



BOARD OF ANIMAL SERVICES COMMISSIONERS
CITY OF LOS ANGELES

REGULAR MEETING AGENDA
Tuesday, March 8, 2022
9:30 A.M.

Dial (669) 900-6833 to Join the Meeting and use Webinar ID No. 955 0190 4958 and then Press #. Press # again when prompted for participant ID.

LARRY GROSS
President

OLIVIA E. GARCÍA
Vice-President

JILL COHEN
ALISA FINSTEN
JOSE SANDOVAL

In conformity with State Assembly Bill 361 and due to concerns over COVID-19, the Board of Animal Services Commission meeting will be conducted entirely telephonically and using Zoom software.

Sign language interpreters, assistive listening devices, or other auxiliary aids and/or services may be provided upon request. To make your request please call (213) 482-9558. To ensure availability, you are advised to make your request at least 72 hours prior to the meeting you wish to attend.

Si requiere servicios de traducción, favor de hacer pedido con 24 horas de anticipo al (213) 482-9558.

Members of the public who wish to offer public comment to the Board of Animal Services Commission should call (669) 900-6833 and use Webinar ID No. 955 0190 4958 and then press #. Press # again when prompted for participant ID. Instructions on how to sign up for public comment will be given to listeners at the start of the meeting.

I. COMMISSION MEETING

- 1. PUBLIC COMMENT PERIOD** - (Comments from the public on items of public interest within the Board's subject matter jurisdiction that are not on the Agenda)

Note: The Brown Act prohibits the Board and staff from discussing a speakers' comments. Some of the matters raised in public comment may appear on a future agenda.

- 2. NEIGHBORHOOD COUNCIL COMMENTS** - (Discussion with Neighborhood Council representatives on Neighborhood Council Resolutions or Community Impact Statements filed with the City Clerk which relate to any agenda item listed or being considered on this agenda for the Board of Animal Services Commissioners)

3. COMMISSION BUSINESS

- A. Findings to Continue Teleconference Meetings Pursuant to Assembly Bill 361 / Government Code Section 54953(e)(3) (Action Item; Public comment limited to one minute per speaker)

Determination in accordance with AB 361 [Government Code Section 54953(e)(3)] that, while the state of emergency due to the COVID-19 pandemic, as originally proclaimed by the Governor on March 4, 2020, remains active and state or local officials have imposed or recommended measures to promote social distancing, the Board has reconsidered the circumstances of the state of emergency and that the state of emergency continues to directly impact the ability of the Board members to meet safely in person and state or local officials continue to impose or recommend measures to promote social distancing.

- B. Approval of Minutes for the Meeting of February 22, 2022 (Action Item; Public comment limited to one minute per speaker)

4. ORAL REPORT OF THE GENERAL MANAGER

5. COMMISSIONERS' ORAL REPORTS AND FUTURE AGENDA ITEMS

6. BOARD REPORTS

- A. Recommendation to Support Assembly Bill 1881 - Dog and Cat Bill of Rights (Action Item; Public comment limited to one minute per speaker)

- B. Update from The Glue (Information Item; Public comment limited to one minute per speaker)

7. ADJOURNMENT

Next Regular Meeting is scheduled for 6:00 p.m., March 22, 2022

AGENDAS - The Board of Animal Services Commissioners (Board) meets regularly every second (2nd) and fourth (4th) Tuesday of each month at 9:30 A.M. For the duration of the COVID-19 emergency, the Board will meet telephonically and using Zoom software in conformity with the Governor's Executive Order N-29-20 (March 17, 2020). The agendas for Board meetings contain a brief general description of those items to be considered at the meetings. Board Agendas are available at the Department of Animal Services (Department), Administrative Division, 221 North Figueroa Street, 6th Floor, Suite 600, Los Angeles, CA 90012. Board Agendas may also be viewed on the 2nd floor Public Bulletin Board in City Hall East, 200 North Main Street, Los Angeles, CA 90012. Internet users may also access copies of present and prior agenda items, copies of the Board Calendar, MP-3 audio files of meetings as well as electronic copies of approved minutes on the Department's World Wide Web Home Page site at <https://www.laanimalservices.com/about-us-2/commission/#three>

Three (3) members of the Board constitute a quorum for the transaction of business. Some items on the Agenda may be approved without any discussion.

The Board Secretary will announce the items to be considered by the Board. The Board will hear the presentation on the topic and gather additional information from Department Staff. Once presentations have finished, the Board President will ask if any Board Member or member of the public wishes to speak on one or more of these items. Each speaker called before the Commission will have one (1) minute to express their comments and concerns on matters placed on the agenda. (For certain agenda items, speakers will have two (2) minutes.)

PUBLIC INPUT AT BOARD MEETINGS – Public Participation on Agenda Items. Members of the public will have an opportunity to address the Board on agenda items after the item is called and before the Board takes action on the item, unless the opportunity for public participation on the item was previously provided to all interested members of the public at a public meeting of a Committee of the Board and the item has not substantially changed since the Committee heard the item. When speaking to an agenda item other than during Public Comment (see Public Comment below), the speaker shall limit his or her comments to the specific item under consideration (California Government Code, Section 54954.3).

Public Comment. The Board will provide an opportunity for public comment at every regular meeting of the Board. Members of the public may address the Board on any items within the subject matter jurisdiction of the Board as part of Public Comment. Each speaker will be granted a maximum of two minutes and the presiding officer reserves the ability to extend or limit the time depending on the circumstances of the meeting.

Notice to Paid Representatives. If you are compensated to monitor, attend, or speak at this meeting, City law may require you to register as a lobbyist and report your activity. See Los Angeles Municipal Code §§ 48.01 *et seq.* More information is available at ethics.lacity.org/lobbying. For assistance, please contact the Ethics Commission at (213) 978-1960 or ethics.commission@lacity.org.

Please join us at our website: www.LAAnimalServices.com

Time Limit for Speakers. Speakers addressing the Board will be limited to one (1) minute of speaking time for each agenda item except during the general public comment period, which is limited to two (2) minutes per speaker (For certain agenda items, speakers will have two (2) minutes each).

Brown Act. These rules shall be interpreted in a manner that is consistent with the Ralph M. Brown Act, California Government Code Section § 54950 et seq.

STANDARDS OF CONDUCT. Speakers are expected to behave in an orderly manner and to refrain from personal attacks or use of profanity or language that may incite violence.

All persons present at Board meetings are expected to behave in an orderly manner and to refrain from disrupting the meeting, interfering with the rights of others to address the Board and/or interfering with the conduct of business by the Board.

In the event that any speaker does not comply with the foregoing requirements, or if a speaker does not address the specific item under consideration, the speaker may be ruled out of order, their speaking time forfeited and the Chairperson may call upon the next speaker.

The Board, by majority vote, may order the removal from the meeting of any speaker or audience member continuing to behave in a disruptive manner after being warned by the Chairperson regarding their behavior. Section 403 of the California Penal Code states as follows: "Every person who, without authority of law, willfully disturbs or breaks up any assembly or meeting that is not unlawful in its character, other than an assembly or meeting referred to in Section 302 of the Penal Code or Section 18340 of the Elections Code, is guilty of a misdemeanor."

VOTING AND DISPOSITION OF ITEMS – Most items require a majority vote of the entire membership of the Board (3 members). When debate on an item is completed, the Board President will instruct the Secretary to "call the roll". Every member present must vote for or against each item; abstentions are not permitted unless there is a Conflict of Interest for which the Board member is obliged to abstain from voting. The Secretary will announce the votes on each item. Any member of the Board may move to "reconsider" any vote on any item on the agenda, except to adjourn, suspend the Rules, or where an intervening event has deprived the Board of jurisdiction, providing that said member originally voted on the prevailing side of the item. The motion to "reconsider" shall only be in order once during the meeting, and once during the next regular meeting. The member requesting reconsideration shall identify for all members present the Agenda number and subject matter previously voted upon. A motion to reconsider is not debatable and shall require an affirmative vote of three members of the Board.

When the Board has failed by sufficient votes to approve or reject an item, and has not lost jurisdiction over the matter, or has not caused it to be continued beyond the next regular meeting, the issue is again placed on the next agenda for the following meeting for the purpose of allowing the Board to again vote on the matter.



BOARD OF ANIMAL SERVICES COMMISSIONERS
CITY OF LOS ANGELES



MINUTES
TUESDAY, February 22, 2022 at 9:30 AM

VIRTUAL ZOOM MEETING

Audio MP-3 Recording is available at www.laanimalservices.com

Larry Gross, President
Olivia E. García, Vice President
Jill Cohen
Alisa Finsten
Jose Sandoval

Meeting called to order at 9:32 a.m. Commissioners present were Gross, García, Cohen, Finsten, and Sandoval. Also present from Los Angeles Animal Services (LAAS) was General Manager (GM) Dana Brown, Assistant General Manager (AGM) Curtis Watts, Assistant General Manager (AGM) Annette Ramirez, Board Secretary Francine Acuña, and Deputy City Attorney Steve Houchin.

Commissioner Gross opened the meeting, introduced staff, provided an overview of the meeting agenda, and provided instructions to the public on how to make public comments for this virtual meeting.

I. REGULAR COMMISSION MEETING

1. PUBLIC COMMENT

Public Comment was made by:

- **Michelle Cornelius** - stated that the dryer at West Valley is broken and spoke about a dog named Ressa who is on the orange alert list.
- **Nancy** - proposed an idea to have animals that have been in the shelter for a long time be assessed by a behaviorist.
- **Cathy Serksnas** - requested an agenda item to have a report on an update of the cameras at the shelters and suggested adding more cameras. Also spoke about the broken dryer at West Valley.
- **Gail Raff** - advised that not all cats with ear tips are feral and should be returned to their found location. Also spoke about unfixed dog licenses
- **Teri Gray - Founder for Linked up for Animals** - is developing a TNR coalition to run a comprehensive countywide education program and is looking for stakeholders to participate.
- **Sharon Brewer** - advised the Board about Council File No. 21-1457 regarding the Griffith Park pony ride equine expert assessment.
- **Annabelle** - suggested that volunteers be allowed to walk dogs during regular shelter operating hours and added that adoption appointments during the week be eliminated.

- **Anne** - stated that regular behavioral assessments should be conducted on the dogs who have been in the shelter for a long time.

2. NEIGHBORHOOD COUNCIL COMMENTS - (Discussion with Neighborhood Council representatives on Neighborhood Council Resolutions or Community Impact Statements filed with the City Clerk which relate to any agenda item listed or being considered on this agenda for the Board of Animal Services Commissioners)

Public comment:
None

3. COMMISSION BUSINESS

- A. Findings to Continue Teleconference Meetings Pursuant to Assembly Bill 361 / Government Code Section 54953(e)(3) (Action Item; Public comment limited to one minute per speaker)

Determination in accordance with AB 361 [Government Code Section 54953(e)(3)] that, while the state of emergency due to the COVID-19 pandemic, as originally proclaimed by the Governor on March 4, 2020, remains active and state or local officials have imposed or recommended measures to promote social distancing, the Board has reconsidered the circumstances of the state of emergency and that the state of emergency continues to directly impact the ability of the Board members to meet safely in person and state or local officials continue to impose or recommend measures to promote social distancing.

Commissioner Gross moved to approve in determining accordance with Government Code Section 54953(e)(3) that this Board has reconsidered the circumstances of the COVID-19 state of emergency and that the state of emergency continues to directly impact the ability of the Board to meet safely in person and state or local officials continue to impose or recommend measures to promote social distancing.

Commissioner Cohen seconded and the motion was approved by a vote of 5-0.

Ayes: Gross, García, Cohen, Finsten, and Sandoval.

Noes: None.

Absent: None.

Public Comment:
None

B. Approval of the Minutes for Meeting of February 8, 2022.

Commissioner Cohen moved to approve the minutes for the meeting of February 8, 2022.

Commissioner Finsten seconded and the motion was approved by a vote of 5-0.

Ayes: Gross, García, Cohen, Finsten, and Sandoval.

Noes: None.

Absent: None.

Public Comment:
None

4. ORAL REPORT OF THE GENERAL MANAGER

GM Dana Brown discussed the following:

- Personnel Department has been working with Optum to schedule a customer service training for the Department. The training will consist of virtual sessions on how to build customer satisfaction. Training will be mandatory and is scheduled for Mid-March.
- The City of Los Angeles has not lifted the mask mandate so we are continuing to require masks inside of our facilities, as well as continuing the practice of requiring proof of vaccine or recent negative test results before entering our facilities.
- Council File No. 21-1377 - Pet Stores and Other Establishments to Post Laws Applicable to Pet Owners in the City of Los Angeles was approved by City Council on February 16.
- Medical teams are to advise the lifesaving coordinator and kennel supervisors with urgent pleas. Staff will be reminded of these protocols and ensure that it is followed when the lifesaving coordinator is off.
- The Department is working on providing a contractor to work with the high FAS dogs and plan to make a recommendation to the Board in the near future.
- Pet Food Pantry was held on February 13 and February 20. On February 13, there were 266 pets served at Chesterfield Square, 343 pets served at East Valley and 108 pets served at North Central for a total of 717 pets served. Stats were not available for February 20.
- GM Dana Brown stated that she has accepted an appointment as the General Manager for the Personnel Department and announced that Annette Ramirez will be the Interim General Manager.

Public Comment was made by:

- **Lisa Pierson** - spoke about the no-kill goal and stated that the shelter environment is resulting in danger to the staff and volunteers.
- **Michelle Kelly** - thanked GM Dana Brown for her service and for responding to the issues that were raised by the public and volunteers.
- **Pam Wilkinson** - wished GM Dana Brown well on her new assignment and hopes that AGM Annette Ramirez can continue to focus on the Community Cat Program.
- **Anne** - asked for a status on the hiring of a new veterinarian for the Harbor shelter and the volunteer coordinator.
- **Gail Raff** - stated that customer service training does not change an employee's disposition.
- **Nancy** - asked for clarification regarding the volunteer liaison.

5. COMMISSIONERS' ORAL REPORTS AND FUTURE AGENDA ITEMS

Commissioner Gross:

- Support Assembly Bill 1881 - Dog and Cat Bill of Rights.

Commissioner Cohen:

- Requested a report back on animals that have been in the shelter for a long time to ensure that these animals are getting regular exercise and being shown to the public.

Commissioner Finsten:

- None.

Commissioner García:

- Requested a recurring update from The Glue.

Commissioner Sandoval:

- None.

Public Comment:

None

6. BOARD REPORTS

A. Adoption of Rules and Regulations for Cat Trapping Permits (Action Item)

GM Dana Brown requested approval for the Adoption of Rules and Regulations for Cat Trapping Permits.

Commissioner Cohen moved to approve the Adoption of Rules and Regulations for Cat Trapping Permits.

Please join us at our website: www.LAAnimalservices.com

Determine that the adoption of the below rules and regulations is exempt under the California Environmental Quality Act (CEQA) pursuant to City of Los Angeles CEQA Guidelines, Article II, Section 2.i, as an activity for which the underlying project has been previously been evaluated for environmental significance and processed according to CEQA, and is in furtherance of an already-approved project that does not substantially change the overall project; and Adopt rules and regulations for the trapping, sterilization, and return of a free-roaming cat to the location where it was found and for the trapping and surrender of a cat to the Department, pursuant to a trapping permit issued by the Department, and which shall supersede any previously promulgated rules and regulations for cat trapping.

Commissioner García seconded and the motion was approved by a vote of 5-0.

Ayes: Gross, García, Cohen, Finsten, and Sandoval.

Noes: None.

Absent: None.

Public Comment was made by:

- **Teri Gray** - asked for clarification on the six month limitation and asked how to obtain these permits.
- **Jeff Mausner** - encouraged the public to contact their City Council Member asking them to appropriate sufficient funding for spay neuter services.
- **Gail Raff** - stated that TNR education should be provided before issuing these permits.
- **Pam Wilkinson** - is looking forward to implementing this program.

B. Recommendation to Support Senate Bill 879 - P.E.T. (Prohibiting Extraneous Testing) Act (Action Item)

GM Dana Brown requested approval for recommendation to support Senate Bill 879 - P.E.T. (Prohibiting Extraneous Testing) Act.

Commissioner García moved to approve the recommendation to support Senate Bill 879 - P.E.T. (Prohibiting Extraneous Testing) Act.

Commissioner Cohen seconded and the motion was approved by a vote of 5-0.

Ayes: Gross, García, Cohen, Finsten, and Sandoval.

Noes: None.

Absent: None.

Public Comment:
None:

ADJOURNMENT

Meeting adjourned at 10:44 a.m.

**BOARD OF
ANIMAL SERVICES
COMMISSIONERS**

LARRY GROSS
PRESIDENT

OLIVIA E. GARCIA
VICE PRESIDENT

COMMISSIONERS

JILL COHEN

ALISA FINSTEN

JOSE SANDOVAL

City of Los Angeles
CALIFORNIA



ERIC GARCETTI
MAYOR

**DEPARTMENT OF
ANIMAL SERVICES**
221 N. Figueroa Street
6TH Floor, Suite #600
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ANNETTE G. RAMIREZ
INTERIM GENERAL MANAGER

CURTIS R. WATTS
ASSISTANT GENERAL MANAGER
Administration

DR. JEREMY PRUPAS
CHIEF VETERINARIAN

Report to the Board of Animal Services Commissioners

MEETING DATE: March 8, 2022

PREPARED BY: Annette G. Ramirez

REPORT DATE: March 2, 2022

TITLE: Interim General Manager

SUBJECT: RECOMMENDATION TO SUPPORT ASSEMBLY BILL 1881 – DOG AND CAT BILL OF RIGHTS

BOARD ACTION RECOMMENDED:

1. **SUPPORT** Assembly Bill 1881 (Santiago) – Dog and Cat Bill of Rights; and
2. **AUTHORIZE** staff to transmit this recommendation to the Mayor and City Council for consideration of adoption in the form of a Resolution by the City Council with the concurrence of the Mayor.

BACKGROUND:

In February 2022, Assembly Member Miguel Santiago introduced Assembly Bill (AB) 1881 which will help promote the mental, physical, and emotional well-being of dogs and cats by informing potential adopters of the care needed to create a healthy environment for their adopted pets. The bill also states that dogs and cats have a right to health care, identification with microchips or other humane means, and to be spayed and neutered to prevent unwanted litters.

SUMMARY:

Assembly Bill 1881 will help ensure that potential adopters know and understand that animals have rights to standards of treatment. Specifically, this bill would require a public animal control agency, animal shelter, or rescue group to post a copy of the Dog and Cat Bill of Rights accessible to public view. By establishing these rights for cats and dogs, AB 1881 will help improve their overall wellbeing.

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AN EQUAL OPPORTUNITY EMPLOYER

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FISCAL IMPACT:

The support of AB 1881 does not impact the General Fund.

Approved:



Annette G. Ramirez, Interim General Manager

Attachment: AB 1881 Fact Sheet

BOARD ACTION:

_____ Passed	Disapproved _____
_____ Passed with noted modifications	Continued _____
_____ Tabled	New Date _____



Bill Summary

AB 1881 will help promote the mental, physical, and emotional well-being of dogs and cats by informing potential adopters of the animal's needs before they adopt. Specifically, this bill would require a public animal control agency or shelter to post a copy of the Dog and Cat Bill of Rights accessible to public view.

Existing Law

Makes animal abuse, including tormenting, depriving of necessary sustenance, food, and shelter, a wobblers offense (Penal Code Section 597).

Background

Nearly 1 in 5 Americans have adopted a pet during the pandemic. Pet owners have responsibilities of taking care for their pet that goes beyond just feeding and grooming. Dogs and cats also need to be respected as living beings that have physical, mental, and emotional health needs. Studies cited in the Journal of Medical Ethics have shown that dogs can experience positive emotions as well as other similar empathic responses. Cats also experience their own emotions that need to be supported.

Need for AB 1881

Animal companionship was very appealing during the isolation of the pandemic. With the state potentially re-opening, some adopters are returning their pets because they cannot care for them as they could during the height of the pandemic.

Animal shelters and adoption agencies are not currently required to inform the potential adopter of the standards of care dogs and cats deserve. To ensure dogs and cats are treated appropriately, potential owners must understand that dogs and cats deserve certain standards of treatment prior to making a commitment to adoption.

AB 1881 will help ensure that potential adopters know and understand that animals have rights to standards of treatment. Specifically, this bill will affirm dogs and cats have the right to:

- be free from exploitation, cruelty, neglect, and abuse.
- mental stimulation and exercise, and access to nutritious food, sanitary water, and shelter.
- preventive and therapeutic health care.
- be properly identified through tags, microchips, or other humane means.
- be spayed and neutered to prevent unwanted litters.

This bill also mandates that each public animal control agency, shelter, society for the prevention of cruelty, animal shelter, or rescue group to post the Dog and Cat Bill of rights, with a penalty of \$250 for non-compliance.

By establishing baseline rights for cats and dogs, AB 1881 will help improve their overall wellbeing.

Support

Social Compassion in Legislation (Sponsor)

Opposition

None on file.

For More Information

Tom Steel, Legislative Aide

Office of Assembly Member Miguel Santiago

916.319.2053 | Tom.Steel@asm.ca.gov

ASSEMBLY BILL

No. 1881

Introduced by Assembly Member Santiago

February 8, 2022

An act to add Division 14.6 (commencing with Section 31800) to the Food and Agricultural Code, relating to animal welfare.

LEGISLATIVE COUNSEL'S DIGEST

AB 1881, as introduced, Santiago. Animal welfare: Dog and Cat Bill of Rights.

Existing law makes it a crime for the owner or keeper of any animal to permit an animal to be in any enclosure without proper care and attention, or to abuse or neglect an animal, as specified.

This bill would enact the Dog and Cat Bill of Rights, and would require every public animal control agency or shelter, society for the prevention of cruelty to animals shelter, humane society shelter, or rescue group to post a copy of the Dog and Cat Bill of Rights. The bill would impose a civil penalty for failure to post the Dog and Cat Bill of Rights, as specified. The bill would make legislative findings and declarations in support of the Dog and Cat Bill of Rights. By imposing new duties on local public officials, the bill would create a state-mandated local program.

The California Constitution requires the state to reimburse local agencies and school districts for certain costs mandated by the state. Statutory provisions establish procedures for making that reimbursement.

This bill would provide that, if the Commission on State Mandates determines that the bill contains costs mandated by the state, reimbursement for those costs shall be made pursuant to the statutory provisions noted above.

Vote: majority. Appropriation: no. Fiscal committee: yes.
State-mandated local program: yes.

The people of the State of California do enact as follows:

- 1 SECTION 1. The Legislature finds and declares all of the
2 following:
3 (a) Dogs and cats have the right to be respected as sentient
4 beings that experience complex feelings that are common among
5 living animals while being unique to each individual animal.
6 (b) With the availability of free registries, microchipping with
7 updated contact information is a key component to reuniting dogs
8 and cats with their guardians and keeping them out of shelters.
9 (c) Local animal control agencies in California are forced to
10 spend multimillions of taxpayer dollars every year to collect,
11 control, and euthanize the state's unwanted overpopulation of dogs
12 and cats.
13 (d) Sterilizing dogs and cats is a key component to reducing the
14 state's overpopulation of dogs and cats.
15 (e) The Pet Lover's License Plate was established to provide
16 dog and cat owners or guardians in California access to free or
17 low-cost spay and neuter services in an effort to reduce the state's
18 dog and cat overpopulation.
19 (f) Lifelong care of a companion animal should be a commitment
20 to that animal for the entirety of its life.
21 (g) Ownership or guardianship of a companion animal requires
22 an investment of time and resources. Selecting a companion animal
23 that is suited to one's home and lifestyle will lead to a more
24 rewarding relationship between guardian and animal, while
25 reducing relinquished or abandoned animals in our communities.
26 (h) Dogs and cats thrive with regular enrichment to maintain
27 their physical and emotional well-being.
28 (i) While requirements for basic physical care, such as the
29 provision of food, water, and shelter, are set forth in most
30 jurisdictions, as one of the largest and most progressive states in
31 the country, California can and should strive to recognize the
32 importance of animals' mental well-being.
33 (j) Prioritizing the mental and emotional well-being of dogs and
34 cats can increase the animal-human bond, increase companion

1 animal retention, reduce neglect and cruelty, and can contribute
2 towards a more humane and compassionate society.

3 SEC. 2. Division 14.6 (commencing with Section 31800) is
4 added to the Food and Agricultural Code, to read:

5
6 DIVISION 14.6. DOG AND CAT BILL OF RIGHTS
7

8 31800. This division shall be known, and may be cited, as the
9 Dog and Cat Bill of Rights.

10 31801. (a) Dogs and cats have the right to be free from
11 exploitation, cruelty, neglect, and abuse.

12 (b) Dogs and cats have the right to a life of comfort, free of fear
13 and anxiety.

14 (c) Dogs and cats have the right to daily mental stimulation and
15 appropriate exercise.

16 (d) Dogs and cats have the right to nutritious food, sanitary
17 water, and shelter in an appropriate and safe environment.

18 (e) Dogs and cats have the right to preventive and therapeutic
19 health care.

20 (f) Dogs and cats have the right to be properly identified through
21 tags, microchips, or other humane means.

22 (g) Dogs and cats have the right to be spayed and neutered to
23 prevent unwanted litters.

24 31802. (a) Each public animal control agency or shelter,
25 society for the prevention of cruelty to animals shelter, humane
26 society shelter, or rescue group shall post a copy of the Dog and
27 Cat Bill of Rights in a conspicuous place accessible to public view.

28 (b) A fine shall not be assessed for a first time offense for failure
29 to comply with this section. Each additional violation of this section
30 occurring after 60 days from the first offense is punishable by a
31 fine not exceeding two hundred fifty dollars (\$250).

32 31803. This division does not create or imply a private right
33 of action for a violation of this division. It is the intent of the
34 Legislature that the Dog and Cat Bill of Rights set forth in Section
35 31801 inform potential owners of the standards for basic physical
36 care and emotional well-being of dogs and cats.

37 SEC. 3. If the Commission on State Mandates determines that
38 this act contains costs mandated by the state, reimbursement to
39 local agencies and school districts for those costs shall be made

- 1 pursuant to Part 7 (commencing with Section 17500) of Division
- 2 4 of Title 2 of the Government Code.

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Marketing, Fundraising, and Website Development & Management Services

March 2022 Progress Update

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HIGH LEVEL PROGRESS VIEW



Marketing and Website Services



Fundraising Services



Marketing & Website Services Recap

1. Quantitative Survey Data and Results ✓
2. Comparative Analysis ✓
3. Personas and User Journeys ✓
4. Creative Brief and Updated Brand and Direction ✓
5. Site Concept, Moodboards and New Information Architecture ✓



Marketing & Website Services

1. Wireframes, User Experience and User Interface Design ✓

After reviewing and making any necessary revisions of the sitemap and UX concept, we created a user experience and visual design system for the new site, detailing each template with one mobile and one desktop breakpoint. These include: Home, Navigation, Footer, Pet Search, Pet Detail, Collections Pages, Content Detail, News, Events, Shelter Locator, Shelter Locations.

2. Photography ✓

We spent three days at East Valley Animal Services Center photographing cats, dogs, rabbits, hamsters, guinea pigs and even a chicken! We built a library of over 2,000 of images to be used over the next several years for website and fundraising collateral. A selection of these are in this presentation.

3. Videography (in progress)

The goal of these short, punchy original videos is to reveal the love, commitment and people behind LA Animal Services. These may include a behind the scenes look at the care of each animal, meeting the people and creatures that make up every Shelter; spotlight on ACTs; spotlight on volunteers, or how-to guides.



Marketing & Website Services

4. DevOps, Architecture & Hosting Support ✓

The Glue is working closely with LA Animal Services and the City's IT department to create a secure, robust, and scalable architecture for the new website, that is in-line with other Drupal websites under the City's ownership.

This includes:

- a. CiviCRM Installation ✓
- b. CRM Donor and Transaction Import ✓
- c. Drupal Installation ✓

5. Payment and donation integration ✓

6. Animal Database Integration (in progress)

7. Site templates - Drupal Development (in progress)

The site will be built in Drupal, as per City requirements. We ensure the designs translate properly to various screen aspects by creating mobile and desktop specific styles, taking full advantage of modern front end frameworks and CSS template engines.





Marketing & Website Services

8. **Quality Assurance & Bug Fixing (in progress)**

During the QA process we systematically test the website for any bugs, defects and style errors and correct them before launch.

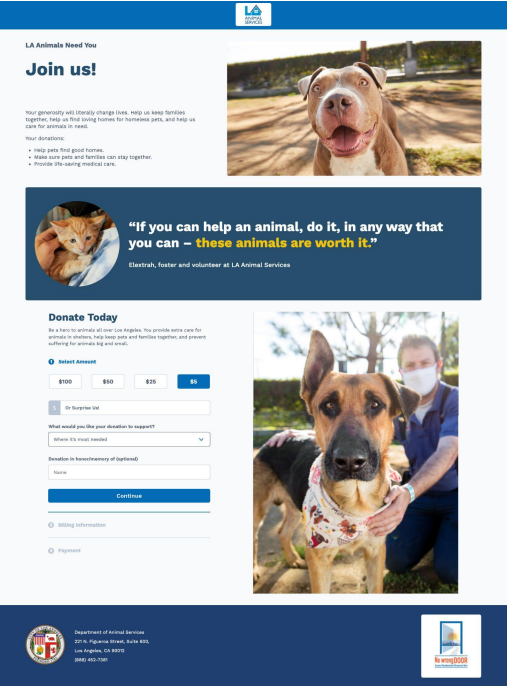
9. **Usability Testing (in progress)**

Once the website is in alpha, a group of representative users will perform everyday tasks. These findings help refine and improve existing design ideas as well as uncover gaps in knowledge we may not have considered, prior to launch.

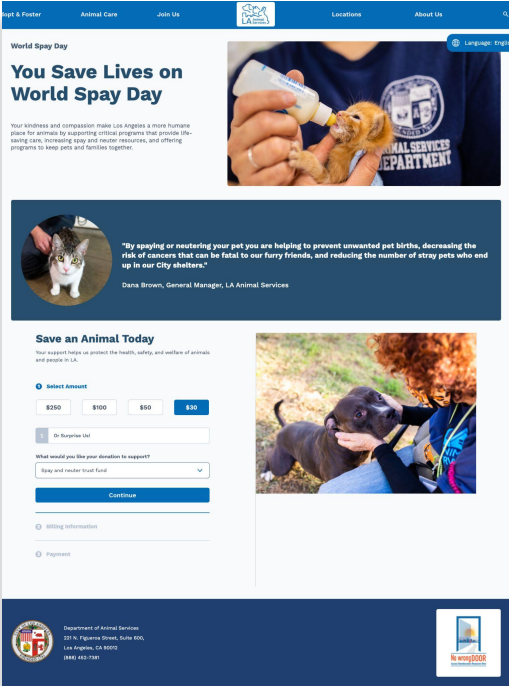
10. **Training and Launch (To do)**



Donation Pages



Donation Page Redesign



World Spay Day Donation Page

Fundraising results

Our goals for year one fundraising:

1. Increase funds
2. Build fundraising infrastructure
 - a. To thank and keep in touch with donors
 - b. Connect with donors and their motivations for giving
3. Increase the average gift size of donations
4. Increase the opportunities to give

Special thank you to LA Animal Services Staff: Agnes, Annette, Brenda, Carolyn, Brian, Justin, and Katie who have all played such important roles in getting these results.



Goal 1: Increase funds

Currently, you have two sources for funds:
individuals and institutions.

Individual giving:

- In 2021, individual donations were at the highest point in four years
- 16% increase in dollars from 2020

Institution giving:

- A 36% decrease from 2020



Goal 2: Build infrastructure

- Systems in place to make sure every donor is thanked when they donate
- Systems in place to keep track of donor intent at point of donation
- Monthly communication to keep donors informed and up-to-date
 - Created engagement opportunities for donors: sharing resources, information, and volunteer opportunities with their communities

Available Pet Owner Resources

Did you know LA Animal Services also helps people adjust to new life as pet owners, offers counsel when/if issues arise, and provides free or low-cost services for people having a hard time caring for their animal companion due to financial constraints? [Click here](#) for a full list of resources.



Rabbit Roundtable Success Story



A participant in one of our pet ownership support groups just shared her success with us:

"My vet was impressed by my knowledge of how to properly care for my rabbits. I told her it was thanks to the Rabbit Roundtable - they taught me everything!"

- Anne

Keeping Our Pets Safe

This is a great time to familiarize yourself with the important laws in place in the City of LA to help protect our communities and keep our furry friends safe. Some of the regulations include licensing, spay and neuter requirements, and more. You can review and print this [PDF of pet laws](#) for your reference. Or share the link to help your friends and neighbors.



2-22-22 is World Spay Day!



February 22 is World Spay and Neuter Day, a reminder of the importance of this humane and life-affirming way to end unwanted pet births that lead to the euthanasia of healthy, adoptable pets. We're celebrating by spreading the word about the importance of spay and neuter programs. You can help by

Example of a donor newsletter

Goal 3: Increase average gift size

Prior to this strategy, the average gift size to LA Animal Services was around \$25 (average for gifts 2018-2020).

In 2021, we raised the average gift size to \$33.

During the year-end campaigns, the average gift size increased to \$65.

**The average gift size (nationally) in the animal welfare industry is around \$52.*



What inspired your gift?

“Our friends dog passed away. He was adopted from LA Animal Services. Donated in his memory.”

“We adopted 2 of our dogs from LA Animal shelters and simply want to help other dogs find their forever home, like ours did.”

“We’ve adopted so many beautiful babies from North Central and would love to contribute in any way we can.”

“Our beloved dog, Lucy passed away a couple of weeks ago. This gift is given in her honor.”

“Our furry friends are more than animals. They are family.”

“We need more low cost spay and neuter to help people get their pets and feral cats fixed.”

“Thankful for all you do for domestic animals and even for injured wildlife. I have turned in two injured wild animals after hours at the East Valley Shelter and someone was there to assure me that they would get immediate medical attention at the shelter and would be turned over to wildlife rehabbers if possible due to injuries. So wonderful!”

Goal 4: Increase opportunities to give

September emergency preparedness campaign provided information about keeping pets safe in an emergency and highlighted LA Animal Services' support in emergency preparedness activities in the Northern California fire that show the Dept. provides assistance beyond the City limits during times of crisis.

On Giving Tuesday, 176 donors made a gift to support LA Animal Services.

During the December campaign, we raised 33% more than the previous December using email and direct mail.

World Spay Day mini-campaign activated segment of donors that give to spay and neuter.



LA Animal Services - Giving Thanks to All of You

1,233 views • Nov 22, 2021

61 DISLIKE SHARE DOWNLOAD SAVE ...

Hundreds of people sent us pictures in November that we turned into a thank you video.

What's next?



- April - May campaign focusing on the increased needs in Spring for spay and neuter and resources for kitten season
- Regular impact report to supporters
- Continue to improve on communication channels and fundraising operations
- New donor acquisition tactics



**Thank
You!**

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