

May 2022

Director's Report:

Adoption-by-Appointment program received the National Association of Counties (“NACo”) Achievement Award. The Adoption-by-Appointment program has been replicated by many counties throughout the country. Fact checker documents help contract cities better understand OCAC operations to respond to public comments and questions. A new full-time chief veterinarian has been hired to fill the vacancy, along with two staff veterinarians.

Licensing and Canvassing

Unannounced door-to-door contacts for pet licensing have been eliminated to ensure employee safety. This has reduced fuel and vehicle costs while maintaining steady licensing issuance and renewal revenue. In-person visits have been replaced with data canvassing from records available through veterinary offices, courtesy calls, email, and social media messaging. Community outreach team also promotes licensing through events.

Operational Report:

OCAC is gearing up for kitten season, which includes a high stream of foster-program related kitten work. More volunteer rescue and transport opportunities for kittens are now available.

Budget Report:

Projected net cost remains \$700,000 under budget as of April 30th for Fiscal Year 2021-22. NOI's were delivered to contract cities in April. Options to discuss NOI changes one-on-one with OCAC staff are available.



City Manager Association Animal Care Committee

OC Animal Care Update

Andi Bernard, Director, OC Animal Care

May 2022

Today's Agenda

- Director's Report
 - NACO Award for Adoption-by-Appointment
 - Fact Checker
 - New Chief Veterinarian
 - Pet Licensing
- Operational Update
 - Kitten Season
 - Inventory
 - Volunteer Appreciation Event
- Budget Update

Director's Report

- Our Adoption-by-Appointment program was recently granted a NACo Achievement Award for making safe and speedy pet adoptions a priority
- Fact Checker continues to be a successful communication tool
- OCAC is excited to announce the recent hire of a full-time Chief Veterinarian as well as two staff veterinarians

Director's Report – Licensing and Canvassing

- Recent operational changes carry less cost, present less risk to employees, and offers additional flexibility to the program as staff focus on facilitating canvassing on-site and through digital efforts
 - Reduced fuel and vehicle related costs realized savings
 - Unannounced door-to-door contacts were eliminated supporting employee safety
 - Are we compliant with our contract? YES!
 - Work with veterinary offices for identifying dog ownership through rabies certificate reporting
 - Outreach through education efforts and a multi-media campaign

Director's Report – Licensing and Canvassing

- Overall licensing revenue over the last four (4) complete fiscal years

Fiscal Year	Licensing Revenue Collected
2017-18	\$5,362,009.46
2018-19	\$6,096,025.40
2019-20	\$5,605,225.69
2020-21	\$6,263,788.79

Director's Report – Licensing and Canvassing

- 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

Operational Report

- Kitten Season
 - Inventory Solutions
 - Foster Program Update
 - Kitten Shower
 - Rescue/Transport Opportunities
 - Volunteer Appreciation Event
 - Community Outreach Efforts



Budget Report

- Total projected net cost is under budget by approximately \$700,000 as of April 30th
- New NOIs were delivered in April
 - Thanks to those that have returned their signed copies
 - Option to discuss one-on-one for questions regarding individual NOIs

Questions?



 Community Resources



OC Animal Care