1.48%
PALM SPRINGS	0.13%
PASADENA	0.81%
PHOENIX	0.42%
RIVERSIDE	0.10%
SACRAMENTO	0.77%
SAN BERNARDINO	0.52%
SAN DIEGO	0.16%
SAN FRANCISCO	0.68%
SAN JOSE	0.74%
SAN MARCOS	0.13%
SANTA ANA	1.26%
SANTA BARBARA	26.02%
SOLANA BEACH	0.03%
SOUTH EAST	0.64%
STOCKTON	0.19%
TORRANCE	0.03%
VAN NUYS	17.33%
VENTURA/OXNARD	24.44%
WASHINGTON	0.77%
WHITTIER	0.64%
Total :	**100%**

SANTA BARBARA ZOO MASTER PLAN
Existing Parking Demand Surveys

Date: Sunday August 29, 2004
Weather: Fair/Sunny

SURVEY AREAS



Area A - Dwight Murphy Field Parking on South Side of Ninos Drive from Por La Mar to Zoo Entrance.
Area B - Dwight Murphy Field Parking on North Side of Ninos Drive from Por La Mar to Zoo Entrance.
Area C - West Side of Ninos Drive South of Zoo Entrance.
Area D - East Side of Ninos Drive South of Zoo Entrance.
Area E - Zoo Parking Lot

Supply:

Area A=	39 striped spaces + additional curb parking areas
Area B=	No marked spaces, curb parking only (35-45 spaces)
Area C=	No marked spaces, curb parking only (15-25 spaces)
Area D=	No marked spaces, curb parking only (12-15 spaces)
Zoo Lot=	326 marked spaces + additional curb parking area (for RVs- 6-8 spaces)

Demand:
Sunday August 29, 2004

	11:30 A.M.			1:00 P.M.			2:00 P.M.			3:00 P.M.		
	Vehicles Parked	Spaces Available	% Occupied	Vehicles Parked	Spaces Available	% Occupied	Vehicles Parked	Spaces Available	% Occupied	Vehicles Parked	Spaces Available	% Occupied
Area A	35	4	90%	35	4	90%	32	7	82%	38	0	100%
Area B	17	20	46%	25	14	64%	29	9	76%	36	0	100%
Area C	13	5	72%	14	4	78%	17	2	89%	18	2	90%
Area D	12	3	80%	10	3	77%	13	0	100%	14	0	100%
Off-Site Total	77	32	71%	84	25	77%	91	18	83%	106	2	98%
Zoo Lot- Marked Spaces	243	83		320	6		321	5		301	25	
Curb	1	5		6	0		6	0		6	0	
Total Zoo Lot	244	88	73%	326	6	98%	327	5	98%	307	25	92%
Zoo+Off-site occupancy %			**73%**			**93%**			**95%**			**94%**

Wednesday September 1, 2004

	11:30 A.M.			1:00 P.M.			2:00 P.M.			3:00 P.M.		
	Vehicles Parked	Spaces Available	% Occupied	Vehicles Parked	Spaces Available	% Occupied	Vehicles Parked	Spaces Available	% Occupied	Vehicles Parked	Spaces Available	% Occupied
Area A	1	38	3%	0	39	0%	1	38	3%	1	38	3%
Area B	1	44	2%	1	44	2%	1	44	2%	0	45	0%
Area C	9	13	41%	2	21	9%	2	21	9%	5	18	22%
Area D	11	1	92%	2	12	14%	1	13	7%	0	15	0%
Off-Site Total	22	96	19%	5	116	4%	5	116	4%	6	116	5%
Zoo Lot-												
Marked Spaces	189	137		206	120		185	141		132	194	
Curb	0	6		0	6		0	6		0	6	
Total Zoo Lot	189	143	57%	206	126	62%	185	147	56%	132	200	40%
Zoo+Off-site occupancy %			**57%**			**63%**			**56%**			**40%**

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SANTA BARBARA ZOO OCCUPANCY SURVEYS

DATE: Sunday Aug. 29, 2004
TIME: 1:30 P.M.

Vehicle #	Occupants
1	4
2	3
3	2
4	4
5	4
6	3
7	3
8	2
9	2
10	5
11	3
12	4
13	2
14	3
15	3
16	2
17	3
18	4
19	7
20	3
21	5
22	3
23	3
24	6
25	2

Vehicle #	Occupants
26	3
27	3
28	3
29	2
30	6
31	4
32	5
33	2
34	2
35	2
36	2
37	3
38	4
39	3
40	2
41	3
42	4
43	3
44	2
45	4
46	5
47	6
48	3
49	5
50	6

Total 172 People in 50 Vehicles

AVO = 3.44 Persons per vehicle