

EMPATHY + BIOGRAPHY SIGNS



GRANT REVIEW VIDEO:

<https://bit.ly/3y6sZYY>

THANK YOU VIDEO:

<https://youtu.be/vAERQY76YnI>





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ANATOMY OF A SIGN BIOGRAPHY

- KEEPER DRIVEN
- WHAT WOULD YOU ASK SOMEONE YOU JUST MET:
 - WHAT'S YOUR NAME?
 - HOW OLD ARE YOU?
 - WHERE ARE YOU FROM?
 - WHAT DO YOU LIKE TO DO?
- CONSERVATION ACTION
 - STAYED AWAY FROM MONEY
 - THINGS ANYONE CAN PARTICIPATE
- INFORMAL 'DISCOVERY' LAYOUT

MEET

SPECIES: BACTRIAN CAMEL
Camelus bactrianus

QUORA & SISCO



ABOUT THE THE CAMELS

NAME: Quora (female)
BIRTHDAY: February 13, 2019
BORN AT: Chahinkapa Zoo
CAME TO RPZOO: October 2019
ANIMAL ID: Smaller and lighter color
PERSONALITY TRAITS: Strong willed and shy, but is becoming more curious and friendly
ZOO DIET: Hay, carrots, apples and wild herbivore grain
FAVORITE FOODS/TREATS: Leaf eater biscuits (dry grain)

NAME: Sisco (male)
BIRTHDAY: March 6, 2017
BORN AT: Idaho Falls Zoo
CAME TO RPZOO: February 2018
ANIMAL ID: Larger and darker fur
PERSONALITY TRAITS: Very curious and outgoing
ZOO DIET: Hay, carrots, apples and wild herbivore grain
FAVORITE FOODS/TREATS: Ranger 20
FAVORITE ENRICHMENT: Any hanging toys, especially made of firehose
ZOOKEEPER STORY: Every morning when the Scottish Highland cattle go into the side yard Sisco walks over to greet them

CONSERVATION ACTION:

Be an herbivore like the camels! Join the Meatless Monday campaign. Reducing your consumption of meat can help reduce the production of greenhouse gases that impact climate change. Producing ONE quarter-pound beef burger uses enough energy to power an iPhone for 6 months.

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MEET

LINNEA + JEB

SPECIES: WEST AFRICAN CROWNED CRANE
Balearica regulorum



Linnea & Jeb

ABOUT THE WEST AFRICAN CROWNED CRANES

NAME: Linnea (female)
BIRTHDAY: August 5, 1999
BORN AT: Miami Zoo
CAME TO RPZOO: May 2005
ANIMAL ID: Has a yellow tag on her legs and cheeks are a deeper red
PERSONALITY TRAITS: The Queen - dominant and protective
ZOO DIET: Grain & worms
FAVORITE FOODS: Grain & worms
ZOOKEEPER STORY: When participating in a training session with her zookeeper, Linnea will often make a purring sound

NAME: Jeb (male)
BIRTHDAY: May 29, 2007
BORN AT: San Antonio Zoo
CAME TO RPZOO: July 2009
ANIMAL ID: Metal band on his right leg
PERSONALITY TRAITS: Standoffish
ZOO DIET: Grain & worms
FAVORITE FOODS: Superworms
ZOOKEEPER STORY: During courtship Linnea and Jeb will perform a "nuptial dance"

CONSERVATION ACTION:

Reduce your waste. Recycling what you can reduces the amount of new materials being used and upcycling items is a creative way to make an old item into something more valuable.

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MEET THE BISON

SPECIES: BISON
Bison bison

ALL OF THE ADULT BISON ARE TRAINED TO RETURN TO THE BARN WHEN THEIR ZOOKEEPER RINGS A BELL. THIS HELPS THEM COME IN AT THE END OF THE DAY OR IN THE EVENT OF AN EMERGENCY.



Laila

NAME: Laila (female)
BIRTHDAY: October 14, 2013
BORN AT: RPZoo
ANIMAL ID: Larger of the adult females
PERSONALITY TRAITS: Playful
ZOO DIET: Hay and Ranger 20
FAVORITE TREATS/FOOD: Ranger 20, cereal and browse (leaves)
FAVORITE ENRICHMENT: Giant jolly ball, new logs and piles when keepers try to clean



Ole

NAME: Ole (male)
BIRTHDAY: July 10, 2006
BORN AT: Big Sky Ranch
CAME TO RPZOO: June 2013
ANIMAL ID: Largest in size
PERSONALITY TRAITS: Easy going and does things at his own pace
ZOO DIET: Hay and Ranger 20
FAVORITE TREATS/FOOD: Ranger 20, cereal and browse (leaves)
FAVORITE ENRICHMENT: Bowling ball & barrels



Lena

NAME: Lena (female)
BIRTHDAY: July 12, 2011
BORN AT: Big Sky Ranch
CAME TO RPZOO: August 2000
ANIMAL ID: Smaller of the adult females
PERSONALITY TRAITS: Pushy and likes the other bison to know she's in charge
ZOO DIET: Hay and Ranger 20
FAVORITE TREATS/FOOD: Ranger 20, cereal and browse (leaves)
FAVORITE ENRICHMENT: Giant jolly ball, new logs and piles when keepers try to clean

CONSERVATION ACTION:

You can support bison conservation by visiting national and state parks that are home to bison, such as Theodore Roosevelt National Park in North Dakota. Always remember to view wildlife from a safe distance.

MATCH + MODERNIZE

DESIGN STYLE

- DARK GREEN (2014)
 - 'FACT FILE'
 - EVERY ANIMAL HAS ONE
 - BIG INVESTMENT
- BIOGRAPHY SIGN (2019)
 - 2 PHOTOS (INDIVIDUAL DIFFERENCES)
 - MOST ANIMALS HAVE ONE
 - PLAYFUL DESIGN/FONT
- MEDIA GUIDE
 - INCORPORATED IN 2017 AT THE BEGINNING OF A MAJOR CAPITAL CAMPAIGN
 - CHOSE COLORS THAT MATCHED THE OLD COLOR SCHEME WHILE STILL ALLOWING US TO PHASE IT OUT
- FOREGROUND (2022)
 - NEW 'FACT FILE' SIGNS
 - MORE FORMAL THAN BIO SIGN MORE MODERN THAN THE FORMER FORMAL

MEET FRED & GEORGE
ABOUT THE RED PANDAS

SHAGS: RED PANDA
Ailuurus fulgens



George



Fred

CONSERVATION STATUS:

RED PANDA



CREATURE FEATURES

- The Red Panda live in the Himalayas and the Chinese provinces of Sichuan and Yunnan at elevations of 7,200 ft to 16,000 ft.
- Although the Red Panda and Giant Panda are not related, their habitats overlap in Sichuan, China.
- Excellent climbers, Red Pandas have a specialized wrist bone that acts as a thumb to assist in climbing and grasping bamboo.
- Even though they look like a raccoon or a bear, they are actually in a family of their own.
- Their tails are used for balance when climbing and to cover their faces when sleeping.

Fact File

Life Span	10-15 years
Weight	8-14 pounds
Body Length	20-25 inches
Tail Length	11-23 inches
World Dom	China

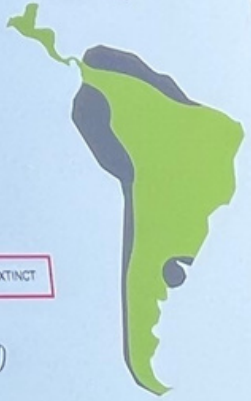
AL & LINDA TORRINGTON

SOUTHERN THREE-BANDED ARMADILLO

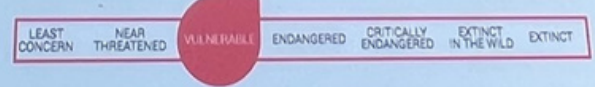


CREATURE FEATURE

- Armadillos are active mainly at dusk and throughout the night
- The Southern and Brazilian Three-Banded Armadillos are the only species capable of completely rolling itself into a ball as a defense
- Armadillos headplates are unique to each armadillo, like human fingerprints
- They can detect worm scent up to 8 inches underground
- Armadillos are the only mammals covered by a shell
- They can be found in Central South America, Bolivia, Brazil, Paraguay, and Argentina



IUCN RED LIST STATUS



CONSERVATION STATUS: NEAR THREATENED

WILD DIET

HERBIVORE OMNIVORE CARNIVORE **INSECTIVORE**

ANTS, TERMITES, INSECTS, FALLEN FRUITS, AND WORMS

UP TO 30 MILES PER HOUR

GROUND SPEED

UP TO 15 YEARS

LIFE SPAN

AVERAGE OF 9-13 INCHES

BODY LENGTH

2-4 POUNDS

WEIGHT

FAVORITE GUEST REACTIONS



Cold Adaptations

Amur tigers are the largest tiger subspecies, and for good reason: to adapt to the harsh, cold climate of their home range in the Russian Far East. In larger-bodied animals, heat is better conserved, which helps keep the animal warm for longer periods of time. This, in addition to the fact that Amur tigers have thick coats and layers of fat to protect them from the elements, makes them the ultimate cold-weather predator.

No other subspecies of tiger lives as far north as the Amur tiger. Other subspecies, such as the Malayan or Sumatran, live in tropical and subtropical broadleaf forests — a vastly different environment in comparison to their cousin of the north.

Title For Tiger Paws

The thick fur on the paws of an Amur tiger has multiple benefits. First and foremost, the fur helps keep the tiger's feet warm. The temperature of the Russian Far East in winter is -22°F and lower, meaning adaptations such as these are crucial for survival. This fur also acts as snowshoes to assist the tiger when walking in deep snow. The Amur tiger's claws are retractable, allowing the tiger to run swiftly and quickly, and the fur on their paws help the tiger silently stalk prey.



An Amur tiger's paws have long, retractable claws. Their front paws have an extra claw, also called a dewclaw, which helps the tiger grip and climb.

Hot or Cold Title

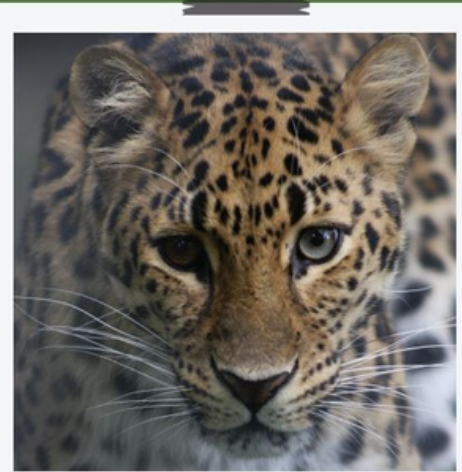
Hot or Cold Title

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MEET CLOVER

SPECIES: AMUR LEOPARD
Panthera pardus orientalis



Clover

ABOUT ME!

BIRTHDAY: March 17, 2010
BORN AT: Potawatomi Zoo
CAME TO RPZOO: April 2013
ANIMAL ID: Female; Clover has two different colored eyes
PERSONALITY TRAITS: Sassy and smart
ZOO DIET: Meat, bones, and guinea pig
FAVORITE TREATS/FOOD: Guinea pig & chicken
ZOOKEEPER STORY: Clover is very good at hunting squirrels and birds
FAVORITE ENRICHMENT: Perfume sprayed on objects
MEDICAL BACKGROUND: Clover underwent a dental procedure in 2018 for a root canal. While the dental procedure was successful, during recovery from anesthesia, she injured her right rear paw. Surgical corrections have been made, but due to the severity of this injury, she will have lifelong arthritis and may be prone to limp. Clover is kept comfortable and closely monitored under veterinary care.

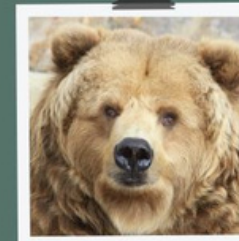
CONSERVATION ACTION:

You can help support conservation for animals and wild places by visiting AZA (Association of Zoos & Aquariums) facilities. Did you know that your RPZoo membership gives you reciprocity to visit many zoos and aquariums around the nation?

MEET THE BROWN BEARS

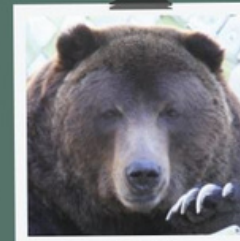
SPECIES: BROWN BEAR
Ursus arctos

ALL THREE BEARS ARE RESCUES. SANDY AND JUDY WERE ORPHANED AT A YOUNG AGE AND BROUGHT INTO ZOOS TO RECEIVE LIFE-SAVING CARE. BECAUSE OF THEIR YOUNG AGE, THEY WERE DEEMED NON-RELEASABLE BY STATE OFFICIALS. GOLDIE WAS RELOCATED TO A ZOO AS A YOUNG BEAR BY STATE OFFICIALS DUE TO A FEW OCCASIONS WHERE HE APPROACHED HUMANS SEARCHING FOR FOOD.



Judy

NAME: Judy (female)
BIRTHDAY: Estimated February 2000
BORN AT: Alaska (wild born)
CAME TO RPZOO: August 2000
ANIMAL ID: Compared to Sandy, Judy has darker ears and longer fur on the chin, as well as black claws
PERSONALITY TRAITS: Laid back & curious
ZOO DIET: Fruits, veggies, mixed grain, romaine, peanuts and USDA approved meat
FAVORITE TREATS/FOOD: Celery & jelly
FAVORITE ENRICHMENT: Boomer ball and spinning puzzle feeders
ZOOKEEPER STORY: Judy enjoys playing with floating toys (enrichment) in the water. She will push them down and wait for them to pop back up.



Goldie

NAME: Goldie (male)
BIRTHDAY: Estimated January 2003
BORN AT: Montana (wild born)
CAME TO RPZOO: March 2005
ANIMAL ID: Darkest in color (dark brown fur)
PERSONALITY TRAITS: Persistent, curious and low energy
ZOO DIET: Fruits, veggies, mixed grain, romaine, peanuts and USDA approved meat
FAVORITE TREATS/FOOD: Celery & marshmallows
FAVORITE ENRICHMENT: Bowling ball & barrels
ZOOKEEPER STORY: Goldie loves to roll in fresh snow in the winter and is usually covered in snowflakes after doing so.



Sandy

NAME: Sandy (female)
BIRTHDAY: Estimated February 2000
BORN AT: Alaska (wild born)
CAME TO RPZOO: August 2000
ANIMAL ID: Sandy has blonde ear tufts and beige claws
PERSONALITY TRAITS: Energetic & apprehensive
ZOO DIET: Fruit, veggies, mixed grain, romaine, peanuts and USDA approved meat
FAVORITE TREATS/FOOD: Celery & donuts on special occasions
FAVORITE ENRICHMENT: Logs & branches
ZOOKEEPER STORY: Sandy will often "wave" at keepers on the roof when they are tossing food into the exhibit. She has gotten very good at catching food with her mouth.

CONSERVATION ACTION:

Never feed wildlife – it can lead to animals, like Goldie seeking humans out for free food, which may lead to animals having to be relocated or even in some cases euthanized for the safety of people.

MEET QUORA & SISCO

SPECIES: BACTRIAN CAMEL
Camelus bactrianus



Quora & Sisco

ABOUT THE THE CAMELS

NAME: Quora (female)
BIRTHDAY: February 13, 2019
BORN AT: Chahinkapa Zoo
CAME TO RPZOO: October 2019
ANIMAL ID: Smaller and lighter color
PERSONALITY TRAITS: Strong willed and shy, but is becoming more curious and friendly
ZOO DIET: Hay, carrots, apples and wild herbivore grain
FAVORITE FOODS/TREATS: Leaf eater biscuits (dry grain)

NAME: Sisco (male)
BIRTHDAY: March 6, 2017
BORN AT: Idaho Falls Zoo
CAME TO RPZOO: February 2018
ANIMAL ID: Larger and darker fur
PERSONALITY TRAITS: Very curious and outgoing
ZOO DIET: Hay, carrots, apples and wild herbivore grain
FAVORITE FOODS/TREATS: Ranger 20
FAVORITE ENRICHMENT: Any hanging toys, especially made of firehose
ZOOKEEPER STORY: Every morning when the Scottish Highland cattle go into the side yard, Sisco walks over to greet them

CONSERVATION ACTION:

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MEET JASIRA + KIOTA

SPECIES: AFRICAN LION
Panthera leo



Kiota & Jasira

ABOUT THE AFRICAN LIONS

NAME: Jasira (female)
BIRTHDAY: October 5, 2006
BORN AT: Pueblo Zoo
CAME TO RPZOO: November 2007
ANIMAL ID: No mane
PERSONALITY TRAITS: Curious
ZOO DIET: USDA approved meats
FAVORITE FOODS/TREATS: Fish
FAVORITE ENRICHMENT: Hoofstock fecal
ZOOKEEPER STORY: Jasira loves to run and follow her zookeepers and kids. She also likes to sit on top of pride rock to watch the bongos.

NAME: Kiota (male)
BIRTHDAY: August 25, 2005
BORN AT: Oklahoma Zoo
CAME TO RPZOO: May 2007
ANIMAL ID: Has a mane
PERSONALITY TRAITS: Lazy and skittish
ZOO DIET: USDA approved meats
FAVORITE FOODS/TREATS: Cow heart
FAVORITE ENRICHMENT: Hoofstock fecal
ZOOKEEPER STORY: After being moved to the Severson Ahart African Lion Savanna, it took him almost 4 days to go into the grass.

Kiota & Jasira's mom are related - making Kiota Jasira's uncle.

CONSERVATION ACTION:

You can help support the conservation of animals by visiting AZA (Association of Zoos and Aquarium) facilities. AZA facilities, like RPZoo, participate in African Lion SAFE (Saving Animals From Extinction) programming with the goal to double the number of lions in the wild by 2050.

WHAT ABOUT THE TOUGH QUESTIONS?



PHOTOS BORROWED FROM ZOO TAMPA

NEXT SIGN GENERATION

LESSONS SINCE 2020 INSTALLATION

FRAME TILES | WEATHER TESTING | GEOGRAPHIC AREA COLOR CODING | FORMAL SURVEYS AVAILABLE

Pre-Survey 1

What is your age? (check one box)

- 18 - 24 • 45 – 54
- 25 - 34 • 55 – 64
- 35 - 44 • 65 +

What is your gender:

What is your zip code?

Are you a RPZoo member for 2020?

- Yes • No

How do you feel about animals? (check one box)

- I love them
- I like them
- I do not like them

How would you describe animals at the Zoo?

Make an X in the box that best describes how you would rate that animal along each scale (see example below)

EXAMPLES

Shy			X			Outgoing
-----	--	--	----------	--	--	----------

Not Important						Important
Boring						Interesting
No personality						Lots of personality
Not similar to me						Similar to me

How much do you agree or disagree with each of these statements?

There is no right or wrong answer; just circle the number that best describes how you feel when you read the statement.

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I do not think animals have feelings like people	1	2	3	4	5
I can imagine how I would feel if I were an animal having a problem in the wild, like not having enough food to eat or a place to sleep	1	2	3	4	5

Pre-Survey 1

	1	2	3	4	5
⋮ + I often worry about animals that are having problems in the wild	1	2	3	4	5
I do not think I can do anything to help animals that are having problems in the wild	1	2	3	4	5
I talk to other people about how we should treat animals with respect	1	2	3	4	5
I know ways I can help animals in the wild having problems	1	2	3	4	5
I pay attention to news about environmental issues	1	2	3	4	5
I tend to engage in conservation efforts during my daily activities (recycling, reducing energy usage, buying earth-friendly products)	1	2	3	4	5
I tend to support conservation organizations (volunteer my time, make a donation, sign a petition, etc.)	1	2	3	4	5

Why are you visiting the zoo today? (check all that apply)

- To see the animals
- Something to do
- To go for a walk
- To learn about the animals
- Other: _____

Who are you visiting the zoo with? (check all that apply)

- Kids
- Grandkids
- Grandparents
- Adults
- Friends

PRE GUEST SURVEY

Post-Survey 1

How do you feel about animals? (check one box)

- I love them
- I like them
- I do not like them

Did you read any of the animal signs today?

- Yes
- No

If yes, what animals do you remember reading about?

During your visit today did you... (check all that apply)

- Attend a keeper chat
- Buy something at the concession stand
- See a keeper or intern
- Talk to a keeper or intern
- Observe a training session with one or more animals
- Ride the train and/or have a child ride the train
- Feed the goats
- Touch an animal

How would you describe animals at the Zoo?

Make an X in the box that best describes how you would rate that animal along each scale (see example below)

EXAMPLES

Shy			X			Outgoing
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Not Important						Important
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Not similar to me						Similar to me

How much do you agree or disagree with each of these statements?

There is no right or wrong answer; just circle the number that best describes how you feel when you read the statement.

	Strongly agree	Disagree	Neither agree nor disagree	Agree	Strongly
I do not think animals have feelings like people	1	2	3	4	5

Post-Survey 1

The information on the signs increased my understanding of the animal's behavior in the exhibit	1	2	3	4	5
Seeing the animals today made me feel connected to nature	1	2	3	4	5
After visiting the zoo, I feel more like my actions can make a difference in helping to protect animals in the wild	1	2	3	4	5
After visiting the zoo, I want to do something new to support conservation organizations (make a donation, sign a petition, etc.)	1	2	3	4	5
I want to share what I learned about these animals with others	1	2	3	4	5
I have a greater sense of connection with the animals after reading the information in the signs	1	2	3	4	5
I want to learn what else I can do to help protect and preserve these animals in the wild	1	2	3	4	5

From reading the animal signs, do you recall a way you can help animals through your conservation action? List all you can remember.

POST GUEST SURVEY

SURVEY RESULTS DISCUSSION IN GRANT REVIEW VIDEO ON COVER SLIDE