

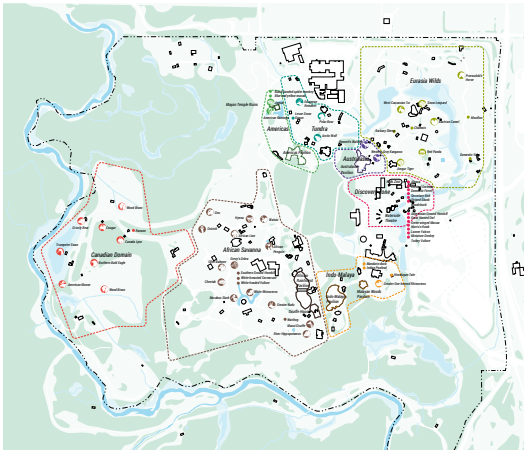
# THE PROCESS

## WHAT WE HAVE LEARNED: MAPPING OVERVIEW

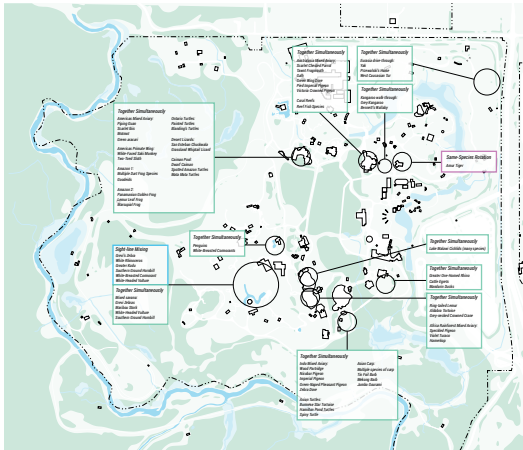
In order to understand the many complex layers that make up Your Zoo, intensive mapping was undertaken. Animal populations and habitat areas were mapped, along with physical site characteristics such as water and forest canopy. Mappings of guest experience layers, such as venues and circulation, were also undertaken to understand how guests use the site. Specific challenge areas, or pain points, were mapped, as well as underutilized assets or areas with great potential. When examined collectively, the mappings provide a diagnostic overview of the site as a whole. A diagnostic overview of specific smaller zones within the site was also compiled. Together, these provide a good understanding of the Zoo’s assets and challenges, allowing for a design to emerge that proposes thoughtful and innovative solutions to address many of these areas simultaneously, while building on Your Zoo’s existing assets and successes.



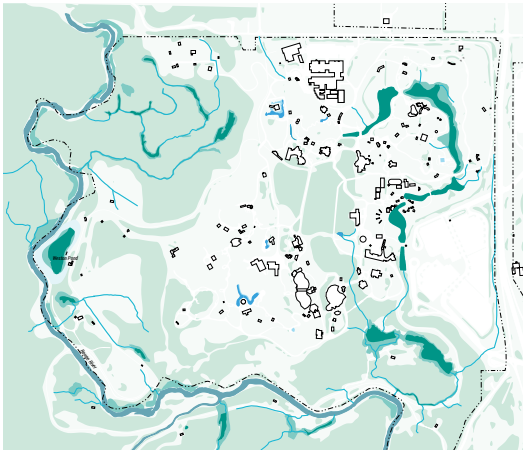
Biomes or habitat groups



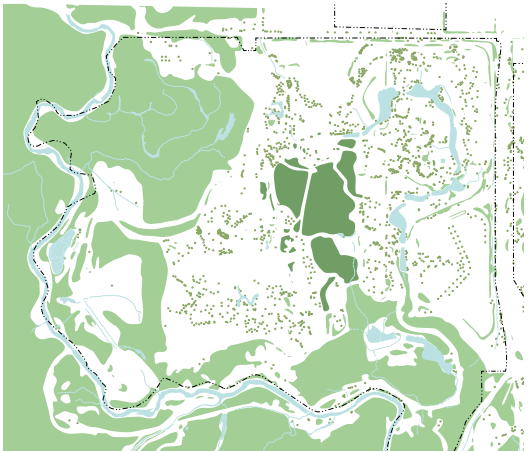
Animal population



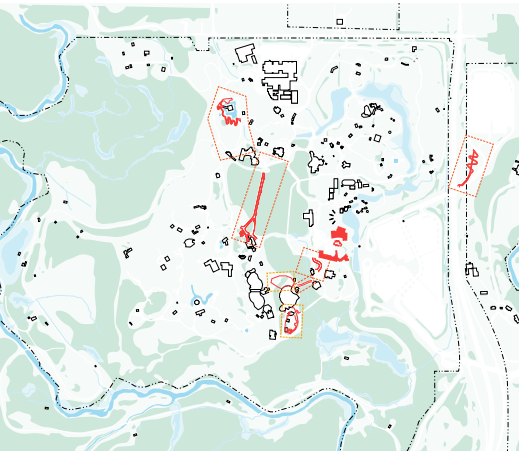
Animal mixing



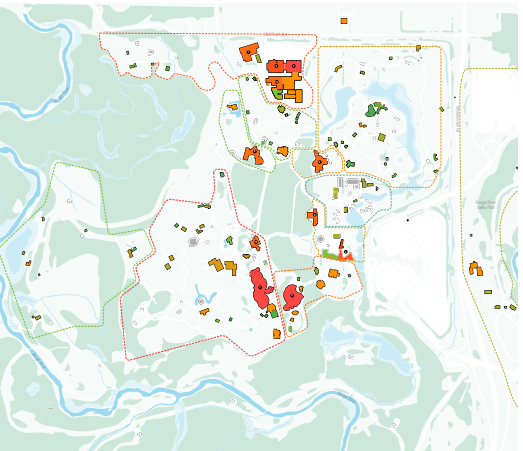
Permeable ground and water bodies



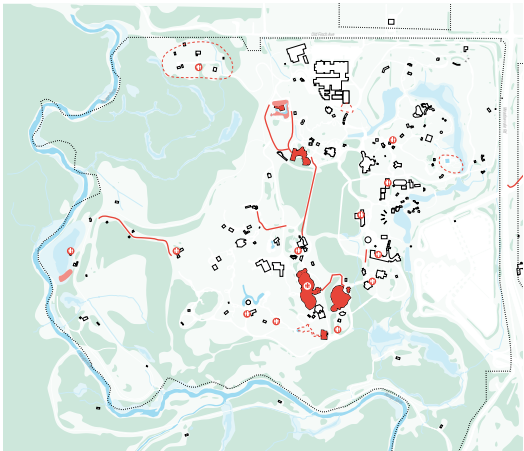
Canopy cover



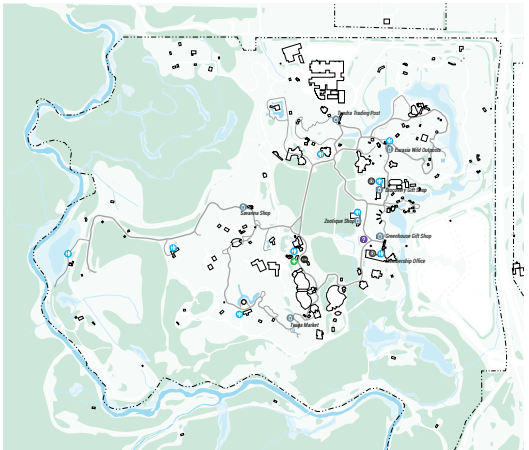
Ongoing projects



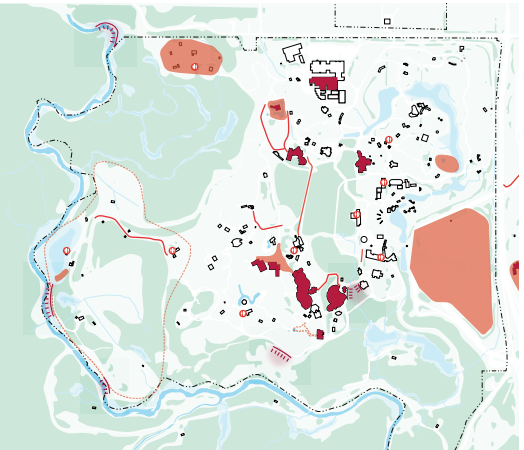
Building audits



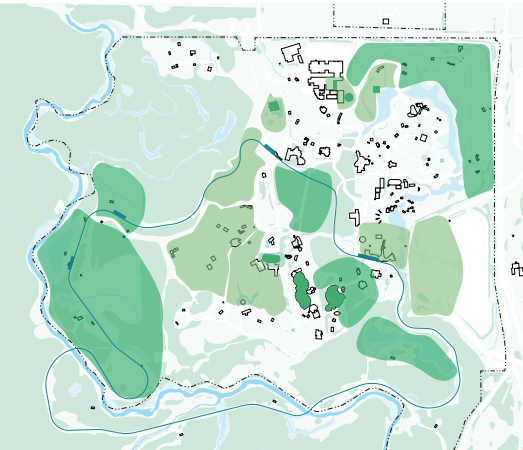
Accessibility/AODA compliance



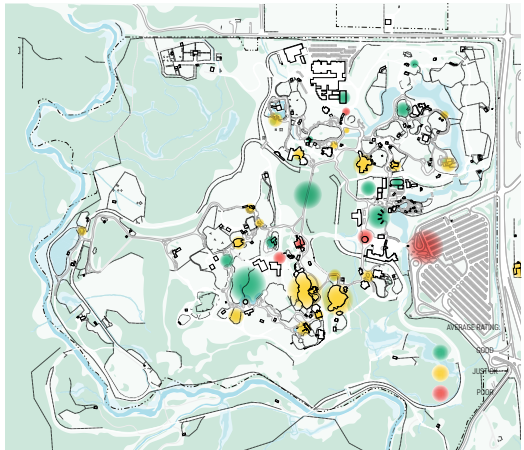
Guest service points



Pain points



Opportunity areas



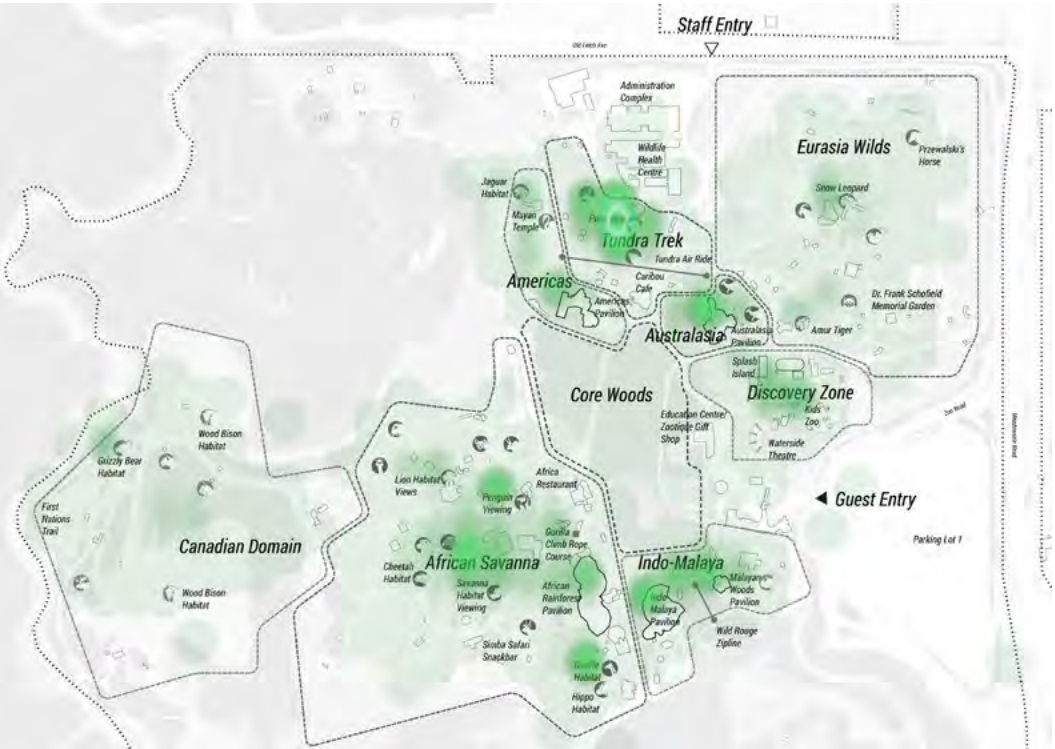
Overview of site areas



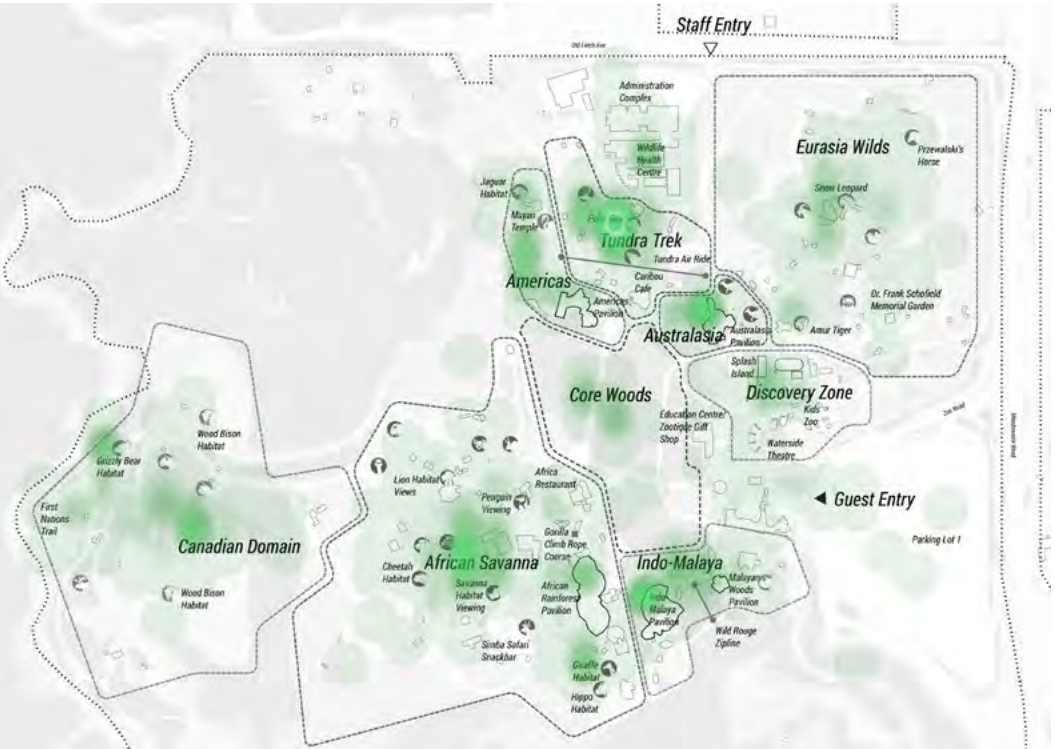
# THE PROCESS

## LEARNING FROM GUESTS, STAFF, AND VOLUNTEERS

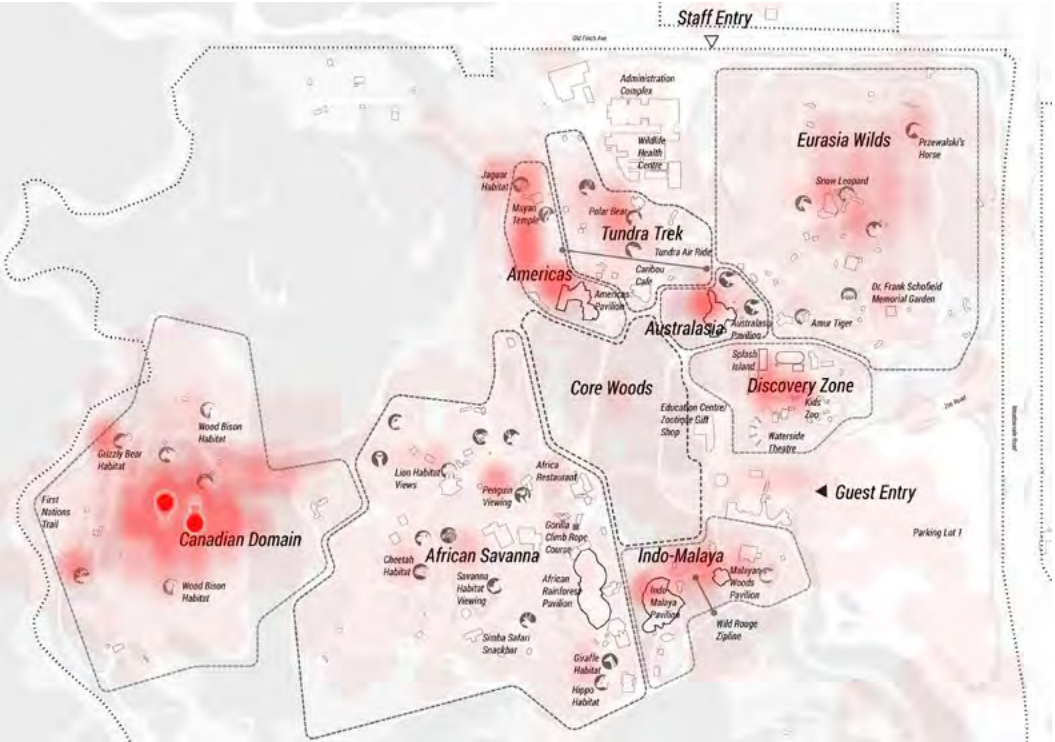
As part of the consultation process, surveys were available online for the public to fill out, with a separate survey sent to Zoo staff and volunteers. An important part of this survey sought to identify most and least preferred areas around the Zoo, as can be seen in these maps, to better understand where Your Zoo is excelling and where it is currently falling short. The Master Plan takes this information and builds on existing successes at Your Zoo, while also renewing undervisited or least preferred areas so that they also become places where guests, staff, and volunteers will love to spend time. Refer to page 122 for the Consultation Appendix.



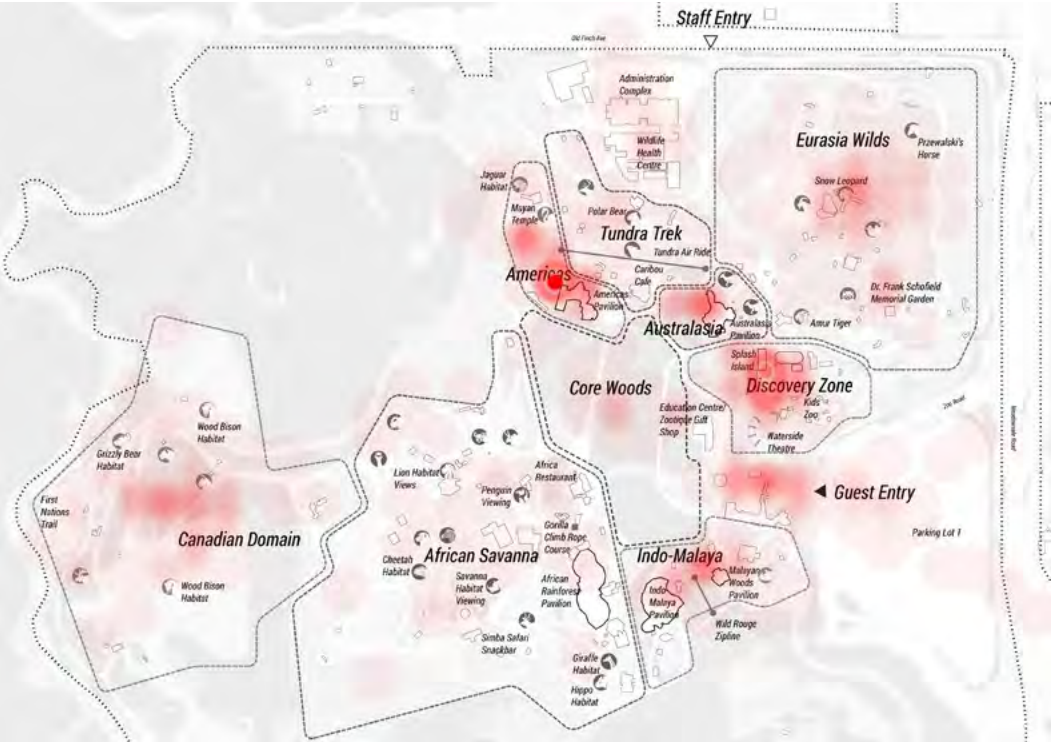
Most preferred areas for guests



Most preferred areas for staff/volunteers



Least preferred areas for guests



Least preferred areas for staff/volunteers





THE BIG IDEA

