

July 2022

Director's Report

Monica Schmidt, Assistant Director, is leading the meeting today as Andi Bernard, Director, is on vacation. Fact checker posted on website continues to be a good communication tool. Feel free to forward this information along to residents that have questions.

Kitten Season

We are in peak kitten season and the shelter is dealing with a large volume of cats. On July 8, 2022, staff members dropped off 125 cats and kittens at the Burbank Airport to be flown to Washington. The flight was paid for by GreaterGood Charities. Kittens were delivered to shelter partners that have homes lined up for adoption.

Budget Update

Overall expenses for Fiscal Year 2021-22 are coming in lower than projected. Each contract city (except for two) are going to have total costs that are lower than their original NOI for 2021-22. Fiscal Year 2021-22 was an odd year for budgeting because of COVID-19 and related impacts to dog adoption.



City Manager Association Animal Care Committee

OC Animal Care Update

Monica Schmidt, Assistant Director, OC Animal Care
July 2022

Today's Agenda

- Director's Report
 - Fact Checker
 - Adoption-by-Appointment
 - Pet Licensing Campaign
- Budget Update
- Operational Update
 - Summer Challenges
 - Kitten Season
 - Pan Leuk Season
 - Dog population
 - Transports

Director's Report

- Fact Checker continues to be a successful communication tool; Summer edition now available in English, as well as all threshold languages
 - Social media chatter often leads to email communications. As always, we are happy to respond to those communications within 48 hours per our Constituent Response Protocol
- Our award-winning Adoption-by-Appointment program continues to assist our community
 - Emphasis on the right match
 - Better customer experience by significantly decreasing wait times
 - Focus on families interested in adoption
 - Safety first

Director's Report – Licensing Campaign Update

- Identifying dog ownership through digital canvassing - Positive response from veterinary offices in the community with an increase in offices reporting their rabies vaccination information to our digital canvassing team
- Outreach through education efforts continue with our multi-media campaign
 - Licensing flyers available in English and all threshold languages
- Licensing revenue for June exceeded projections by nearly \$150,000!

Director's Report – Licensing Campaign Update

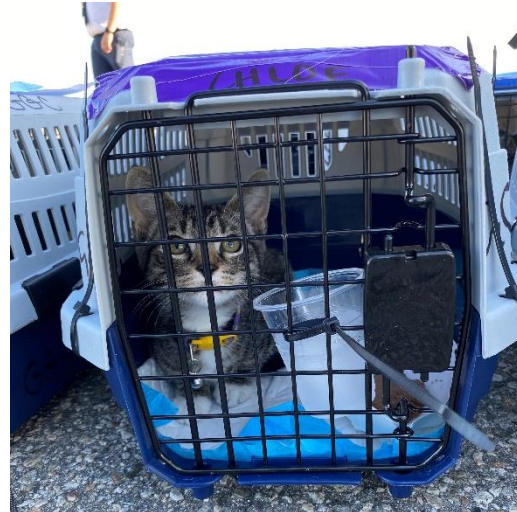
- Examples of digital canvassing efforts:
 - Increased contact with veterinary offices to facilitate the receipt of rabies vaccination certificates
 - Courtesy calls to dog owners advising of license expiration and offering easy options to renew
 - Implementation of automatic email reminders in addition to mailed license reminders
 - Participation in outreach events as a pet licensing advocate and sell licenses
 - Community Outreach Team will provide educational information for pet licensing during promotional and marketing events
 - Joint grassroots marketing efforts across multiple teams to promote pet licensing in the community, including a multi-media licensing campaign with education handouts, social media posts, website verbiage, and e-newsletter templates that can easily be co-branded by each individual city

Budget Report

- FY 2021-22 combined Net Cost for all Contract Cities is under budget by approximately \$800K
 - Twelve of 14 Contract Cities are projected to pay less than their Notice of Intent (NOI) estimate
- Fourth Quarter Invoices will be issued the week of August 1st
 - Invoices will be scanned and emailed as soon as they are available

Operational Report

- Summer Challenges
 - Kitten Season
 - Pan Leukopenia
 - Dog population
 - Activists
- Transport
- Community Outreach Efforts



Questions?



 Community Resources



OC Animal Care