



Denver Zoological Foundation Public Process Overview

Denver Zoo has been telling the story of our planned Waste to Energy System (W2E System) publicly for several years. Beginning with fundraising efforts in 2009 at the zoo's annual *Do At The Zoo* event, a model of the planned W2E System was unveiled to guests. The zoo continued telling this story through the zoo's far-reaching communication channels including our member publication reaching \$65,000 area households, our website, e-newsletter and through other large scale public events in the community. Media relations efforts have resulted in coverage in multiple print publications and news channels both locally and nationally. In 2011, the zoo took its second working prototype of the W2E System, a motorized tuk tuk, on a road trip across the country. The story was picked up both locally and throughout the country. In 2012, the prototype was stationed with information at the Western Energy Alliance's downtown Denver location to help inform our constituents of our grand plans for the final installation at Toyota Elephant Passage.

In addition to this large scale outreach, the zoo entered a formal public outreach process as part of our permitting process in 2013. The following outreach methods were used to reach key stakeholders:

- Zoo leadership met with individual City Council members and the Mayor from early August through October.
- Denver Zoo leadership presented to the Parks & Recreation Committee of the Inter-Neighborhood Cooperation (INC) in August and that group later formally voted to support the project.
- On Sept. 24, Denver Zoo hosted its first open house inviting leadership from Registered Neighborhood Organizations with 23 invited and seven attendees
- On Sept. 25 Denver Zoo hosted an open house with the Denver Parks and Recreation Advisory Board (DPRAB). This open house included a tour and presentation of the building.
- On Oct. 9 the zoo held another open house. Invitees included membership of area RNO's and the zoo's 65,000 email database. Sixty-five people attended the meeting featuring a presentation and question and answer session.
- On Oct. 10 Denver Zoo presented at the DPRAB regular meeting in the Webb Building.
- On Nov. 14 DPRAB hosted a formal public hearing with Denver Zoo. No one spoke in opposition of the project and DPRAB recommended approval of the permit to the Denver Parks & Recreation Manager (DPRAB minutes attached).

After a thorough public process, this project has large scale public support. The zoo looks forward to moving forward with this effort in the best interest of our community.



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