

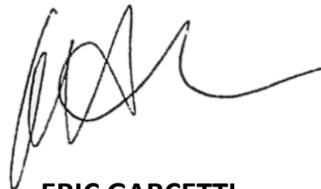
TRANSMITTAL

To: **THE COUNCIL**

Date: **03/14/22**

From: **THE MAYOR**

TRANSMITTED FOR YOUR CONSIDERATION. PLEASE SEE ATTACHED.



(Andre Herndon) for

ERIC GARCETTI
Mayor

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February 16, 2022

The Honorable Eric Garcetti
Mayor, City of Los Angeles
200 N. Spring Street, Room 303
Los Angeles, CA 90012

Attention: Ms. Heleen Ramirez, Office of the Mayor

RE: REQUEST TO TRANSFER FUNDS ALLOCATED FOR THE CITYWIDE COMMUNITY CAT PROGRAM FROM THE UNAPPROPRIATED BALANCE TO THE DEPARTMENT OF ANIMAL SERVICES AND AUTHORIZE TWO POSITIONS TO ADMINISTER THE PROGRAM

Recommendation for Council Action, subject to the approval of the Mayor:

- **INSTRUCT** the Office of the Controller to transfer five hundred and fifty five thousand dollars (\$550,000) from the Unappropriated Balance, Animal Sterilization Trust Fund (Fund 100, Department 58, Account 580265) to the Department of Animal Services, Animal Sterilization Trust Fund (Fund 842, Department 6, Account 060053) to administer the Citywide Community Cat Program.
- **AUTHORIZE** by resolution the following 2 positions within the Department of Animal Services for the period of April 1, 2022 through June 30, 2022, subject to allocation by the Board of Civil Service Commissioners:

Quantity	Class Code	Title
1	4321	Director of Field Operations
1	9184	Management Analyst

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SUBJECT: Transmittal to Mayor and Council

REQUEST TO TRANSFER FUNDS ALLOCATED FOR THE CITYWIDE COMMUNITY CAT PROGRAM FROM THE UNAPPROPRIATED BALANCE TO THE DEPARTMENT OF ANIMAL SERVICES AND AUTHORIZE TWO POSITIONS TO ADMINISTER THE PROGRAM

Summary

In 2006, the City proposed implementation of a “trap, neuter, return” (TNR) program to help address potential environmental and public health impacts associated with the existing population of free-roaming cats in the City. In 2008, a California Environmental Quality Act (CEQA)-based legal challenge to the TNR program was filed against the City and, in 2010, as a result of the legal challenge, a permanent injunction was entered by the court that, in general, prohibits the City from engaging in TNR or facilitating others to engage in TNR, until such activities are analyzed as required by CEQA.

In conjunction with a qualified environmental consulting firm, the City completed an Environmental Impact Report (EIR) regarding free-roaming cats. Upon completion, the final EIR was subsequently approved by the Animal Services Board of Commissioners and the City Council. As part of the City’s Fiscal Year 2021-22 budget, five hundred and fifty thousand dollars (\$550,000) was allocated in the Unappropriated Budget to be requested as the Citywide Community Cat Program (CCP) was to be administered and to help cover the CCP costs for all spay/neuter services associated with the program. This request is a direct outcome of the final EIR to transfer these funds to the Department of Animal Services to pay local veterinarians for spay/neuter services for free-roaming cats at a level shown to reduce the overall free-roaming cat population, which as analyzed in the Final EIR would be an estimated 20,000 surgeries, annually.

The final EIR provided detailed specifications for the CCP. During the planning phase, the team at the Department of Animal Services carefully reviewed and considered these specifications to ensure that all requirements will continually be met. The Department sought the assistance of Maddie’s Fund in this effort. Maddie’s Fund has assisted many municipalities with the design and implementation of CCPs. Their professional advice and guidance led to the development of a detailed program outline (attached) that the Department will adhere to in administering the City of Los Angeles CCP. At present, the Department has finalized the web portals that will be utilized to automate the permitting, program application, spay/neuter voucher request and payment elements of the program. It is anticipated that the program will be fully implemented by the end of March 2022. The \$550,000 in allocated funds will be needed to compensate our partners providing spay/neuter services.

In addition to the request to transfer the funds required to administer the program, the Department of Animal Services is also requesting two position authorities by resolution, one Director of Field Operations (Class Code No. 4321) and one Management Analyst (Class Code No. 9184). The Director of Field Operations will serve as a Feline Lifesaving Manager for the Program, tasked with providing outreach and educational services regarding the CCP for the Department’s program partners and the community. The Management Analyst will be responsible for managing all of the administrative requirements for the CCP. The CCP will require staff to track data, issue and track cat sterilization vouchers, issue trapping permits, process reimbursements to participating veterinarians and maintain the program’s electronic voucher, application and permit portals. The Department currently does not have the appropriate level of staffing nor staffing with the appropriate expertise to successfully carry out these functions and will seek to fill the positions immediately.

Fiscal Impact

The impact to the General Fund in the current fiscal year as a result of the recommendations of this report is \$107,256. The full cost of the additional positions for FY 2022-23 is estimated at \$378,121 including related costs. The Department of Animal Services will submit a budget request as part of the FY 2022-23 budget development process for the continuation of these positions with funding in FY 2022-23.

SUBJECT: Transmittal to Mayor and Council

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If you have any questions on this matter, please contact Curtis Watts, Assistant General Manager via e-mail at curtis.watts@lacity.org.

Respectfully submitted,



Dana H. Brown
General Manager

Attachment: Citywide Community Cat Program Outline

LOS ANGELES ANIMAL SERVICES COMMUNITY CAT PROGRAM

PROGRAM OUTLINE

- I. Program Operations
 - a) Participant Agreement
 - Organizations
 - Single Use Partners
 - b) Vouchers
 - c) Trapping Permits
 - d) Creation of Working Cat Program (WCP)

- II. Educational Outreach
 - a) Partners
 - b) Community
 - c) Staff/Volunteers
 - d) City Officials

- III. Public Relations Communications
 - a) Webpage
 - b) Press Copy

- IV. Recordkeeping and Data Collection
 - a) Data Collection
 - b) Verification
 - c) Accountability

PROGRAM GOALS

- Long Term Program Goal: Through the spay/neuter of 20,000 community cats each full program year, the birth rate of the community cat population in the City of Los Angeles will be reduced. This 20,000 community cats is expected to be in addition to what is currently being done absent this program.
- Launch Goal: No Voucher Unused

SHORT TERM GOALS

- Revise ordinance to remove stray hold for cats processed through Community Cat Programming.
- Include clause that cats processed through Community Cat Programming shall not be considered abandonment or subject to abandonment laws.

- Determine if LAAS can frontload voucher availability, knowing that additional funding is pending, in order to sterilize as many cats as possible as quickly as we can in order to reduce birth rate.

I . PROGRAM OPERATIONS

FY 2021/22: 357 vouchers per month are available.

1a.) Participant agreement

- There are two possible Participant Agreements: One for Organizations and Committed Advocates; and one simplified agreement for Single-Use Participants. Single-Use Participants will not be required to submit quarterly data.
- Vouchers will be used only on cats within LA city limits.
- Participants will commit to a sustained effort to TNR cats but this is not meant to be punitive but rather an effort to get a commitment for continued efforts.
- All information submitted must be truthful and accurate.
- Participants will abide by all program guidelines, including humane trapping and handling of cats.
- Participant will keep their contact info correct and current.
- Participant will adhere to quarterly data reporting guidelines. Those who do not submit their quarterly data will be unable to apply for vouchers until their data is submitted.
- Participant agrees to the LAAS Values Statement
- LAAS may terminate the agreement at any time.
- Indemnification and hold harmless agreement
- Organizations agree to professionally engage the public as outlined in the EIR by assisting with nuisance complaints and TNR requests, as they are able.
- Participant agrees to return healthy, thriving adult cats to the location where they were trapped unless there are mitigating circumstances including but not limited to: kittens aged six months or below who are social or likely to be made social should be processed for adoption if possible; cats who are sick, injured, or not thriving may be processed for adoption if possible or treated then returned to their found location within three months; cats at credible and verified risk of harm may be processed for adoption if possible; cats located in Environmentally Sensitive Areas may be processed for adoption if possible.
- The partner agreement does not expire; it is valid as long as participant remains in good standing.

1b). Vouchers

- Vouchers are made available to organizations, committed advocates, and single-use participants. All users must sign an online partner agreement, will be issued a partner ID number, will apply for a cat trapping permit at the same time, and then request an allotted number of vouchers which are immediately issued if available.
- Each redeemed voucher will gather the following information, if available: age of cat; sex of cat; microchip number; rabies vaccine lot and serial number; FVRCP

vaccine lot and serial number; date of sterilization; performing veterinarian name and license number.

- Veterinarians submit the voucher for reimbursement, either private-practice veterinarians or those working in-house at humane organizations.
 - Veterinarians will submit voucher information to the portal *weekly*, in order to increase speed of voucher redemption and to trigger the release of additional vouchers to those who have requested the max allowed at one time.
- Organizations and Committed Advocates may request up to 20 vouchers at a time, pending availability. Once a voucher shows as redeemed in the portal, these users may immediately apply for more vouchers, up to 20 total at a time, pending availability.
- Single-use participants may request up to 5 vouchers at a time, pending availability. Once a voucher shows as redeemed in the portal, these users may immediately apply for more vouchers, up to 5 total at a time, pending availability.
- All vouchers expire in 60 days from the date of issue.
- Expired vouchers will automatically re-enter the pool of vouchers available to all participants.
- Allotted vouchers will be released to the system on the first of the month at 8:00am PST and will be available to all registered participants until they are gone.

1c.) Trapping Permits

- Trapping permits will be rolled into the participant agreement portal and will be automatically generated/approved.
- Organizations and Committed Advocates will receive a trapping permit valid for one year.
- Single-Use Participants will receive a trapping permit valid for 30 days.
- LAAS will create a humane trapping video all participants must watch prior to receiving their trapping permit. Participant will certify that they have watched, understand, and will abide by the guidelines set forth in said video.
 - LAAS has the created guidelines on humane trapping to be included in the video including hours a trap may be left unattended, how long a cat can be kept in a trap before delivery to a service provider, and how many hours a cat may be kept in a trap after receiving services unless specified by a veterinarian.
 - LAAS has the guidelines created regarding posting advance notice of trapping occurring in a neighborhood.

1d.) Creation of Working Cat Program (WCP)

- LAAS will add a Working Cat adoption page to its website. See the [APA Barn Cat Program page](#) for reference.
 - Available cats should be listed here.
 - Include an [FAQ](#).
 - No adoption fee.

- Per the EIR, you must develop and distribute training on how to successfully adopt a working cat.
- [Barn Cat adoption procedures](#) can be found here.
- [Sample marketing flyer](#) for working cats.

Sample CCP Participant Step-by-Step Process:

1. Participant goes to the LAAS CCP website. This landing page explains the CCP and contains links to an FAQ about community cats. It emphasizes that everyone can participate, everyone must register.
2. Qualifying question: Are you 1) a humane organization or a Committed Advocate who plans to TNR many cats annually; or 2) a caring resident who simply wishes to TNR a cat or two?
 - If 1):
 - a. apply to register as a CCP partner.
 - b. Fill out the partner agreement
 - c. Watch the humane trapping video
 - d. You will then be granted a trapping permit and CCP ID# you can use to log in to the voucher portal. You can now request vouchers, if desired, or begin TNR work.
 - e. Request voucher/s, if desired
 - f. Book a spay/neuter appointment at a participating service provider
 - g. Acquire the target cat/s and have sterilized.
 - h. Cat is returned to its home, or adopted via a working cat program or via traditional adoption.
 - i. The service provider redeems the voucher.
 - j. Submit your quarterly data.
 - If 2):
 - a. Apply to register as a CCP partner
 - b. Fill out simple user agreement
 - c. Watch the humane trapping video
 - d. You will then be granted a trapping permit and CCP ID# you can use to log in to the voucher portal. You can now request vouchers, if desired, or begin TNR work.
 - e. Request voucher/s, if desired
 - f. Book a spay/neuter appointment at a participating service provider
 - g. Acquire the target cat/s and have sterilized.
 - h. Cat is returned to its home, or seek help if the cat cannot/should not be returned.
 - i. The service provider redeems the voucher

IT REQUESTS

1. Yearly trapping permits auto-renew if partner is in good standing.

2. Expired vouchers automatically get added back into the pool of available vouchers,
3. Users can get more vouchers, as supplies last, as soon as one of their issued vouchers shows as redeemed.
4. Client login will show vouchers issued and vouchers redeemed so they know is a provider is lagging on submission, and so they can reapply for more.
5. Designate allotted number of vouchers (20) for Organizations and Committed Advocates versus (5) vouchers for Single-Use Participants.
6. Track how many people are trying to get vouchers, and how many vouchers people are requesting, that they cannot get so we can track supply versus demand.

II. EDUCATIONAL OUTREACH

1. Coordinate with Dr. Kate Hurley to create custom training materials and a training program for pertinent LAAS staff and volunteers.
 - Options include a custom video on why this program exists and how it works; how to explain it all to the public; there should be an accompanying printed manual.
2. 311 / call center requires training materials explaining community cats and how residents can participate in this program.
3. All public-facing staff must understand the WHY behind this program, how it benefits cats and the community, and how the program works. This includes all field services personnel.
4. Documents presented to LAAS already via email include:
 - [HASS Public Communication Guide for Lost Cats and Found Cats](#)
 - [HASS ComCat Principles, Definitions, and Positions](#)
 - [HASS Community Cats: Language and Definitions](#)
 - [Deterrent Tip Sheet](#)
 - [HASS Training Guide: How to Talk to the Community About Free-Roaming Cats](#)
 - [HASS Common Concerns & Criticisms to Community Cats Q&A](#)
 - [HASS Top 10 Concerns About CCP](#)
 - [HASS Community Cat Communications Guide](#)

III. PUBLIC RELATIONS COMMUNICATIONS

1. A list of humane organizations and participating clinics/veterinarians should be created by LAAS and posted online, and in print, in multiple languages as appropriate. This list should include organizations who can assist with trapping and transport, as well as private clinics where cats may be directly scheduled for sterilization services. Field Services should maintain printed copies of this on all trucks and be prepared to disperse in the community.
2. LAAS will create a brochure or flyer outlining the program with information on how to participate. Field Services should maintain printed copies of this on all trucks and be prepared to disperse in the community.
3. A map of ESA's should be created and posted online and in print, in multiple languages as appropriate.
4. LAAS will create a humane trapping video all participants must watch prior to receiving their trapping permit. Participant will certify that they have watched, understand, and will abide by the guidelines set forth in said video.
 - LAAS has the created guidelines on humane trapping to be included in the video including hours a trap may be left unattended, how long a cat can be kept in a trap before delivery to a service provider, and how many hours a cat may be kept in a trap after receiving services unless specified by a veterinarian.
5. LAAS should create a proactive press release upon launch of the program which, via language, mitigates the negative feedback we discussed. HASS MarCom is happy to assist with this, if desired.
6. LAAS should continue discussing the success and merits of the program, at least monthly, and publicly show data and success stories.
7. LAAS should proactively send success stories to elected officials and local government to illustrate the benefits of the program.

IV. RECORDKEEPING AND DATA COLLECTION

1. Quarterly data to be submitted by each Organization Participant and Committed Advocate Participant includes:
 - a. The number of cats sterilized this quarter, both those sterilized with a voucher and those sterilized without a voucher, and the zip code for each cat
 - b. number of cats adopted via Working Cat Programs, number of cats returned to their trapped location, and number of cats adopted via traditional means
 - c. Number of cats sterilized that were trapped in ESA's
 - Number of these ESA cats adopted via WCPs; number returned to their trapped location; number adopted via traditional means.

2. Additionally, LAAS will track the following program information:
 - a. Comparative number of Organization Participants; Committed Advocates; and Single-Use Participants; the number of cats sterilized by each; the number of cats sterilized by user groups.
 - b. Call logs: number of community cat nuisance calls by zip code and date
 - c. Heat maps will be created for nuisance calls and by cats sterilized through this program
 - d. Supply versus demand on voucher requests
 - e. DOA pick-up information will be requested from sanitation and tracked by LAAS
 - f. Comparative LAAS cat and kitten intake numbers
 - g. Comparative LAAS feline live release rate
 - h. Comparative LAAS feline died in care numbers
 - i. Comparative number of CCP partners over time
 - j. Comparative number of CCP volunteers over time
 - k. Number of residents engaging with the program
 - l. Families and cats served by the program
 - m. WCP cats adopted