



6 園務統計 Zoo Statistics

II 動物保育與研究

103年度動物醫療紀錄

單位：隻次

治療項目	投藥	麻醉	疫苗注射	健康檢查	疾病預防	注射給藥	清創	包紮	驅蟲
累計	788	356	211	462	241	1930	495	135	667
治療項目	外科手術	塗外用藥	藥浴	檢驗	助產	修蹄修爪	洗牙	觀察	烙印
累計	73	335	37	3217	3	174	25	2872	0
治療項目	耳號標示	晶片注記	隔離	灌食	移欄	噴霧投藥	針灸	形質測量	
累計	3	116	158	89	207	55	36	2	

103年度動物檢驗及其他紀錄

單位：隻次

項目	動物(隻/次)數量			次數
X光檢查	319			1026
臨床病理檢驗	823			19289
微生物業務	66			66
入園檢疫	哺乳類	鳥類	爬蟲類	
	15	42	0	
標本製作	全身剝製	頭骨	其他骨骼	識別毛皮
	19	8	5	4



II Animal Conservation and Research

2014 Animal Medical Records

Unit: No. of Animals

Treatment Item	Medication	Anesthesia	Vaccination	Health Checkup	Disease Prevention	Injection of and Administering Drugs	Debridement	Bandaging	Vermifuge
Total	788	356	211	462	241	1930	495	135	667
Treatment Item	Surgery	External Medication	Dipping	Examination	Midwifery	Hoof or Claw Trimming	Scaling	Observation	Branding
Total	73	335	37	3217	3	174	25	2872	0
Treatment Item	Ear Marking	Microchip Injection	Quarantine	Force Feeding	Change Enclosure	Nebulization	Acupuncture	Morphometric Measures	
Total	3	116	158	89	207	55	36	2	

2014 Animal Inspection and Other Records

Unit: No. of Animals

Item	Number of Animals (Individual/Time)			Number of Times
X-Ray Examination	319			1026
Clinical Pathology Examination	823			19289
Microbiological Examination	66			66
Admission Quarantine	Mammals (Mammalia)	Birds (Aves)	Reptiles (Reptilia)	
	15	42	0	
Specimen Production	Whole-Body Taxidermic Specimen	Skull	Other Bones and Skeletons	Identification of Fur
	19	8	5	4

103年度中央委託(補助)計畫一覽表

項次	補助計畫名稱	補助機關	承辦組室
1	「保育類野生動物急救站與收容中心營運」統籌計畫(103年度)	林務局	保育研究中心、動物組、獸醫室
2	北區野生動物產製品形態鑑定實驗室及野生動物保定操作光碟製作	林務局	園本部、保育研究中心

環境教育推廣

103年度主題教育活動

日期	活動名稱內容
1/1	與臺北市政府民政局合作，於大門廣場辦理集團婚禮親子共遊動物園活動。
1/18、3/21	與台北市動物園之友協會合作，於特展館國際會議廳辦理「圓仔相見歡」活動。
1/25-26	於綠手指教室辦理「熊熊大不同」研習營，計4梯次189人參加。
1/27	與臺北市政府社會局、財團法人臺北市無子西瓜社會福利基金會合作，於特展館國際會議廳辦理「團團圓圓過好年」活動，服務獨居無子女之長者共計200人。
1/27	辦理「臺灣動物之美」專輯發表暨臺灣動物探索之旅親子營，計有30位親子參加。
2/1-2/4	春節初二至初五期間於大門廣場辦理「與動物朋友拜年」活動。
2/2	春節期間單日入園最高人次為2月2日(初三)6萬8,188人次。
2/8	於大門廣場辦理「103勁馬奔騰心想事成—動物燈謎大擂臺暨動物檢定」活動。
2/14-4/30	於教育中心展出紙雕大貓熊(大型2隻、普通版98隻)及企鵝(2隻)。
3/15-12/20	自3月15日起辦理「2014農村生態體驗」研習，計有芋頭、水稻、茭白筍3種水生農作物栽種的實地操作體驗研習課程，配合農作物的生長過程，各有3-4次不同體驗活動(活動至12月結束)，共10梯約500人次參加。
3/29	於大門廣場辦理「方舟啟航 永續100」保育遊園會，共21個保育團體參加教育駐站活動，由臺北市教育局馮清皇副局長主持。
3/29	與台北市動物園之友協會合作，於大門廣場辦理金剛猩猩保育活動。

List of Research (Subsidy) Projects Commissioned by the Central Government in 2014

Item No.	Project Name	Sponsoring Agencies	Office in Charge
1	The Overall Planning of the Operation Project for Protected Wildlife Sanctuary and Rescue Center (2014)	Forestry Bureau	Conservation and Research Center, Animal Section, Veterinary Office
2	The Wild Animal Product Morphology Identification Laboratory in Northern Taiwan and Production of Wildlife Safety Operation Videos	Forestry Bureau	Central Office, Conservation and Research Center

Environmental Education and Promotion

2014 Themed Educational Events

Date	Event Name and Content
Jan. 1 st	Worked with Department of Civil Affairs, Taipei City Government, and held events, such as group weddings and family touring the zoo together, at the entrance plaza.
Jan. 18 th , Mar. 21 st	Worked together with The Zoological Society of Taipei, held "Meeting Yuan Zai" event at the International Conference Room in the Special Exhibition House.
Jan. 25 th -26 th	Held "Very Different Bears" Study Camp in the Green Finger Classroom, took place four times where 189 people attended.
Jan. 27 th	Worked together with the Department of Social Welfare, Taipei City Government, and The Foundation for Childless Aging People, and held "Getting Together for the New Year's" event at the International Conference Room in the Special Exhibition House, where 200 childless elderly people who lived alone were serviced.
Jan. 27 th	Held "The Beauty of Formosan Animals" album publishing and Formosan Animal Exploration Journey Parent-Child Camp, a total of 30 parents and children participated.
Feb. 1 st - Feb. 4 th	Held "New Year's Greetings to the Animal Friends" Event was held from the 2 nd to the 5 th of the Lunar New Year at the entrance plaza.
Feb. 2 nd	During the Lunar New Year period, the highest number of people entering the Zoo in one day is on February 2 nd (3 rd day of the Lunar New Year), with 68,188 people.
Feb. 8 th	Held "2014 Horses Galloping Hard, Wishes Coming True - Animal Lantern Riddle Arena and Animal Examination" Event at the entrance plaza.
Feb. 14 th - Apr. 30 th	Exhibited paper sculptures of giant pandas (2 large size, and 98 normal version) and penguins (2 of them).
Mar. 15 th - Dec. 20 th	Starting Mar 15 th , "2014 Farm Ecological Experience" Camp was held, there was practical operational experience workshop course for three aquatic crops, namely taro, rice, and water bamboo shoots, with the growth process of the crops, each one has 3-4 events of different experience (event ends in December), there were 10 courses total, with about 500 people that participated.
Mar. 29 th	Held "Ark Voyage - Sustaining 100" Conservation Fair at the entrance plaza, a total of 21 conservation groups participated in the educational stationed events, where Deputy Commissioner of Department of Education, Taipei City Government, Ching-huang Feng, was the host.
Mar. 29 th	Worked together with The Zoological Society of Taipei and held the gorilla (<i>Gorilla</i>) Conservation Event at the entrance plaza.





「2014農村生態體驗」研習

4/2-12/10	配合臺北市文山安全社區暨健康城市促進會辦理103年度安全教育推廣活動，4月起於節能屋舉辦學齡前兒童之「酷Cool節能屋裡的安全教育」，4月至12月計服務師生共718人。
4/3	與臺北市政府客家事務委員會合作，於大門廣場辦理臺北市與新竹縣的城鄉交流活動，邀請新竹縣600位偏鄉小朋友至臺北市進行城鄉交流，由郝龍斌市長主持，與會貴賓有臺北市政府客家事務委員會劉佳鈞主委、新竹縣邱鏡淳縣長、悠遊卡公司張家生董事長及老董牛肉麵劉正雄董事長等。
4/5	配合臺北市政府教育局兒童月系列活動，本日起每週於教育中心前迴廊演出一場黑熊保育手偶劇，共計4場約300人參與。
4/19-5/4	於昆蟲館蟲蟲探索谷辦理「2014戀戀火金姑」親子體驗營，共計6梯255人參加。
4/19	於圓山花博園區、凱達格蘭大道及園內大門廣場等，辦理動物園建園100周年「世紀方舟·快樂啟航」嘉年華活動，復刻遷園場景氛圍。
4/26	與臺北市政府教育局、延平國小合作，於大門廣場辦理「大貓熊小圓仔暨動物保育兒童繪畫比賽」活動，計有286位小朋友參加比賽。
5/3	於演講廳辦理斑腿樹蛙移除計畫教育訓練，計有50人參加。
5/10-5/31	慶祝母親節，辦理「9小福過母親節」闖關活動。(9小福：歐亞水獺、迷你馬、白手長臂猿、無尾熊、大貓熊、黑猩猩、長頸鹿、藍腹鷓及浣熊)
5/11	慶祝母親節，於小小綠手指辦理「種東方狗脊蕨」活動，約400人參加。
5/22	配合國際生物多樣性日，於大門廣場推出由本園同仁自編、自演的人偶舞臺劇「動物園野餐趣」，共演出2場約500人觀賞。
5/24	與台北市動物園之友協會合作，於特展館國際會議廳辦理「關懷偏鄉弱勢兒童－圓仔相見歡」活動，計200位小朋友參加(新竹縣尖石鄉原住民小朋友)。
6/5-8/31	辦理「Saving@zoo臺北動物園愛能季闖關活動」。
6/7	於教育中心大廳辦理「2014 Dreamnight@TaipeiZoo-臺北動物園100歲生日 動物朋友慶生派對」活動，邀請臺大醫院、伊甸基金會及中華民國腦性麻痺協會等弱勢小朋友及家長計200人參加。
6/12	於爬蟲館前廣場辦理「兩棲爬蟲動物保育成果展」開展活動。
6/21	與工業技術研究院、教育廣播電臺合作，於節能屋辦理酷酷節能屋LED教室啟用儀式暨節能家庭推廣頒獎活動，經濟部能源局王運銘局長、工業技術研究院綠能所胡耀祖代所長及金仕謙園長出席。



Apr. 2 nd – Dec. 10 th	Held the 2014 Safety Education Promotion Event along with Wenshan Safe Community, and held "Cool Safety Education inside the Eco-House" for preschoolers at the Eco-House starting in April, and from April to December, the number of teachers and students we served totaled 718.
Apr. 3 rd	Worked with Taipei Hakka Affairs Commission, Taipei City Government, and held the city-town exchange event between Taipei City and Hsinchu County at the gate entrance. 600 children from remote areas in Hsinchu County were invited to Taipei City for city-town exchanges, where Mayor Lung-bin Hau was the host. Guests that attended include Chug-chun Liu, Chairman of Taipei Hakka Affairs Commission, Taipei City Government, Ching-chun Chiu, Hsinchu County Mayor, Chia-sheng Chang, Chairman of EasyCard Corporation, Cheng-hsiung Liu, Chairman of Lao Dong Beef Noodles, etc.
Apr. 5 th	Going along with the series of events for the children's month of the Department of Education, Taipei City Government, starting from this day, a black bear conservation puppet show was performed at the corridor in front of the Education Center each week, a total of four performances where about 300 people attended.
Apr. 19 th – May 4 th	Held "2014 Loving Fireflies " Parent-Child Experience Camp at the Insect Valley of the Insectarium, 6 camps were held where 255 people attended.
Apr. 19 th	At the Flora Expo Yuanshan Park, Ketagalan Boulevard, the Zoo entrance plaza, etc., held the "Century Ark, Happy Voyage," Carnival events for the 100 th anniversary of the Zoo, replicating the scene and atmosphere of the move of the Zoo.
Apr. 26 th	Worked together with the Department of Education, Taipei City Government, and Taipei Municipal Yangping Elementary School to hold "Giant Panda Little Yuan Zai and Animal Conservation Children's Drawing Competition" at the entrance plaza, there were 286 children that participated in the competition.
May 3 rd	Held Spot-Legged Tree Frog (<i>Polypedates megacephalus</i>) Removal Plan Educational Training at the lecture hall, 50 people attended.
May 10 th – May 31 st	Celebrating Mother's Day, held "9 Lucky Children Celebrate Mother's Day" Checkpoint Event. (9 Lucky Children: Eurasian otter, pony, white-handed gibbon, koala, giant panda, gorilla, giraffe, Swinhoe's pheasant, and raccoon)
May 11 th	Celebrating Mother's Day, held "Plant Oriental Chain Fern" Event at the Small Green Finger, about 400 people participated.
May 22 nd	Going along with the International Day of Biodiversity, the puppet show "Zoo Picnic," which was written and acted out by the Zoo staff, was introduced and performed at the entrance plaza, there were two performances with about 500 people watching.
May 24 th	Worked together with The Zoological Society of Taipei, held "Care for Remote and Underprivileged Children – Meeting Yuan Zai" Event at the International Conference Room at the Special Exhibition House, 200 children attended (aboriginal children from Jianshi Township, Hsinchu County).
Jun. 5 th – Aug. 31 st	Held "Saving@Zoo Taipei Zoo Love Energy Season Checkpoint Event."
Jun. 7 th	Held "2014 Dream Night @ Taipei Zoo – Taipei Zoo's 100 th Birthday, Animal Friends Birthday Party" Event at the lobby of the Education Center, and invited 200 underprivileged children and parents from National Taiwan University Hospital, Eden Social Welfare Foundation, The Cerebral Palsy Association of R.O.C., etc., to participate.
Jun. 12 th	Held "Amphibian and Reptile Conservation Achievements Exhibition" Opening Event at the plaza in front of the Amphibian and Reptile House.
Jun. 21 st	Worked together with Industrial Technology Research Institute (ITRI) and National Education Radio, held Eco-House LED Classroom Starting Ceremony and Awards Ceremony for Promotion of Energy-Saving Families at the Eco-House. Yunn-ming Wang, Director General of Bureau of Energy, Ministry of Economic Affairs, Robert Yie-zu Hu, Vice President of Green Energy and Environment Research Laboratories of ITRI, and Zoo Director Jason Shih-chien Chin attended.



溼地生態教育園區體驗營

7/5	辦理「2014年動物夏夏叫」： ●每逢週六延長部分園區開放至晚間9點，下午4點起採星光票均一價30元，教育中心及遊客列車4點30分起不收費。 ●於大門廣場推出夏夏叫之夜，有親子魔術秀、民安社區管樂團、蘋果劇團表演、兒童舞蹈、康康舞熱舞表演及南太平洋生態影片欣賞等。 ●辦理「彩蝶飛親子體驗營」、「動物保育員體驗營」、「溼地生態教育園區體驗營」、「黑白雙雄親子研習營」、「夜訪黑森林」等主題營隊，計辦理25梯次，服務754人次。
7/6	配合大貓熊「圓仔」周歲生日，推出大貓熊圓仔周歲保育教育系列活動—「大貓熊圓仔周歲」保育路跑暨抓周慶生活動，活動由清晨開始延續至近午，由臺北市政府陳永仁秘書長及新光人壽慈善基金會陸榕副執行長、丁庭宇副市長、郝龍斌市長分別於各重點階段蒞園參與。
7/19-8/29	於演講廳辦理「看見臺灣動物之美影展」影片欣賞。
7/22	與新北市消防局合作，於大門廣場辦理「新北市消防夏令營」，採預先報名，共計服務200位小朋友。
7/26-8/31	於演講廳前迴廊辦理「動物健康運動會」闖關活動。
7/26	與動物星球頻道合作，於圖書館前迴廊辦理「動物檢定」活動，共計5場340人參加。
8/2、8/10	日本北海道釧路兒童一行約60人分2梯次蒞園參訪。
8/9	與臺北市動物保護處、臺灣黑熊協會合作，於大門廣場辦理2014「臺灣黑熊日」—臺灣黑熊保育園遊會，本園配合推出黑熊手偶劇駐站，計5場300人觀賞。
8/14	辦理環境教育團體預約課程：臺北市環境保護局環境教育夏令營—物種多樣性課程，計40人參加。
8/18	辦理環境教育師資培訓工作坊—學習成效評量與課程評鑑環境教育課程，共計15人參加。
8/24	慶祝祖父母節辦理「家有一老ZOO有一寶」遊園活動，計375人參加。
8/28	辦理環境教育團體預約課程：臺北市環境保護局員工環境教育課程—物種多樣性課程，計70人參加。



「大貓熊圓仔周歲」抓周慶生活動

Jul. 5 th	Held "2014 Animal Summer Fun": ●Each Saturday, the opening time of some areas of the Zoo were extended to 9 PM, and Starting from 4 PM, purchasing the evening ticket was NT\$30. Starting from 4:30 PM, there are no charges for the shuttle buses and the Education Center. ●And the Summer Evening Fun would take place at the entrance plaza, there were parent-child magic shows, Min An Community Band, performance by Just Apple Children's Theater Troupe, children's dancing, cancan dance performances, the viewing of South Pacific ecology film, etc. ●Held "Beautiful Butterfly Parent-Child Experience Camp," "Animal Keeper Experience Camp," "Wetland Ecological Education Ground Experience Camp," "Black and White Bear Parent-Child Research Camp," "Night Visit to the Black Forest," and other themed camps, held 25 camps and serviced 754 people.
Jul. 6 th	Going along with the 1 st birthday of giant panda "Yuan Zai," the giant panda Yuan Zai 1 st birthday series of conservational education events were introduced – "Giant Panda Yuan Zai 1 st Birthday" Conservation Road Running and Grabbing 1 st Birthday Event, the event started from early in the morning and continued to close to noon, where Yeong-ren Chen, Secretary General of Taipei City Government, Rong Lu, Deputy Director of Shin Kong Life Foundation, Deputy Mayor Ting-yu Ding, and Mayor Lung-bin Hau participated at various stages.
Jul. 19 th – Aug. 29 th	Held film viewing of "Seeing the Beauty of Formosan Animals Film Festival" at the Lecture Hall.
Jul. 22 nd	Worked together with the Fire Department, New Taipei City Government and held "New Taipei City Firefighting Summer Camp" at the entrance plaza. There was pre-registration, and 200 children were serviced.
Jul. 26 th – Aug. 31 st	Held "Zoolympics" Checkpoint Event at the corridor in front of the Lecture Hall.
Jul. 26 th	Worked together with Animal Planet, and held "Animal Test" Event at the corridor in front of the library, five checkups were held and 340 people attended.
Aug. 2 nd , Aug. 10 th	About 60 children from Kushiro, Hokkaido, Japan, came to the Zoo to visit on two different days.
Aug. 9 th	Worked together with Taipei City Animal Protection Offices and Taiwan Black Bear Conservation Association, and held 2014 "Formosan Black Bear Day" – Formosan Black Bear Conservation Fair, and going along with this, the Zoo introduced black bear hand puppet show station, there were five shows and 300 people watching.
Aug. 14 th	Held environmental education group reservation course: Department of Environmental Protection, Taipei City Government, Environmental Education Summer Camp – Biodiversity Course, 40 people attended.
Aug. 18 th	Held environmental education teacher training workshop – Learning Outcome Assessment and Curriculum Evaluation Environmental Education Course, 15 people attended.
Aug. 24 th	Celebrating Grandparent's Day, held "Elderly Person is Like a Treasure" Zoo-touring Event, 375 people attended.
Aug. 28 th	Held environmental education group reservation course: Department of Environmental Protection, Taipei City Government, Personnel Environmental Education Course – Biodiversity Course, 70 people attended.



動物健康運動會



9/6	慶祝中秋節辦理「2014悠遊月光下中秋團圓夜」活動，計夜間入園人數共982人、柚燈大賞參與人數309人。
9/10-9/21	與金門國家公園管理處及金門縣政府合作，辦理「『獺』出金門為保育一幫水獺妹妹命名」活動，第一階段「好名徵選」，共計955人參加，481個提名，依提名熱門程度、理由及共鳴潛力等選出「金水」、「金沙」、「金古錐」、「千金」、「金靈」和「金彩」6個候選名字，提供第二階段票選。
9/12	於大門廣場及兒童動物園區，辦理「Dreamlight@Taipei Zoo—逆光圓夢會」活動，邀請臺北市啟明學校師生及家屬共180人參與。
10/1-10/12	與金門國家公園管理處及金門縣政府合作，辦理「『獺』出金門為保育一幫水獺妹妹命名」活動，第二階段「好名票選活動」，「金沙」共獲得1,295票，以33.75%的支持率而勝出。
10/4	與臺北市教育局合作，於兒童動物區辦理動物保姆一日體驗營，共計140人參加。
10/5	參與文山安全社區成果展活動，並以「小小視界、大大不同」活動攤位進行安全教育推廣，計約700多位民眾到本園攤位參與互動。
10/25	於大門廣場辦理百年園慶暨萬聖節保育園遊會系列活動。
11/1-11/3	與臺灣師範大學機電系、工業技術研究院等合作，於大門廣場辦理「全國能源教育週」活動。
11/5	與臺北市動物園之友協會合作，於特展館國際會議廳辦理「兒癌小鬥士」活動。
12/1	103年12月1日起至104年2月28日辦理百年故事巡禮全園闖關遊戲活動。
12/4	與財團法人臺北動物園保育教育基金會合作，於兒童劇場辦理瑞士人過聖誕活動。
12/9	為服務偏遠地區學童，至宜蘭壯圍國小辦理行動動物園教育推廣。
12/26	臺北市麗山國中由老師帶領學生，至本園實習水生植物池清除水蘊草作業，所撈出之水蘊草則提供兒童動物區鴨類食用。



「Dreamlight@Taipei Zoo—逆光圓夢會」活動



慶祝祖父母節辦理「家有一老ZOO有一寶」遊園活動

Sep. 6 th	Celebrating Mid-Autumn Festival, held "2014 Mid-Autumn Recreation Night Under the Moon" Event, there were 982 people that entered the Zoo during the evening, 309 people participated in the Grapefruit Lantern Award.
Sep. 10 th – Sep. 21 st	Cooperated with Kinmen National Park and Kinmen County Government, and held "Name the Female Eurasian Otter" Event, 955 people participated in the first phase "Providing Good Name," and 481 names were provided. According to the popularity, reason, potential resonance, etc., of the name proposals, "Jinshui," "Jinsha," "Jinguzhui," "Qianjin," "Jinling," and "Jincai," these six names were selected to be voted on during the second phase.
Sep. 12 th	Held "Dream Light @ Taipei Zoo – Dream Light Fair" Event at the entrance plaza and Children's Zoo, invited 180 students, parents, and teachers of Taipei School for the Visually Impaired to attend.
Oct. 1 st – Oct. 12 th	Cooperated with Kinmen National Park and Kinmen County Government, and held "Name the Female Eurasian Otter." During the second phase "Good Name Voting Event," "Jinsha," having received 1,295 votes, which is 33.75% of the votes, won the event.
Oct. 4 th	Worked together with the Department of Education, Taipei City Government, and held a One-Day Nanny Experience Camp at the Children's Zoo, a total of 140 people attended.
Oct. 5 th	Participated in the Wenshan Safe Community Achievements Exhibition Event and proceeded with safety education promotion with "Small Vision, Great Difference" Booth, about 700 people came to the Zoo's booth and participated.
Oct. 25 th	Handled Zoo Celebration and Halloween Conservation Fair Series of Events at the entrance plaza.
Nov. 1 st – Nov. 3 rd	Worked together with Department of Mechatronic Engineering, National Taiwan Normal University, Industrial Technology Research Center, etc., and held "National Energy Education Week" Event at the entrance plaza.
Nov. 5 th	Worked together with The Zoological Society of Taipei, held "Little Warrior of Cancer" Event at the International Conference Room of the Special Exhibition House.
Dec. 1 st	Starting from Dec. 1 st , 2014 up until Feb. 28 th , 2015, held Century Story Tour Checkpoint Game Event in the entire Zoo.
Dec. 4 th	Worked with Taipei Zoological Foundation and held A Swiss Person's Christmas at the Children's Theatre.
Dec. 9 th	To serve the students in remote areas, we went to Yilan Jhuang-Wei Elementary School to hold Mobile Zoo Education Promotion.
Dec. 26 th	The teachers of Taipei Municipal Lishan Junior High School brought the students to the Zoo to learn about the operation of clearing Brazilian waterweed in the aquatic plant pool, and the Brazilian waterweed that have been cleared can be provided as food for the ducks in the Children's Zoo.



103年常態教育推廣活動及服務一覽表

項目	服務量					
	臺北市國小四年級學生參觀教學	128	校	19,124	人	
團體預約解說導覽服務—總計	373	團	23,980	人次		
團體預約解說導覽服務(一般)	238	團	14,468	人次		
團體預約解說導覽服務(弱勢民眾)	55	團	2,490	人次		
動物保母解說服務	22	種動物	650	場次	40,767	人次
機關中文網首頁造訪人次	2,394,674				人次	
機關英文網首頁造訪人次	376,763				人次	
臺北動物園保育網首頁造訪人次	634,140				人次	
社群平臺行銷管道	103年12月 追蹤/訂閱人數		103年1-12月 瀏覽人數(人次)			
Facebook粉絲團	60,221		16,769,482			
Google+專頁	26,212		33,022,402			
Youtube頻道	98,652		15,204,643			
圖書館館藏數量(冊)	中文圖書	西文圖書	日文圖書	總計		
	8,436	5,356	529	14,321		
圖書館館藏借閱數量	借閱人數		借閱冊數			
	467		1,370			

101-103年度新聞發佈一覽表

單位：則

年度	新聞發佈			其他相關報導露出件次
	發佈則數	獲媒體主動刊登則數	受媒體刊登露出件次	
101年	147	143	1,191	470
102年	269	259	2,716	119
103年	203	201	3,382	450

Table of Regular Activities and Services for Education and Promotion in 2014

Item	Service Volume					
	Visits by G4 students in Taipei City	128	School(s)	19,124	People	
Guided tour service for pre-booked groups - overall	373	Group(s)	23,980	People		
Guided tour service for pre-booked groups (general)	238	Group(s)	14,468	People		
Guided tour service for pre-booked groups (disadvantaged)	55	Group(s)	2,490	People		
Animal sitter guided introduction service	22	Kind(s) of animals	650	Session(s)	40,767	People
No. of visitors to the Chinese homepage of the Taipei Zoo website	2,394,674				People	
No. of visitors to the English homepage of the Taipei Zoo website	376,763				People	
No. of visitors to the homepage of the Taipei Zoo Conservation Network	634,140				People	
Social Network Marketing Channels	December 2014 Tracking/No. of Subscriptions		January-December 2014			
Facebook Fanpage	60,221		16,769,482			
Google+ Pages	26,212		33,022,402			
Youtube Channel	98,652		15,204,643			
Library collection size (no. of books)	Chinese books	English books	Japanese books	Total		
	8,436	5,356	529	14,321		
Book borrowing numbers of the library	No. of borrowers		No. of books borrowed			
	467		1,370			

Numbers of Press Releases for Years 2012~2014

Unit: piece of news

Year	News releases			Other reports
	Press releases	Active reports by media	Total number of reports by media	
2012	147	143	1,191	470
2013	269	259	2,716	119
2014	203	201	3,382	450

103年度文宣出版品一覽表

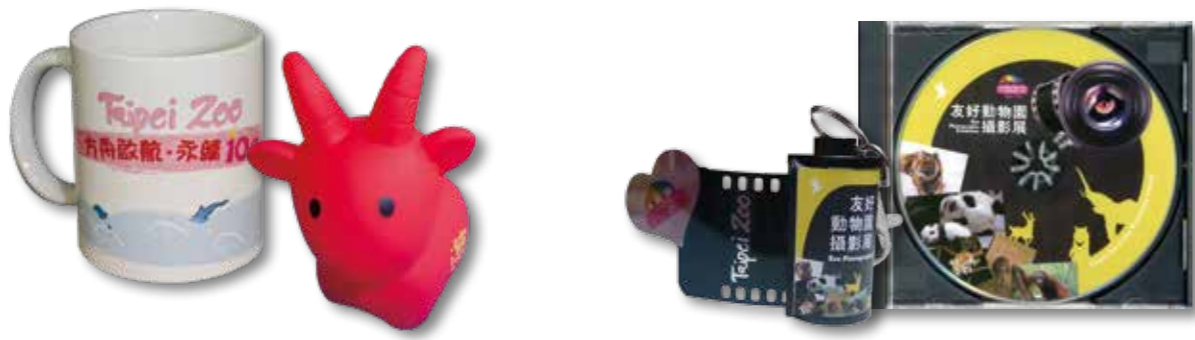
類別	名稱	出版日期
期刊	動物園雜誌(133-136期)	103年1、4、7、10月
	志工月訊(月刊)	每月月初
	動物園年報(CD)	103年12月
	動物園學報(25期)(年刊)	103年12月
專輯	臺灣動物之美專輯(英文版)	103年10月
	臺北市立動物園百年史	103年10月
摺頁	動物園遊園摺頁(科博館助印/A3版「DNA檔案自然歷史解密」)	103年1月
	動物園遊園摺頁(A4中文版)	103年4、11月
	動物園遊園摺頁(科博館助印/A3版「地球的盡頭」)	103年7月
	動物園遊園摺頁(A4中文版)	103年11月
	教育中心摺頁	103年8月
	恐龍探索館摺頁	103年12月
貼紙	昆蟲靜電貼紙	103年4月
桌曆	2015動物保育教育桌曆	103年12月
光碟	世紀方舟-臺北市立動物園建園百周年紀錄(DVD中文版)	103年1月
	臺北市立動物園導覽簡介電子書(中文版)	103年10月
	臺北市立動物園導覽簡介電子書(英文版)	103年10月
	世紀方舟-臺北市立動物園建園百周年紀錄(DVD英日版)	103年10月
	臺北市立動物園百年簡史(CD英文版)	103年10月
	友好動物園攝影展光碟片	103年10月



List of Publications in 2014

Category	名稱Title	出版日期 Publication Date
Periodicals	Taipei Zoo Quarterly (Issues 133-136)	Jan., Apr., Jul and Oct. 2014
	Volunteer Monthly (monthly issues)	Beginning of each month
	Annual Report of Taipei Zoo (CD edition)	Dec. 2014
	Taipei Zoo Bulletin (Issue 25) (Yearly Issue)	Dec. 2014
	The Beauty of Formosan Animals	Oct. 2014.
Special Publications	A Century of Taipei Zoo : 1914-2014	Oct. 2014
	Taipei Zoo Map Pamphlet (Printing Assisted by National Museum of Natural Science/A3 Version "DNA File Natural History Decoding")	Jan. 2014
Fold-out Pamphlets	Taipei Zoo Map Pamphlet (A4 Chinese Version)	Apr. and Nov. 2014
	Taipei Zoo Map Pamphlet (Printing Assisted by National Museum of Natural Science/A3 Version "The End of Earth")	Jul. 2014
	Taipei Zoo Map Pamphlet (A4 Chinese Version)	Nov. 2014
	Education Center Pamphlet	Aug. 2014
	Dinosaur Exploration House Pamphlet	Dec. 2014
	Insect Static Stickers	Apr. 2014
Calendar	2015 Animal Conservational Education Desk Calendar	Dec. 2014
CDs	Century Ark- Taipei Zoo 100th Anniversary Documentary	Jan. 2014
	Let's Go to Taipei E-Zoo (Chinese version)	Otc. 2014
	Let's Go to Taipei E-Zoo (English version)	Oct. 2014
	Century Ark- Taipei Zoo 100th Anniversary Documentary	Oct. 2014
	Brief History of Taipei Zoo: 1914-2014	Oct. 2014
	Zoo Friends Photography Exhibition CD	Oct. 2014





紀念品	大貓熊背卡式便利貼	103年2月
	馬克杯	103年5月
	小貓熊徽章	103年6月
	臺灣黑熊徽章	103年6月
	水獺徽章	103年6月
	臺灣黑熊筆記本	103年7月
	小貓熊筆記本	103年7月
	鳥園圖鑑墊板	103年9月
	百周年創意文宣-T恤	103年10月
	百周年創意文宣-筆記本	103年10月
	百周年創意文宣-紙提袋	103年10月
	百周年創意文宣-紙膠帶	103年10月
	臺北市立動物園建園百周年紀念郵票	103年10月
	動物園建園百周年環保扇	103年10月
	友好動物園攝影展鑰匙圈	103年10月
向生命學習-保育書包	103年12月	



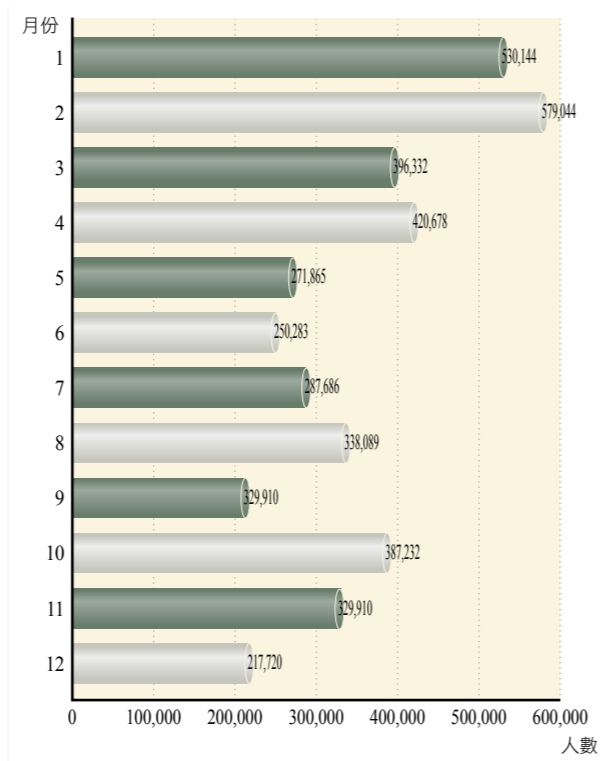
Souvenirs	Giant Panda Sticky Notes	Feb. 2014
	Mugs	May. 2014
	Red Panda Badge	Jun. 2014
	Formosan Black Bear Badge	Jun. 2014
	Otter Badge	Jun. 2014
	Formosan Black Bear Notebook	Jul. 2014
	Red Panda Notebook	Jul. 2014
	Bird World Guide Pad	Sep. 2014
	100th Anniversary Creative Souvenir - T-Shirt	Oct. 2014
	100th Anniversary Creative Souvenir - Notebook	Oct. 2014
	100th Anniversary Creative Souvenir - Paper Bag	Oct. 2014
	100th Anniversary Creative Souvenir - Paper Tape	Oct. 2014
	Taipei Zoo 100th Anniversary Memorial Stamp	Oct. 2014
	Taipei Zoo 100th Anniversary Environmental Fan	Oct. 2014
	Zoo Friends Photography Exhibition Keychain	Oct. 2014
Learning from Life - Conservation Backpack	Dec. 2014	



II 遊客服務

● 103年每月入園遊客統計表

月	人數
1	530,144
2	579,043
3	396,332
4	420,678
5	271,865
6	250,283
7	287,686
8	338,089
9	213,101
10	387,232
11	329,910
12	217,720
總計	4,222,083



● 103年遊客服務中心服務案件統計表

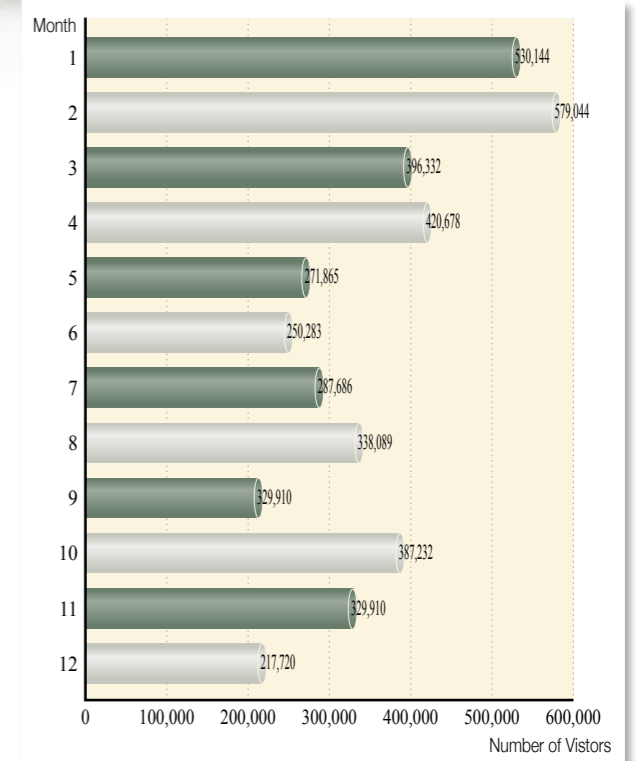
服務項目	服務案次
遺失物協尋	1,391
拾得物處理	852
諮詢電話服務	78,219
播音服務	17,267
禁菸宣導播音	11,595
傷患處理	72
迷失兒童照護	65
國、高中以上學生(含政大關懷天使專案)公共服務登記	9,598
國、高中以上學生(含政大關懷天使專案)公共服務安排(實到數)	8,201
緊急電話接聽處理	2,037
遊園摺頁回收	4,137

II Visitor Services



● Monthly visitors in 2014

Month	Number of Visitors
1	530,144
2	579,043
3	396,332
4	420,678
5	271,865
6	250,283
7	287,686
8	338,089
9	213,101
10	387,232
11	329,910
12	217,720
總計Total	4,222,083



● Services provided by the Visitors Service Center in 2014

Service	Number of times
Lost and found	1,391
Handling lost objects	852
Consultation call services	78,219
Broadcasting service	17,267
Smoking prohibition broadcasts	11,595
Injury treatment	72
Caring for lost children	65
Public service registrations by high school and post-secondary students (including the NCCU's Caring Angle Project)	9,598
Public service arrangements for high school and post-secondary students (including the NCCU's Caring Angle Project) (no. of students actually reported)	8,201
Answering emergency telephone calls	2,037
Recollecting fold-out pamphlets	4,137

103年園區環境保育及維護管理統計表

項目	數量	單位
更新栽種草花地被植物	59,718	株
設置植物物種解說牌	456	種
	750	面
更新植物物種解說牌	416	面
設置資源回收桶及回收袋組	106	個
回收資源	48,150	公斤
以草食獸糞便自製生產使用堆肥	279.31	噸
廁所	27	處
廁間	218	間
小便斗	147	個
多功能無障礙廁所	28	間

Environment maintenance and management in 2014

Item	Quantity	Unit
Renewal of the ground cover	59,718	Plants
New plant description panels	456	Species
	750	Panels
Renewed plant description panels	416	Panels
Recycle Bins and Bags	106	Bins
Recycled resources	48,150	Kg
Compost made from the feces of herbivorous animals	279.31	Tons
Restrooms	27	Restroom
Toilets	218	Toilet
Urinals	147	Urinal
Multi-function Barrier-free Restrooms	28	Restroom

會計概況

1. 103年度歲入

本年度歲入預算數137,058,568元，決算數199,514,067元。

2. 103年度歲出

103年度歲出預算數執行分析表

工作計畫	預算數(元)	決算數(元)	執行率
經常門	519,072,736	492,479,695	94.88%
行政管理	68,982,151	66,914,169	97.00%
動物保育展示	145,694,582	144,124,509	98.92%
環境生態保育	49,903,420	49,545,862	99.28%
教育推廣	60,540,392	53,944,260	89.10%
動物醫療保健	21,472,994	20,638,346	96.11%
遊客服務	84,128,158	78,903,584	93.79%
機械及設備維護	88,351,039	78,407,925	99.96%
資本門	74,645,471	70,229,196	94.08%
營建工程	39,973,325	39,956,059	99.96%
交通及運輸設備	14,368,346	11,709,462	81.49%
其他設備	20,303,800	18,563,675	91.43%
合計	593,718,207	562,708,891	94.78%

Financial Profile

1. 2014 Revenue

The budget of revenue was NT\$ 137,058,568; and the actual revenue was NT\$ 199,514,067.

2. 2014 Expenditure

Taipei Zoo's Budgeted and Actual Expenditures for Fiscal Year 2014

Item	Budgeted (\$NT)	Actual (\$NT)	Implementation Rate
Total Operation Expenditure	519,072,736	492,479,695	94.88%
Administration and management	68,982,151	66,914,169	97.00%
Animal conservation and exhibition	145,694,582	144,124,509	98.92%
Environmental and ecological conservation	49,903,420	49,545,862	99.28%
Education and promotion	60,540,392	53,944,260	89.10%
Animal health care	21,472,994	20,638,346	96.11%
Visitor services	84,128,158	78,903,584	93.79%
Machine and equipment maintenance	88,351,039	78,407,925	99.96%
Total Capital Expenditure	74,645,471	70,229,196	94.08%
Constructions	39,973,325	39,956,059	99.96%
Transportation equipment	14,368,346	11,709,462	81.49%
Other equipment	20,303,800	18,563,675	91.43%
Total	593,718,207	562,708,891	94.78%