

**MOORPARK CITY COUNCIL
AGENDA REPORT**

TO: Honorable City Council

FROM: Dave Klotzle, City Engineer/Public Works Director
Prepared by: John Brand, Senior Management Analyst



DATE: September 26, 2013 (CC meeting of 10/02/2013)

SUBJECT: Consider Report on the Ventura County Animal Services Efforts to Achieve “No Kill” Status at the County Animal Shelter

SUMMARY

On July 17, 2013 Mayor Parvin asked for the City Council to receive a briefing on the progress that Ventura County Animal Services (VCAS) is making to achieve the goal of becoming a “No Kill” shelter, and what the expectations are for partner agencies such as the City of Moorpark that contract with the VCAS for shelter services.

BACKGROUND

In May 2012, the 2011–2012 Ventura County Grand Jury released advance copies of its report on the policies, procedures, operations, and practices of the VCAS. The Grand Jury discovered that a central factor in many of the VCAS’s perceived difficulties is the fact that VCAS operates a service—whose principal mandated mission is the control of rabies and the health and safety of the public and the animal population of Ventura County. This mandated service and the VCAS’s collateral services require continuous interaction with a public that is active in advocacy for the preservation of animal life as well as for the humane treatment of the animals. This situation has created tension and a degree of separation between certain animal advocacy groups and individuals and VCAS.

The principal issue leading to tension between animal advocates and the VCAS is the continuing effort of a segment of the “animal rescue” public to require the County to declare its shelter (Shelter) a “No Kill” Shelter. VCAS has publically expressed sympathy with a “No Kill” philosophy and appears to be working toward that status. However, after careful consideration and inquiry, the Grand Jury has concluded that as a practical matter—considering the physical plant and budgetary outlays required to effect a “No Kill” County Shelter—the accomplishment of a “No Kill” Shelter goal is problematic.

With respect to VCAS euthanasia practice, the Grand Jury found that despite a current increasing intake of dogs at the shelter, the rate of dogs euthanized by VCAS has decreased since 2008. This reflects other findings concerning VCAS activities; foremost, VCAS's enlistment of rescue groups to partner adoption offerings to the public and its own Shelter emphasis on adoption.

On June 12, 2013, the Ventura County Board of Supervisors adopted the goal of operating its animal shelter on a "No Kill" basis as an aspiration for the department. No additional funding was provided by the County, and no date was set for the shelter to become fully "No Kill". The eight cities that contract with VCAS provide about 66% of the revenue to VCAS. Attachment 2 shows the history of the City's costs and revenues related to VCAS.

DISCUSSION

Dramatically lowering the animal euthanasia numbers is seen as requiring a community effort to prevent animals from being sent to the shelter in the first place. On July 11, 2013, Acting Director of Animal Services Donna Gillesby introduced an integrated outreach effort entitled "It's Pawsible: Spay, Neuter, Adopt Campaign" to help move the Shelter to a no kill status. Ms. Gillesby asked the members of the County Animal Commission (eight cities and the county) to provide staff effort to support the campaign as discussed in the report to the Commission (Attachment 1). Many if not most private rescues operate on a "No Kill" basis. In July 2011, the City of Santa Paula left VCAS and opened a "No Kill" shelter that is operated by a local animal rescue group.

FISCAL IMPACT

Possible undetermined staff effort, and increased Shelter costs to the City. Moorpark's FY 2012-13 VCAS shelter costs increased about \$11,000 and revenue declined about \$5,000 from FY 2011-2012. Net cost to the City was about \$25,300 in FY 2012-2013 and is expected to increase by about \$10,000 in FY 2013-2014 (Attachment 2).

STAFF RECOMMENDATIONS

1. Hear a presentation from Interim Animal Services Director Donna Gillesby.
2. Provide direction to staff as deemed appropriate.

Attachment 1: VCAS "Review of the It's Pawsible: Spay, Neuter, Adopt Campaign"
Attachment 2: Ventura County Animal Services Costs and Revenues



VENTURA COUNTY ANIMAL SERVICES

TO: Ventura County Animal Services Commission
FROM: Donna Gillesby, Acting Director of Animal Services
DATE: June 17, 2013
SUBJECT: Review of the It's Pawsible: Spay, Neuter Adopt Campaign

Recommendation

It is recommended that the Ventura County Animal Services Commissioners provide their respective City Managers with the It's Pawsible Campaign and ask for existing City resources to be allocated to further collaboration and implementation efforts.

Fiscal Impact

The immediate impact is limited to the allocation of existing staff and outreach efforts. However, it is anticipated that over the course of the Campaign that cost savings will be achieved through reduced shelter intake and increased adoptions, at which point operational enhancements and allocation of additional resources may be discussed.

Discussion

In order to reduce the number of healthy, adoptable animals being euthanized, the issue of pet overpopulation must be addressed from a consistent countywide approach. Animal Services proposes adopting a branded Spay, Neuter, Adopt Campaign to decrease the Shelter's intake levels and increase the number of animals adopted, thereby decreasing the number of healthy, adoptable animals that need to be euthanized for space. Through increased spay, neuter, and adopt activities, It's Pawsible to eliminate pet overpopulation and unnecessary euthanasia of adoptable animals.

The Campaign focuses on collaboration, education, promotion, partnerships, and operational enhancements. A core component of implementing the Campaign is the creation of a staff committee with representatives from each of the member cities to assist in developing and implementing programs as directed by the Ventura County Animals Services Commission. Collaboration with member cities' staff will enhance the ability of to address varied issues and reach the diverse populations that are contributing to the Shelter's intake levels.

After goals that yield cost savings are accomplished, operational enhancements can be pursued through the reallocation of resources to maintain contract costs within established levels while implementing service enhancements.

The following matrix details the Campaign's various components including identifying responsible parties for program development and ownership, action needed, fiscal impacts beyond existing staff time, and target start dates.



Campaign Components

Collaborate

VCAS has identified the following areas that need participation by the member cities to provide for an effective foundation for the campaign. VCAS will take a leadership role but requests the participation of all the cities either through Commission Members or staff.

Program	Program Development	Action	Program Owner	Frequency	Fiscal Impact	Target Start Date
Enforcement Techniques	VCAS/City Staff	Enhance	VCAS/City Staff	Ongoing	None	May 2013
Enforcement Tools	Commission/VCAS	Enhance	Commission/Cities	Periodically	None	December 2013
Municipal Code Review	Commission/VCAS	Enhance	Commission/Cities	Periodically	None	December 2013
Fundraising Support	Commission/VCAS/City Staff/ARVA	Create	VCAS/ARVA/City Staff	Ongoing	None	May 2013
Fiscal Reporting	VCAS	Create	VCAS	Quarterly	None	April 2013
Goal Setting/Prioritization	Commission	Create	VCAS	Annually	None	July 2013
Benchmark Review	Commission	Create	VCAS	Quarterly	None	July 2013
Staff Work Group	Commission	Create	VCAS/Cities	Ongoing	None	May 2013

Educate

To be successful in changing public perceptions and actions related to pet ownership, it is necessary to educate all communities on the available resources and the importance of spaying/neutering and licensing their pets.

Program	Program Development	Action	Program Owner	Frequency	Fiscal Impact	Target Start Date
Spay/Neuter	VCAS/City Staff	Create	City Information Channels/Volunteers	Ongoing	Approximately \$26 for every 1,000 flyers printed Projected decrease in Shelter intake/costs	May 2013
Ticket Home	VCAS/City Staff	Enhance	City Information Channels/Volunteers	Periodic	Approximately \$26 for every 1,000 flyers printed Projected decrease in Shelter intake/costs	July 2013
Microchip/licensing	VCAS/City Staff	Enhance	City Information Channels/Volunteers	Periodic	Approximately \$26 for every 1,000 flyers printed Projected decrease in Shelter intake/costs	August 2013
Pet Pantry	VCAS/City Staff	Enhance	City Information Channels/Volunteers	Periodic	Approximately \$26 for every 1,000 flyers printed Projected decrease in Shelter intake/costs	October 2013
Vaccination Clinics	VCAS/City Staff	Enhance	City Information Channels/Volunteers	Periodic	Approximately \$26 for every 1,000 flyers printed	January 2014

Promote

VCAS has had great success in promoting adoptions; however, for the promotions to have maximum impact there needs to be additional coordination with the member cities to get the information out to their residents.

Program	Program Development	Action	Program Owner	Frequency	Fiscal Impact	Target Start Date
Adoptions	VCAS	Enhance	VCAS/City Staff	Ongoing	Projected increase in adoptions/ revenue	May 2013
Marketing	VCAS	Enhance	VCAS/City Staff	Periodic	Projected increase in adoptions/ revenue and decrease in Shelter intake/costs	May 2013

Partner

In order to tackle the numerous causes for pet overpopulation it is critical to utilize partnerships in maximizing the effectiveness of the education and promotion components.

Program	Program Development	Action	Program Owner	Frequency	Fiscal Impact	Target Start Date
Rescues	VCAS	Enhance	VCAS	Ongoing	Projected increase in adoptions/revenue	TBD
Veterinarians	VCAS/City Staff	Enhance	VCAS/City Staff	Periodic	Projected decrease in Shelter intake/costs	TBD
Spay/Neuter Clinics	VCAS/City Staff	Enhance	VCAS	Ongoing	Projected decrease in Shelter intake/costs	TBD
Recreation and Park Districts	VCAS/City Staff	Create	VCAS/City Staff	Periodic	None	TBD
Local Breed Clubs	VCAS/City Staff	Maintain	VCAS/City Staff	Periodic	None	TBD
ARVA	VCAS/City Staff	Enhance	VCAS	Ongoing	Projected availability of non-taxpayer funds for capital and operational improvements	TBD
Volunteers	VCAS/City Staff	Enhance	VCAS/City Staff	Ongoing	None	May 2013
Foster Homes	VCAS	Maintain	VCAS	Enhance	Projected increase in adoptions/revenue	TBD
Pet Stores	VCAS/City Staff	Create	VCAS/City Staff	Periodic	None	TBD
Groomers	VCAS/City Staff	Create	VCAS/City Staff	Periodic	None	TBD
Humane Society	VCAS	Maintain	VCAS	Ongoing	None	TBD
School Districts	VCAS/City Staff	Create	VCAS/City Staff	Periodic	None	TBD
Dr. Novy	VCAS/City Staff	Enhance	VCAS/City Staff	Ongoing	None	TBD
Robert Cabral	VCAS	Maintain	VCAS	Ongoing	None	TBD

Operational Enhancements

VCAS has identified operational enhancements that will assist in maximizing the shelter capacity without increasing the sheltering costs to the member cities. The goal is to achieve operational savings and increased revenues from the other Campaign components and utilizing them to make significant operational enhancements.

Program	Program Development	Action	Program Owner	Frequency	Fiscal Impact	Target Start Date
Bordetella	VCAS	Maintain	VCAS	Ongoing	Included in FY 12/13 costs. Now a core vaccination	December 2011
In-house Spay/Neuters	VCAS	Create	VCAS	Pending	(budgeted personnel cost – outsource cost)	FY 14/15
Isolation Kennel	VCAS	Create	VCAS	One-time	TBD – to be funded through ARVA	FY 14/15
One Stop Intake	VCAS	Maintain	VCAS	One-time	Cost of kennels \$20,000 (already funded) Projected increase in Animal Control Officer time available for field activity	FY 13/14
Online Licensing	VCAS	Maintain	VCAS	Ongoing	Projected increase in License revenue	May 2013
Website Enhancements	VCAS	Enhance	VCAS	Ongoing	None	FY 12/13
Customer Service Counter Improvements	VCAS	Enhance	VCAS	Ongoing	None	FY 13/14
Staff Fatigue	VCAS	Enhance	VCAS	Ongoing	TBD	FY 13/14

Ventura County Animal Services Costs and Revenues

FY	2013-2014	2012-2013	2011-2012	2010-2011	2009-2010	2008-2009	2007-2008	2006-2007	2005-2006	2004-2005	2003-2004	2002-2003
Population	34,421	34,904	34,660	34,511	36,695	36,168	35,838	35,065	35,347	35,418	34,858	34,270
VCAS Cost	194,500	185,600	174,800	153,700	149,200	142,100	158,800	153,400	120,300	116,200	109,600	106,000
Revenue	158,600	157,558	162,331	152,516	146,839	127,586	118,134	111,772	79,712	72,986	56,800	56,432
Net Paid	35,800	27,183	9,344	-	6,103	16,350	31,781	41,116	31,681	41,245	49,385	47,169
Est. Dog Pop.		7,551	7,498	7,466	7,938	7,824	7,753	7,586	7,647	7,662	7,541	7,414
Licenses sold		5,346	5,381	4,907	4,386	3,809	3,639	3,751	3,136	2,582	2,935	2,915
	VCAS Estimate			\$3,629.88 surplus carried over to 2011-12				License Canvass Surge 10x	City begins selling licenses			City begins field services

License Compliance 2011-2012	
Estimated Dog Population	7,498
Licenses	5,381
Estimated Compliance Rate	72%
License Revenue	\$162,331
Estimated Lost Revenue	\$42,340