

Zoo Boise Phase 1a Interpretive Plan

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The development of this interpretive plan engaged professionals representing diverse perspectives at Zoo Boise. This process was facilitated, and the report prepared by, the Zoo Division of GLMV Architecture.

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Introduction

In June 2021, Zoo Boise published an ambitious Master Plan with a compelling vision for the future. Building upon the zoo's strong commitment to animal wellbeing, community integration, and conservation, this plan outlines the infrastructure required to effectively achieve their mission,

“Zoo Boise connects our guests with animals to inspire and involve our community in the conservation of wildlife worldwide.”

In the implementation of Phase 1 of the Master Plan, Zoo Boise seized the opportunity to align interpretive design with exhibit concepts and construction documents. This first phase focuses on the core of Zoo Boise and is broken into Phase 1a and Phase 1b. Phase 1a is the focus of this interpretive plan, and encompasses five planned experiences at Zoo Boise:

- Giraffe Feeding Experience
- Conservation Plaza
- African Hornbill
- North American Bird of Prey Aviary
- Red Panda

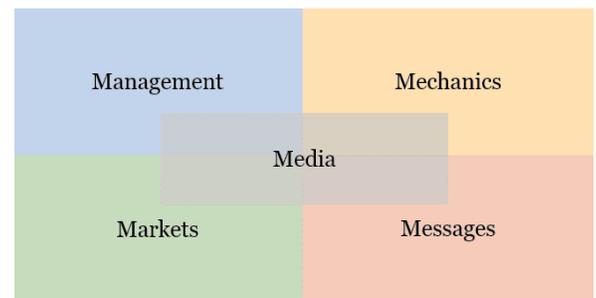
Concurrent development of construction documents and interpretive experiences has allowed each to inform the other and with communication between GLMV Zoos' interpretive team and architects, both plans have adapted to the project's dynamic priorities and goals. As development of Zoo Boise's Master Plan continues, it is anticipated that the implementation schedule and locations of the experiences outlined in this interpretive plan may further change. Regardless, this plan may still inform decisions surrounding Phase 1a's interpretive experience and elements of this plan may serve as a roadmap for Zoo Boise's progression towards a cohesive interpretive style throughout the zoo.

A budget of \$40,000 was pre-identified for the production and installation of all interpretive elements associated with this plan.

Planning Process

This process followed the 5-M model of interpretive planning, developed by Lisa Brochu:

- Management: Mission, vision, goals, objectives, policies, operational resources, staffing, and budget
- Mechanics: Physical attributes of the site, flow
- Markets: Audience, current and future
- Messages: Themes and storylines
- Media: How the story is told



Often, interpretive planning processes begin with media. In this case, the intentional focus was on management, mechanics, markets, and messages before media. The main stages included:

- Information gathering
- Analysis of collected information.
- Exploration of options
- Action

Project Schedule

December 6, 2022	Virtual Kick-Off with Project Team <ul style="list-style-type: none">○ Introductions○ Review scope & deliverables○ Discuss process & timeline
January 11 – 12, 2023	In-Person Workshop #1 <ul style="list-style-type: none">○ Review strengths & opportunities of existing interpretive media○ Discuss parameters of new site○ Identify primary audiences○ Draft goals & objectives
February 1, 2023	Virtual Check-In <ul style="list-style-type: none">○ Review and refine goals and objectives○ Budget discussion
March 1 – 2, 2023	In Person Workshop #2 <ul style="list-style-type: none">○ Continued review of goals and objectives○ Development of interpretive element map○ Preliminary cost estimate○ Initial themes and content
April 6, 2023	Virtual Check-In <ul style="list-style-type: none">○ Share collective interpretive elements document○ Review and confirm thematic direction of interpretive elements○ Discuss content still required○ Updated cost estimates○ Approve elements for progression to graphic design, mark others for further discussion/development
May 4, 2023	Virtual Check-In <ul style="list-style-type: none">○ Review preliminary graphic designs and provide feedback○ Discuss content still required○ Review outstanding play elements○ Approve design direction, mark others for further discussion/development
June 14, 2023	Virtual Check-In <ul style="list-style-type: none">○ Review additional graphic designs and provide feedback○ Discuss content still required○ Budget review and prioritization
July 7, 2023	Design Files & Interpretive Plan Presented to Zoo Boise

Originally intended to be completed in early June, the team elected to shift the deadline one month to better accommodate schedules, construction document updates, and information gathering.

Purpose Statements, Objectives, & Strategies

To guide the design and development process, directional purpose statements, objectives, and strategies were established for each interpretive area.

Conservation Plaza Purpose: The Conservation Plaza will build pride in its guests that together, they and the Zoo Boise community are protecting wildlife and wild places.

Objective	Strategy
Prepare guests for their experience at Zoo Boise.	Equip guests to understand the language of conservation they will encounter through their zoo visit.
	Engage guests as partners in animal wellbeing through following zoo etiquette.
Build pride in guests of their role in supporting Zoo Boise's conservation work.	Showcase the success and range of Zoo Boise's conservation projects and partnerships.
	Showcase Zoo Boise Conservation Fund
Empower Zoo Boise guests to be agents of change for wildlife.	Provide opportunities to donate directly to conservation.
	Identify and include actions Zoo Boise guests can take at home that keep their world wild.

Hornbill Experience Purpose: A playful encounter with hornbills will inspire Zoo Boise guests to explore Africa at Zoo Boise and beyond.

Objective	Strategy
Build empathy in Zoo Boise guests for wild hornbills and other animals of Africa.	Provide perspective taking opportunities.
	Develop an understanding of hornbill natural history, behavior.
	Introduce guests to Zoo Boise's hornbills as individuals.
Activate and energize the Conservation Plaza and guest exit/entry experience.	Encourage play at the hornbill habitat.
	Orient interpretives and sightlines to draw guests to the habitat from multiple vantage points.
	Include a photo opportunity.
Build pride in guests of their role in supporting Zoo Boise's conservation work in Africa.	Connect the hornbill habitat to other African exhibit experiences throughout Zoo Boise, where they will encounter expanded conservation messaging.
	Showcase Zoo Boise's conservation projects across the African continent with a connection to habitat for hornbills.
Empower Zoo Boise guests to be agents of change for wildlife.	Correlate hornbill conservation to <identify species or habitat need> and provide Zoo Boise guests with action(s) they can take on behalf of local species.

North American Bird of Prey Aviary Experience Purpose: The charismatic North American birds of prey at Zoo Boise will stir guests to action on behalf of birds of prey in the wild.

Objective	Strategy
Build empathy in Zoo Boise guests for North American birds of prey.	Provide perspective taking opportunities.
	Develop an understanding of bird of prey natural history, behavior.
	Introduce guests to Zoo Boise’s birds of prey as individuals (including rescue and rehabilitation stories).
Activate and energize the Conservation Plaza and guest exit/entry experience.	Encourage play around the habitat.
	Orient interpretives and sightlines to draw guests to the habitat from multiple vantage points.
	Include a photo opportunity.
Build pride in guests of their role in supporting Zoo Boise’s conservation work with birds of prey.	Feature animal rescue and rehabilitation stories.
	Showcase Zoo Boise’s conservation work with birds of prey.
	Build an understanding of the current status of and threats facing birds of prey in North America.
Empower Zoo Boise guests to be agents of change for wildlife.	Provide Zoo Boise guests with action(s) they can take on behalf of North American birds of prey. Collaborate with area experts to select that those that would be most impactful.

Red Panda Experience Purpose: Zoo Boise’s world-class home for red pandas will give guests confidence that zoos play a critical role in the wellbeing of red pandas in human care and in the wild.

Objective	Strategy
Develop empathy in Zoo Boise guests for wild red pandas.	Provide perspective taking opportunities, such as play.
	Develop an understanding of red panda natural history, behavior.
	Introduce guests to Zoo Boise’s red pandas as individuals.
Build pride in Zoo Boise guests of the excellent care their zoo provides for red pandas.	Connect guests with the science of zoos (SSPs, research).
	Develop an understanding of the habitat’s intentional design for the wellbeing of its residents.
Build pride in guests of their role in supporting Zoo Boise’s conservation work with red pandas.	Highlight Red Panda SAFE.
	Showcase Zoo Boise’s involvement with the Red Panda Network.
	Build an understanding of the current status of and threats facing red pandas.
Empower Zoo Boise guests to be agents of change for wildlife.	Correlate choices the people of Nepal make to protect red pandas from canine distemper to the choices people of Idaho can make to protect wildlife from their pet dogs.

Giraffe Feeding & Watering Hole Experience Purpose: Through engaging guests in a dynamic experience with giraffes at Zoo Boise, we pursue a thriving future for giraffes in Africa.

Objective	Strategy
Build empathy in Zoo Boise guests for wild giraffes.	Connect guests with Jabari and Tafari as ambassadors of their species.
	Increase stay time & a sense of comfort in the “Watering Hole” through parallel play, Kijiji Café.
Provide a safe and satisfying feeding experience for giraffes and guests.	Clarify guest expectations of the experience.
	Build an understanding in guests of animal agency/choice.
Empower Zoo Boise guests to be agents of change for wildlife.	Correlate participating in the giraffe feeding experience to taking action for giraffe conservation.
	Correlate the plight of giraffe to pronghorn in Idaho and provide action(s) Zoo Boise guests can take on behalf of pronghorn.
Build pride in Zoo Boise guests in their role in ensuring a thriving future for giraffes in Africa.	Celebrate the amount of money raised through giraffe feedings for giraffe conservation - visually.
	Build an understanding of the current status of and threats facing giraffes.

Audience

The interpretive experience of Phase 1a is intended to engage the average Zoo Boise visitor, who is typically local to Boise and visits the zoo with young children. Existing systems at Zoo Boise do not support demographic analysis, so this plan instead considers key findings from three visitor studies conducted since 2019:

- New Exhibit Design: Impact on Children’s Empathy Towards Wildlife (2019)
- New Exhibit Design: Impact on Adult Visitors’ Level of Empathy and Perceptions of Wildlife Conservation and Animal Welfare (2019)
- AWARE: Evaluating guest perceptions and animal behavior to inform exhibit design (2022)

In a team analysis of these evaluations, a series of opportunities emerged for this interpretive design to help guests:

- See the animals of Zoo Boise as individuals.
- Understand the nuances of healthy, natural animal behavior.
- Observe specialized habitat features that are designed for exceptional animal wellbeing.
- Develop an awareness of their role in conservation and opportunities to act.
- Form a deeper connection with nature.
- Build positive empathy for animals, specifically through perspective-taking.

Beyond this interpretive plan, it is important to also note that guest & staff interactions were highly effective at increasing awareness, understanding, and empathy in adults. Zoo Boise may seek opportunities to increase staff engagement with guests such as expanded interpretive stations and training and enrichment demonstrations.

Interpretive Experience Core Characteristics

Across these interpretive experiences and those of the future, it is important to Zoo Boise that all interpretive elements:

- Be durable to withstand even the most determined and curious child’s investigation.
- Feature interactive components.
- Are grounded in empathy building best practice.
- Comply with or exceed ADA minimum requirements.
- Tell the story of conservation; Zoo Boise’s global engagement in conservation, helping guests understand the role their visit plays in enabling that work, and empowering Zoo Boise guests to take action for conservation in their daily lives.
 - All signs featuring conservation will include a “Keep Your World Wild” logo.
- Incorporate cultural elements.
- Be unique to the story of Zoo Boise. With facts at their fingertips, Zoo Boise guests are eager to learn about individual animals, the science of zoos, and their role in global and local conservation.
- Facilitate memory-making and story-sharing.
- Represent ideas visually, with limited text.
- Support a cohesive interpretive style throughout Zoo Boise, with Gorongosa National Park as a foundation.
- Avoid non-historical dates and numbers to extend their relevancy.

The role of digital signage in the Zoo Boise interpretive experience is one for continued discussion. In this plan, digital signage was considered, but not prioritized due to cost and maintenance. QR codes have been incorporated to allow for dynamic content and virtual engagement.

Design & Content

Thematic Statements

In addition to goals, objectives, and strategies, the development of each interpretive area was guided by key themes and subthemes:

Conservation Plaza: Zoo Boise and its visitors help to protect animals and their homes across the globe.

- Subtheme 1: By visiting Zoo Boise and participating in the programs offered, guests support worldwide efforts to protect animals through the Zoo Boise Conservation Fund.
- Subtheme 2: Small actions can have a big impact in protecting animals here in Idaho.
- Subtheme 3: As informed visitors to Zoo Boise, guests can better understand the animals under the Zoo’s care.

Hornbill Experience: Silvery-cheeked hornbills have a unique nesting behavior that depends on dead, dying, or hollow trees.

- Subtheme 1: Through snag habitat conservation, Boiseans can support native wildlife.

North American Bird of Prey Aviary: Idaho’s varied habitats make it a magnet for many different types of birds of prey.

- Subtheme 1: Birds of prey are often injured due to human disturbance.
- Subtheme 2: Through mindful actions, each of us can help to protect birds of prey wherever we live.

Red Panda Experience: Red pandas are a unique species that have distinct needs, whether they live in human care or in the wild.

- Subtheme 1: Zoo Boise supports the Red Panda Network whose work protects habitats for red pandas in Asia.
- Subtheme 2: The habitat at Zoo Boise was designed to meet the specific needs of red pandas in human care.
- Subtheme 3: By being a responsible pet owner, we can help protect wildlife in our own backyards.

Giraffe Experience: Giraffes are fascinating animals with distinctive adaptations and personalities.

- Subtheme 1: Through participating in the giraffe feeding experience at Zoo Boise, guests are contributing to the conservation of giraffes in Africa.
- Subtheme 2: Caring for giraffes in a zoo is highly specialized.
- Subtheme 3: Giraffe populations in Africa are in decline, and Zoo Boise is involved in conservation efforts to address the causes of this decline.
- Subtheme 4: Giraffes and migratory pronghorn face similar challenges, and through open spaces and wildlife-friendly fences, people of Idaho can help local wildlife.

Empathy-Driven Design

Fostering empathy for animals to inspire action for the conservation of wildlife and ecosystems is core to Zoo Boise’s mission. Empathy is a stimulated emotional state that relies on the ability to perceive, understand, and care about the experiences or perspectives of another person or animal. Traditionally, interpretive experiences have relied on objective and species-general facts to educate guests on the natural history of animals with the assumption that if only people knew more, they would care more and they would do more, as has been perpetuated by the popular Baba Dioum quote “In the end, we will conserve only what we love; we will love only what we understand and we will understand only what we are taught.”

Conservation psychology research shows that education is only one part of behavior change. Humans are fundamentally motivated by emotion, and this emotion can drive social change and caring action for animals and nature. Therefore, to effectively achieve its mission, Zoo Boise must embrace and lean into empathy-building best practices to move their audiences towards caring action for wildlife and ecosystems. This plan is grounded in best practices that have been developed by the Woodland Park Zoo, Seattle Aquarium, and other members of the ACE Network (Advancing Conservation Through Empathy for Wildlife), including Woodland Park Zoo’s “Empathy Bridge”.

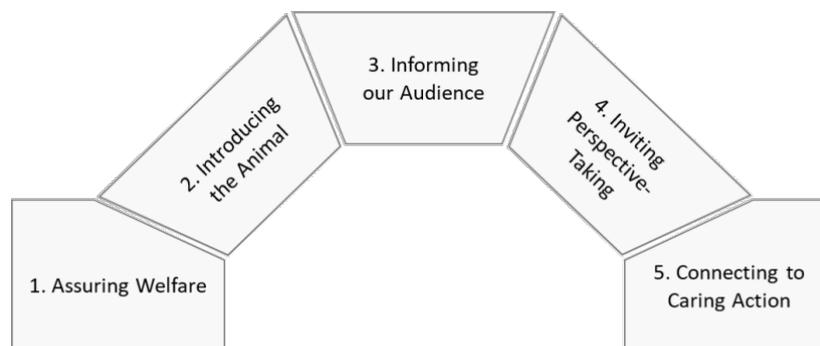


Figure 1 Woodland Park Zoo Empathy Bridge

While this bridge applies to a guest’s entire zoo experience, this interpretive plan carefully considers each component:

1. **Assuring Welfare:** Guests must know that animal wellbeing is Zoo Boise’s top priority. Interpretive elements will seize opportunities to highlight features of animal habitats and experiences that have been designed to facilitate exceptional wellbeing.

2. **Introducing the Animal:** Whenever possible, animals will be introduced as individuals, with pronouns, names, and personality. These characteristics give the animals of Zoo Boise sentience and individual value.
3. **Informing our Audience:** Interpretive elements will balance personal stories and natural history and call attention to how animals are similar to or different from humans. Words matter, and careful phrasing, such as the use of “habitat” or “home” instead of “exhibit”, will convey that zoos are homes to living, breathing animals and not just objects on display.
4. **Inviting Perspective Taking:** Imagining an animal’s experience is key to building empathy, so interpretive elements will encourage guests to do so both in text and by incorporating opportunities for mimicry and parallel play.
5. **Connecting to Caring Action:** Zoo Boise is proud to have “turned the act of visiting the zoo into a conservation action”, which will be celebrated throughout the interpretive experience. Each area will include at least one conservation connection, indicated by a new “Keep Your World Wild” logo and will not only highlight global conservation but will also connect to highly relevant local issues. In some cases, guests will be given a direct opportunity to take action while at the zoo.

Site Attributes & Guest Experience Network

The locations of the experiences outlined in this interpretive map are disparate throughout the zoo, selected according to Master Plan priorities. Using site plans current to July 6, 2023, each area was mapped for proposed locations of interpretive elements.

Each include:

- **Wayfinding:** Signs that provide Zoo Boise guests with directional information.
- **Donor Signage:** Specifically discussed as a location for donor signage, though more may be added as implementation progresses.
- **Large Scale Interpretives:** Outside of standard signage dimensions, these interpretives are uniquely designed to be eye catching standouts.
- **Animal IDs:** These signs include scientific classification, geographic range, IUCN status, and natural history information.
- **Interpretives:** Varying in focus, interpretive signs are designed to meet objectives within each area.
- **Interactives:** These may be 4D play structures or signs that are intended to encourage interaction.
- **Future Needs:** During the discovery process, the team identified several elements that are outside the scope of this project but should be discussed in the future. They are given context in this plan.

Overall Front of Zoo Experience Site Map



Figure 2 Front Experience Site Map

Conservation Plaza Experience Site Map

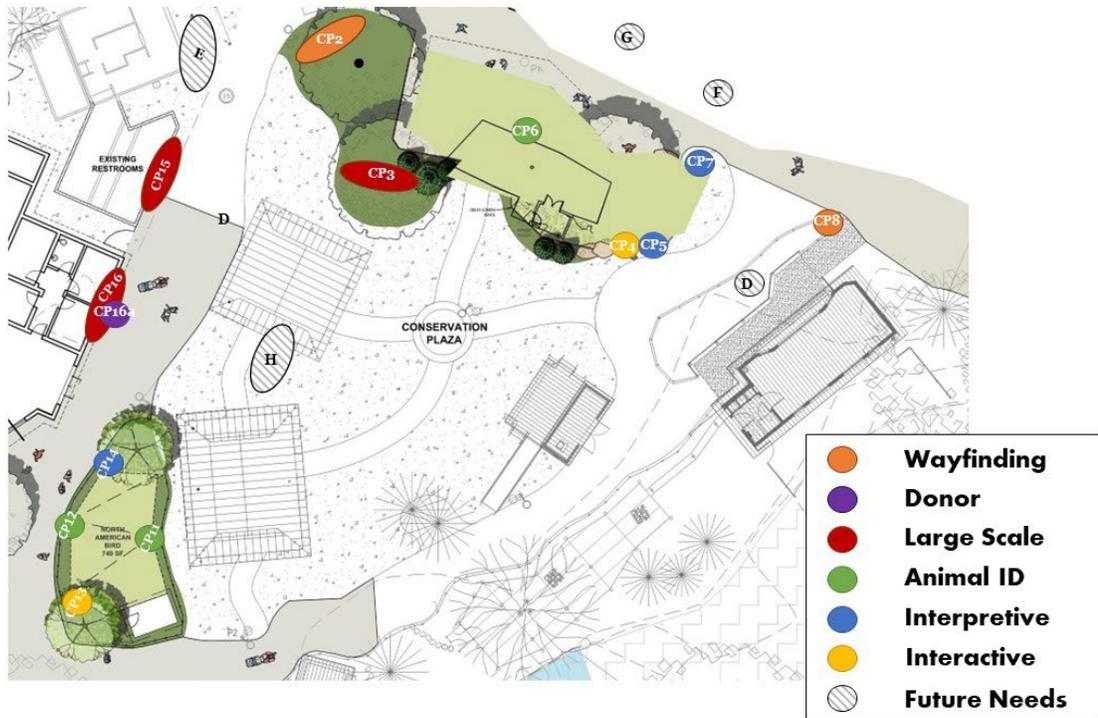


Figure 3 Conservation Plaza Site Map

Giraffe Interpretive Experience Site Map

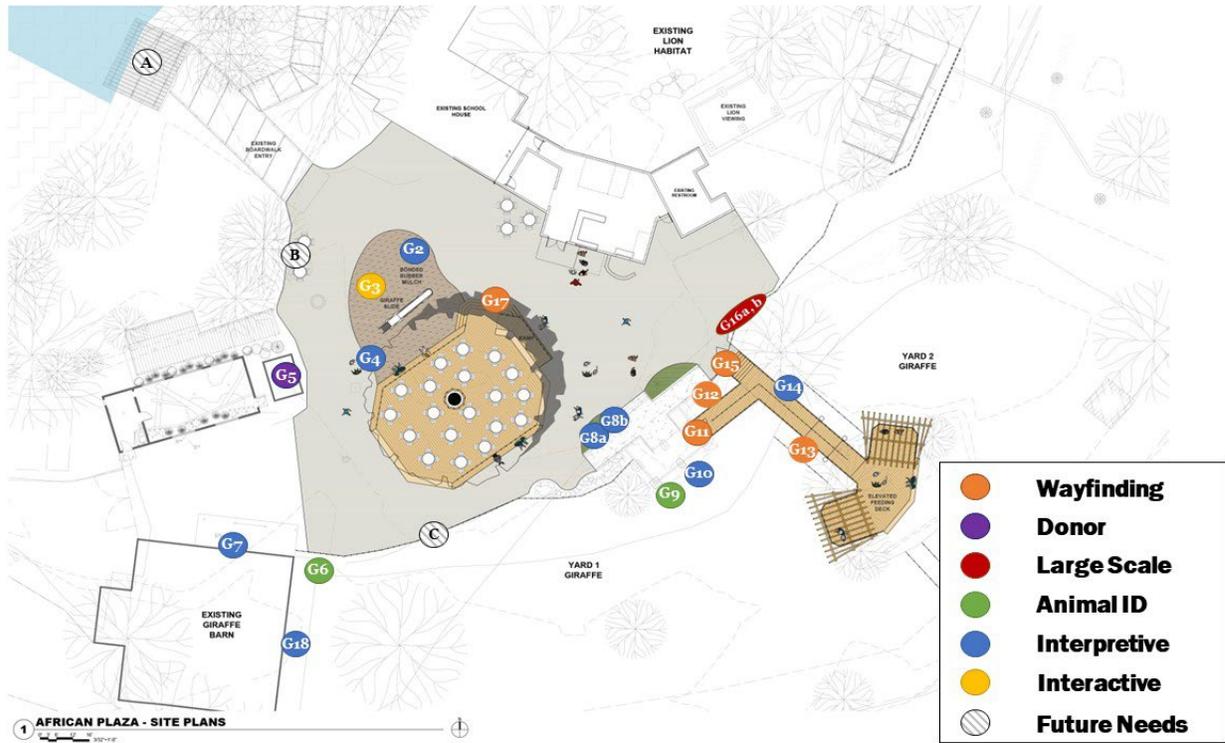


Figure 4 Giraffe Interpretive Experience Map

Red Panda Experience Site Map

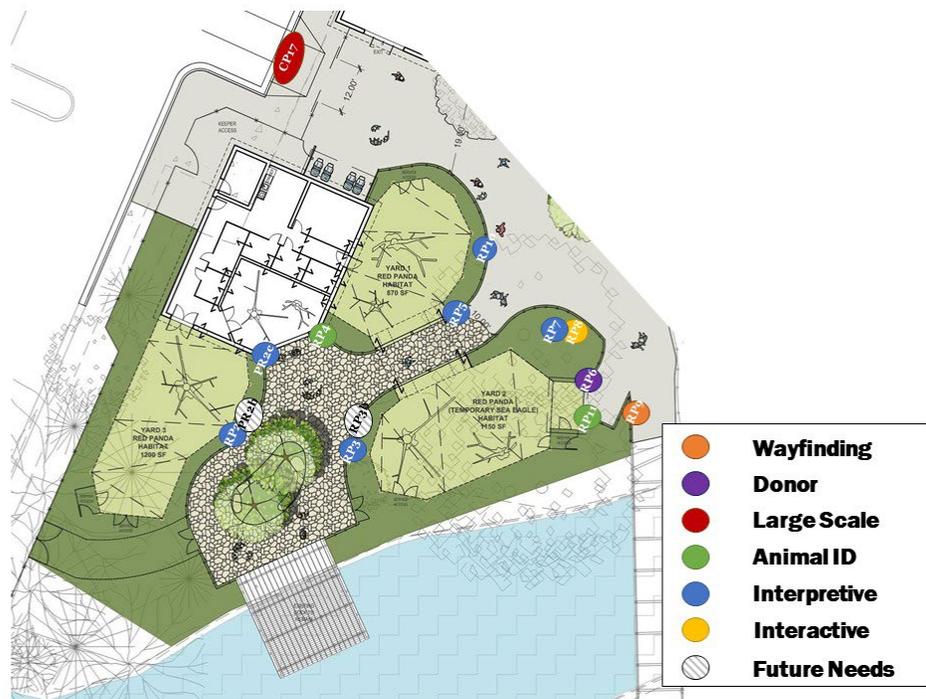


Figure 5 Red Panda Site Map

Overview of Recommended Interpretive Elements

Conservation Plaza Experience

Sign Code	Type	Description	Notes
CP2a	Wayfinding	Zoo etiquette	The spirit of Zoo Boise's existing zoo etiquette sign is relevant, but this plan builds upon an opportunity to reduce the number of words, increase visual cues, and use framing that empowers guests to be partners in animal wellbeing throughout their visit. It is intended to be a second-surface graphic on the base for the Zoo Boise map.
CP2b	Wayfinding	Frame/background for mounting Zoo Boise map	This will be a statement piece upon entry to Zoo Boise and is intended to be the base of Zoo Boise wayfinding. This plan includes a second-surface graphic detailing Zoo Etiquette, and an additional second-surface graphic of the Zoo Boise map will be designed and produced by Zoo Boise.
CP3a	Interpretive	SAFE Flag Garden- Giraffe, Lion, Painted Dog, Red Panda, Sloth Bear, Maned Wolf, African Vulture (palm nut), Monarch	Surrounding the interpretive elements of Zoo Lingo, the "flag garden" will include a flag for each SAFE species Zoo Boise supports. This style will facilitate easy additions, removals, and exchanges. It is also proposed that these flags be replicated at each exhibit associated with SAFE. Initial flags will include giraffe, lion, painted dog, sloth bear, maned wolf, African vulture, and monarch butterfly. Red panda will be produced when the SAFE program is launched.
CP3b	Interpretive	Zoo Lingo Part 1 - empower Zoo Boise guests to understand terminology used throughout the Zoo.	A series of signs will prepare guests to understand the language of the zoo & conservation throughout their visit. This area will introduce SSP, SAFE, AZA, and the Zoo Boise Conservation Fund, discuss habitat features, enrichment, and training, and include a tutorial on how to read an animal ID (range maps (current range), IUCN, and scientific names).
CP3c	Interpretive	Zoo Lingo Part 2	See CP3b
CP3d	Interpretive	Zoo Lingo Part 3	See CP3b
CP4a	Interactive	Two-dimensional silhouette of standing hollow tree	With holes at varying heights, this presents a fun photo opportunity for all ages and abilities to pose with their face peeking out of a hollow in a dead tree, just like a female hornbill would do when nesting. A silhouette of a male hornbill mounted to the dead tree provides interpretation of the hornbill pair bond and nesting/reproduction.
CP4b	Interactive	Two-dimensional silhouette of hornbill	See CP4a
CP5	Interpretive	Interpreting the hollow tree, hornbill behavior.	Near the photo opportunity, this interpretive will tell the story of hornbill nesting behavior and begin to connect the importance of hollow trees to the species. It will also encourage guests to continue exploring African species through visiting the Gorongosa National Park exhibit.
CP6	Animal ID	Hornbill ID + Biography	This sign will serve as an animal ID but also introduce Lena as an individual, following the style of Zoo Boise's evolving animal biography signs. This is key to Zoo Boise's empathy building strategy.

CP7	Interpretive	Cavity-Nester Conservation Connection	Hornbills show us that dead trees are full of life. This sign will help Zoo Boise guests see value in leaving safely pruned snags in place either in their own yards, where they work, or simply appreciating them in public spaces.
CP8	Wayfinding	Wayfinding Arrows (8)	This wayfinding tree will replace the existing arrows in front of Zoo Boise’s carousel and will have 8 arrows: Zoo Farm, Small Animal Kingdom, Tiger, Gorongosa (African Wild Dogs, Crocodile, Baboons, Restrooms), African Plains (Giraffe, Lions, Patas Monkeys, Food, Restrooms), Penguins, Conservation Plaza (Exit, Gift Shop, Food, Restrooms), and Red Panda.
CP11	Animal ID	Animal ID - Habitats	On the Conservation Plaza side, this ID for Great Horned Owls and Red-Tailed Hawks will highlight habitats and connect to the large-scale interactive that celebrates the great diversity of birds of prey in Idaho.
CP12	Animal ID	Animal ID - Empathy Building/Individual Stories	On the path side, as guests either exit or go to the gift store, this ID will introduce the animals as individuals that have been rescued and rehabilitated and will discuss natural behaviors that put them in conflict with humans/led to their injuries. Another interpretive will provide guests with specific actions they can take to keep birds of prey safe.
CP13	Interactive	Wingspans of birds of prey found in Boise (doubles as a photo opportunity)	As guests come off the bridge from Africa or around the bend from the Conservation Plaza, they’ll encounter the silhouette of a large bird of prey, with nesting silhouettes of smaller birds of prey (rings of a tree style). This will serve to ignite interest in the BOPs at Zoo Boise and in Idaho and provide a photo opportunity. In the early stages of the workshop, this was introduced as a large-scale bench shaped like a birds' nest for parallel play. This is still an option that could be explored, but the cost may not outweigh the benefit. This option would reduce the cost and better tie in with the area's goals and objectives.
CP14	Interpretive	Local conservation connection - birds of prey in Boise	This interpretive will serve to connect Zoo Boise guests with the conservation story of local birds of prey and provide direct actions they can take in their daily lives to make the world a safer place for the birds of prey of Idaho.
CP15a	Large Scale	Conservation Continents (mural)	Covering the entire wall of the existing restrooms, an impressively large map of the world marking the locations of all past and present Zoo Boise conservation projects will instill a sense of pride in its guests of the impact of their Zoo on conservation. This is proposed to be a mural, designed by an artist contracted by Zoo Boise. The design files included here are supplemental and include “conservation callouts” of Zoo Boise’s 7 key, long-term investment projects and a descriptive panel. The “thumb tacks” of each historical and existing Zoo Boise conservation project is proposed to be included in the map design. There is an opportunity for Zoo Boise to create a dynamic map on its website that mimics this map with additional information on each conservation project. Includes pricing for CP15, CP16a, and giraffe measuring stick. Supplies, time, and travel for artist.

CP15b	Interpretive	Conservation Callouts & Descriptive Panel	Cost for signature projects and descriptive panel only. See CP15
CP16a	Large Scale	Be A Part of the Story (photo-opportunity mural)	While the Conservation Continents mural will celebrate Zoo Boise's contributions to conservation, to the left will be an opportunity for Zoo Boise guests to become part of the story. This is also proposed to be designed by an artist contracted by Zoo Boise. This will need continued discussion, but this interpretive plan suggests that the mural include a memorable conservation tagline, a clear invitation to be photographed as a part of the story of conservation and integrate the donation wishing wells.
CP16b	Donor	Whirlpools	<p>The existing wishing wells are a popular feature and should be maintained as a direct opportunity for guests to take action for conservation before even leaving the park.</p> <p>It is recommended these wishing wells be integrated into the Be A Part of the Story mural on the new gift store's wall. GLMV architects have been consulted and will consider the need for an overhang to shelter the whirlpools in their final design.</p> <p>The existing graphics can be repurposed, but Zoo Boise may consider reviewing the red panda graphic alongside the new red panda interpretive experience.</p>
CP17	Interpretive	Exit Panel	Prominently featured at the exit, a large panel will leave guests with an inspirational call to action for wild life and wild places.
CP19	Interpretive	Sea Eagle ID	The North American Birds of Prey aviary is intended to be a temporary home for Steller's Sea Eagles, so this interpretive plan includes a temporary ID sign. It has been written to provide context to other signs regarding Idaho bird of prey conservation, so Zoo Boise may still choose to produce and install some of these graphics during this transitional period.

Watering Hole & Giraffe Encounter

Sign Code	Type	Description	Notes
G2	Interpretive/ Rules	Play guidelines and watering hole natural history	<p>This interpretive will serve to establish expectations for a safe play experience at the Watering Hole by drawing parallels between the safety of watering holes in Gorongosa vs. safety of play at Zoo Boise's Watering Hole. Everyone shares the watering hole.</p> <p>*The City of Boise requires specific signage in all play areas. They have confirmed that relocating and repurposing the existing sign at the giraffe slide will meet this requirement.</p>

G3	Interactive		<p>Identified as part of the play discovery process, the “Crocodile Climber” would add to the Watering Hole theming and provide opportunities for perspective building play. That said, an estimate of \$15,000 makes this an element that has not been incorporated into the project budget. It remains in this interpretive plan as an option to explore in the future.</p> <p>Manufacturer: Cre8play Also available on Korkat.com</p>
G4	Interpretive	Perspective Building-building connections between humans & giraffes.	<p>Identifying commonalities with animals is key to building empathy, so this interpretive alongside the giraffe slide will draw parallels between humans & giraffes. It is recommended that Zoo Boise mount replicas of a human vertebra and giraffe vertebra to this sign for a multi-dimensional touch opportunity.</p> <p>There was additional discussion around opportunities to incorporate giraffe footprints in the rubberized mulch to demonstrate size and stride, but initial conversations with the contractor suggested this may not be feasible with their product/process. This may be an area for further exploration by Zoo Boise to encourage movement and increased engagement throughout the Watering Hole</p>
G5	Donor	Ranger/ Photo Op	<p>The photo booth currently at Red Panda is proposed to move into the ranger house that will be on the outskirts of the Watering Hole. This location was suggested because it provides cover, the station is under-utilized, and this will be a highly activated space, thus drawing a lot of potential traffic.</p> <p>Some signage is needed here but is pending additional information, so this interpretive package provides a template to be edited by Zoo Boise prior to production.</p> <p>There is also opportunity for Zoo Boise to engage the existing photo company in a conversation around theming the photo strips with a safari background.</p>
G6	Animal ID	Giraffe ID, focus on sleep & temperature	At the corner of the building and the first outdoor yard, this sign will serve as both an ID and to discuss temperature regulation (i.e., why they may be indoors) and how giraffes sleep/rest.
G7	Interpretive	Giraffe chute description	This interpretive, placed next to the far window on the giraffe house, will serve to highlight the “giraffe chute” used by Zoo Boise to elevate its care of giraffes - for hoof trims, blood draws, weights on the scale, etc.
G8a	Interpretive	Giraffe conservation, Giraffe SAFE	Giraffe populations are in severe decline and not many people know about it. This sign will build awareness in Zoo Boise guests of the giraffe extinction crisis, its causes, and provide opportunity for them to take action.
G8b	Interpretive	Double sided banner, Giraffe SAFE	Placed next to the above interpretive, the banner will be a visual reminder to the guest of what they learned about SAFE in the Conservation Plaza, of Zoo Boise’s involvement in global conservation, and draw them in to learn more about Giraffe SAFE specifically.

G9	Animal ID	Giraffe ID, focus on feeding adaptations	On the viewing deck overlooking the giraffe feeding platform, this sign will serve as an ID and to discuss giraffe feeding strategies.
G10	Interpretive	Individuals, empathy building	This sign will foster a connection with Jabari and Tafari as individuals and an understanding of animal agency/choice in human care.
G11	Wayfinding/Info	Giraffe Feeding Entrance Sign	On the gated entrance to the giraffe feeding platform, this sign will serve as an “Entrance Only” sign and promote the feeding’s days, times, and cost in an interchangeable format.
G12	Wayfinding/Info	Feeding Promotion + Setting Expectations	At the entrance to the giraffe feeding experience and visible to all guests, this sign will promote the experience and emphasize that 100% of donations from the encounter go to Zoo Boise’s Conservation Fund.
G13	Wayfinding/Info	Feeding guidelines	Placed near where a volunteer will stand, this sign will prepare guests to be partners in animal wellbeing during the feeding experience. It will also emphasize animal agency.
G14	Interpretive	Giraffe Conservation Contribution Celebration	By helping guests feel pride in taking action for conservation during their visit to Zoo Boise by participating in the giraffe encounter, this sign will contribute to building a conservation ethos in Zoo Boise guests.
G15	Wayfinding/Info	Exit only signage, promote feeding	On the gated exit to the giraffe feeding platform, this sign will serve as an “Exit Only” sign and promote the feeding’s days, times, and cost in an interchangeable format. Placing this sign strategically to be visible when the gate is open will be key.
G16a	Interpretive	Local conservation connection - Wildlife Corridors	To empower Zoo Boise guests to be agents of change, this interpretive experience will connect giraffe habitat conservation to wildlife corridors in Idaho that support local wildlife like pronghorn.
G16b	Interpretive	Large format pronghorn, drawing parallels between giraffes & pronghorn.	This sign will “bridge the gap” between giraffes and pronghorn to support the local conservation connection. They are cousins, both live in grasslands, and both are threatened by habitat fragmentation. Two versions of this interpretive have been provided. The life-size silhouette would draw attention and add interest to the stretch of fencing in this area where giraffe visibility is limited due to foliage and vines but would have a higher cost than the rail mount sign.
G17	Wayfinding	Wayfinding Arrows	This wayfinding tree will include 7 arrows: Conservation Plaza, Giraffe, Gorongosa, Lions, Patas Monkeys, Penguins, Red Panda
G18	Interpretive	Large-scale ruler painted on barn door.	As the world’s tallest mammal, their height is something to be celebrated as part of the giraffe exhibit. There is opportunity to engage the muralist that will be producing the Conservation Plaza in also painting a measuring stick on the side of the giraffe house.

Red Panda Experience



Sign Code	Type	Description	Notes
RP2a	Interpretive	Map of red panda habitat complex	This interpretive panel will provide a map of the exhibit and highlight features that make it a world class facility. By the Zoo Boise team printing secondary images of individual red pandas, staff and volunteers can also use this graphic to engage guests in a “who’s where” activity. Zoo Boise may choose to produce this graphic on a metal sign, which would allow for the aforementioned activity to include magnetic images.
RP2b	Interpretive	Red Panda Individuals	Connecting with animals as individuals and considering the way in which a state-of-the art exhibit provides choice, control, and exceptional wellbeing is core to developing empathy. Because it is expected that red pandas in this exhibit will be intentionally transitional, it is proposed that the Zoo Boise team create individual markers on an ongoing basis that include unique red pandas' names, identifying characteristics, their favorite food, and their birthday. These can then be used in a game facilitated by volunteers where they engage guests in using the exhibit map interpretive and finding which red panda is where throughout the complex.
RP2c	Interpretive	Explains SSPs, connects to the science of Zoos.	Near the sign mapping out the exhibit but also to a view into the day room/nursery, this interpretive will highlight the "science of zoos", specifically SSPs.
RP3	Interpretive	Red panda conservation, Red Panda Network	This interpretive will discuss the threats facing red pandas and highlight a key conservation program that is supported by Zoo Boise and likely to be integral to the Red Panda SAFE program – the Red Panda Network.
RP3b	Interpretive	Double sided banner, Red Panda SAFE	Red Panda SAFE is still in development, but once launched, this banner is proposed to be placed next to the red panda conservation interpretive as a visual reminder to guests of what they learned about SAFE in the Conservation Plaza and draw them in to learn more about red panda conservation.
RP4	Animal ID	Red Panda ID - difference in sub species	Zoo Boise’s red panda exhibit will be home to two sub-species of red panda and this interpretive will help guests understand why this is important for conservation and in zoos.
RP5	Interpretive	Animal Agency/Habitat Design - highlight overhead transfer	Drawing attention to the overhead transfer chute, this interpretive will be a spotlight on Zoo Boise's excellent Care of red pandas and the intentional design of the habitat.
RP6	Donor	Placeholder for donor tiles	This is a suggested location for donor tiles and will provide great visibility from the Conservation Plaza.
RP7	Interpretive	Red panda natural history - camouflage and nesting.	Placed near the play feature but also an effective standalone interpretive, this graphic will bring attention to red pandas' nesting behaviors and camouflage in red lichen.
RP8	Interactive	Hollow Log	A hollow log is a prime opportunity to build empathy through parallel play while also helping guests understand that it's in red pandas' nature to spend much of their time sleeping. This interpretive plan provides a concept sketch; the Zoo Boise team will pursue its production with the vendor of their choice.

RP9	Wayfinding	Wayfinding Arrows	This wayfinding tree will be placed on the Conservation Plaza side of the bridge to the Giraffe Feeding and will include 5 arrows – African Plains (Giraffe, Lions, Patas Monkeys, Food, Restrooms), Gorongosa (African Wild Dogs, Crocodile, Baboons, Restroom), Penguin, Tiger, and Conservation Plaza (Exit, Gift Shop, Food, Restrooms)
RP10	Interpretive	Local conservation connection - responsible pet ownership	<p>This interpretive on the main visitor path will be at a "peekaboo" in the bamboo, giving guests a peek at the red pandas beyond. Its primary focus, as guests make their way towards the exit and the conservation calls to action, will be correlating conservation of red pandas to actions they can take in Idaho.</p> <p>In Nepal, pet parents protect red pandas through ensuring their dogs receive canine distemper vaccinations. In Idaho, pet parents can protect wildlife by keeping their dogs on leash in areas that call for it and picking up after them.</p>
RP11	Animal ID	Red Panda ID	This Animal ID will serve to inform guests who encounter the red pandas in their Conservation Plaza facing dayroom.

Future Needs / Removed from Scope

Sign Code	Type	Description	Notes
A	Interpretive	Conservation Cruise connection	With the Conservation Cruise moving to one dock, there is opportunity to enhance interpretation at this dock to expand upon conservation messaging in this area.
B	Interpretive	Grainery Update	The grainery's existing sign is difficult to read and often missed. As a cultural element in the plaza that is a kid-favorite, there is opportunity to update this sign in the future.
C	Interpretive	Market Update	Like the grainery, the existing sign at the market installation is difficult to read and presents an opportunity for updating to match other interpretives in the area.
D	Interpretive	Ammonite Mountains panel	The existing panel interpreting the ammonite mountains will need to be relocated upon construction of the hornbill habitat. This plan recommends placing this next to the saola graphic.
E	Statement Piece	Custom Cut Animals (penguin, giraffe, lizard, tiger)	Though this would add dimension and interest to the entrance of Zoo Boise, it was determined to not be in this project's scope.
F	Donor	Donor Flags	When the penguin habitat is constructed, the existing donor flags will need to be relocated. This plan suggests lining the path across from hornbill with these flags instead of them being the first thing guests see upon entering the zoo.
G	Donor	Donor Tiles	Though off the current map, this area is intended for a new penguin habitat, which will include additional donor tiles.

H	Interpretive	Tabletop Conservation Graphics	<p>The Conservation Plaza is a place for gathering, with many tables and pavilions that encourage guests to stay awhile. There is an opportunity to create tabletop graphics featuring Zoo Boise's feature conservation projects, including Snow Leopard Trust, Red Panda Network, Wildlife SOS, Gorongosa, and Paso Pacífico, New Nature, and Boise Open Spaces. These tables could also be designed to generate conversation around the larger map that displays the full size and scope of Zoo Boise's conservation projects.</p> <p>Design files have not been provided due to initial cost estimates putting these outside the scope of the project, but initial copy development has been maintained in the event Zoo Boise explores the idea further.</p>
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Additional Discussion Points

The above recommended interpretive elements are estimated at \$36,452 for production only. Depending on Zoo Boise's chosen contractor and method for installation, this may exceed the overall project budget. If prioritization is necessary, this plan suggests prioritization of elements explicitly aligned with each experience's objectives, namely building empathy and empowering Zoo Boise guests to be agents of change for wildlife and ecosystems. Key to doing so are parallel play and other perspective-taking opportunities, graphics that connect global conservation to local action, and interpretation of the exceptional care Zoo Boise provides its animals. The estimate of probable cost addendum provides Zoo Boise with prioritization suggestions.

As noted in the interpretive element descriptions, this plan begins to include SAFE flags at each habitat that is home to a species part of a SAFE program that Zoo Boise supports. This plan provides a design for each to be included in the SAFE garden in the Conservation Plaza but does not account for costs that would be associated with production or installation of flags that are not in this plan.

In many conversations, the planning team discussed a potential evolution of donor recognition signage at Zoo Boise. Traditional donor tiles and signage in the style of Gorongosa National Park had been included in sponsorship packages prior to the start of this plan. However, in the future there is an opportunity to consider exhibit-themed donor recognition instead of tiles and/or more subtle individual exhibit signs, such as the wood carved signs in the existing giraffe exhibit.

Key Information Sources

In the development of the Phase 1a interpretive experience, a diversity of resources were referenced, including:

- Previous Guest Perception Evaluations:
 - New Exhibit Design: Impact on Children’s Empathy Towards Wildlife (2019)
 - New Exhibit Design: Impact on Adult Visitors’ Level of Empathy and Perceptions of Wildlife Conservation and Animal Welfare (2019)
 - AWARE: Evaluating guest perceptions and animal behavior to inform exhibit design (2022)
- Zoo Boise Master Plan (2021)
- Zoo Boise Style Guide
- The Peregrine Fund
- Cornell Lab of Ornithology: Birds of the World
- Zoo Boise animal care staff interviews
- Dead Trees & Living Creatures: The Snag Ecology of Idaho
- Snag Management from Idaho Department of Lands
- Red Panda Network
- Idaho Partners for Fish and Wildlife
- AZA Giraffe SAFE
- Woodland Park Zoo Empathy Best Practices
- Smithsonian Guidelines for Accessible Publication Design
- “Ecoregions of Idaho”, EPA
- “Running the Gauntlet”, The National Wildlife Federation
- “The Best Defense is a Good Fence”, USFWS Columbia Pacific Northwest Region

Addendums

Included as addendums to this document:

- Graphic design files.
 - Native design files in Photoshop.
 - Print-ready PDF.
- Outline of interpretive elements.
- Opinion of probable cost with prioritization recommendations.
- Compilation of meeting notes.
- Red panda play element sketch.