



County of Orange
California

Thomas G. Mauk
County Executive Officer

March 18, 2008

Honorable Nancy Wieben Stock
Presiding Judge of the Superior Court of California
700 Civic Center Drive West
Santa Ana, CA 92702

Subject: Status Update on Open Grand Jury Implementation Items

Dear Judge Stock:

Per your request, and in accordance with Penal Code 933, enclosed please find the County of Orange response to the subject report as approved by the Board of Supervisors. If you have any questions, please contact Theresa Stanberry at (714) 834-3727 in the County Executive Office who will either assist you or direct you to the appropriate individual.

Very truly yours,

A handwritten signature in black ink, appearing to read "Thomas G. Mauk", written over a large, stylized flourish.

Thomas G. Mauk
County Executive Officer

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Report: Orange County Zoos

Released: April 23, 2007

R-2 Public Facilities: Make the Zoo grounds of the Orange County Zoo more user friendly by providing a public restroom and a drinking fountain inside the zoo.

Original Response: The recommendation has not yet been implemented, but will be implemented in the future.

Current Status: In October 2007, a demand study, "Report on the Orange County Zoo" was conducted by Larry Seigel of LMS Consulting to evaluate ways to increase visitation and enhance visitor experience with improved amenities and public services. The Zoo Master Plan is presently being revised based upon the results of these studies. The Master Plan will propose the locations of new restroom(s), drinking fountain(s) and other park public services as part of a proposed Zoo expansion. The Master Plan will be completed by December 31, 2008.

R-3 Attendance: Develop ways to increase Orange County Zoo patronage, i.e. by providing better signs and maps to the public depicting the OCZ's location within the park, and promoting the park's attractions to entice more visitors.

Original Response: The recommendation has not yet been implemented, but will be implemented in the future.

Current Status: The demand study noted above was conducted to address the Grand Jury's findings regarding increasing visitation through improved marketing strategies. The recent study provides valuable insight into the Zoo users and into how to attract new visitors. The study contains recommendations to increase public awareness and interest in the Zoo and to better serve the public. The final Orange County Zoo Master Plan will be completed by December 31, 2008.

The Zoo is the focus of an inaugural program at the School of Business at California State University, Fullerton (CSUF). This program engages the Senior Marketing Class in a service-learning project to develop marketing plans for the Orange County Zoo. The current class began its work on February 7, 2008 and at the end of the term in May 2008, the students' marketing strategies will be evaluated to select the best team plan. The partnership with the CSUF marketing students is expected to continue with subsequent classes, so future learning service projects may be developed in relation to marketing the Zoo.

The Friends of the Orange County Zoo, a non-profit support group, has been organized and is seeking grant funds on behalf of the Zoo. A proposed project for such funds would be to design and fabricate exhibit signs within the Zoo. The Friends organization funded a report "Interpreting and Wayfinding Recommendations," by ECOS Communications, Inc. in December 2007. ECOS Communications has experience with advising similar zoological organizations and made recommendations for improved directional and interpretive signage. Interactive interpretive signs are included in the recommended sign designs.

Signs have been posted throughout the park to direct visitors to the Zoo location. The signs are colored differently than standard park signage to bring attention to them and to assist the public in finding the Zoo. The park brochure is being updated and will be reprinted for distribution in April 2008. This brochure contains a map that will assist the public in locating the Zoo within Irvine Regional Park.