



AGENDA

OC ANIMAL CARE COMMUNITY OUTREACH COMMITTEE ORANGE COUNTY, CALIFORNIA



Wednesday, July 22, 2026, at 11:30 a.m.

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

Elizabeth Cowan
Chair
Fifth District

Kim Kane
Vice Chair
Third District

Dr. Leslie Malo
Committee Member
First District

Hollis Lenore
Committee Member
Second District

Vacant
Committee Member
Fourth District

The Orange County Animal Care Community Outreach Committee welcomes you to this meeting. This agenda contains a brief general description of each item to be considered. The Committee encourages your participation. If you wish to speak on an actionable item contained in the agenda, please complete a Speaker Form identifying the item(s) and return the form to the Clerk of the Committee prior to the Item you wish to speak on being called. If you wish to speak on a matter which does not appear on the agenda, you may do so during the Public Comment period. Except as otherwise provided by law, no action shall be taken on any item not appearing on the agenda. When addressing the Committee, please state your name, or a pseudonym if you do not wish to give your name, prior to providing your comments.

In compliance with the Americans with Disabilities Act, those requiring accommodation for this meeting must notify OC Animal Care at least 24 hours prior to the meeting at (714) 796-6430 or COCcomments@occr.ocgov.com.

*All supporting documentation is available for public review at OC Animal Care 1630 Victory Road, Tustin, CA 92782, during regular business hours, 8:00 a.m. to 5:00 p.m., Monday through Friday
www.ocpetinfo.com/get-involved/community-outreach-committee*



AGENDA

ANIMAL CARE COMMUNITY OUTREACH COMMITTEE ORANGE COUNTY, CALIFORNIA



Wednesday, July 22, 2026, 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

Elizabeth Cowan, Chair, 5th District
Kim Kane, Vice Chair, 3rd District
Dr. Leslie Malo, Committee Member, 1st District
Hollis Lenore, Committee Member, 2nd District
Vacant, Committee Member, 4th District

III. Minutes

Regular Meeting, April 22, 2026

Recommended Action: Committee approve the minutes of April 22, 2026, regular meeting.

IV. Regular Business

1. Community Outreach Team Goals for Fiscal Year 26-27

This report summarizes the OC Animal Care Community Outreach Team goals for Fiscal Year 26-27, which includes overall team goals, Public Education Program goals, Foster Program goals, Volunteer Program goals and Adoption Partner Program goals.

Recommended Action: Committee receives and files the report.

2. Public Education Program Report

AGENDA

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

Recommended Action: Committee receives and files the report.

3. Foster Program Report

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

Recommended Action: Committee receives and files the report.

4. Volunteer Program Report

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

Recommended Action: Committee receives and files the report.

5. Adoption Partner Program Report

This report summarizes the second quarter activities for OC Animal Care's Rescue/Adoption Partner program.

Recommended Action: Committee receives and files the report.

V. Director's Comments

VI. 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 three (3) minutes per person, unless different time limits are set by the Chairperson, subject to the approval of the Committee.

VII. Advisory Committee Comments

VIII. Adjournment

The next regular meeting will be October 28, 2026, at 11:30 a.m., in the Learning & Training Center Room 100 located at 1630 Victory Road, Tustin, CA 92782.



SUMMARY ACTION MINUTES ANIMAL CARE COMMUNITY OUTREACH COMMITTEE ORANGE COUNTY, CALIFORNIA



Wednesday, April 22, 2026, 11:30 a.m.
Learning & Training Center Room 100
OC Animal Care
1630 Victory Road,
Tustin, CA 92782

- I. **Call to Order** - The meeting of the OC Animal Care Community Outreach Committee was called to order at 11:30 a.m. in the Learning and Training Center room located at 1630 Victory Road, Tustin, CA 92782.

II. **Roll Call of Members**

- Vacant, Chair, 4th District
 - Elizabeth Cowan, Vice Chair, 5th District PRESENT
 - Dr. Leslie Malo, Committee Member, 1st District ABSENT
 - Hollis Lenore, Committee Member, 2nd District PRESENT
 - Kim Kane, Committee Member, 3rd District PRESENT
- Vice Chair Cowan welcomed new Member Hollis Lenore to the Committee.

III. **Minutes**

Committee Member Comments

- Approve the Summary of Minutes of the meeting held on January 28, 2026.
- Motion to approve minutes: Motioned by Committee Member Kim Kane, seconded by Committee Member Hollis Lenore
 - All in Favor: Vote was unanimous

IV. **Regular Business**

1. Public Education Program Report

- a. Jonathan Volzke shared information on the Let's Paws flyers distributed this quarter, which included information on responsible pet ownership, such as vet checkups for the new year, safety tips during hot weather, and what to do when stray kittens are found.
- b. Jonathan discussed the social media statistics for OC Animal Care this quarter. Jonathan noted audience increases across OC Animal Care's social media platforms.
 - OC Animal Care added 800 new followers on Facebook, which increases the number of followers to 33,000.
 - OC Animal Care Instagram added 950 new followers, hitting 22,400 followers. The channel received more than 35,000 interactions in the first quarter.
- c. Jonathan shared the OC Animal Care Adoption Promotions that occurred this quarter, including *Resolution #1: Adopt a Dog* in January, *Find "The One"* in February, and *Find Your Lucky Charm* in March.
- d. Jonathan reported the Communications team produced materials for the new "Dog's Day Out" Pilot Project, including a video with OC Board of Supervisors

Chairman Doug Chaffee, and worked with CBS, the Orange County Register, and other media outlets that produced stories highlighting the program.

- e. Jonathan told the Committee that the City of Huntington Beach continues to include a presentation of two OC Animal Care adoptable dogs at the second City Council meeting of each month. He noted four dogs have been placed after appearing at the meetings.
- f. Jonathan reported that OC Animal Care took the lead on a joint Valentine's Day adoption promotion that included five other Orange County animal shelters. The campaign included a joint news release and social media collateral created by the OC Animal Care team.
- g. Jonathan said the Communications team created social media posts for the *Spring into Love* quarterly adoption event held at OC Animal Care on March 28 and told the Committee that the next quarterly event is the California Adopt-a-Pet Day on June 6, 2026.
- h. Jonathan announced a cross-functional OC Animal Care team, including professionals from the veterinary, programming, sheltering, and dog behavior teams, reviewed and assessed the plan's status and provided website updates for the 2026 Strategic Plan Progress Report. He introduced Shelter Programs Manager Alexandra Su to provide a detailed report.
 - Alexandra reported that OC Animal Care has successfully implemented the core components of its 2018 Strategic Plan, resulting in measurable improvements in animal care, life-saving outcomes, customer service and community engagement.
 - She explained the Strategic Plan, developed between 2016 and 2018 and based largely on the former shelter campus, aligns with the 2010 Association of Shelter Veterinarians (ASV) Guidelines and has served as the agency's roadmap for operational and programmatic improvements. While the ASV guidelines have since been updated, most recently in 2022, the Strategic Plan remains an important guide for the agency.
 - Alexandra said a cross-functional team reviewed all 66 success measures in the plan and published the results in a 20-page progress report. Measures were evaluated using five categories:
 - 1. Completed as prescribed
 - 2. Completed consistent with intent
 - 3. In progress
 - 4. Delayed or pending
 - 5. No longer applicable
 - The review found more than 84 percent of success measures were completed as intended or consistent with the plan's goals, 9 percent remain in progress and just over 6 percent are delayed, pending or no longer applicable.
 - For Priority 1, Alexandra said 65 percent of goals were completed, including tracking animal care and providing daily enrichment. She noted the dog save rate remains above 90 percent.
 - She said 15 percent of Priority 1 goals remain in progress, citing licensing compliance. While the Strategic Plan targets a 60 percent compliance rate, OC Animal Care achieved 35.9 percent in 2025, well above the 13 percent national average, and continues efforts to improve through digital canvassing.

- Alexandra said 20 percent of Priority 1 goals are pending, delayed or inapplicable, citing trap-neuter-return (TNR) as an example since OC Animal Care has been advised by counsel that the release of unowned cats into the community is prohibited by law and therefore inapplicable.
 - In Priority 2, stakeholder engagement and marketing, 95 percent of success measures were completed. Improvements included a streamlined adoption process, customer satisfaction surveys, increased social media outreach, website updates and monthly public reporting of OC Animal Care statistics.
 - For Priority 3, culture and organizational development, Alexandra said 83 percent of goals were completed. Accomplishments include staff training, enhanced communication, professional development opportunities and team-building activities.
 - Priority 4, fiscal stewardship and sustainability, is 100 percent complete, with achievements including volunteer onboarding programs, the Pet Food Pantry and enhancements to lost-pet reunification efforts.
 - Alexandra said Priority 5, relocation to the new shelter, is also 100 percent complete.
 - Alexandra said OC Animal Care will update the Strategic Plan in Fiscal Year 2026-27. It will include current best practices, as well as a reporting mechanism.
 - The Strategic Plan Progress Report was posted on the OC Animal Care website. Alexandra showed the Committee where it could be found on www.ocpetinfo.com.
- i. Communications Manager Denise Woodside reported the Community Outreach Team participated in 28 community events during the first quarter.

Committee Member Comments

- Vice Chair Cowan asked Alexandra how many OC Animal Care staff members were on the team that reviewed the Strategic Plan progress. She said the report was excellent.
- Alexandra said the team was made of several members.
- Committee Member Kim Kane asked what “Digital Canvassing” is and how is it now used by OC Animal Care for licensing.
- Director Schmidt responded that California law requires veterinarians in OC Animal Care’s service area to share records of rabies vaccinations with the agency. OC Animal Care then digitally canvasses licenses and sends notices to pet owners who had their dogs vaccinated but do not have licenses. Director Schmidt said digital canvassing is more effective than the previous door-knocking method and is safer for staff. OC Animal Care’s Chief Veterinarian, Dr. Jones, sends letters to OC Animal Care Service vet offices reminding them of the law to facilitate compliance.
- Member Kim Kane asked Director Schmidt to clarify that if she vaccinates her dog, the veterinarian will notify OC Animal Care.
- Director Schmidt said yes, if the veterinarian is in one of the 14 cities served by OC Animal Care, or in the unincorporated areas.
- Member Hollis Lenore asked Director Schmidt to confirm the digital canvassing has led to an increase in dog licensing.
- Director Schmidt confirmed that it has.

- Committee Member Hollis Lenore asked whether OC Animal Care paid to increase visibility of social media posts.
 - Jonathan said OC Animal Care does not pay for social media exposure.
 - Committee Member Hollis Lenore complimented the success of social media outreach.
 - Vice Chair Cowan asked how OC Animal Care generates its social-media statistics.
 - Jonathan said Facebook and Instagram allow account holders to compile detailed analytics.
- j. Communications Manager Denise Woodside reported on Community Events and Partnerships. She said OC Animal Care participated in 28 events in the quarter, which help promote adoptions and other OC Animal Care programs.
 - k. Denise said the Pet Food Pantry had 122 volunteers this quarter. She said the pantry required 428 hours of staging, directing traffic, and keeping statistics. Staff and volunteers distributed 64,465 pounds of food to help feed 3,623 animals in need. Denise noted the pantry is completely supported by donations. In the first quarter, the pantry was supported by various donors, including Irvine Animal Care Center, Noble Friends Foundation, Petco Tustin, San Diego Humane Society, and Villa Park Rotary Club.
 - It was moved by Committee Member Kim Kane, seconded by Committee Member Hollis Lenore.
 - a. Ayes: 3, Nays: 0. Motion passed.

2. Foster Program Report

- a. Alexandra Su reported that 243 animals were placed in the OC Animal Care Foster Programs in the first quarter, supported by 260 homes. She explained that the number of homes is higher than the number of animals because sometimes one foster animal is supported by more than one foster family.
- b. Alexandra said the Dog's Day Out Pilot Program launched to the community on March 26. She introduced Public Education Officer Michael Hoopes, who helped develop the Dog's Day Out Pilot Program at OC Animal Care. Michael brought Mamma Pig, a Pit Bull wearing an "Adopt Me" vest used in the Dog's Day Out Pilot Program. Michael explained Dog's Day Out gives the public an opportunity to take an OC Animal Care dog off campus to any dog-friendly location in Orange County between 8 a.m. and noon Thursday through Sunday. Michael explained Dog's Day Out gives the animals an opportunity to experience new environments, enjoy adventures throughout Orange County, and showcase their personalities to potential adopters. He added that VCA Charities reports that the increased public exposure and improved socialization the dogs experience on field trips make them five to 14 times more likely to be adopted. OC Animal Care staff selects the dogs that can participate in Dog's Day Out, and registration is entirely online, with five public spots and three OC Animal Care volunteer spots open daily.
- c. Michael shared a success story that Joanie was taken on a Dog's Day Out field trip, where she was seen by a young couple. The couple fell for Joanie right away and were at OC Animal Care to adopt her when she returned from her field trip.
- d. Michael showed a video that Dog's Day Out participants watch before participating. The video explains how the program works and expectations for participants, including safety regulations.

- e. Director Schmidt asked Michael to explain the value of the survey filled out by Dog's Day Out participants. Michael said the surveys provide valuable feedback that allows OC Animal Care staff to get to know the dogs better, which assists in pairing them with potential adopters.
- f. Director Schmidt added that the surveys allow OC Animal Care to answer questions such as whether the dog likes meeting new people and how they are with children.
- g. Michael said every participant is asked to complete a survey after participating in Dog's Day Out. The information helps provide insight to potential adopters.
- h. Sam Blankenship said the outings begin with a dog arousal reduction exercise to help the dogs relax and show their best selves on the outing. He said staff sees a change in the behaviors of dogs participating in Dog's Day Out, and those changes help when potential adopters see the dogs.
- i. Sam shared a success story with Leona, who had been at OC Animal Care for more than a year and whose participation in Dog's Day Out helped her behavior and she was ultimately adopted.

Committee Member Comments

- Vice Chair Cowan said Dog's Day Out was a great program.
- Committee Member Kim Kane asked for details about the online sign-ups for Dog's Day Out.
- Alexandra explained it was a new system that was more efficient and would eliminate potentially angry telephone calls to customer service when no spots were available. She said Dog's Day Out has proven very popular, with all available appointments full.
- Director Schmidt said VCA Charities sponsored Alexandra and Michael's attendance at a Dog's Day Out training in Arizona, which provided invaluable information for the OC Animal Care program.
- Vice Chair Cowan asked how dogs were selected for the Dog's Day Out program.
- Sam explained that dogs are categorized based on any known history and observations of their behavior. It is the shelter team's responsibility to select dogs for the program. Dogs are also categorized by whether they can go on a Dog's Day Out with a member of the public, or only OC Animal Care volunteers.
- Director Schmidt added that OC Animal Care uses several enrichment tools with dogs but recognizes some may be shy and would not like public outings. She said Sam's team carefully evaluates each dog's temperament before participation.
- Committee Member Hollis Lenore noted Dog's Day Out is a six-month pilot program and asked what criteria would be used to determine whether it will continue and whether it would be paused during the evaluation.
- Alexandra said staff is continually evaluating the program and will decide at the six-month mark whether it is successful for OC Animal Care and the dogs.
- Director Schmidt added that a real estate firm recently reached out to see if their office could participate in Dog's Day Out as a team-building exercise. That required increasing the number of dogs and other changes, which Director Schmidt said provided a good test.
- j. Alexandra said the Foster-to-Adopt Program continues to be a valuable option for potential adopters, with 109 dogs supported by 125 homes in the fourth quarter.

She shared staff was able to successfully find adoption homes for 50 to 60 percent of the Foster-to-Adopt dogs. She shared a successful adoption story of Samson (formerly Tyson, A1945918).

- k. Alexandra said the 14-day trial period provides enough time for a family to get to know the animal and make a responsible decision whether the dog is the right fit. Even if the family returns the dog, OC Animal Care uses a questionnaire to garner additional information about the dog for the next potential adopter.
- l. Alexandra said the Large Dog Foster Program is a more traditional foster arrangement. In the first quarter, six dogs participated.
- m. Alexandra shared a Large Dog Foster success story: Klay (A1929380) was in foster since March. His foster family reported that he is adapting to home life wonderfully. He loves his walks and loves being next to his foster family. Klay also participates in off-site adoption events.
- n. Alexandra said OC Animal Care hosted a Foster Appreciation Celebration in the first quarter, to thank fosters for their commitment during 2025. More than 70 fosters RSVP'd. Director Schmidt, Alexandra, and the Foster Team were on hand to thank them and shared a heartwarming video with OC Community Resources Director Dylan Wright and OC Animal Care staff expressing their gratitude.
 - o It was moved by Committee Member Kim Kane, seconded by Committee Member Hollis Lenore.
 - a. Ayes: 3, Nays: 0. Motion passed.

3. Volunteer Program Report

- a. Denise Woodside reported that 236 program members volunteered at OC Animal Care this quarter, logging 7,621 onsite volunteer hours exercising animals, training dogs, and performing other tasks. She said the number of hours is extraordinary and said OC Animal Care deeply appreciates the volunteers.
- She broke down the volunteer time:
- o 6,702 hours of dog walking/enrichment
 - o 379 hours of cat assistance and enrichment
 - o 521 hours of support services, such as sorting donations and pantry items, providing rabbit enrichment, and helping in the clinic
 - o 19 miscellaneous hours.
- b. Denise said volunteers were invited to a Volunteer Coffee in the first quarter with herself, Community Outreach and Liaison Manager Jonathan Volzke, and Chief Veterinarian Dr. Jones. She said the coffees were a great way to show the volunteers how valued they are and give staff insight into the diverse roles volunteers play.
 - c. Denise reported that volunteers helped fine-tune the Dog's Day Out Pilot Project. OC Animal Care staff presented the program to volunteers during a Town Hall in February. Volunteers then spent three weeks beta-testing the program before it was launched publicly on March 26. Their input was "instrumental," Denise said.
 - d. Denise said OC Animal Care also hosted a quarterly volunteer roundtable attended by Director Schmidt, Shelter Programs Manager Alexandra Su, Shelter Services Manager Sam Blankenship, and herself. She said it was another opportunity to thank volunteers, get their feedback, and alert them to upcoming events and programs in which they can participate. Denise said volunteers are asked to wear

- their OC Animal Care T-shirts at off-site events and while participating in Dog's Day Out, not only to promote the dog for adoption, but the volunteer program, as well.
- e. Denise reported the Volunteer of the Month was Bianca in January, Marissa in February, and Kelli in March.

Committee Member Comments

- Vice Chair Cowan said she is amazed at the volunteer program.
 - It was moved by Committee Member Kim Kane, seconded by Committee Member Hollis Lenore
 - a. Ayes: 3, Nays: 0. Motion passed.

4. Adoption Program Report

- a. Community Outreach Staff Specialist Tammy Osborne reported Greater Good Charities transported some of OC Animal Care's "shy adult cats" to partners in the Pacific Northwest.
- b. In March, 22 dogs were transported to a partner in Idaho, Tammy said. She said staff and volunteers come together to prepare crates and animals for transport.
- c. Tammy said the foster program experienced technical difficulties with OC Rescue Track, the system used to notify partners of animals in need of adoption. The team designed a back-up when setting up Rescue Track, preventing any service interruptions. Tammy said OCIT fixed the issue with no impacts to the partner community.
- d. Tammy said more than 650 animals were placed with non-profit rescue groups and other partners this quarter. OC Animal Care sent out over 150 communications to partners and rescue groups specific to special needs animals.
- e. Tammy said OC Animal Care is continuing its Medical Pets Program, but all animals needing advanced medical care in the first quarter were helped by OC Animal Care rescue partners.
- f. Tammy shared a success story about Valentino (A1948101). Valentino was reported as a sick stray lying in the bushes by an apartment building. When the OC Animal Care officer arrived, they found him shaking and vomiting. He was immediately taken to the emergency clinic for evaluation and treatment. The after-hours emergency hospital found that Valentino had a very low temperature, cold limbs and nonpalpable pulse. He was in grave condition. Tammy said OC Animal Care staff reached out to rescue partners to see if anyone could take on this challenging case. One that specializes in brachycephalic breeds offered to help him and immediately arranged an appointment with their veterinarian. He was able to get the treatment he needed and is now thriving in his foster home, Tammy reported.

Committee Member Comments

- It was moved by Committee Member Hollis Lenore, seconded by Committee Member Kim Kane.
 - a. Ayes: 3, Nays: 0. Motion passed.

V. Director's Comments

- Director Schmidt asked those in attendance to send good thoughts to Committee Member Dr. Malo, who was unable to attend the meeting.
- Director Schmidt thanked OC Animal Care staff for all of their hard work, as evidenced by the Community Outreach Committee Report. She noted the special projects such as the Strategic Plan, Dog's Day Out Pilot Project, Kitten Season were on top of everyday work.
- Director Schmidt announced two temporary promotions. Arielle was promoted to temporary Animal Services Supervisor, which, Director Schmidt added, was essentially Assistant Manager on Sam's team. She also announced that Jose received a temporary promotion to Supervising Animal Care Attendant.
- Director Schmidt thanked OC Animal Care volunteers. She noted it was National Volunteer Appreciation Week and said OC Animal Care has some of the best volunteers in Orange County. One team, she said, is the "Kong Team," and cleans and stuffs Kong toys for pets. She also complimented the two professional dog groomers who volunteer and are training others.
- Director Schmidt encouraged Committee members to sign up for Dog's Day Out.
- Director Schmidt noted it was the beginning of "Event Season," with three events on the upcoming weekend (4/25): An event at the Segerstrom Center, a Pet Expo in Huntington Beach (District 1), and the Children and Family Health Fair in Anaheim (District 4).
- Director Schmidt said the Kennel Team began placing spotlight cards on kennels, saying things such as "I like to play with other dogs in playgroups," "I've lived in an apartment," "I've lived with cats," and "I've lived with kids." The cards answer many of the questions potential adopters have.
 - Committee Member Hollis Lenore said the cards were very good and stood out.
- Director Schmidt said OC Animal Care was again partnering with Cal Animals for the third California Adopt-a-Pet Day on June 6, 2026. She said the organization completed a study that found the public was reluctant to visit animal shelters because they believed they were sad places. She said messaging would emphasize "this is one chapter; you can be part of the next chapter," and encourage visitors to share their positive experiences to help others recognize shelters are not sad places.
- Director Schmidt thanked the community for supporting OC Animal Care initiatives and programs, such as Dog's Day Out and fostering during Kitten Season. Director Schmidt said she was grateful for the community support because saving animals takes a village.

Committee Member Comments

- Vice Chair Elizabeth Cowan said she loved the quarterly OC Animal Care newsletter.
- Director Schmidt thanked her and noted hiccups with the software used for the e-newsletter. OC Animal Care was considering moving to Constant Contact, she said.
- Based on the temporary assignments, Vice Chair Elizabeth Cowan asked whether OC Animal Care had approval to fill job openings.
- Director Schmidt said the County has a process for "unfreezing" positions, which OC Animal Care was using. The agency also uses temporary positions for up to nine months.

VI. Public Comments

Public Speaker #1 Michael M

Public Speaker Michael M complimented OC Animal Care for the Strategic Plan Progress Report. He said there may be disagreements about components of the update, but providing the update was a great step toward transparency. He also said staff likely benefited from compiling the report data.

VII. Election of a Committee Chair and Vice Chair

- Director Schmidt clarified that a member did not have to be present to be nominated for Chair or Vice Chair.
- Vice Chair Elizabeth Cowan called for nominations for Chair and Vice Chair.
- Member Kim Kane nominated Vice Chair Elizabeth Cowan to serve as Chair. Member Hollis Lenore seconded the nomination.
- Member Hollis Lenore nominated Member Kim Kane to serve as Vice Chair. Vice Chair Elizabeth Cowan seconded the nomination.
 - It was moved by Committee Member Hollis Lenore, seconded by Committee Member Kim Kane.
 - a. Ayes: 3, Nays: 0. Motion passed.

VIII. Advisory Committee Comments

- Committee Member Kim Kane said she was excited about Dog's Day Out and would share information about the program on her social media.
- Committee Member Kim Kane said she knew people who used to go to rescue organizations but now go to the OC Animal Care shelter because of the additional programs and initiatives.
- Committee Member Hollis Lenore said staff was doing an excellent job.
- Committee Member Hollis Lenore said she was excited about Dog's Day Out and impressed with the research that went into the program.
- Committee Member Hollis Lenore said she agreed with Director Schmidt's comments that how everyone speaks about the shelter will influence those who visit.
- Vice Chair Elizabeth Cowan agreed that Dog's Day Out was an excellent program.
- Vice Chair Elizabeth thanked staff, saying the number of programs staff are running at the shelter was impressive. She said she is "very, very" impressed with staff and OC Animal Care programs.
- Committee Member Kim Kane said shelter operations today are "night and day" from what they used to be.

IX. Adjournment

- Meeting adjourned at 1:11 p.m.



Community Outreach Team Goals

July 22, 2026

Staff Report Summary:

This report identifies the 26-27 fiscal year goals for OC Animal Care's Community Outreach Team. It includes goals for the Foster, Volunteer, Adoption Partner, and Public Education Programs.

Public Education Program

1. Post a new "Let's Paws" education initiative each month across various OCAC social media platforms to provide responsible pet ownership education.
2. Continue to utilize social media communication regarding adoptable pets by posting and sharing at least four adoptable pets each week.
3. Spotlight shelter resources and provide at least two pieces of responsible education information at quarterly on-campus events.
4. Continue to utilize YouTube videos on the OCpetinfo.com website to spotlight dogs available for adoption and prioritize efforts to ensure new dogs have a video on their profile within two weeks of being made available.
5. Update OC Animal Care's flyers each quarter to ensure all program information is accurate and in various county approved languages.
6. Onboard at least one to two new interns each semester for Marketing Program.

Foster Program

1. Develop standardized training video for common foster needs such as bottle feeding of kittens by the start of 2027 kitten season and incorporate into all foster trainings.
2. Commit to hosting one large Foster Orientation and Open House kickoff event along with monthly foster orientation events throughout the months of April – August, the height of kitten season.
3. Develop an emergency foster-mobilization plan to include a roster of at least 25 ready to-deploy fosters who can take on a foster animal at any given time there is an emergency.
4. Identify one new automatic work process to increase foster engagement.
5. Onboard three new interns for Foster Program spread out over different times of the year.
6. Onboard at least 15 new guardian foster caretakers.



Volunteer Program

1. Develop and pilot one new educational programming to include programs for older age groups. We currently offer two programs (Katy Cares and Heroes in Animal Care) that cater to younger ages.
2. Host monthly volunteer orientation classes to onboard new volunteers with a goal of onboarding at least 10 new volunteers each month.
3. Strengthen volunteer communication by launching a quarterly volunteer newsletter with regular updates and recognition features.
4. Host annual volunteer appreciation event to thank volunteers for choosing to give their time to help at OC Animal Care.

Adoption Partner Program

1. Review and update the Adoption Partner Manual by 2027.
2. Work with OCIT to have Adoption Partner applications be fillable online via the web page.
3. Engage in new professional partnerships with rescue organizations locally as well as within the State of California and across the Nation by working with at least 10 new organizations that we have not worked with before.
4. Explore how SMS messaging might be a useful avenue to send out communications to rescue partners.

Recommended Action: The Committee receives and files the report.



Staff Report Summary:

Highlights and Updates for following:

- Public Education Program
- Foster Program
- Volunteer Program
- Adoption Partner Program



Public Education Program

Our Public Education Program is about building strong connections with the community we serve. Through sharing valuable information on disaster preparedness, proper pet care, and responsible pet ownership, we aim to empower our community members. We're committed to providing essential resources, attending events, and keeping our community informed through our website, digital media and traditional media. From shelter announcements and education to adoption, community outreach, and animal safety, we're here to make a positive impact together.



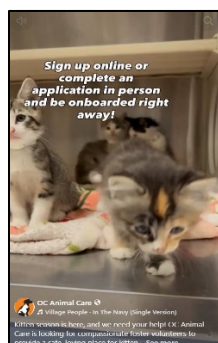
Social Media Statistics (April - June)

Facebook

- Added 435 new followers
- 33K followers
- 10,779 Content Interactions

Instagram

- Added 1,500 new followers
 - 23K followers
 - 1.1M views
 - Content interactions up 36%
- Call for Kitten fosters generated 50,436 views and reach of 34,978 across FB and Instagram combined.





Adoption Promotions

From April through June, the adoption promotion was extended to waive fees for dogs over 25 lbs.



Other Promotions, Events, and Activities

In the second quarter, the Communications team prepared flyers and social media posts for OC Animal Care's participation in the California Adopt-a-Pet Day on June 6, 2026. In addition to heavily promoting prior to the event, OC Animal Care posted on the website, Facebook and Instagram throughout the day engaging the community. The last post of the day highlighted that 124 cats, 23 dogs and 1 rabbit were adopted during the event.



The Team:

- Selected and onboarded four interns studying communications or marketing. The interns are from UC Davis, Cal State Fullerton, UC Irvine, and Loyola University of Chicago. The students will work on animal profiles, videos, and other projects at OC Animal Care. Additional interns have been selected to join us in the fall.



OC Animal Care



- Created a Linktree account to allow Instagram users to easily locate helpful and informative links from the “bio.”
- Created and shared posts to social media to request donations and promote the Family Fur-st Pet Pantry.
- Shared posts notifying the public of the May 2 OC Animal Care microchip clinic, along with information about the importance of microchipping pets.



- Created and shared multiple information pieces and promotions to educate the public about “kitten season” and promote the adoption of cats and kittens. The team also promoted the Kitten Foster Orientation.
- Continued to showcase two OC Animal Care dogs at the second Huntington Beach City Council meeting of each month. An OC Animal Care volunteer joins Communications staff at the meeting. Nine of 13 dogs have been placed after appearing at the meetings.

Community Events and Partnerships

We successfully participated in thirty-seven (37) community events during this quarter.

Date	Event	Location
04/04/2026	Cypress Egg Hunt	Cypress
04/11/2026	OC Pet and Reptile Expo	Costa Mesa
04/11/2026	Pet Food Pantry	OC Animal Care
04/12/2026	OC Pet and Reptile Expo	Costa Mesa
04/16/2026	Dispatch Appreciation	Huntington Beach



OC Animal Care



04/18/2026	South County Pet Expo	Lake Forest
04/25/2026	2026 Children and Family Health Fair, Hosted by D4	Anaheim
04/25/2026	D1 Pet Expo	Huntington Beach
04/25/2026	New Owner Adoption Event	Costa Mesa
04/26/2026	New Owner Adoption Event	Costa Mesa
05/02/2026	Annual Free Microchip Clinic	OC Animal Care
05/02/2026	Paws in the Park	Ladera Ranch
05/02/2026	Lucid Owners Meet Up at Rove Charging Station	Costa Mesa
05/07/2026	Santa Ana College Health and Wellness Fair	Santa Ana
05/09/2026	Pet Food Pantry	OC Animal Care
05/09/2026	Concert in the Park and Resource Fair Hosted by BOS-2	Garden Grove
05/13/2026	Ranch Discovery Days	Costa Mesa
05/16/2026	Run Wild OC 5K	Orange
05/17/2026	Katy Cares Presentation	OC Animal Care
05/21/2026	Anaheim Mobile Family Resource Center	Anaheim
05/23/2026	Katy Cares Presentation	OC Animal Care
05/28/2026	SEGA Health and Benefits Fair	Irvine
05/30/2026	Great Parks Neighborhood Pet Adoption Event	Irvine
05/31/2026	Fire Hydrant 5K	Huntington Beach
06/05/2026	OC Parks Sunset Cinema	Brea
06/06/2026	California Adopt-a-Pet Day	OC Animal Care
06/11/2026	Anaheim Mobile Family Resource Center	OC Animal Care
06/11/2026	Katy Cares	Tustin
06/13/2026	Pet Food Pantry	OC Animal Care
06/13/2026	Rossmoor Community Festival	Rossmoor
06/14/2026	Pup Fest	Huntington Beach
6/16/2026	Katy Cares	Tustin



OC Animal Care



06/19/2026	OC Parks Sunset Cinema	Fullerton
06/20/2026	Tustin Legacy Veterinary Hospital's 8 th Anniversary	Tustin
06/25/2026	SUNSA at Stanbridge Appreciation	Irvine
06/26/2026	OC Parks Sunset Cinema	Fullerton
06/27/2026	PetSmart Adoption Event	Santa Ana

Pet Food Pantry

The success of the Family Fur-st Pet Food Pantry not only lies in providing essential resources to pet owners in need, but also in fostering a great sense of community. This past quarter we had 122 volunteers and support from community groups.

Community Volunteer Groups Breakdown by Month:

April: Pacific Life Insurance, Red Cross Club at UCI, Solventum, & UCI Circle K Club

May: Iranian Bar Association, CSUF School of Business, & the Red Cross Club at UCI

June: G4G Service Club, Jack in the Box, OC Bar Association, and Greenberg/Gross Law Firm

Contributing more than 468 hours to staging, directing traffic, taking stats, offering educational opportunities, and connecting people with resources in the community, handing out over 76,590 pounds of food to help feed 4,196 animals.

Monthly Breakdown of Pet Food Provided:

April: 31,445 lbs. to help feed 1,781 animals

May: 21,230 lbs. to help feed 1,164 animals

June: 23,915 lbs. to help feed 1,251 animals

Pet Food Pantry donors this past quarter were:

Irvine Animal Care Center, Noble Friends Foundation, Petco Tustin, Supervisor Sarmiento and the Second District Board Office

Recommended Action: The Committee receives and files the report.

Foster Program

Animals are placed into foster homes for various reasons. They may be too young or too sick for adoption, receiving treatment, in need of additional socialization,



or a break from the shelter as they wait for their forever home. OC Animal Care's foster caretakers offer sanctuary for these animals in their homes, and provide around-the-clock care, comfort, and socialization until the pet is ready for adoption. The animals placed into foster are specially selected by our veterinary staff for their health and temperament.

Foster caretakers are a vital piece of the OC Animal Care family. This quarter, over 840 animals were placed into our Foster Program. These animals were supported by over 1,000 foster homes, reflecting that some animals may have been placed in foster care more than once, due to either changes in foster homes or the need for multiple placements. Our foster caretakers are helping us save lives each day.



Dog's Day Out Program



Since March 26, 2026, members of the public have been able to sign up to take a shelter dog on a field trip through the Dog's Day Out Pilot Project.

The program encourages participants to take adoptable shelter dogs on short field trips, giving the animals an opportunity to experience new environments, enjoy adventures throughout Orange County, and showcase their personalities to potential adopters. VCA Charities reports that the increased public exposure and improved socialization dogs experience on field trips make them five to 14 times more likely to be adopted.



Volunteers and our community can sign up to take selected dogs on a “Dog’s Day Out” field trip Thursdays through Sundays from 8 a.m. - noon. Dogs selected for the program are chosen by shelter staff. Participants must be 18 years or older (families may accompany them) and have an enclosed, air-conditioned vehicle.

Participants sign-up through an online scheduling calendar and complete a one-time waiver. On the day of, participants are paired with their shelter dog and receive an in-person onboarding by staff to review program expectations and guidelines. Dogs wear bright orange “Adopt Me” vests, and participants carry backpacks which include water bowls, waste bags, treats, and adoption information for members of the public who meet the dog. After the outing, participants are encouraged to complete a brief survey to help us learn more about how the dog did during their adventure.

Since the launch of the program, over 300 outings have occurred. Available appointment slots have been filling rapidly. We are so grateful for the community’s support!

Midpoint Dog’s Day Out Pilot Program

At the midpoint of the Dog’s Day Out Pilot Program, several key takeaways highlight both early successes and areas for continued evaluation.

- **High demand and rapid slot fill-up:** Appointment slots continue to fill quickly, indicating strong public interest and overall program appeal. Because the booking calendar, Acuity releases slots on a calendar-basis, we are monitoring whether this rollout method aligns with operational needs. We are actively evaluating if the platform provides adequate functionality for both users and staff or if adjustments or alternative systems may better support program growth.
- **Improved waiver and documentation process:** In collaboration with OCIT, we updated program agreement waivers and improved the workflow for participants to upload a driver’s license and submit required forms. These updates aim to reduce friction for users and streamline processing for staff.
- **Use of new safety-focused supplies:** We introduced updated equipment, including the use of a different seatbelt, to continue to ensure animal safety during transport. Early feedback suggests better fit, usability, and overall security for participating animals.

Over the next three months, we will continue to assess the program qualitatively and quantitatively, focusing on staff time required per appointment, workflow bottlenecks, and the overall suitability of Acuity as the scheduling platform.



Foster-to-Adopt Program

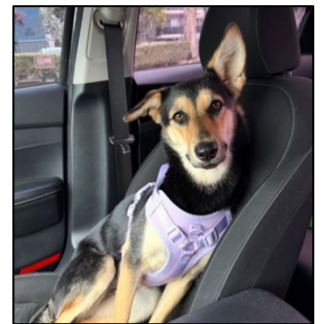
The Dog Foster-to-Adopt Pilot Program launched on June 6, 2024. This program offers potential adopters the opportunity to take select dogs' home for two weeks before deciding if the relationship is meant to be. Participants receive essential supplies, along with guidance and support from the Foster Team, to help ensure a successful foster placement in efforts to lead to a lasting match and, ultimately, adoption.

Shelter dogs benefit from this program as they get to show off their unique quirks and personalities, giving the fosters an opportunity to learn if the dog will be a good fit for the family. If the match is not right and the shelter pet returns, we are still able to gather invaluable information about the dog so we can pass along the information to future adopters. During this quarter, a total of 80 dogs participated in our Foster-to-Adopt Program. These animals were supported by over 90 foster homes, reflecting that some dogs may have participated in the Foster-to-Adopt more than once. 53 dogs were adopted through the program.

As part of the program, staff gather and review statistics such as number of participants, reasons for not adopting, return rate of those adopted. As with any programming, analysis is based on quantitative as well as qualitative information.

Luna (A1958350) initially arrived to our shelter as a stray and was shy and fearful of strangers. Our staff worked to build her confidence and Luna blossomed while in foster, going on all adventures. Te family fell in love and adopted her.

Luna (A1958350) off to an adventure with her new family



Large Dog Foster Program



The Large Dog Foster Program allows community members to open their home for a large dog to enjoy a "stay-cation". Our fosters complete an application and are paired with a shelter pet based on preference and abilities. Fosters are provided with essential supplies (i.e. martingale collar, ID tag, food, and leash) and support from our Foster team with weekly check-ins, training guidance, and resources.

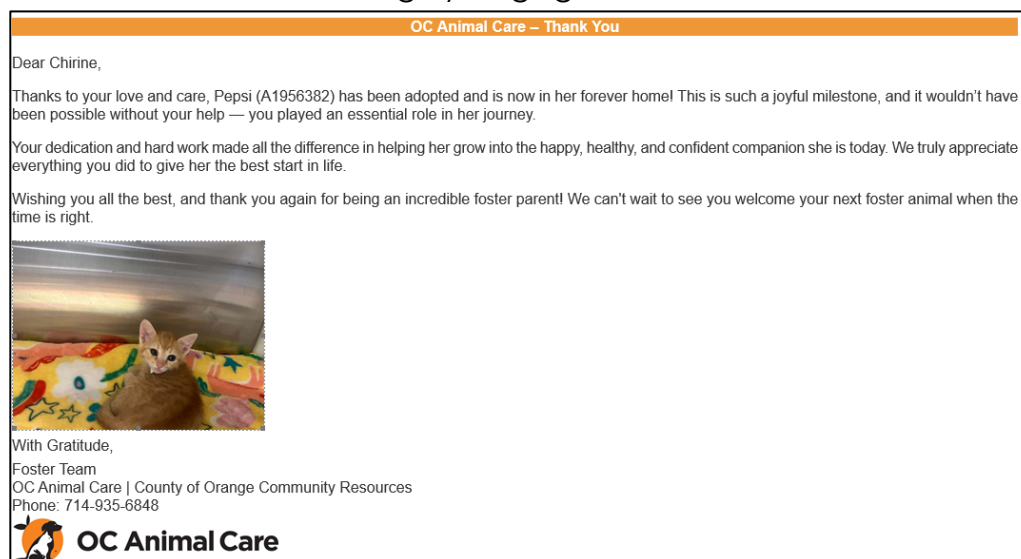
Priscilla (A1950609) enjoying her paws in the sand while with her foster parents



Foster dogs are continuously promoted as available for adoption on our website and through social media from photos, videos and information gathered during our weekly check-ins. Our foster dogs are provided with extra opportunities to find their forever homes by attending off-site adoption events. During this quarter, a total of 6 dogs participated in our Large Dog Foster Program.

Foster Engagement

This quarter, the Foster Program implemented innovative strategies to enhance recognition and support for our dedicated foster families. One notable advancement was the integration of Postmaster to provide real-time adoption notifications via e-mail. This new capability allows fosters to be promptly informed when their foster kittens are adopted, strengthening their connection to the program and reinforcing their invaluable role in each animal's journey. By improving communication and demonstrating meaningful appreciation, we continue to cultivate a highly engaged and motivated foster community.



Sittin' with Kittens

Sittin' with Kittens is back this summer by popular demand. This adoption event is occurring every Saturday from 11AM-1PM in the Learning and Training Center where former foster kittens are featured for adoption. Foster caretakers sit alongside their kittens to share about the kitten's unique personality to potential adopters.



Pennylane (A1955943) was just 4-weeks old and part of a litter of five kittens when she arrived at OC Animal Care. She was one of the smallest of the litter but that did not stop her from fighting to keep up with her brothers and sisters and wrecking playful havoc during each of their vaccine appointments with our team. Once healthy and old enough for adoption, Pennylane accompanied her siblings to our weekly Sittin' with Kittens event with their foster parent and was the last to be adopted. A family with children came along and immediately fell in love with her. Pennylane was more than happy to soak up all the snuggles with her new human siblings.



Recommended Action: The Committee receives and files the report.

Volunteer Program

This report summarizes this quarter's activities for OC Animal Care's Volunteer Program and includes contribution hours, program enhancements/ opportunities, and volunteer participation. Volunteers played a vital role in supporting our animals and daily operations by providing exercise, grooming, handling, training, socialization, and enrichment for animals awaiting adoption. They also assisted with facility cleaning, laundry, kitten socialization in the nursery, and the distribution of resources through our monthly Pet Food Pantry. Volunteers also helped to showcase dogs and cats/kittens at our numerous offsite Adoption and Educational events.



Volunteer Contribution Hours:

April 1 - June 30, 2026

Total Volunteers with Service: 279

On-Site Volunteer Hours: 7,566

Volunteer Tasks - Hours Logged

Dog Walking/Enrichment Hours: 5,721

Cat Assistance/Enrichment Hours: 602

Support Services: 480

Grooming: 265

Rabbit Team: 332

Miscellaneous: 166

This is an extraordinary number of hours and we are so proud of and thankful for our dedicated volunteer team.

Volunteer Coffee

Our Volunteer Coffee meetings continue to be a great way for volunteers to connect with various teams across the shelter for an insightful peek into the many roles here at OC Animal Care. This quarter's special guests included: Nicole Williams, CPDT-KA who serves as an Animal Adoptability Assessment Specialist, and Sam Blankenship, CPDT-KA who serves as the Shelter Services Manager.

Kitten Roundtable

We hosted our annual Kitten Roundtable as part of Kitten Season. A variety of staff were in attendance including Director Monica Schmidt, Alex Su, Shelter Programs Manager, Denise Woodside, Communications Manager, Dr. Carissa Jones, Chief Veterinarian and Sam Blankenship, Shelter Services Manager.

We will continue hosting our monthly coffee chats and quarterly roundtables to keep sharing news and encourage volunteer ideas and input.

Volunteer of the Month

We continue to celebrate our volunteers' contributions by awarding Volunteer of the Month to recognize those who go the extra mile through not just hours, but



dedication to our shelter pets and creating a positive influence both at the shelter and in the community. Our Volunteers of the Month for the second quarter were:



Recommended Action: The Committee receives and files the report.

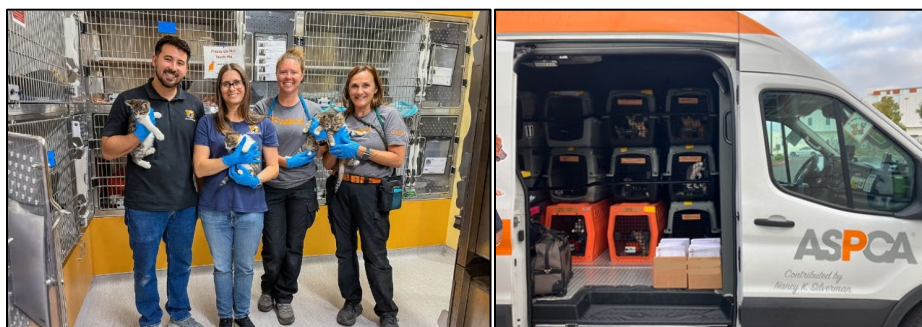
Adoption Partners Program

Through cooperative actions, the Adoption Partner Program seeks placement for animals in need of rehabilitation or additional support to be successful in their forever home. This report reviews steps taken to increase and improve adoptions and communication between OC Animal Care and Adoption Partners.

Transports

In response to the Garden Grove Incident, ASPCA deployed to assist with the Red Cross Shelters as well as animals at OC Animal Care. With the help of ASPCA and their partners, they were able to provide transportation for 50 cats/kittens to two partner organizations in Northern California.

We were also assisted by another local partner of ours who graciously offered to take in 19 kittens, helping to open even more kennel space for cats.



OC Animal Care Staff working collaboratively with ASPCA volunteers to prepare 50 cats and kittens for transport.



Partner Updates

This quarter, we transitioned to a new communications platform to enhance the efficiency and quality of our partner alerts. As part of this process, we are migrating all partner communications to our new Constant Contact account. The platform has proven to be user-friendly and integrates seamlessly with our YouTube content, allowing recipients to easily access embedded video links and other key information. Initial feedback indicates that partners are receiving our messages without issue, and all functions are performing as expected. We will continue refining our email templates and anticipate completing the full transition in the near future.



Parvo Positive Puppies- Need Rescue Now!

6 males/3 females
A1963990-A1963998
Shepherd Mixes, approx 13 weeks old





A1963990	DOG	PUPPY	M	GERMAN SHEPHERD MIX	BLACK	BROWN
A1963991	DOG	PUPPY	M	GERMAN SHEPHERD MIX	BLACK	BROWN
A1963992	DOG	PUPPY	F	GERMAN SHEPHERD MIX	BLACK	BROWN
A1963993	DOG	PUPPY	M	GERMAN SHEPHERD MIX	BLACK	BROWN
A1963994	DOG	PUPPY	M	GERMAN SHEPHERD MIX	BLACK	BROWN
A1963995	DOG	PUPPY	M	GERMAN SHEPHERD MIX	BLACK	BROWN
A1963996	DOG	PUPPY	M	GERMAN SHEPHERD MIX	BLACK	BROWN
A1963997	DOG	PUPPY	M	GERMAN SHEPHERD MIX	BLACK	BROWN
A1963998	DOG	PUPPY	F	GERMAN SHEPHERD MIX	BLACK	BROWN

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Partner Adoptions

This quarter, over 800 pets were placed with non-profit rescue groups, local veterinarians, or with partner municipal and/or humane organizations. We sent out over 150 postings to our partners and networkers asking for assistance with our special needs pets not including underage kittens postings that are being sent by our Foster Team. Our amazing partners continue to be a big part of our success in placing hard to adopt pets.



Shelter Medical Pets Program

We continue operating our Medical Pets Program to support animals entering OC Animal Care who require specialized treatment. Our team consistently evaluates incoming animals to identify those with advanced medical needs, ensuring timely assessment and appropriate care planning. We also maintained active outreach to local veterinarians and remain committed to expanding participation in the program. Thanks to the exceptional support from our rescue partners, all pets requiring advanced medical care this quarter were placed with organizations equipped to provide that level of treatment. As a result, no animals required enrollment in the Medical Pets Program during this reporting period. This outcome highlights the strength of our collaborative network.

Success Story

Hottie (A1953705) a standard poodle, arrived in our care in very poor condition, weighing only 30 pounds and in need of immediate support. She was also severely matted and had hereditary cataracts, so our team quickly arranged for her to receive veterinary attention. Thanks to the quick coordination with our partners, and with the help of one of our dedicated volunteers, Hottie was transported to a hospital where she received the care she needed. After a full evaluation, veterinarians discovered she required surgery to address an obstruction caused by a corn cob which was ingested prior to her arrival at OC Animal Care. Following the procedure, Hottie recovered remarkably well and is now thriving in her foster home. Her progress has been inspiring, and we are grateful to everyone who played a role in her journey.



Hottie's (A1953705) progress photos while on her journey to recovery

Recommended Action: The Committee receives and files the report.