

**GENERAL MANAGER'S REPORT
TO THE
BOARD OF ANIMAL SERVICES COMMISSIONERS
FOR THE MONTH OF
SEPTEMBER 2008**

At the meeting on September 22, 2008, the General Manager or his designee provided the following updates, summary of activities, and information about events in September.

Announcements:

The Pet Care Foundation recently hosted the Roxbury Park adoption event with Joanne Worley on September 13th. The Foundation placed another full page ad in the LA Times featuring information on animals for adoption at the South LA and West LA Animal Care Centers. The ad also prominently featured the Spay/Neuter ordinance that becomes enforceable October 1st.

The first meeting of the Spay/Neuter Advisory Committee, consisting of a representative from each Council District, in compliance with the new Spay/Neuter law, will meet take place at the East Valley Animal Care Center on September 22, 2008 at 6:30 p.m.

The LA Times' Blog "LA Unleashed" now regularly features adoptable animals from all of the LA Animal Services Care Centers.

There is a Press Conference regarding the enforcement of the Spay/Neuter ordinance planned for October 2nd in Hollywood with the Mayor and celebrities in attendance.

Department Operations & Medical Divisions:

Medical

Chief Veterinarian

The Department welcomes Dr. Jeremy Prupas as the new Chief Veterinarian. Dr. Prupas hit the ground running and has already visited each of the Centers and is working with his medical team. He also attended the September 15th Humane LA Public Workshop on Adoption Programs.

Administration

Volunteer Program

After one year of bureaucratic challenges, the Department has successfully hired a new Volunteer Program Manager who will be starting October 14, 2008.

Spay/Neuter Ordinance

The Department is working diligently internally to make sure that staff are well prepared to enforce the Spay/Neuter ordinance.

An ad-hoc Marketing Committee has agreed to meet weekly for 2 hours each week until October 1st to discuss marketing strategies to help get the word out about the new ordinance. The group has hired a Public Relations firm to assist with media exposure. They have created flyers in English, Spanish, and Korean to be distributed throughout Los Angeles.

Channel 35 and the Humane Society of the United States (HSUS) have assisted the Department in producing over a dozen radio and television Public Service Announcements (PSAs) to inform the public that Spay/Neuter is now the law and people need to comply. The Tony LaRussa PSA is now being played on dozens of movie screens at Mann Theaters during the previews. These PSAs have the potential to reach thousands of Angelinos every day.

The Department is working on an event called Spay Day LA on October 25 and 26, 2008. We are working with volunteers, veterinarians, and organizations throughout the City on the event. The goal is to sterilize

300 animals over the 2-day weekend. Celebrities and KIIS-FM will attend the event and help to publicize it.

Fee Study Update

The fee study, which the Commission approved in December 2007, has been released from the City Administrative Officer's office and should be winding its way to City Council soon.

Achieving No-Kill Update

It was previously stated that the Department was over 95% on its way to achieving Phase 1 of No-Kill. This is what our statistical reports showed. However, since making that report, different members of the public and some of our own volunteers came to the General Manager with specific allegations that some Department employees were evaluating non-aggressive dogs as aggressive so that they could be euthanized for aggression instead of for time/space. These allegations were investigated and confirmed.

It was discovered that beginning in 2008, the East Valley Center experienced a 135% increase in the number of aggressive dogs euthanized compared to the same time last year. South LA reports over a 50% increase. This anomaly appears to be isolated to just these two locations. As a result of these findings, the General Manager has implemented a moratorium on euthanizing any aggressive dogs without the approval of the General Manager, Assistant General Manager Davis, or Captain Dedeaux. During this moratorium, additional cases were identified that confirmed this practice. The Department will continue to monitor this situation and keep the Commission apprised of our steps to correct this practice so that we can all rely on the numbers that are being reported.