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EDWARD A. BOKS
General Manager

Report to the Board of Animal Services Commissioners

Edward A. Boks, General Manager

COMMISSION MEETING DATE: May 12, 2008

PREPARED BY: Anthony Sanchez

REPORT DATE: May 7, 2008

TITLE: Management Analyst II

SUBJECT: Request for Proposals for an Animal Electronic Identification System

BOARD ACTION RECOMMENDED:

That the Board direct Staff to release a Request for Proposals (RFP), substantially in the form as on file and subject to City Attorney approval as to form, for an animal electronic identification system, which includes pet microchips, microchip readers, a fully-staffed pet registry, and related support.

SUMMARY:

Pet microchipping is an identification system used by animal service agencies and veterinarians worldwide to reunite thousands of lost pets with their owners. Section 53.15.5 of the Los Angeles Municipal Code requires the Department to implant each dog and cat adopted from our care centers with a microchip; the Department also provides this as a service to those who bring their pets to our care centers to be microchipped. Each year, the Department implants over 20,000 pets. Lost dogs and cats brought into our care centers are immediately scanned for microchips using specially made microchip readers; every year over 2,000 lost pets are quickly reunited with their owners using this system. More pets will likely be microchipped as a result of the City's recently-passed Spay/Neuter Ordinance, which requires owners of unaltered dogs and cats in Los Angeles to microchip their pets.

Apart from supplying the Department with microchips and microchip readers, the electronic identification system provider also maintains a nation-wide registry, which is the listing of pet owners' contact information so that lost pets can be reunited with their owners, and a fully staffed 24/7/365 registry service which shelters and veterinarians call when they find lost microchipped pets. Owners of implanted pets register their pets into this database, so that when lost pets are found, the pets can be returned to their homes. A contractor will provide and operate all elements of the system.

AVID Identification Systems, Inc., the current contracted microchip company, has provided this system to the Department for a number of years under prior agreements; the current agreement expires in November 2008. Since several companies provide this or similar products and services, the Department must conduct a Request for Proposals to enter into a new agreement.

The RFP includes the system's specifications needed by the Department. Proposals will be evaluated according to these criteria:

Quality and completeness of the proposer's plan for providing the services:

- Includes all proposal items requested
- Meets or exceeds all requirements and specifications
- Clearly demonstrates ability to provide requested services

Company background and experience:

- Demonstrates long history of providing the service
- Shows innovation, increased sales, or other evidence of growth

Prices and overall value of the proposer's plan for providing the services:

- Prices of products and services are within the City's budget
- Added-value services are appropriate and desirable
- Value of public information plan, sales representation, and other services
- Diversity of scanners, replacement cycles, how new technology will be introduced, ease of registration process

Performance of field test (field test to be conducted by evaluation panel):

- Products are easy to use
- Readers are durable, lightweight or not excessively heavy or cumbersome
- Readers have clear displays, are quick and accurate

SIGNIFICANT TERMS AND CONDITIONS OF THE RFP:

Term

The term of the agreement will be three (3) years, with a renewal option of up to three (3) additional years, exercisable at the City's sole discretion.

Standard Provisions for City Contracts

The City's Standard Provisions for City Contracts will be attached to and made part of the agreement; the Standard Provisions cover contracting requirements applicable to all City agreements, including maintaining necessary liability insurance (naming the City of Los Angeles as additional insured), permits, and licenses as applicable.

Equipment and Services to be Provided

The contractor will provide pre-registered microchips and microchip readers compatible with all widely-used microchips and readers used in North America. Pricing of pre-registered microchips will be a proposal item; all other added-value products and services (maintenance and/or replacement of readers as needed, training of Department employees, a sales representative to regularly visit our care centers, etc.) will be provided at no additional charge.

FISCAL IMPACT:

Funding is provided by proceeds from implants of microchips (\$15 for an adopted animal, \$25 to a member of the public who brings a pet for microchipping; waived for New Hope rescue groups); excess funds after purchasing annual supplies are deposited into the General Fund to offset costs of implantation, paperwork processing, and calling the registry to reunite lost pets. In Fiscal Year 2006-07, the Department spent \$204,973 on purchasing microchips (an amount similar to prior years), and collected \$224,569 from implanting microchips into pets. Thus, each year this agreement's proceeds cover the cost of purchasing microchips as well as generating funds to cover minor costs of using the identification system and administering the agreement.

Approved:

Edward A. Boks, General Manager

BOARD ACTION:

_____ Passed

Disapproved _____

_____ Passed with noted modifications

Continued _____

_____ Tabled

New Date _____