

COMMUNICATION FROM CHAIR, PERSONNEL, AUDITS, AND ANIMAL WELFARE COMMITTEE relative to developing a program for the annual promotion of spay and neuter and the City's spay/neuter law.

Recommendation for Council action, pursuant to Motion (Koretz – O'Farrell):

INSTRUCT the Department of Animal Services (DAS) to develop a program for the annual promotion of spay and 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.

Fiscal Impact Statement: Neither the City Administrative Officer nor the Chief Legislative Analyst has completed a financial analysis of this report.

Community Impact Statement: None submitted.

Summary:

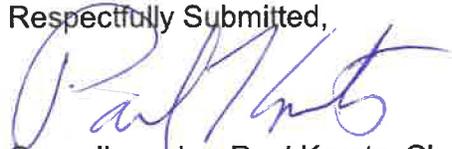
On October 24, 2022, the Chair of the Personnel, Audits, and Animal Welfare (PAAW) Committee considered a Motion (Koretz – O'Farrell) relative to developing a program for the annual promotion of spay and neuter and the City's spay/neuter law. According to the Motion, Spay/Neuter is widely accepted as the most effective tool to combat companion animal overpopulation. Accordingly, the City 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 LA's Spay/Neuter ordinance, the DAS 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 LA. In subsequent years the DAS 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 Spay Day and other special events. However, no sustained campaign resembling the original launch of the Ordinance has been undertaken, and public awareness has suffered. Public safety experts have opined that up to 80 percent 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.

After consideration and having provided an opportunity for public comment, the Committee Chair moved to recommend approval of the Motion. This matter is now submitted to Council for its consideration.

Respectfully Submitted,



Councilmember Paul Koretz, Chair
Personnel, Audits, and Animal Welfare Committee

COUNCILMEMBER VOTE

KORETZ: YES

HARRIS-DAWSON: ABSENT

BONIN: ABSENT

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10/24/22

-NOT OFFICIAL UNTIL COUNCIL ACTS-