

Baumb, Nelly

From: Donna Bohling <donna@bohling.com>
Sent: Saturday, May 1, 2021 4:27 PM
To: Council, City
Subject: Proposed Admission Fee for the new Jr Museum and Zoo

CAUTION: This email originated from outside of the organization. Be cautious of opening attachments and clicking on links.

Dear City Council Members,

As a resident of Palo Alto, a donor to The Friends of the JMZ capital campaign, and as a parent and grandparent who frequented the old JMZ, **I urge you, DO NOT set the admission fee at \$18.** The Friends' \$25M gift to rebuild the JMZ is the largest gift ever given to the City of Palo Alto. It is sad recognition of this outstanding gift for the Council to ignore The Friends input on instituting a first-time ever admission fee to the renovated museum.

Prior to renovation, the JMZ was free and asked for donations (which I was happy to give). The JMZ is a resources beloved by not only Palo Altans but our neighbors to the north and south. I understand there MAY need to be a fee but \$18 is way out of line. An \$18 admission fee would reduce the number of visitors, (thus lowering overall attendance and revenue), hurt accessibility, and undermine the goodwill of our community.

I urge you to reject the City Staff recommendation of an \$18 admission fee to the new JMZ.

Donna Bohling
1856 Emerson St
Palo Alto

Baumb, Nelly

From: Jane Rytina <janerytina@gmail.com>
Sent: Thursday, April 29, 2021 12:09 PM
To: Council, City; City Mgr
Subject: JMZ Fee set at \$18?

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Dear Mayor Mayor DuBois and our City Council, and Mr Shikada,

I am emailing you about the proposed (very high) \$18 fee for the new Palo Alto Junior Museum & Zoo (JMZ).

My husband Jonathan and I donated a significant amount of money to rebuild this very important, previously barrier-free, community asset. I am a former board member of the Friends of the JMZ for 5 years, and therefore asked my friends and colleagues for money for the rebuild, many of whom also donated. I am very proud to have played a part in the project. Recently I had a tour of the new facility, and it retains all of its ability to provide an exceptional, play based, educational experience. It is a great place for children to experience science and nature in their early years, and develop science skills, and empathy for nature and the environment. Skills we hold dear in our community, do we not? In addition, the teaching facilities, the general facilities such as bathrooms, and the animal care facilities have all been brought into the 21st century.

The place the (80 year old) JMZ holds in the heart of the community is untouched by almost any other of Palo Alto's community assets (I can only think of the parks as close to it). While I understand it cannot be free (but please remember it WAS free before it was closed for the rebuild), \$18 per person seems restrictive and may I say, cruel, to those families who simply cannot afford to pay that amount.

Apart from absolutely going against the culture and sentiment of affordable early education that the JMZ represents in our community, I think there are some basic marketing and economic principles that don't seem to match up to such a high price:

1. In terms of supply and demand, the high price will bring down the sense of "value" of the visit, discouraging people to return, or to "feel good" about their visit. Demand will drop, or maybe never get started and you will not see the revenue returns for which you have planned.

2. Market price: the JMZ is a 2 hour visit with young kids at best. It is small (by design, and by City Council direction). It offers no food, it isn't near restaurants (without getting back in your car). Assuming you are a family of 4, would you pay nearly \$80 to take your under fives somewhere for 2 hours? Please consider the equivalent local sites:

- CuriOdyssey at Coyote Point: between \$12.95 and \$15.95 \$1. Infants are free. They do charge for parking at \$6 per car which would add \$1.50 per person for a family of 4.
- Happy Hollow in San Jose (\$12 for everyone, children under 2 go free), has food, more space and other attractions such as rides. Does charge for parking at \$6 per car which would add \$1.50 per person for a family of 4.
- The Children's Discovery Museum in San Jose: \$15 per person. It is a larger facility and also food is available.
- if you would like to look out of town, the Santa Barbara Zoo (a much larger facility) charges between \$14 and \$19. This is a full blown, 4 hour at least experience.

In addition to all these comments, I would like to make one more. The \$25 million to rebuild this facility was a huge gift to the city, from donors such as myself and others, with the assumption that this community asset would remain

accessible to all. Please do not betray the trust we put in you. I know there ARE suggested programs to allow those on government programs to have access for free. I was part of envisioning those programs. However for families on low incomes, who do not qualify for government support, will find \$18 per person an impossible barrier to overcome. We can do better!

I hope you will reconsider the ticket price. We can afford to subsidize a fabulous community asset in Palo Alto. I also hope you will question the supply and demand assumptions your economists have made. Also, please come together WITH the Friends of the JMZ and think about a solution to this destructive idea.

I look forward to hearing your thoughts, and will attend the special council meeting this coming Tuesday.

Sincerely,

Jane Rytina
500 Kingsley Ave, Palo Alto
6505758635

Baumb, Nelly

From: Michelle Nelson <mqk.nelson@gmail.com>
Sent: Thursday, April 29, 2021 11:09 AM
To: Council, City
Subject: JMZ rates

CAUTION: This email originated from outside of the organization. Be cautious of opening attachments and clicking on links.

Hi there,

Just wanted to pass along our opinion on the daily visit proposed rate of \$18. As a military family stationed here for school, that rate is prohibitive for us. We were members when JMZ was at its temporary location, even though they just asked for donations. We value JMZ and everything it has to offer. We won't be here long enough to get an annual membership to JMZ, so it seems we will probably not even visit before we have to leave, which is quite sad. I understand you have costs to cover, but \$18 is quite a lot for families who cannot do an annual membership.

Also wanted to add that board members who got to see the museums in advance confirmed that it is cool, but not \$18 cool when you look at the Children's Discovery Museum and other nearby features.

Sincerely,

Michelle Nelson
3389 St Michael Drive

Baumb, Nelly

From: Donna Bohling <donna@bohling.com>
Sent: Saturday, May 1, 2021 4:27 PM
To: Council, City
Subject: Proposed Admission Fee for the new Jr Museum and Zoo

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I urge you to reject the City Staff recommendation of an \$18 admission fee to the new JMZ.

Donna Bohling
1856 Emerson St
Palo Alto

Baumb, Nelly

From: Laurie Phillips <lauriecdphillips@gmail.com>
Sent: Friday, April 30, 2021 10:38 AM
To: Council, City
Subject: Junior Museum and Zoo Admission Price

CAUTION: This email originated from outside of the organization. Be cautious of opening attachments and clicking on links.

Dear City Council Members,

What fun it is to watch the progress at the Junior Museum and Zoo. My family loves walking past watching the construction--from the demolition to the building, and now the presence of so many beautiful and wonderful animals and familiar Zookeeper Friends like Lee! We love seeing new animals as well as favorites, like Edward! My children have grown up with the zoo, and I did, too.

I am very concerned by the proposed admission fee. I feel that it is too high and even prohibitive for many. While I understand that there are many expenses associated with the zoo, I feel that charging this price for admission will hurt the zoo in the long run. This magical place needs to be accessible for all families. Please consider changing a much lower admission fee. It is a mistake to charge more.

Thank you for your consideration,
Laurie Phillips

Baumb, Nelly

From: Amy D <okapi@comcast.net>
Sent: Tuesday, May 4, 2021 12:30 PM
To: Council, City; CSD
Cc: info@friendsjmz.org
Subject: admission to Jr. Museum & Zoo

CAUTION: This email originated from outside of the organization. Be cautious of opening attachments and clicking on links.

Dear Vice Mayor Burt et al.,

I just read about the proposed \$18 admission fee for the renovated Jr. Museum & Zoo and understand it is being discussed today.

I grew up near Rinconada Park and cherished JMZ. As kids, my sister and I took many art/science classes there and were very keen on the native wild animals we could see up close. The notion that cost may now prevent low-income families from enjoying this community resource is so discouraging. More than ever, children need environmental education and ways to relate with other species. I don't doubt the City is in need of revenue but you can't put a true price on early learning opportunities. I hope you decide to charge less than \$10 in order to keep the JMZ experience affordable.

Sincerely,

Amy Differding