



# Zoocycle Public Engagement

Denver Zoo has been telling the story of our planned Waste to Energy System (Zoocycle) publicly for several years. Beginning with fundraising efforts in 2009 at the zoo's annual *Do @ The Zoo* event, a model of the planned Zoocycle 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. (*this vote of support from INC PARC was later rescinded*)
- 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 Director of Denver Parks & Recreation.
- In addition to community input and participation organized by Denver Zoo, there are also multiple public comment periods and technical review embedded in the Air Permit, Solid Waste, and Certificate of Designation approval processes. These critical review and permitting steps required over a year to complete.
- On Dec. 15, 2014 Denver City Council approved the Certificate of Designation unanimously with endorsements from CDPHE, DEH, City Attorney, DPRAB, and the Director of Parks & Recreation.



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