

MOTION

Spay/Neuter is widely accepted as the most effective tool to combat companion animal overpopulation. Accordingly, the City of Los Angeles has adopted a set of ordinances to motivate the spaying and neutering of owned dogs and cats (with rabbits soon to follow).

During the first year of existence of L.A.'s Spay/Neuter ordinance, the Department of Animal Services and several of its elected officials, along with celebrities, rescue organizations, and other members of the public, undertook a highly visible promotional and educational campaign to increase public awareness of the new law as widespread as possible.

This campaign was a relative success, using regular media, social media, public service videos, and, radio spots to get the word out via television, the internet, radio, and even movie theaters. For the better part of half a year, widespread Spay/Neuter awareness was a real thing in L.A.

In subsequent years the Department of Animal Services has made Spay/Neuter an ongoing part of its regular operational program and has worked to provide public reminders on the annual occasion of World SpayDay and other special events. However, no sustained campaign resembling the original launch of the City ordinance has been undertaken, and public awareness has suffered.

Public safety experts have opined that up to 80% of the public will voluntarily comply with laws they know about. This argues in favor of the City making sure it is reminding Angelenos of both the Spay/Neuter law requirements and also the broad benefits of Spay/Neuter to animals and taxpayers alike.

I THEREFORE MOVE that the Department of Animal Services be instructed to develop a program for the annual promotion of Spay/Neuter and the City's Spay/Neuter law in conjunction with interested stakeholders in the political, animal welfare, media, and business communities, and taking advantage of national and international Spay/Neuter promotions which take place over the course of every year.

PROPOSED BY:



PAUL KORETZ

Councilmember, Fifth District

SECONDED BY:



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