



ANIMAL CARE COMMUNITY OUTREACH COMMITTEE ORANGE COUNTY, CALIFORNIA

Wednesday, January 26, 2022

At 11:30 a.m.

Learning & Training Center, First Floor
OC Animal Care
1630 Victory Road
Tustin, CA 92782

I. Call to Order

II. Roll Call of Members

Peter Amundson, Chair, 2nd District
Danielle Thomas, Vice Chair, 4th District
Dr. Leslie Malo, Committee Member, 1st District
Kim Kane, Committee Member, 3rd District
April Josephson, Committee Member, 5th District

III. Minutes

Regular Meeting, October 27, 2021

Recommended Action: That the Committee approve the minutes of the October 27, 2021 regular meeting.

IV. Regular Business

1. Brown Act Training and review of the Bylaws

The purpose of this item is to provide an overview of the Brown Act and the current OC Animal Care Community Outreach Committee Bylaws.

Recommended Action: No action necessary.

2. Community Outreach Team Report

AGENDA

This report summarizes the fourth quarter activities for OC Animal Care's Community Outreach Team and includes: Public Education Outreach, Volunteer Services, Foster Program and Adoption Partners. Also included is a summary of Community Outreach Team (COT) goals and results for 2021 and discussion of the 2022 COT goals.

Recommended Action: Committee provides input for 2022 goals and priorities and receives and files the report.

3. Director's Update

OC Animal Care Director, Andi Bernard, will provide information on the shelter, recent news, events and facility updates.

Recommended Action: No action necessary.

V. Public Comment

At this time, members of the public may address the Committee regarding any items within the subject matter jurisdiction of the Committee provided that no action will be taken on any items not on the agenda, unless authorized by law. Comments shall be limited to five (5) minutes per person, and twenty (20) minutes for all comments, unless different time limits are set by the Chairperson, subject to the approval of the Committee.

VI. Board Comments

VII. Adjournment

The next regular meeting will be April 27, 2022 at 11:30 a.m., in the Learning & Training Center Room 100 located at 1630 Victory Rd. Tustin CA 92782.



SUMMARY ACTION MINUTES

ANIMAL CARE COMMUNITY OUTREACH COMMITTEE ORANGE COUNTY, CALIFORNIA

*Wednesday, October 27, 2021
At 11:30 a.m.*

Peter Amundson, Chair, 2nd District
Danielle Thomas, Vice Chair 4th District
Dr. Leslie Malo, Committee Member, 1st District
Kim Kane, Committee Member, 3rd District
April Josephson, Committee Member, 5th District

Pursuant to the provision of California Governors Executive Order N-29-20, issued on March 17, 2020, the Animal Care Community Outreach Committee will be conducting its meeting remotely.

While there will not be a physical location for the meeting, the public is invited to observe the meeting by dialing +1-415-655-001, using Access Code 177 616 7955.

In compliance with the Americans with Disabilities Act, those requiring accommodation for this meeting shall notify OC Animal Care at 714-796-6415 or Ariana.Mandujano@occr.ocgov.com by 5pm on Monday preceding the meeting. Please provide your name and contact phone number or email.

All supporting documentation is available for public review at <https://www.ocpetinfo.com/involve/outreach> under the Agendas and Minutes link or by calling 714-796-6415.

SUMMARY ACTION MINUTES

I. Call to Order

The meeting of the Animal Care Community Outreach Committee was called to order at 11:30 am this meeting was conducted remotely via phone.

II. Roll Call of Members

Present:

Dr. Leslie Malo, Committee Member, 1st District
Peter Amundson, Chair, 2nd District
Kim Kane, Committee Member, 3rd District
Danielle Thomas, Vice Chair, 4th District
April Josephson, Committee Member, 5th District

Staff Present: Dylan Wright, OCCR Director; Cymantha Atkinson, OCCR Deputy Director; Monica Schmidt, Assistant Director; Tammy Osborn, Adoption Partner Specialist; Alexina Estrada, Foster Coordinator; Jill Prout, COT Supervisor; Dawn Maestas, Volunteer Coordinator; Carrie Bain, Foster Coordinator and Ariana Mandujano, Staff Specialist.

III. Minutes

Regular Meeting, July 28, 2021

The Committee approved the minutes of the July 28, 2021.

It was moved by Committee Member Kane, seconded by Vice Chair Thomas.

IV. Regular Business

1. Adoption Partner Program Administrative Report

This report summarizes the OC Animal Care Rescue/Adoption Partner program. Through cooperative actions, the Adoption Partner program places injured and un-adoptable animals with organizations that specialize in their rehabilitation and placement. This report also reviews steps being taken to increase and improve adoptions and communication between OC Animal Care and Adoption Partners.

Committee Member Josephson inquired about the status of the Petco Program.

It was moved by Vice Chair Thomas, seconded by Committee Member Kane.

AYES: 5

NOES: 0

The motion passed

2. Public Education Program Report

SUMMARY ACTION MINUTES

This report summarizes the OC Animal Care Public Education Program, which includes Community Outreach, Public Awareness, Shelter Tours, Shelter and Community Events and Program Updates.

Committee Member Kane inquired about the Kitten kits for the public when they find/care for kittens.

Committee Chair Amundson inquired about the participation with Senior Centers.

Committee Member Josephson inquired about the partnership with Goodwill.

It was moved by Committee Member Kane, seconded by Committee Member Josephson.

AYES: 5

NOES: 0

The motion passed

3. Volunteer Program Administrative Report

This report summarizes the third quarter activities for OC Animal Care's Volunteer Program.

Committee Member Josephson inquired about the notifications for the TLC program.

It was moved by Vice Chair Thomas, seconded by Committee Member Kane.

AYES: 5

NOES: 0

The motion passed

4. Foster Program Report

This report summarizes the third quarter for OC Animal Care's Foster Program.

It was moved by Committee Member Kane, seconded by Committee Member Josephson.

AYES: 5

NOES: 0

SUMMARY ACTION MINUTES

The motion passed

5. Director's Update

OC Animal Care Director, Andi Bernard, will provide information on the shelter, recent news, events and facility updates.

Recommended Action: No action necessary.

V. Public Comment

A member of the public inquired about the plans to open the shelter in the future.

A member of the public requested the status of the TNR program and suggested more low cost spay/neuter programs in Orange County. Suggested OC Animal Care to advocate for the spay/neuter laws.

A member of the public inquired about creating a volunteer job to assist with the networking of the medical/behavior dogs.

A member of the public had concerns with the promotion of events that were not participated by OC Animal Care. Inquired about the status of the policy of the 80% capacity and reduction adoptions fees. Concerns with the status of the shelter not open to the public and the wait time when the public shows up with appointments.

A member of the public had concerns about the shelter pets with no out of kennel activity.

A member of the public inquired about restarting the TNR program with OC Animal Care. Suggested more transparency with cats and kittens; they are not available for adoption when re-entering the shelter from foster. Concerns with more animals getting added on the euthanasia list.

A member of the public had concerns about staffing issues with the kennels unit and the additional big size dogs that are not getting walked or enrichment time. Inquired about the possibility of volunteers entering Building 1 with a buddy system.

A member of the public had concerns about the low participation with the Clear the Shelter nationwide event and lack of adoption events. Suggested Volunteers should be getting volunteer hours for the networking the animals. Concerns with cats not getting the right evaluation. Concerns with limiting the adoptions for cats and kittens since they are not getting listed for adoptions.

SUMMARY ACTION MINUTES

VI. Board Comments

Committee Member Josephson thanked the volunteers for their input and the creative solutions with the current issues with OC Animal Care.

Committee Member Kane acknowledge the shelter is short staff and visible to the volunteers.

Committee Member Kane had concerns with TLC dogs getting posted on Lost/Found list.

Committee Member Josephson clarified TLC dogs are getting posted on lost and found but they don't get posted on the Rescue track to get the dog out of the shelter faster.

Committee Member Dr. Malo inquired about the proper etiquette to respond during the public comments.

Committee Member Dr. Malo inquired about the upcoming in-person meetings and standards for re-opening the shelter. Concerns about the wait time and re-opening the shelter to the public.

Committee Member Kane stated organizations who previously donated to the shelter are going elsewhere since the shelter is closed and not accepting donations.

Committee Member Dr. Malo concern with the adoptions and opening the shelter to the public.

Committee Member Josephson stated other shelters in Orange County are currently open to the public.

Committee Chair Amundson inquired who sets the rules for re-opening the shelter.

Committee Member Kane inquired about the Dogs K9 Influenza.

Committee Chair Amundson acknowledge the hard work from OC Animal Care staff.

VII. Adjournment

The meeting adjourned at 1:14 p.m. The next regular meeting will be January 26, 2022 at 11:30 a.m., this meeting will be held at OC Animal Care located at 1630 Victory Road Tustin Ca 92782.



BOARDS, COMMISSIONS, & COMMITTEES

BROWN ACT & BYLAWS TRAINING

*OC Community
Resources*



John Cleveland
Senior Deputy County Counsel
Office of the County Counsel

Nicole Swain, DPA
ASR & Special Projects Manager
OC Community Resources

TOPICS





BROWN ACT



[History](#) | [Key Concepts](#) | [Law](#)



The Ralph M. Brown Act generally requires all meetings (as defined) of a legislative body of a local agency be “open and public.” The act is located at California Government Code Section 54950 et seq., was carried out by Assembly member Ralph M. Brown and passed in 1953.



■ Basic Rule

- “meetings” of legislative bodies must be open and public
- The actions of public commissions, boards, councils, and other public agencies should “be taken openly and that their deliberations be conducted openly.” (Government Code Section 54950)

■ Purpose:

- Facilitate public participation
- Enable people to be informed so they can keep control over their government and curb the potential misuse of democratic process by secret legislation by public bodies.

BROWN ACT – Key Concepts



Brown Act applies to any “legislative body” of a “local agency”

“Legislative body” includes — The governing board of a local agency, or any local board created by statute.

Any *commission, committee, board* or other body created by formal action of a legislative body.

“Local Agency” includes — A county, city, whether general law or chartered, city and county, town, school district, municipal corporation, district, political subdivision, or *any board, commission or agency thereof*, or other local public agency.



“Ad Hoc” committee exception to definition of “legislative body”

However, an *ad hoc* advisory committee, composed solely of the members of the legislative body that are less than a quorum of the “legislative body” is not, itself, a “legislative body.” (Government Code Section 54952(b).)

Exception to the exception: “Standing committees,” however, even if composed of less than a quorum of the legislative body (*e.g.* two of five) are still subject to the open meeting requirements of the Brown Act.



Brown Act applies to “meetings” of the legislative body

A “meeting” is “...any congregation of a majority of the members of a legislative body at the same time and location, including teleconference location as permitted by Section 54953, to hear, discuss, deliberate, or take action on any item that is within the subject matter jurisdiction of the legislative body.” (Government Code § 54952.2(a).)



“Serial Meetings” prohibited

A majority of the members of a legislative body “shall not, outside of a meeting authorized by this chapter, *use a series of communications of any kind, directly or through intermediaries, to discuss, deliberate, or take action on any item of business that is within the subject matter jurisdiction of the legislative body.* (Government Code § 54952.2(b)(1).)

But “One Way” briefings (e.g. staff briefings) *are* permitted:

The prohibition on serial meetings: “shall not be construed as preventing an employee or official of a local agency, from engaging *in separate conversations or communications*...with members of a legislative body in order to answer questions or provide information regarding a matter that is within the subject matter jurisdiction of the local agency, if that person does not communicate to members of the legislative body the comments or position of any other member or members of the legislative body.” (Government Code § 54952.2 (b)(1).)

Similarly, a legal memorandum from County Counsel to a BCC does not constitute a “meeting” under the Brown Act.



Other exceptions to the definition of “meeting”

Individual contacts or conversations between a member of a legislative body and “any other person” are not “meetings,” of the legislative body, provided that they are not “serial meetings.”

Attendance at a conference open to the public or at community meeting.

Attendance at an open and noticed meeting of another local agency.

Attendance at a purely social or ceremonial occasion.

Attendance at an open and noticed standing committee meeting, provided that members attend only as observers.

BROWN ACT – Regular Meetings



Each legislative body shall provide, by ordinance, resolution, bylaws, or by whatever other rule is required for the conduct of business by that body, the **time** and **place** for holding regular meetings. Such regular meetings must typically be conducted within the boundaries of the agency's jurisdiction.



At least 72 hours before the regular meeting, an agenda must be posted in a "location freely accessible to members of the public" and on the agency's primary website.

The Agenda must contain a "brief general description of each item of business to be transacted or discussed."



Except as otherwise provided by law, no action or discussion shall be undertaken on any item not appearing on the posted agenda.

(Gov't § 54954.2.)

BROWN ACT – Special Meetings



Special Meetings may be called “at any time” by either (1) the presiding officer of the legislative body of a local agency, or (2) by a majority of the members of the legislative body by posting a notice and also delivering written notice to each member of the legislative body and to each local newspaper of general circulation and radio or television station requesting notice in writing. (Gov’t Code Section 54956.)



The special meeting notice shall be delivered “personally or by any other means” and shall be received at least 24 hours before the time of the meeting.

The call and notice shall specify the time and place of the special meeting and the business to be transacted or discussed.



No other business shall be considered at these meetings by the legislative body.



“Emergency” is defined as a work stoppage, crippling activity, or other activity that severely impairs public health, safety, or both.

A legislative body may hold an emergency meeting without complying with the 24-hour “Special Meeting” notice and posting requirements. However, telephonic notice is required. (Gov’t Code § 54956.5.)

OPEN AND PUBLIC MEETING REQUIREMENTS	
At regular and special meetings, members of the public have a right to address the legislative body on <u>any item appearing on the agenda</u> , before or at the time the legislative body considers the item.	The Brown Act generally requires that all “meetings” (as defined, whether regular, special, or emergency) be “open and public.”
Each regular meeting agenda shall also provide an opportunity for members of the public to address the legislative body <u>on any item</u> of interest to the public within the subject matter jurisdiction of the body.	No secret ballots; the legislative body of a local agency shall publicly report any action taken and the vote or abstention on that action of each member present for the action.





FAQ: When can an item not appearing on the posted agenda be discussed or acted upon?

- No official action can be taken on non-agendized matters, but members of a legislative body or its staff may briefly respond to statements made or questions posed by persons exercising their public testimony rights.
- On their own initiative or in response to questions posed by the public, a member of a legislative body or its staff may ask a question for clarification, make a brief announcement, or make a brief report on his or her own activities. (Gov't Code § 54954.2.)
- A member of a legislative body, or the body itself may:
 - provide a reference to staff or other resources for factual information,
 - request staff to report back to the body at a subsequent meeting concerning any matter, or
 - take action to direct staff to place a matter of business on a future agenda.



Brown Act violations and enforcement: Criminal Penalties

A member of a legislative body who attends a meeting where action is taken in violation of the Brown Act, where the member *intends* to deprive the public of information which the member *knows or has reason to know* the public is entitled to receive, is guilty of a misdemeanor. (Gov't § 54959.)



Brown Act violations and enforcement: Civil Enforcement



Civil Injunction - The district attorney or any interested person (i.e. citizen of the State of California) may commence an action for the purpose of stopping or preventing violations of the Brown Act. (Gov't § 54960.)



Court may invalidate action taken in violation of Brown Act – The district attorney or any interested person may file a lawsuit in Superior Court to have the court declare “null & void” action taken in violation of the Brown Act. (Gov't § 54960.1.)



Attorneys' fees and court costs – A prevailing plaintiff can obtain recovery of attorneys' fees and court costs. (Gov't § 54960.5.)



AB 361



Facts I Publication Highlights



What to know

- The Governor's March 4, 2020, Proclamation of Emergency related to the COVID-19 pandemic is still in effect.
- Governor Newsom signed Assembly Bill (AB 361) on September 16, 2021, which amends the Ralph M. Brown Act to provide additional provisions that allow meetings of legislative bodies to be conducted via teleconference, AB 361 went into effect immediately upon the Governor's signature.
- AB 361 allows a local agency legislative body to hold a meeting utilizing teleconferencing without complying with the standard teleconferencing requirements if the Governor has proclaimed a State of Emergency and in any of the following circumstances:
 - State or local officials have imposed or recommend measures to promote social distancing
 - The meeting is being held for the purposes of determining, by majority vote, whether as a result of the emergency, meeting in person would present imminent risks to the health and safety of attendees
 - The legislative body has determined that as a result of the emergency, meeting in person would present imminent risks to the health and safety of attendees



If a meeting is held via teleconference under AB 361, the following requirements apply:

- Notice of the meeting must still be given in compliance with the Brown Act, and the notice must include the means by which the public may access the meeting and provide public comment.
- The public must be provided access to the meeting via a call-in option or internet-based service option and allowed to “address the legislative body directly”. The agency does not have to provide an in-person option for the public to attend the meeting.
- The meeting must be conducted “in a manner that protects the statutory and constitutional rights of the parties and the public appearing before the legislative body”.
- If there is a disruption to the meeting broadcast or in the ability to take call-in or internet-based public comment, no further action can be taken on the agenda items until the issue is resolved.
- The body cannot require comments be submitted before the start of the meeting. The public must be allowed to make “real time” public comment.
- Reasonable time for public comment must be provided. If the agency provides a timed public comment period, the public comment period must be left open until the time expires.



Findings must be made every 30 days to continue to conduct teleconference meetings under AB 361. The body must find it has reconsidered the circumstances of the state of emergency and either:

- 1) The emergency continues to impact the ability to meet safely in person, or
- 2) State or local officials continue to impose or recommend social distancing







COUNTY POLICY



[Details](#) | [CEO Bylaws Template](#) | [More . . .](#)



County of Orange County Policy

Subject:	Boards, Commissions, Committees under the Jurisdiction of the Board of Supervisors
Authority:	County Executive Office: Signature: 
Policy Owner:	CEO/Deputy County Executive Officer: Signature: 
Approval Date:	09/16/2021
Last Revision Date:	N/A
Version No.:	1.0

A. Policy

Where a statute or ordinance requires a Board, Commission and Committee (BCC) under the jurisdiction of the Board of Supervisors (Board) to have Bylaws, or where the Board creates a BCC, the BCC shall have and be governed under bylaws that include the elements contained in the attached Bylaws Template approved by the Board on May 25, 2021 as amended on July 13, 2021 (Template).

1. If local, State or Federal authority requires additional elements that do not appear in the Template, or if local, State, or Federal authority necessitates the modification of elements that appear in the Template, then that authority shall control, and the BCC bylaws shall deviate from the Template.
2. Bylaws should serve as “rules” or a framework for the administration, operation, and management of each BCC.
3. Documents approved by the Board prior to the effective date of this Policy that function to govern the activities of a BCC shall be deemed as functional equivalent of bylaws, so long as they include the elements listed in the Template. Such documents may take the form of Rules of Procedure, Policies and Procedures, or agreements.

B. Purpose

To establish policy and procedures for the development, review, and approval of BCC bylaws created by action of the Board or as required by a statute or ordinance that include the elements contained in the Template in order to achieve standardization, uniformity, and consistency.

C. Authority

The Board establishes BCCs to advise on issues and make recommendations on various topics relating to the welfare of the County community. BCCs may be created as a result of State and Federal legislation, agreements with public or private agencies, and local needs.

The CEO policy approved in September 2021 is titled “Boards, Commissions, Committees under the Jurisdiction of the Board of Supervisors” and implements the directives from the Board of Supervisors.



D. Procedure

1. Revision or Creation of Bylaws: Board-created BCCs are supported by County departments ("Support Agencies") assigned to administer the BCC's day-to-day functions. Following the effective date of this Policy, Support Agencies shall make the Template available to the officers of the BCCs to which they are assigned, to accomplish the following:
 - a. For BCCs with bylaws that were adopted prior to the effective date of this Policy, review those existing bylaws and through their Support Agencies seek Board approval of bylaws revised in accordance with the Template.
 - b. For BCCs that, prior to the effective date of this Policy, were governed by other types of documents such as Rules of Procedure, Policies and Procedures, or agreements, review those existing documents and through their Support Agencies seek Board approval of the documents revised in accordance with the Template.
 - c. For BCCs that are governed by County ordinances, determine if the ordinance sufficiently details the procedures by which the BCC operates, or if additional guidance through bylaws may be needed. Any proposed changes to the ordinances shall be provided to the Support Agencies for seeking Board approval.
 - d. For BCCs that did not have bylaws or other forms of governance documents prior to the effective date of this Policy, adopt bylaws in accordance with the Template and through their Support Agencies seek Board approval of the new bylaws.
2. At-Large Appointments: Pursuant to revised Board Rules of Procedure Rule 16 (Rule 16), appointments to a BCC that are not designated for nomination by a specific Board district will be deemed at large appointments, and the appointment shall be for a period of two years. At large appointments may only be submitted by the Board Chair for placement on a Board meeting agenda.
 - a. Departments wishing to nominate candidates for at large appointments under Rule 16 shall submit a request memo to the Board Chair's office for placement of the recommended at large appointments on a Board meeting agenda, with a draft supplemental Agenda Staff Report (ASR) and candidate applications attached. A sample of the request memo to the Board Chair's office is available [here](#) on the Intranet under "At Large Nominations Memo Template". Details of this procedure are additionally available under the "Countywide ASR Guidance Document".
 - b. If approved, the Board Chair's office will submit the ASR and attachments to the Clerk of the Board for inclusion on a Board meeting agenda.
3. Support Agencies shall assist BCC officers in the review of BCC members' required attendance at regular BCC or standing committee meetings. Support Agencies, as appropriate or necessary,

County Counsel and the County Executive Office will coordinate with County departments to review existing bylaws for boards, commissions and committees (BCCs) that are subject to Board jurisdiction.

CEO and County departments will update their Bylaws in accordance with the Board-approved bylaws template.

The process for At-Large Appointments has also been revised pursuant to Board Rules of Procedure Rule 16.



The County Executive Office BCC Bylaws template was approved by the Board of Supervisors (Board) on May 25, 2021, and later amended on July 13, 2021.

County staff have identified the OC Community Resources BCCs that are under Board jurisdiction, which are administratively supported by County Departments.

OC Community Resources supports several BCCs that are under the Board's jurisdiction and the Bylaws of each of these BCCs should be reviewed and revised in a manner consistent with the new CEO template.



More about the Policy.....

BCC's created by the Board of Supervisors' action are required to include elements listed in the CEO template.

Bylaws should serve as “rules” for internal administration and management of each BCC.

If local, State, or Federal authority require additional elements that do not appear in the approved template, or if local, State, or Federal authority necessitate the modification of elements that appear in the CEO template, then the BCC can deviate from the template.



BYLAWS



Boards, Commissions, and Committees

Bylaws of Board, Commissions, and Committees	
The Bylaws of the County’s Boards, Commissions, and Committees (“BCCs”) contain the purpose, duties, rules, organizational structure, and operating procedures for BCCs.	The County Board of Supervisors (“Board”), as the legislative body in charge of the County, approves BCC’s Bylaws and plays a role in appointing members to BCCs.
BCCs function under the authority of the Board.	Citizen members on BCCs provide the public with a channel of communication and input to the Board and provide the opportunity for citizens to participate in government.



Boards, Commissions, and Committees advise the Board of Supervisors



BCCs generally serve as advisory bodies to the Board, as authorized by their respective Bylaws.



Bylaws generally describe the procedure by which BCCs advocate, communicate with the public, and work with County staff.

- BCCs do not engage in political advocacy.
- BCCs generally do not take positions on pending legislation or legislative issues without the approval of the County.



The Board directs the County's legislative efforts and has the authority to make policy decisions.

- The County Executive Office of Legislative Affairs is a lead Department for the County's legislative efforts.
- County staff from OC Community Resources and the County Executive Office of Legislative Affairs can help BCCs ensure that they draft communications and perform their duties in a manner consistent with their respective Bylaws and the County's legislative policy platform.

Bylaws of the Animal Care Community Outreach Committee

Key Points



- **Article 2 (Purpose and Authority):** The Committee's purpose is to support Orange County Animal Care ("OCAC") and to facilitate community involvement and input. The Committee operates under the County Board of Supervisor's authorization.
- **Article 3 (General Operating Mandated Regulations and Statutes):** The Committee is subject to the Brown Act, must comply with County policies and must operate within its designated purpose.
- **Article 7 (Oversight and Staffing):** The Director of OCAC will be the oversight authority of the Committee and OCAC staff will provide administrative support for the Committee.



- General Questions.
- If you have legal questions that require research or sensitive legal questions, staff can coordinate further discussions with the Office of the County Counsel or OCCR personnel.

THANK YOU!

BYLAWS
ORANGE COUNTY ANIMAL CARE COMMUNITY OUTREACH COMMITTEE
Revised March 28, 2017

Article 1 Name

Section 1. The name of this body is ANIMAL CARE COMMUNITY OUTREACH COMMITTEE, hereinafter referred to as the "Committee."

Article 2. Purpose and Authority

Section 1. It is the purpose of the Committee to support ORANGE COUNTY ANIMAL CARE (OCAC) in achieving the vision and goals of the organization and foster community input and support for animal care related issues.

Section 2. The Committee is hereby established by the Orange County Board of Supervisors (the "Board") to facilitate community involvement in animal care and community outreach programs, and to provide an opportunity for citizen participation.

Section 3. This Committee will operate under the Board of Supervisors authorization - Resolution Number 17-032.

Article 3. General Operating Mandated Regulations and Statutes

Section 1. The Committee must adhere to all local, state and federal regulations and statutes that may, from time to time apply.

Section 2. The Committee shall be subject to the provisions of The Brown Act (commencing with Section 54950 of the Government Code) relating to public meetings of local governmental advisory boards, as follows:

- A. Regular meetings shall be held quarterly or more often as the Board may establish. At least 72-hours prior to a regular meeting, an agenda shall be posted that contains a brief general description of each item to be covered in the meeting.
- B. Special meetings may be held on 24-hour public notice, including a binding agenda with brief general description of items to be covered at the meeting. Any special meeting notice must be publicly posted in accordance with all applicable laws, and must be received by Committee members at least 24 hours in advance (Government Code Section 54956).

Section 3. The Committee must comply with the County's non-discrimination and zero tolerance sexual harassment policies.

BYLAWS
ORANGE COUNTY ANIMAL CARE COMMUNITY OUTREACH COMMITTEE
Revised March 28, 2017

Section 4. The Committee must comply with the County's Code of Ethics, which outlines the County's clear expectations for behavior in relation to the members' duties as public servants.

Section 5. The Committee shall operate strictly within its designated purpose.

Article 4. Membership and Term of Office

Section 1. Appointment. The Committee shall be comprised of five (5) members. Each member of the Board of Supervisor shall nominate one proposed member for approval by a majority vote of the Board of Supervisors. A member of the Board may nominate a person from inside or outside of the District that the member represents, but may only nominate a person from outside of the District that the Board member represents with the concurrence, in writing, of the Board member who represents the District in which the proposed nominee resides.

Section 2. Categories. All Committee members shall during their appointment term: 1) reside within the geographical boundaries of the County of Orange; and 2) have an interest in animal care.

Section 3. Terms. Committee members shall be appointed for a four (4) year term. Members may serve for multiple additional four (4) year terms upon reappointment to each new term in accordance with Article 4, Section 1 above. Committee members nominated by Board members representing the First, Third, and Fifth Supervisorial Districts shall be appointed in April of the odd numbered years, and committee members nominated by Board members representing the Second and Fourth Supervisorial District shall be appointed in April of the even numbered years.

Section 4. Removal. The Board of Supervisors may remove the members of the Committee any time without cause. In addition, if a committee member misses three (3) consecutive Committee meetings (regular meetings), said committee member will be deemed automatically removed without further Board of Supervisors action.

Section 5. Vacancies. A vacancy on the Committee shall be filled by appointment by the Board of Supervisors in accordance with Article 4, Section 1 above. Such vacancy should, if possible, be filled within 30 days of vacancy.

Article 5. Meetings

Section 1. Regular meetings shall be held on a quarterly basis. Committee meetings shall be fixed on the first month of each quarter (January, April, July, and October) on the fourth Wednesday at 11:30 AM unless a majority of the Committee members

BYLAWS
ORANGE COUNTY ANIMAL CARE COMMUNITY OUTREACH COMMITTEE
Revised March 28, 2017

determine that an alternate fixed meeting day and time within the designated months is required to maximize member attendance.

- Section 2. A majority (3) of the members shall constitute a quorum to conduct business.
- Section 3. Only Committee members may vote on items on the Agenda and each member may have only one vote.
- Section 4. Committee meetings may be rescheduled or canceled in accordance with the Brown Act. The Director of OCAC shall act as the Clerk of the Board for meeting rescheduling purposes.

Article 6. Officers

- Section 1. The officers shall consist of a Chairperson and Vice Chairperson. The elected Chairperson shall conduct the meetings. In the event that both the Chairperson and the Vice Chairperson are absent from the same committee meeting, the remaining Committee members present may appoint one of them to be the Chairperson for that meeting.
- Section 2. The elected Vice Chairperson shall conduct regular Committee meetings in the absence of the Chairperson, and do everything necessary to assist the Chairperson in related duties.
- Section 3. Elections for Chairperson and Vice Chairperson shall be conducted by the full Committee and shall occur in April of each year. The Chairperson shall call for nominations from the Committee members and the Chairperson will initiate a vote. A majority vote of the Committee members present is required for each candidate to be elected as Chairperson and Vice Chairperson. Once a member has served as Chairperson for two (2) consecutive years, the member may not serve as Chairperson again until after two (2) succeeding years have elapsed.

Article 7. Oversight and Staffing

- Section 1. The Director of OCAC will be the oversight authority of the Committee. The Director's, or his/her designee, attendance is required at every Committee meeting. The Director shall prepare and publish the Committee's agenda for each meeting.
- Section 2. The OCAC staff secretary will provide secretarial support to the Committee. The OCAC staff secretary shall call for attendance at the beginning of each meeting, keep the minutes, and perform other clerical duties as appropriate to the position. He/she shall retain the attendance records including the minutes.

BYLAWS
ORANGE COUNTY ANIMAL CARE COMMUNITY OUTREACH COMMITTEE
Revised March 28, 2017

Article 8. Compensation

Section 1. Committee members shall receive no compensation for their service.

Article 9. Amendments. Review, Dissolution and Effective Date

Section 1. This Committee will operate as established in 1981 by the Board of Supervisors Resolution Number 81-1082, revised in 1992 by the Board of Supervisors Resolution Number 92-178, revised in 2005 by the Board of Supervisors in Resolution Number 05-031, revised in 2012 by the Board of Supervisors in Resolution Number 12-042, revised in 2015 by the Board of Supervisors in Resolution Number 15-100, and revised in 2017 by the Board of Supervisors in Resolution Number 17-032.

Section 2. These Bylaws shall supersede all previous Bylaws and shall become effective on March 28, 2017, upon the approval of the Board of Supervisors.

Section 3. These Bylaws shall remain in effect until amended, revised or terminated by the Board of Supervisors.

Section 4. The Board of Supervisors may make amendments to the Bylaws at any time.

Section 5. This Committee can be terminated at any time, without cause, by action of the Board of Supervisors.



OC Animal Care

Wednesday, January 26, 2022

Staff Report

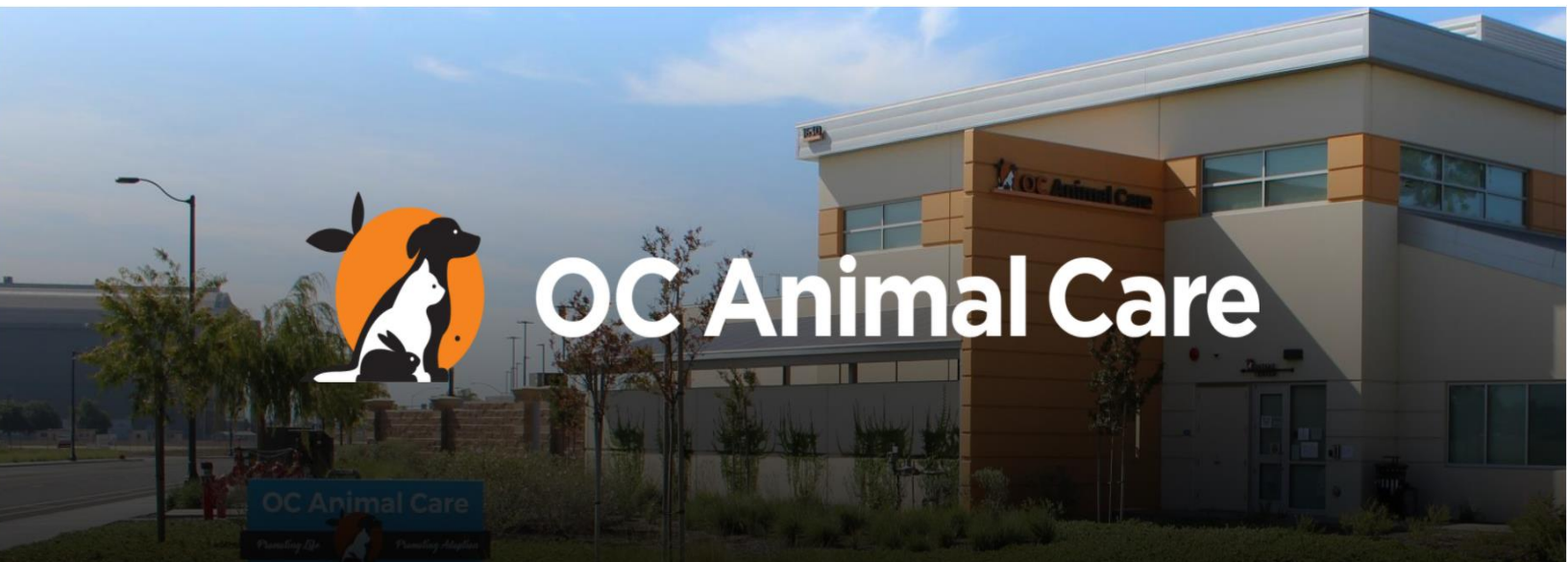


Department: Community Outreach Team – Public Education Program

Prepared By: Melissa Fox – Public Education Officer

Staff Report Highlights:

- Education Through Social Media
- Website Updates
- Promoting Pet Adoption
- Other Social Media Campaigns
- Community Events & Partnerships





Wednesday, January 26, 2022



Staff Report

Department: Community Outreach Team – Public Education Program

Prepared By: Melissa Fox – Public Education Officer

Staff Report Summary:

This report summarizes this quarter's activities of OC Animal Care's Public Education Program. This includes Public Education and Outreach, Promoting Pet Adoption, Health and Community Events, and Partnerships.

Subject: Public Education Program

The primary focus of public education outreach is to foster a relationship with the Orange County community in order to effectively share valuable information regarding disaster preparedness, animal welfare, proper animal care, and responsible pet ownership.

Education Through Social Media:

OC Animal Care recognizes the importance of providing essential resources to our community. We continue to enhance OC Animal Care's main website, Facebook, Twitter, and Instagram pages to make shelter announcements, promote education and adoption, community outreach, and animal safety.

Disaster Preparedness:

During this season where rainfall is higher, we added a highlights page with important updates regarding evacuation orders, both mandatory and voluntary. We added linking to additional information and details surrounding the evacuation, as well as resources for pet owners if they are evacuating with animals. These updates showcase OC Animal Care's continued support for the community during stressful times. The updated are a county asset in delivering urgent information in the presence of a natural disaster.





Staff Report

Department: Community Outreach Team – Public Education Program

Prepared By: Melissa Fox – Public Education Officer

Social Media Insights:

OC Animal Care's Facebook/Twitter/Instagram pages play an integral part in promoting our shelter pets for adoption and disseminating essential information to pet owners and the public. We continue to reach and engage thousands of viewers on our social media platforms.

Since the last COC Meeting in October:

- We have 27.4K Facebook Followers and 15.5K Instagram followers
- We are up 29.7% on post interactions on Instagram than the previous 90 days.
- We engaged with 50.3% more accounts than the previous quarter.

These numbers indicated that more people are sharing our content and we are reaching a wider range of people that might not have been following us previously.

We continue to post videos as we have found those to be very successful! Our Petco Adoption Suite kitten video reached a total of 10,381 people, and our video of long-stay and staff favorite, Thor, reached 10,096 people. Our best photo was of a sweet, long-stay, Staffordshire Bull Terrier right before Thanksgiving, all dressed up with some Thanksgiving overlays. This photo reached 12,835 people, had 838 post engagements and received 116 shares.





Wednesday, January 26, 2022



Staff Report

Department: Community Outreach Team – Public Education Program

Prepared By: Melissa Fox – Public Education Officer

Let's Paws:

We continued our Let's Paws campaign, by helping educate the public on relevant animal-related pet safety tips. Our most notable Let's Paws campaign this quarter was our Holiday Pet Safety Tips series. We released three different Let's Paws posts surrounding different holiday hazards, giving the public resources relevant to the holiday season. Additionally, we expanded the series and continued after the holidays with a New Year's Firework Pet Safety.

Pet Safety Tips:
Holiday Food

Let's Paws

Onions
Onions are toxic to dogs and, regardless of how thoroughly they are cooked, they can lead to a dangerous form of anemia.

Grapes & Raisins
Both grapes and raisins are toxic for dogs and can cause a pet's kidneys to shut down.

Turkey & Bones
Raw or undercooked turkey can contain salmonella, and bones can easily splinter and cause serious health problems.

Mashed Potatoes & Gravy
Packed with dairy, butter, sodium and fat, these tasty treats can cause gastrointestinal upset or, in the worst cases, pancreatitis.

ocpetinfo.com Scan the QR code to view other helpful Let's Paws tips!

Pet Safety Tips:
Holiday Hazards

Let's Paws

Festive Plants
Avoid poisonous plants like Mistletoe, Holly, Lilies, and Poinsettias. Instead, try opting for just-as-jolly artificial plants made from silk or plastic.

Holiday Candles
Always remember to blow out candles and don't leave them unattended when lit.

House Rules
Make sure guests are aware you have a pet and if your pet needs their space. Remember to be conscious of closing doors when going in and out to avoid a pet becoming lost.

Gifts
Make sure to clean up wrapping paper quickly, and don't leave gifts unattended, (especially if they contain food).

Holiday Food
Avoid giving table scraps—especially onions, raisins, bones, chocolate, cinnamon, seasoning and raw bread dough.

ocpetinfo.com Scan the QR code to view other helpful Let's Paws tips!

Pet Safety Tips:
Christmas Trees

Let's Paws

Anchor the tree to the wall for extra support

Tape down any chords to prevent electrocution risks

Sweep up pine needles frequently to avoid ingestion

Avoid using fragile decorations that may shatter on the ground

Use twist ties or string to firmly secure your decorations to your tree

Avoid using real food as decoration

Use a gate or large presents to wall off your tree

ocpetinfo.com Scan the QR code to view other helpful Let's Paws tips!



Staff Report

Department: Community Outreach Team – Public Education Program

Prepared By: Melissa Fox – Public Education Officer

Website Update:

We continue to update our website, keeping the look user-friendly, clear, and concise, while also capitalizing on the pages that were clicked on most often. We found that our top three most viewed pages are our adoptions page, lost and found page, and licensing renewal page. We made these, as well as a few others, more visible on our home page and continue to keep them up to date with important updates and information.

We have begun to update pictures of our smaller animals who may be difficult to photograph, like our rabbits and guinea pigs. We continue to update cats and dogs with the help of our wonderful volunteers. These pictures are what make great first impressions for potential adopters!





Wednesday, January 26, 2022

Staff Report



Department: Community Outreach Team – Public Education Program

Prepared By: Melissa Fox – Public Education Officer

Promoting Pet Adoption:

We continue to promote our Pet of the Week, showcasing a new pet with a descriptive bio. The Pet of the Week is promoted across all our social media platforms and website pages including the main page of our website, Facebook, and Instagram. In addition, the Pet of the Week information is sent out to all our volunteers and foster caretakers to enjoy and further promote. Since the last COC meeting, 10 out of our 13 Pets of the Week have been adopted!





Wednesday, January 26, 2022



Staff Report

Department: Community Outreach Team – Public Education Program

Prepared By: Melissa Fox – Public Education Officer

This holiday season, we also ran a “Happy PAW-lidays” campaign where we highlighted three long-stay animals each week with a festive photo and bio, looking to find them homes for the holidays. Below are some of the festive features.



Finally, through the month of November, thanks to a large donation, all of our cats and kittens had a special 2-for-1 adoption fee. We were able to continue this adoption promotion into December and added a bunny adoption promotion with waived rabbit adoption fees. Below are the flyers that were distributed across all of our social platforms as well as our website.





Staff Report



Department: Community Outreach Team – Public Education Program

Prepared By: Melissa Fox – Public Education Officer

Other Social Media Campaigns:

This quarter, we continued to spark some variety on our social media pages while still keeping the content that gets the most positive responses. We featured many #HappyTailTuesday posts, highlighting an adoption story from a happy family who adopted from OC Animal Care. The Happy Tail posts both allow viewers to see the positive outcome of adopting a shelter pet, while also showing them how, allowing the new shelter pet time to adjust to a new environment, can work out wonderfully!



We also fit in some #FosterFriday posts, partnering with our Foster Department to promote items they may need for their foster volunteer caretakers. Our #WhiskerWednesday posts promoted smaller pets like guinea pigs, and our #SundayBunday posts featured some of our rabbits.





Staff Report



Department: Community Outreach Team – Public Education Program

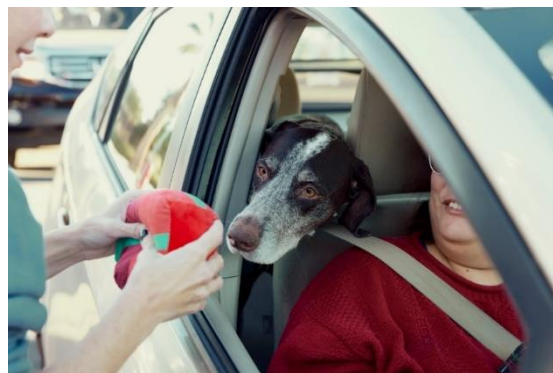
Prepared By: Melissa Fox – Public Education Officer

Community Events and Partnerships:

We have begun accepting in-person donations again. Our shelter was overflowing with beds, blankets, and toys for the holidays from wonderful donations from the public! We received donations from schools, after-school programs, office holiday fundraisers, groups like “Hooks and Needles for Charity”, and even from Bat Mitzvahs! Pictured below is a girl who, instead of asking for gifts for her Bat Mitzvah, asked for donations to OC Animal Care! This is just half of what she donated!



In addition to in-person donations, we continue to promote our Amazon Wishlist as a contactless form of donations for the public. We began adding #WishlistWednesday into our social media calendar, primarily promoting our Amazon Wishlist as a way to donate food for our monthly Pet Food Pantry event! Our Pet Food Pantry event supports thousands of families a quarter, and we have handed out over 119,591 pounds of pet food so far!





Wednesday, January 26, 2022

Staff Report



Department: Community Outreach Team – Public Education Program

Prepared By: Melissa Fox – Public Education Officer

We are so appreciative to everyone who has made these events possible. A special thanks to our non-profit partner Helen Sanders Cat PAWS, and other donation partners like Lucy Pet and Rancho Coastal Humane for the help they give!

We also recently posted a #ThankfulThursday post showcasing our wonderful partners at Albertons who donate their extra veggies to our bunnies. We are very appreciative of community partners like this and enjoy thanking them with pictures and videos to show how their donations are helping our shelter pets firsthand.



On December 1st, Nature Select Pet Food came to OC Animal Care and passed out toys to all of our dogs and cats for the holidays! They created a video and posted it on their social media, as well as highlighted some of our long-stay animals at the end. They continue to share our social media content and act as a partner in donating extra food for our Pet Food Pantry Event. We tagged Nature Select in a thank you post with a pup and his new toy, and it reached over 6,000 people. Tagging our community partners in posts generates engagement!





Wednesday, January 26, 2022



Staff Report

Department: Community Outreach Team – Public Education Program

Prepared By: Melissa Fox – Public Education Officer

Adoption Photos:

Adhering to Covid guidelines and in lieu of Santa photos, our COT team set up a Festive Photo Room where adopters could take pictures with their new furry family members against holiday backdrops. This photo room was a huge success, and our wonderful volunteers even got into it by bringing in some of our available dogs to get their pictures taken. These photos helped showcase some of our more timid dogs' and allowed the volunteers to get into the holiday spirit and help network many of our animals. Below are some new adopters as well as Bonnie, one of our festive pups!



Recommendation: Committee receives and files the report.



OC Animal Care

Wednesday, January 26, 2022



Staff Report

Department: Community Outreach Team – Volunteer Program

Prepared By: Dawn Maestas – Volunteer Coordinator

Staff Report Highlights:

- Volunteer Engagement
- Creative Programming
- Volunteer Outreach



OC Animal Care

Wednesday January 26th, 2022

Volunteer Program Staff Report



Wednesday, January 26, 2022



Staff Report

Department: Community Outreach Team – Volunteer Program

Prepared By: Dawn Maestas – Volunteer Coordinator

Staff Report Summary:

This report summarizes this quarter's activities for OC Animal Care's Volunteer Program and includes: contribution hours, program enhancements/opportunities, and volunteer participation.

Subject: Volunteer Services

Contribution hours:

October 2021-December 2021

Total Volunteers with Service	144
On Site Volunteer Hours	3,042

Volunteers contributed to exercising, grooming, handling, training/socializing available animals. As well as, cleaning, socializing kittens in the nursery, and volunteering at our Pet Food Pantry Event. This does not include hours contributed by our Foster Care volunteers.





OC Animal Care

Wednesday, January 26, 2022

Staff Report



Department: Community Outreach Team – Volunteer Program

Prepared By: Dawn Maestas – Volunteer Coordinator

Volunteer Program Updates & Highlights:

Eagle Scouts Supporting the Shelter

We had three individual Eagle Scout proposals/drives this quarter. One young man started a Go Fund Me to support the Pet Food Pantry and raised over \$2,300. He used the funds to purchase food and treats for the pantry. He also donated no-sew blankets that his friends and him made for our shelter pets.

Another talented Eagle Scout made three beautiful kuranda cat towers and donated them to our shelter.



Finally, we are in planning phases with our facilities Team regarding a young woman who wants to earn her Eagle Scout Badge by building a much-needed permanent shade structure for our large play yard.

Pumpkin Patch

In October, the Play Group Volunteers set up a Pumpkin Patch in the large yard to take pictures of our pets. We had hay bales, Fall decorations, and costumes for the dogs. Several volunteer photographers took pictures of the dogs in the festive setting. The dogs had their costumes on, and we posted pictures



OC Animal Care

Wednesday, January 26, 2022

Staff Report



Department: Community Outreach Team – Volunteer Program

Prepared By: Dawn Maestas – Volunteer Coordinator

on social media, along with updating their bios for the website. The pumpkin patch help with creating interest in networking the dogs for adoption. This was a volunteer-driven activity and a fun way for them to celebrate the season together.



Heroes in Animal Care Presentations at The Discovery Cube



Volunteers performed two interactive shows for the center. Both were well attended (25-35 people per show). They shared the roles that animal care professionals play in keeping animals happy, safe and healthy. At the show we had various staff members including Veterinarians, Kennel Attendants, Groomers, Trainers and Dog Walkers. One of our amazing superstar volunteer Debbie Barba says, “It was a great opportunity to talk to the public about adoption and how to care for pets.”

Volunteer Facebook Pages

Our OCAC Volunteers Facebook page that consists of (114 members) and OCAC TLC Volunteers consists of (40 members) Facebook pages continue to keep community and communication at the forefront of our programs.



Staff Report

Department: Community Outreach Team – Volunteer Program

Prepared By: Dawn Maestas – Volunteer Coordinator

Petco Cattery

In November, we relaunched our Cattery at the Petco store in Orange. The volunteer effort to train and staff the facility with two shifts a day, seven days a week is Herculean. Volunteers at the cattery are responsible for twice daily feeding, cleaning, and socializing the kittens, as well as all the adoption paperwork. The lead volunteers have created all the flyers with kitten bios to display at Petco and transport all the animals to the store. Our volunteers stepped up armed with their huge hearts for cats, kittens, and fostering. They assisted in the adoptions of 15 kittens at the shelter in the last four weeks of this quarter. They contributed to helping us “run out” of available kittens.



Pack Walk

Back by popular demand, is our Pack Walk. The walk takes us off property on a large loop through a nearby beautiful park. We are able to keep distance between dogs and humans as we safely navigate our path. The December Pack Walk was a small, test run on a weekday but we are looking forward to more walks in the future. We will be alternating between a weekend and a weekday moving forward as we get creative with safe volunteer opportunities. Our shelter dogs love it, and volunteers love it too.





Staff Report



Department: Community Outreach Team – Volunteer Program

Prepared By: Dawn Maestas – Volunteer Coordinator

Stockings for Kennels

A group of volunteers, along with their families and friends made hundreds of beautiful hand decorated stockings for our shelter pets. We hung them on ALL of the kennels, bringing holiday cheer to our animals, volunteers, and kennel attendants. (The cats and kittens especially enjoyed their sparkly, glittery, beribboned décor!)





Staff Report



Department: Community Outreach Team – Volunteer Program

Prepared By: Dawn Maestas – Volunteer Coordinator

Small Dog Play Group and TLC

Our Small dog Play Group continues to thrive. The dedicated team of volunteers meets three times a week to exercise and socialize our small dogs, some of whom tend to be a bit shy. This time in the yard helps them become less fearful and nervous and more apt to get adopted. Our volunteers also network these animals on various platforms to attract rescues for dogs who may be elderly or have medical issues. In addition, this volunteer team works very closely with the kennel team and often assists cleaning their kennels and grooming.





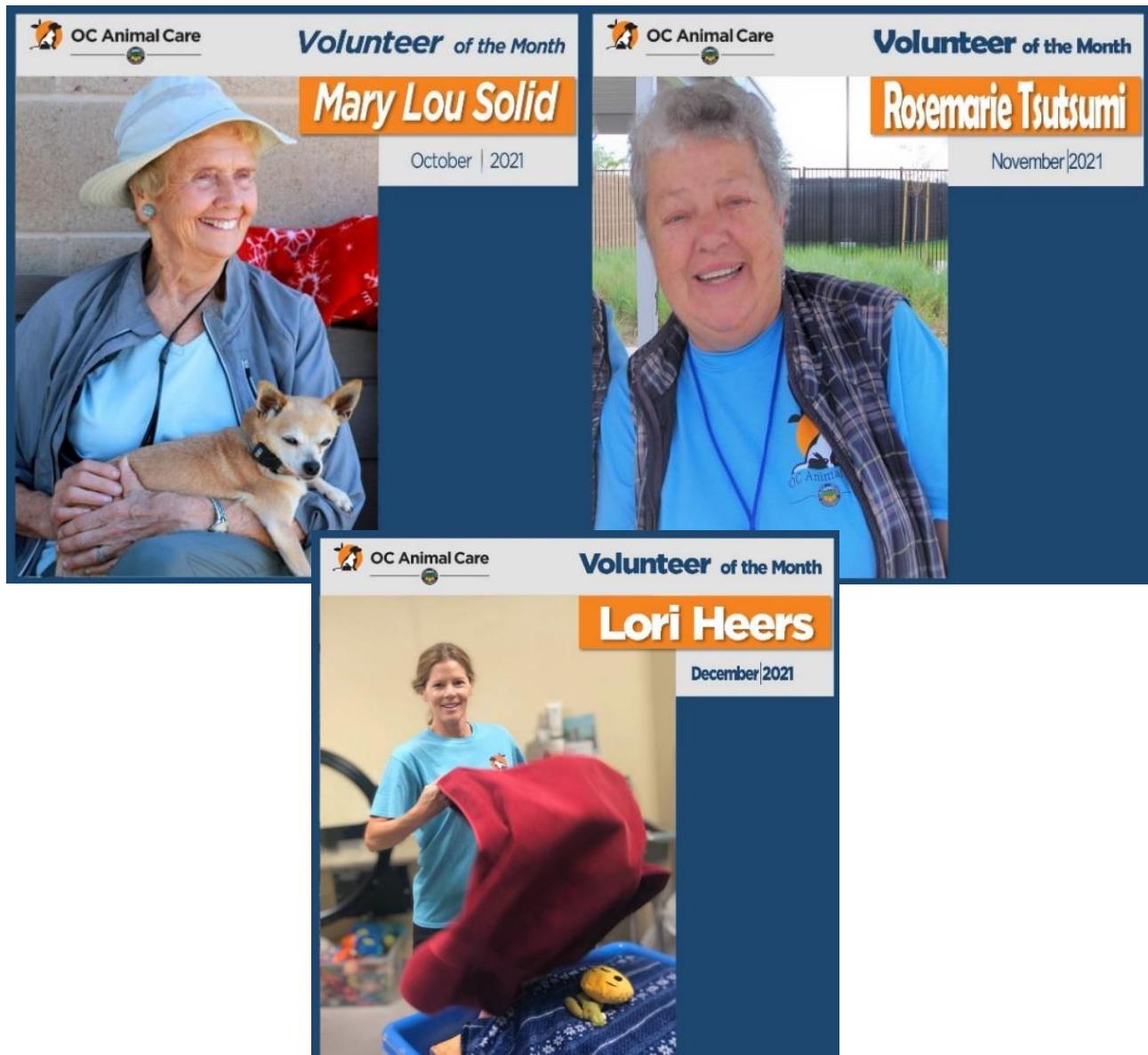
Staff Report

Department: Community Outreach Team – Volunteer Program

Prepared By: Dawn Maestas – Volunteer Coordinator

Volunteers of The Month

We continue to celebrate the contributions of our volunteers through our picks for Volunteer of The Month. Here are this past quarter's recipients.





Staff Report

Department: Community Outreach Team – Volunteer Program

Prepared By: Dawn Maestas – Volunteer Coordinator

Pet Food Pantry

Our monthly Families Fur-st Pet Food Pantry continues to be a wonderful resource for our community. The volunteer effort that goes into this rewarding outreach goes way beyond the “day of” pantry. Throughout the month volunteers are picking up and transporting pet food from all over Orange, San Diego, and Los Angeles County. They organize, sort pet food, and stage the event the night before. As the Pet food Pantry grows, so does our volunteer team. This quarter we had 87 volunteers donated their time and talents to the Pet Food Pantry.



Behavior Observation Sheets

A few volunteers requested that the Behavior Observation Sheets that they fill out for their notes to be captured in Chameleon, be made available in a digital format so that they could fill them out electronically. This is a useful tool for those who prefer digital to manual notes.

Office Hours

I began office hours called Volunteer Central to devote to meeting with volunteers regarding their concerns and questions. I am available on Mondays from 10-1pm and on Wednesdays from 2-5pm. As well as other times that fit the volunteers needs.



OC Animal Care

Wednesday, January 26, 2022



Staff Report

Department: Community Outreach Team – Foster Program

Prepared by: Sarah Nawaz and Carrie Bain, Foster Coordinators

Staff Report Highlights:

- Foster Program Improvements & Outreach Efforts
- Transports and Partnerships
- End of Year Summary





OC Animal Care

Wednesday, January 26, 2022



Staff Report

Department: Community Outreach Team – Foster Program

Prepared by: Sarah Nawaz and Carrie Bain, Foster Coordinators

Department: Community Outreach Team – Foster Program

Staff Report Summary:

This report summarizes the last quarter of activities for OC Animal Care's Foster Care Program and includes: Foster Program Overview, Foster Program Improvements and Upgrades, Foster Related Outreach Efforts, Partnerships and Transports, End of Quarter Summary and COVID-19 related items.

Foster Program Overview:

COC Quarter	October 2021 – December 2021
Total Animals Fostered	391

OC Animal Care is a county facility in which we are required by law to take in stray, sick or injured animal that come from one of our 14 contract cities. The result of this is a need for some animals to have a “temporary” home prior to being eligible for adoption at the shelter. OC Animal Care cannot keep some animals in kennels safely or with responsibility regarding their health. From this need, the foster program was created.

Animals are placed into foster homes for various reasons: too young or too sick for adoption, they are receiving treatment for an injury, and recovering from surgery. OC Animal Care's foster caretakers take these animals into their homes, providing husbandry, socialization, and security until the foster pet is ready for adoption. The foster caretakers are an integral piece of the foster program operation. Without our wonderful foster caretakers, some of these animals decline in health or can humanely euthanized. Our foster caretakers literally save lives!





OC Animal Care

Wednesday, January 26, 2022



Staff Report

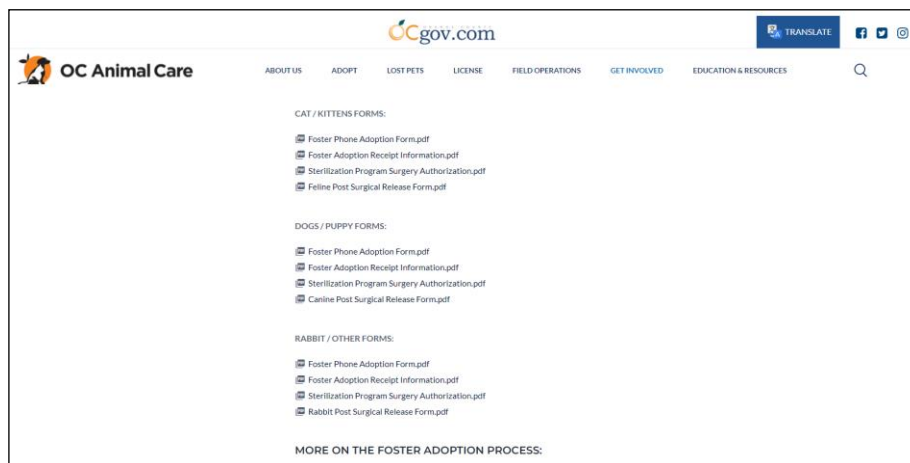
Department: Community Outreach Team – Foster Program

Prepared by: Sarah Nawaz and Carrie Bain, Foster Coordinators

Foster Program Improvements & Outreach:

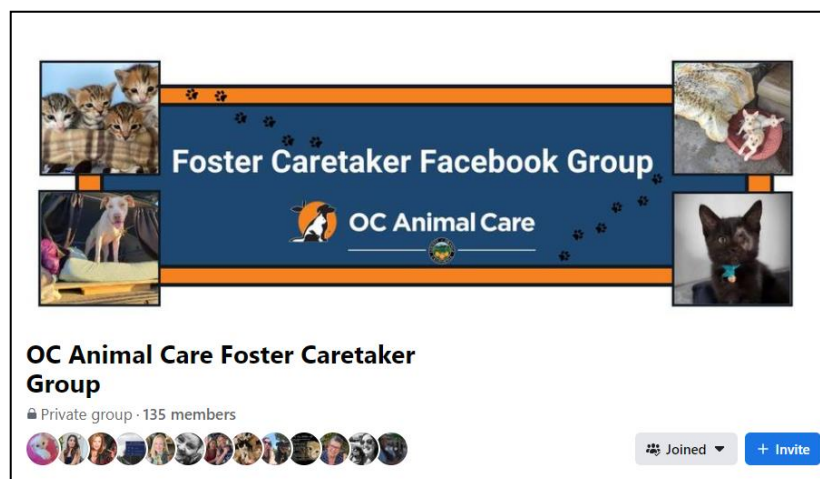
Digital Forms

To enhance the foster adoption process, we made our foster adoption forms available as PDFs which are accessible via our website. Caretakers who choose to adopt or locate adopters for their foster kittens can now access the forms needed to complete the adoption prior to their return to the shelter. This saves time for the adopters, decreases time adopted foster pets stay at the shelter, and helps our busy customer service team!



Facebook Group for Foster Caretakers

Our foster caretakers have access to an OCAC foster only Facebook group where they can share photos, stories and get feedback from fellow foster caretakers. The group currently offers support to 135 caretakers and we look forward to expanding our reach daily! Additionally, this platform has been useful for further promoting bottle and nursery kittens who may need foster caretakers.



Guardian Foster Program



OC Animal Care

Wednesday, January 26, 2022

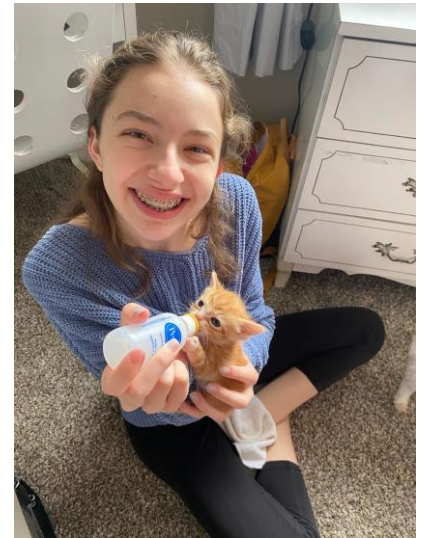
Staff Report



Department: Community Outreach Team – Foster Program

Prepared by: Sarah Nawaz and Carrie Bain, Foster Coordinators

Our Guardian Foster program has continued to grow and has over 65 available guardian foster caretakers. All of which take in underage kittens at various hours of the night. This list has helped save countless bottle baby kittens. The Guardian Foster Program allows the shelter to extend the length of time, and gives the Community Outreach Team time to promote kittens to long-term fosters and/or rescue groups.



Social Media Presence

On select Fridays, staff will feature a foster related post for Instagram, Facebook, and Twitter. The content typically highlights the program, a foster animal returning for adoption, or a foster program-related announcement. Our posts aim to educate the public about our program and how they can help. This quarter's Foster Friday posts included foster bunnies returning for an adoption promotion, "Nova" the 11-week-old tripod kitten and more!

It's [#FosterFriday](#)! Thanks to our Foster Program, this adorable family of baby bunnies was able to spend some time getting healthy and strong in their foster home, and now they are back at OC Animal Care, ready to find their furr-ever families!...and what better time to adopt a bunny than during our Hoppy Holidays promotion! Now through December 31st, all adoption fees for our rabbits have been waived! *Limit one fee-waived rabbit adoption per household



OC Animal Care
October 18, 2021

Eleven-week-old Nova came into OC Animal Care with a traumatic injury to her leg. Her left rear leg had been partially degloved and amputated. To say the least she was in an incredible amount of pain.

Our clinic staff worked quickly to get her pain under control and into surgery to save tissue and muscle surrounding the wound. This resulted in one of our smallest kitten "tripods" yet! Weighing in at just under a pound, little Nova was lucky to have made it into the shelter and under the care of our veterinarians.

Once weaned from her pain medication, Nova was cleared to go to foster care. Her wonderful foster mom did not care that she only had 3 limbs, she loved her with her whole heart. Her mom says she loves dogs and is a total purr machine!

Does Nova sound like the purrfect fit for you? Please call 714-935-6648 to schedule an adoption appointment! ANIMAL ID: A1733513



Pet of the Week
Nova!



OC Animal Care

Wednesday, January 26, 2022



Staff Report

Department: Community Outreach Team – Foster Program

Prepared by: Sarah Nawaz and Carrie Bain, Foster Coordinators

Office Upgrades

We have recently revamped our main foster office and created a dedicated space for bottle feeding kittens. Our new **bottle kitten feeding station**, made possible by existing donation funds, is sure to support many kittens this upcoming season!

The Foster Program received five large incubators, two portable incubators, a milk storage refrigerator, four metal storage cabinets and shelving, and foster kitten supplies to kick start the 2022 kitten season.

We are currently in phase one of the setup, after having received the remaining supplies at the end of December.

All supplies will be utilized by our bottle baby kitten caretaker volunteers to help tend to orphan kittens.

We anticipate more exciting office related additions next quarter, including enhancements to our foster photo station which will help create better promotion of our returning foster kittens which translates into faster and higher adoption rates. Finally, management has coordinated with maintenance staff to repaint all foster areas, which will create a more welcoming space for both our staff and volunteer caretakers!





OC Animal Care

Wednesday, January 26, 2022



Staff Report

Department: Community Outreach Team – Foster Program

Prepared by: Sarah Nawaz and Carrie Bain, Foster Coordinators

Transports and Partnerships

Transport

This quarter, OC Animal Care partnered with two receiving shelters for transport of many of our foster kittens. These transports helped decrease the numbers of felines at the shelter waiting to be adopted. Both transports were an exciting opportunity for the kittens, foster caretakers, and foster staff. In November, one dedicated caretaker even helped plan and transport 27 kittens to the receiving shelter herself.



Partnership with Petco

This quarter, OC Animal Care was able to safely continue adoptions at our offsite Petco Adoption Center. This volunteer run center features returning foster kittens from our program. Many of our foster caretakers were also able to join the volunteer team this quarter and help foster kittens find their forever homes. 15 foster kittens were able to find placement this quarter. Our foster caretakers love being involved in the process.





OC Animal Care

Wednesday, January 26, 2022



Staff Report

Department: Community Outreach Team – Foster Program

Prepared by: Sarah Nawaz and Carrie Bain, Foster Coordinators

Other “Hoppings”

Between October and December, we fostered 391 animals including eight puppies, two dogs, 326 kittens, three adult cats, 13 hamsters and 39 rabbits. In October, the foster team was asked to respond to the over capacity of rabbits at the shelter. Our team was able to get almost 40 bunnies into foster, which included moms with newborns, young rabbits and sibling pairs. This effort resulted in seven adoptions. Additionally, we were able to send 13 hamsters into foster care, which resulted in 4 more adoptions!





OC Animal Care

Wednesday, January 26, 2022



Staff Report

Department: Community Outreach Team – Foster Program

Prepared by: Sarah Nawaz and Carrie Bain, Foster Coordinators

COVID-19 Related

For the safety of our staff and caretakers, foster caretakers have been instructed that when they arrive for an appointment, they can check in with dispatch via the Intake doorbell. Foster staff is then alerted of their arrival. This helps reduce the number of people entering the shelter, interacting with staff, and other patrons. Many of our forms are now available online and allows the foster volunteers access to information without having to come inside the shelter.

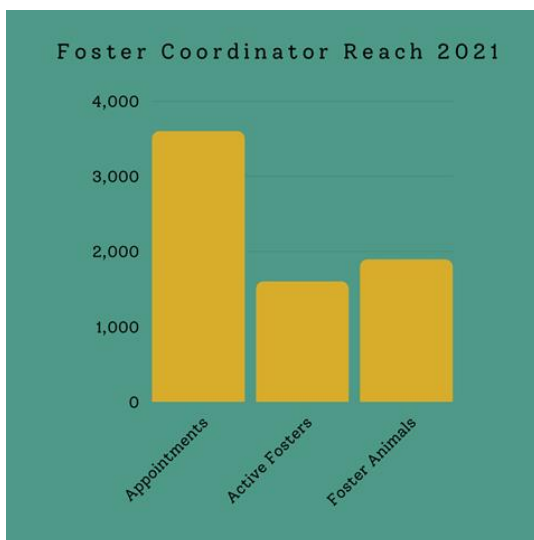
End of Year Summary:

Notable Foster Statistics

With only two foster coordinators on staff, there are additional statistics to note:

- Foster coordinators handled over 3,600 foster clinic appointments last year.
- In 2021, staff responded to over 40,000 emails from 1,600 active foster caretakers.
- The foster department successfully promoted and sent out 1,893 kittens to foster care.
- Other animals to note, are guardian fosters, puppies, rabbits, hamsters.

*Management is currently working with our new data specialists to develop more comprehensive reports which will include a breakdown of foster animals by age (particularly the bottle baby kittens) and guardian fosters!



Recommendation: Committee receives and files the report.



Staff Report

Department: Community Outreach Team – Adoption Partner Program

Prepared By: Tammy Osborn, Adoption Partner Coordinator

Staff Report Summary

Program updates

- Transport/Multiple Pet Adoption
- COVID-19

Adoptions

- 202 Animals helped by registered partner organizations this quarter (74 dogs, 124 cats, 4 exotic/other animals). 910 animals helped by registered partner organizations in 2021 (266 dogs, 597 cats and 47 exotic/other animals).
- Animals rescued this quarter 625 (181 dogs, 385 cats, 59 exotic/other animals). Total animals helped in 2021 by all rescues/shelters 2734 (575 dogs, 1433 cats, 575 exotic/other animals)
- 88 Registered Organizations adopted from us in 2021.
- Petco – 200 adoptions in 2021.
- Mailchimp – 385 posts in 2021

Shelter Medical Program

- 15 Pets selected for the Medical Program for 2021, 1 this quarter. \$27,000 raised by the Noble Friends Foundation for OC Animal Care to cover medical costs.

Success Story

- Samson



Wednesday, January 26, 2022



Staff Report

Department: Community Outreach Team – Adoption Partner Program

Prepared By: Tammy Osborn, Adoption Partner Coordinator

Staff Report Summary:

This report summarizes the OC Animal Care's Adoption Partner program. Through cooperative actions, the Adoption Partner program places injured and un-adoptable animals with organizations that specialize in their rehabilitation and placement. This report also reviews steps being taken to increase and improve adoptions and communication between OC Animal Care and Adoption Partners.

Subject: Adoption Partner Program

Adoption Partner Program Updates

Transports/Multiple Pet Adoptions

This past quarter we reached out to our partners when we were exceeding our capacity. The responses we received were amazing and we were even able to set up several transports to places that could take a number of animals at one time, freeing up space for us to take in more animals needing our help. In October, our officers were able to take an amazing trip and deliver 27 dogs to a shelter in Blackfoot, Idaho that has great adoption success with larger dogs and small dogs with behavior issues. We were also fortunate enough to make connections with a shelter in Northern California who took 27 kittens from our shelter, foster program and found them homes. We formed a partnership with a small local shelter mid-way through the quarter. They took a total of 15 kittens between the two trips. During this quarter we were near capacity in our medical cat quarantine room, but a rescue was able to take five kittens with ringworm and two who were feral. Just when we thought the transports were slowing down, ASPCA assisted in two separate transports with other shelters. The shelter took in a total of 23 cats and kittens who had been long term residents. Just before the holidays, our rescue partner Lionel's Legacy supported us by pulling five small dogs to celebrate with. A final gift was having one of our gracious dog volunteers offer to transport two long stay dogs and volunteer favorites, Thor and Jessie, to a rescue in Boise, Idaho! These transports were made possible with the help of all our shelter departments, our volunteers and the amazing rescues who were able to take in some extra pets to help us.





Wednesday, January 26, 2022

Staff Report



COVID-19

We continue to operate in accordance with our COVID-19 requirements. Our current procedure is to make appointments to visit any special needs pets our partners are interested in. We also continue to provide special information like additional photos, video and medical histories when possible. If the partner is ready to adopt a pet they have seen on our webpage, we arrange an appointment for pick up and aim to have everything ready when they arrive so there is limited interaction with others. As with all businesses we are practicing social distancing and requiring all visitors to wear masks when on site.

Partner Adoptions

This quarter, OC Animal Care Adoption Partners and local veterinarians adopted 202 animals (74 dogs, 124 cats, 4 exotic/other animals). This brings the total for 2021 to 910 pets that went to partner rescue organizations for placement. These adoptions included 47 exotics/other (rabbits, birds, reptiles, barnyard) animals, 266 dogs and 597 cats. These totals do not include shelter to shelter transports and adoptions to non-registered organizations. Additionally, 1,824 animals went to non-registered organizations and other animal shelters. We welcome all groups and encourage them to become part of our Adoption Partner team, but being a partner is not required to rescue pets from us.

This year, 88 registered organizations adopted from OC Animal Care. Many non-registered groups also adopted from us. We appreciate all groups who wish to work with us to have positive outcomes for the special needs pets.

OC Animal Care continues to proactively work with the Adoption Partners who are promoting our animals through social media networks, such as Facebook. All sources of social media are welcomed as a means to promote our animals to rescue organizations and adopters.

Petco

The total number of cats and kittens adopted through Petco this year was 200. Most kittens were adopted within a few days of arrival. Our volunteers have been amazing in helping us get them delivered and cared for them in the store while they await adoption.

Shelter Medical Program

We continue to use the Shelter Medical Pets Program to help injured pets that come into OC Animal Care. We continue to outreach veterinarians and welcome their interest in participating. This quarter we welcomed a new veterinarian into our program.

Social networking continues to be a very important part of this program. We continue to rely on support from local rescue organizations and our Facebook followers. We promote these pets on our Facebook page so their progress can be followed from intake at the shelter to adoption. People enjoy seeing follow-up pictures and stories posted about them. With an amazing amount of networking all over the world, we are able to raise the funds to make these procedures possible.



Wednesday, January 26, 2022

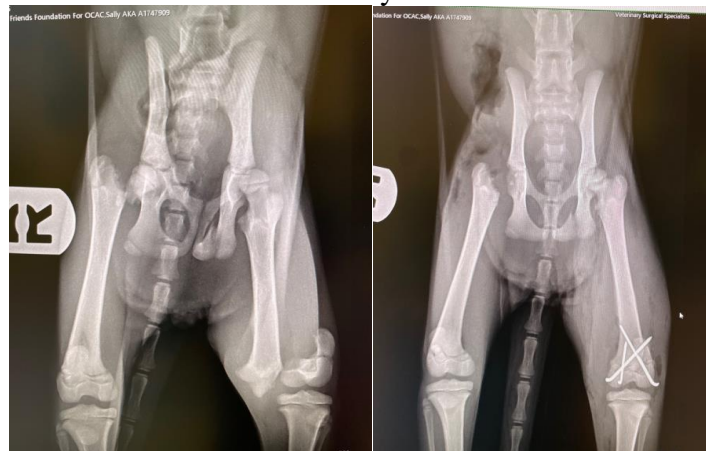


Staff Report

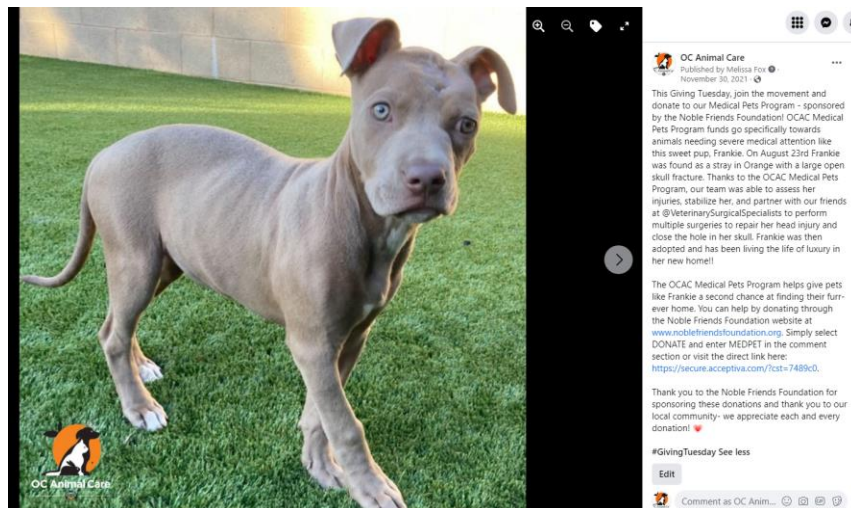
This quarter, one pet was helped through our Shelter Medical Program. Sally the kitten had two broken legs and was treated by Veterinary Surgical Specialists. She is currently in a shelter foster home recovering and will be ready for adoption soon. We expect her to make a full recovery



Sally



Sally Pre and Post surgery radiographs



Frankie representing NFFOCAC for Giving Tuesday



Wednesday, January 26, 2022



Staff Report

In 2021, The Noble Friends Foundation for OC Animal Care was able to help us fund the specialized care for 15 pets in need. We worked with several veterinary specialists that provided us greatly discounted care. The estimated cost for the care of these pets was over \$27,000. We have been able to raise all the needed funds through the foundation.

Mailchimp Postings

We continue to use Mailchimp as an important promotional tool for our special needs pets. This year we sent out 385 postings. Many of these postings included numerous pets needing rescue assistance. They are sent as emails to all our partners and people who want to help network our pets.



Medical History for Anput



Medical History for Violet



Meet Presley! Presley came to the shelter on 12/15 with a head tilt, arthritis, general weakness, and some dermatitis. Since being here, his skin has shown some improvement, however, he continues to have a head tilt and some trouble getting around. Presley goes to small dog playgroup and loves to spend time with other dogs as well as our volunteers. Presley would do best outside of the shelter environment and also benefit from a senior workup. Please let us know if you can help Presley!

Home for the Holidays and Senior Pets Postings

Success Story



Wednesday, January 26, 2022

**Staff Report****Samson – 8 year old Labrador retriever**

This senior boy came in as stray with multiple medical issues. He had a severe skin condition, multiple masses, bad teeth and an ear infection. He was very sweet, and the Golden Retriever Rescue of Greater LA decided to give him a chance and helped him get better and find his new family. We appreciate the groups that can see how special these pets are even when they are not at their best. Here is an update from their Facebook page.

Let's start off the holiday season with an adoption announcement! Our handsome senior, Samson, has been adopted by Terry and Amos Deacon from Orange. This gentle boy had many rough years behind him before he landed at the Orange County Animal Care Shelter in pretty yucky shape. His skin was a mess! Literally, his hind end had very little fur and his skin was black, crusty, stinky and basically necrotic from a prolonged bacterial infection. He also had developed a large mass from it as well. Thank you to Gerri Monohan for approving the intake of this sweet boy and to Nobuko Iwabuchi who picked him up from the shelter and transported him to Pacific Coast Animal Hospital. Lori Bledsoe met Nobuko at PCVH and took some pictures and gave him a big rescue welcome hug. This was the turning point in Samson's life as the caring doctors and staff immediately got to work on Samson, first and foremost, giving him a much needed medicated bath. This was just the start. He also needed to be neutered, have the mass removed and biopsied, and get his teeth cleaned. We knew we had a project and thank you to PCVH for taking this one on and not only providing him with much needed medical care but also TLC. Samson's next step was to go to foster and off he went with Susan McGonigal. Susan is such an amazing foster who has provided many of our rescue dogs with the perfect, quiet home to relax in as we get to know them. We found out we had a very sweet boy with great house manners but didn't like the stairs in her unit. Again thanks to Nobuko who went right over with her boy Poochi who showed Samson that the stairs were not that scary and how to do them. With Poochi in the lead, Samson learned quickly how to do them and we also got to see how Samson would do with another dog. All went well. Now Samson's skin was such a mess that we knew it was going to take quite a bit of time to get it healthy again and would require several rechecks. Another huge thank you to Nobuko who took him to his first recheck at PCVH. Nobuko is just the best and she didn't mind waiting around while the doctors checked him over, removed his staples and gave him another medicated bath. She then took him squeaky clean and cone free back to Susan's. While Samson was learning to love life at Susan's, the Deacon's application came through. They had seen Samson on the website and thought he was the boy for them and boy were they right! Thank you so much to Susan Hoffman for setting up and completing the home visit right away. The Deacon's have a special place in their hearts for the senior pups and we knew this would be a wonderful home for Samson. Terry and Amos came over to meet Samson and scooped him up and took him home. I just love it when adopters can see past the imperfections our rescue pups may have, whether it be medical or behavioral. I had told them his hind end was still not pretty and it didn't bother them a bit. He still required follow up care for his skin and they took him to his next appointment and got him all set up for his next recheck. Well last night I received a wonderful note from them saying they would like to make him officially theirs and adopt him now and that they would be more than happy to take over any future care needed. They are so in love with Samson, who is now named Buddy because he follows them around everywhere so happy. Terry tells me that several of her sisters want to kidnap him too because they love him as well. This boy, who was so severely neglected for many years, has now hit the jackpot. He is spoiled and loved and living the best life possible!!

Recommendation: Committee receives and files the report.



OC Animal Care

Wednesday, January 26, 2022



Staff Report

Department: Community Outreach Team

Prepared By: Jill Prout, Community Outreach Team Supervisor
Tammy Osborn, Adoption Partner Program
Sandy Pantoja, Community Outreach Manager

Report Highlights:

- To improve the Foster Program by reaching more shelter pets and ensuring Foster Caretakers have a positive experience
- To improve the Volunteer Program post-COVID-19 by increasing community engagement
- To revamp the Adoption Partners Program by updating and relaunching program materials
- To complete the OC Animal Care website updates and migration to a new updated platform and design
- To continue to connect to our community by sharing educational and helpful information



Staff Report

Department: Community Outreach Team

Prepared By: Jill Prout, Community Outreach Team Supervisor
Tammy Osborn, Adoption Partner Program
Sandy Pantoja, Community Outreach Manager

Staff Report Summary:

This report summarizes the 2021 OC Animal Care Community Outreach Team goals. It includes Public Education Program goals, Volunteer Program goals, Foster Program goals and Adoption Partner Program goals.

Subject: Community Outreach Team 2021 Goals

Foster Program

1. **Goal – To increase the shelter pet population positively impacted by the foster program by maximizing efficiency and developing new opportunities and tools.**

Success measure: Increase the percentage of shelter pets fostered by 10%

Goal Actions:

- Review and update the process to identify shelter pets eligible for foster placement
 - We worked with the Veterinary staff to help identify foster eligible pets through our Chameleon software. This helped expedite animals leave the facility and helped identify those better suited for rescue.
- Hold regular foster pathway meetings to ensure pets in foster have a plan and are on track
 - The medical team would communicate with us to make plans for pets who needed to go to foster. This ensured everyone's safety during the global pandemic.
- Provide training for foster caretakers on how to promote their foster pet for adoption
 - We outreached for photos and started Foster Fridays on social media to promote foster pets for adoption.
- Develop and implement a solution to after-hours foster pick up for Guardian Fosters
 - We worked with the Dispatch team in Field Services to provide after hours pick up to ensure more pets go to the guardian program.
- Develop and manage a system to track big-ticket supply items that would enable foster caretakers to take on additional foster pets



Staff Report

- We organized the inventory and reached out to the public through our Amazon Wishlist. The Wishlist enabled us to track the quantity of received supplies. We look forward in expanding the goal.

2. Goal – To provide foster caretakers a positive program experience by promoting communication and providing support

Success measure: Increase average program rating by 1 point on a 10-point scale

Goal Actions:

- Conduct a survey in the first quarter of 2021 and in December of 2021 of all foster caretaker so they may share their comments and suggestions as well as rate their experience
 - The survey was conducted in March, the results were reviewed by the staff and helped make programs enhancements and adjustments to better survey our foster caretakers.
- Host two virtual events in 2021 to help fosters connect and ask questions
 - Our COT supervisor hosted a virtual volunteer meet up where the foster coordinator was able to present information on how to become a foster caretaker as well as presenting a bottle-feeding demo.
- Work with OCIT to launch automatic notices and update requests to caretakers
 - Two IT staff were hired to help with projects like this. We look forward to making this goal come to fruition in 2022.
- Create and distribute species specific foster manuals
 - We have two current manuals and we are working on developing additional materials.
- Create a Foster Resource webpage for fosters that includes links to important resources
 - We have the website migration this year and we were able to create digital forms PDF accessible to caretakers who find adaptors for their foster pets. Additional links such as the Kitten lady are available on this site.

3. Goal – To increase the number of foster homes available to the foster program.

Success measure: Increase the number of foster homes by 10%- the foster care givers was increase by approximate 14%.

Goal Actions:

- Update the Foster Caretaker application so program staff have a better understanding of the applicants and their capabilities



Staff Report

- The applications were updated to help the staff identify the skills and interest of applicants. The application went live on our site in June 2021.
- Host three virtual foster informational events to educate interested community members
 - Through our virtual volunteer meet up we courted our volunteer pool to see if they were interested in becoming foster caretakers. Due to the pandemic and staffing limitation we were not able to host three.
- Create a virtual orientation video for new foster caretakers
 - We were unable to complete this goal due to staffing limitations
- Audit foster caretaker files to ensure accurate records of current fosters
 - We were able to take audit of the files and reached out to the fosters to ensure their interest in the program. Those no longer interested in the program were made inactive.

Volunteer Program

1. Goal – To grow the volunteer program through outreach, marketing and education.

Success measure: To increase the volunteer team by 20% by the end of 2021

Goal Actions:

- Host virtual orientations monthly within COVID-19 guidelines
 - We were unable to safely on-board volunteers, however, we were able to reintegrate existing volunteers how needed training. Additionally, we were able to host four virtual volunteer meetups. Which were made available to volunteers following the livestream.
- Collaborate with other departments to develop and implement new volunteer positions and training procedures
 - We worked with Customer Services to implement and create a call back position to help with adoption appointment process. We worked with our Rescue Coordinators to develop a transport position so volunteers can help transport animals. We worked with kennels team to get volunteers to help with new cleaning procedures.
- Train lead volunteers to support volunteer program orientations and trainings
 - We used lead volunteers to help reintegrate volunteers who needed additional trainings.

2. Goal – To develop and launch an under-18 volunteer program for community members.

Success Measure – To launch an under-18 volunteer program

Goal Actions:



Staff Report

- Identify needs and develop materials, policies and processes
 - We were able to develop opportunities for 18 and under participants to safety volunteer at our pet food party and obtain donations for the event.
- Engage other volunteers and staff with informational training about the program
 - The morning of our pet food pantry event we go over safety parameters and inform the team of the program's guidelines.
- Outreach and educate the public about the program and launch
 - The new volunteer coordinator has reached out to schools and youth groups to volunteer at our monthly Pet Food Pantry event.

3. Goal – To develop and relaunch a formalized safety program for volunteers.

Success Measure – Maintain a low level of injuries to volunteers

Goal Actions:

- Identify safety needs and develop needed materials and SOPs for different scenarios
 - In response to Covid-19 we have communicated safety information via email and signage to keep volunteers safe while on-site. We have also given opportunities to expand their knowledge through a virtual volunteer dog handling training.
- Engage and train lead volunteers to assist in the trainings for handling shelter pets
 - We utilize lead volunteers to training/retrain in the handling of shelter pets.
- Use Volgistics to streamline the documentation process as volunteers progress through safety training
 - We were able document their trainings via the Volgistics platform versus the paper files.

4. Goal – To increase volunteer engagement and retention by providing a positive program experience and promoting communication

Success measure: To increase volunteer hours contributed by 20% by the end of 2021

Goal Actions:

- Audit the current assignments to ensure volunteers have the opportunity to serve in the area they are most interested in
 - An audit was completed and the assignments that were unnecessary were marked as inactive.
- Launch ways for Volunteers to get OC Animal Care gear
 - Reached the opportunity to have a virtual storefront where the volunteers can purchase specific OC animal care gear. We are working on evaluating those opportunities in 2022.



Staff Report

- Foster the bond between staff and volunteers by developing a way to identify volunteers and staff by name
 - Volunteers were reintroduced to staff and were given name badges. Currently working on obtaining volunteer t-shirts.
- Identify new ways to regularly recognize and celebrate volunteers' contributions
 - We have continued volunteer of the month which now goes out on Facebook, our website, and via email to all the volunteers.

5. Goal – Increase the opportunities for internships in different shelter departments

Success Measure – Host at least 15 interns throughout 2021

Goal Actions:

- Identify new opportunities in other departments that would benefit OCAC and provide interns an educational opportunity
 - Interns have been utilized in the COT office, medical team, and Foster office.
- Reevaluate and update current intern openings on the government jobs website
 - Developed a foster specific intern opportunity. We are currently waiting for it to go live on the government jobs website.
- Create SOP/desk manuals for specific assignments that help expedite the training process
 - We are applying our foster specific program manual to the interns.

Adoption Partners Program

1. Goal - Update and launch new Adoption Partners Program guidelines and materials for 2021 partnership program renewals.

Success Measure – Process renewals for all current adoption partners by the end of 2021

Goal Actions:

- Update the Rescue Manual and other program materials with any program changes
 - The manual has been updated and there is a copy available on the adoptions partner program webpage.
- Create updated and easy to access online application and change forms
 - The application is online we are in the process to make them electronic.



Staff Report

- Announce and roll-out new materials and other changes to all current adoption partners for partnership renewals
 - We have been sending out updates by our mail chip email notification system. We plan on sending renewals soon.

2. Goal – Increase the number of shelter pets positively impacted by the Medical Pets Program by increasing the scope of the program.

Success Measure – Increase the number of pets entered in the program by 20%

Goal Actions:

- Identify new ways for the Medical Pets Program to impact shelter pets (Ex. New partnerships to provide extra care such as dental work for shelter pets)
 - We have added additional veterinarians and we are working with Stanbridge University to get dental services for our pets.
- Increase awareness of the program via educational posts and articles
 - We have had posting on our Facebook page with links to help the program we help maintain the Noble Friends OC Animal Care and raised money on Giving Tuesday promotion.
- Increase funding opportunities by forming new partnerships
 - We have not identified any new partners however we continue working with Noble Friends foundation for OC Animal Care.
- Create updated SOP/guidelines for the Medical Pets Program
 - The guides were created and included in the adoption program manual.

3. Goal – Increase the number of registered Adoption Partners to provide additional resources to our special-needs pets

Success Measure – Increase registered Adoption Partners by 10%

Goal Actions:

- Outreach to other agencies for recommendations and develop a referral process
 - We continue to work with the rescue roundtable, which consist of multiple Animal shelters.
- Identify ways to improve incentives for registered Adoption Partners
 - We are currently working on incentives for registered Adoption Partners



Staff Report

- Revamp the sign-up process for an easy and efficient way to register
 - We are currently trying to develop an electronic application on our new website platform.

4. Goal – To increase Adoption Partner engagement by providing a positive program experience and promoting communication.

Success Measure – Recognize at least 20 partners throughout 2021

Goal Actions:

- Identify different ways to recognize and promote adoption partners for their support
 - We have been posting success stories on our social media of the great work of our rescue partners.
- Host at least 2 Rescue Roundtables get feedback from our rescue partners
 - Due to COVID limitation we have postponed rescue roundtables.
- Create an OCAC webpage to promote and recognize partners interested in participating
 - That has not been integrated in our new website.

Public Education Program

Communications/Online Presence

1. Goal – To complete the website redesign and migration to the Drupal platform.

Success Measure – Launch updated OC Animal Care website

Goal Actions:

- Review and update current pages prior to migration in March 2021
 - We were able to review and update content prior to migration
- Attend IT training for the new platform and create OCAC website training manual
 - COT Supervisor and former PEO were able to take the IT training for the new platform and a training manual was created for the new PEO.
- Create an approved Policy and Protocol for website changes and requests
 - We follow the current IT policies, and designate staff member to make changes and approvals to the website.

2. Goal – To amplify impact of educational campaigns by growing the audience and strengthening the connection to the community through engaging educational content.



Staff Report

Success Measure – Increase the number of followers on all Social Media platforms by 15%

- Facebook followers increase in 2021 by 3.3%
- Instagram followers increase in 2021 by 5.7%
- Twitter followers increase in 2021 by 2.8%
- In total the increase is 11.8% on our social media platforms

Goal Actions:

- Share biweekly educational and relevant ‘Lets Paws’ content with our audiences
 - We have been able to continue our biweekly lets paws education piece that is shared on our social media platforms and newsletter.
- Increase interactions with followers using tools such as comments, messages, and tags
 - Our new PEO has been able to increase engagements using tools such as comments, messages, and tags
- Continue to share content with community partners and stakeholders for distribution
 - The newsletter was revised to allow for easy editing and sharing with community partners, stakeholders, and board offices.
- Increase the use of YouTube channel by creating and sharing creative content such as instructional or informational videos and shelter event promotional or recap videos
 - We continue to use YouTube for our rescue promotional videos. We found that using social media sites for shelter related videos has been more effective.

3. Goal – To improve and promote the use of the mobile OC Animal Care Pet Tack App.

Success Measure – Increase OC Pet Track App downloads by 10% by the end of 2021

Goal Actions:

- Identify possible improvements by reaching out to app users
 - This goal has been moved to 2022
- Work with OCIT to implement approved changes
 - This goal has been moved to 2022
- Promote the application through our media resources to increase users
 - This goal has been moved to 2022



Staff Report

Events/Partnerships

4. Goal – To participate in events targeted to specific demographics and creating partnerships with large and small outside organizations

Success Measure – Host or partner for at least 10 community events through 2021

Goal Actions:

- Identify event opportunities within COVID-19 guidelines
 - A job requisition was submitted was for a designated event social with an anticipated start date of early 2022.
 - Our team was still able to host a monthly pet food pantry drive within COVID 19 guidelines.
- Create virtual event guidelines and opportunities
 - We were able to provide the community groups and troop with virtual presentations. Additionally, we were able to host virtual adoption opportunities.
- Promote event opportunities to OC Animal Care stakeholders
 - Virtual event opportunities were promoted through social media and our newsletter.
- Create an easy way for community partners to inquire about partnerships and events
 - We anticipate that a direct email/phone contact with our new event specialist will help with this goal in 2022.

5. Goal – To connect the community with resources by partnering with organizations to host COVID-19 compliant events designed to support pet owners.

Success Measure – Host and/or promote at least 20 events throughout 2021

Goal Actions:

- Partner with an organization to host and promote regular low-cost veterinary clinics
 - We host monthly low-cost veterinary clinics throughout the year and promoted them on social media, website and the newsletter.
- Partner with an organization to host regular Pet Food Pantry events for the community
 - We partnered with several organizations and hosted a pet food pantry each month in 2021.
- Create materials to promote the events (flyers, banners, webpages etc.)
 - We have the pet food pantry banner, fliers and advertisements on our website, newsletter, and social media.



Staff Report

- Explore options for local organizations to sponsor the low-cost spay/neuter mobile clinics to offer even greater reductions in spay/neuter costs to the community
 - [This goal has been moved to 2022](#)

Public Engagement/Outreach

6. **Goal – To partner with OC Animal Care staff to create content to engage the community to learn about the services and resources we provide.**

Success Measure – Release five videos throughout 2021

Goal Actions:

- Create a process so that members of the community can submit questions to an OC Animal Care staff member i.e. “Ask the Veterinarian?”, or “Ask an officer”
 - [This goal has been moved to 2022](#)
- Create content that take community members on a journey through our programs such as an “A Day in the Life Of” series that follows staff or volunteers during a regular day
 - [This goal has been moved to 2022](#)

7. **Goal – To continue to use Public Education Programs to connect with and educate the community about animal welfare and responsible pet ownership**

Success Measure – Host at least 30 educational presentations

Goal Actions:

- Design a version of the Katy Cares program to meet Common Core standards in order to increase our participation in local public schools
 - [This goal has been moved to 2022](#)
- Update materials and presentations with a virtual option
 - [With the help of our dedicated outreach volunteers, we were able to host many presentation via Zoom and WebEX with school and troops.](#)
- Create and implement an easy-to-use online request process for efficient scheduling
 - [This goal has been moved to 2022](#)
- Update relevant webpages with program information and processes
 - We are able to update program information on our new website platform, following COVID guideless.



Staff Report

- Promote the program website and opportunities to potential audiences
 - We were able to promote the program's website pages to community members who reach out through our general phone lines, mailbox, and directly to our coordinators.

8. Goal – To expand the reach of all OC Animal Care's messaging by complying with the newly implemented Orange County Language Access Policy.

Success Measure – Be fully compliant by the end of 2021

Goal Actions:

- Identify and then update all handouts, signs and other materials that need translating
 - The signs/ materials are currently in process of translation. the website currently translates to various languages and is working to become fully ADA complaint.
- Create a process to ensure all new materials and communications comply with the policy
 - This goal has been moved to 2022
- Outreach to, and train bilingual volunteers in order to connect with our community's diverse populations
 - This goal has been moved to 2022

Recommendation: Committee receives and files the report.