



Marcia Mayeda, Director

November 8, 2023

To: Supervisor Janice Hahn, Chair  
 Supervisor Hilda L. Solis  
 Supervisor Holly J. Mitchell  
 Supervisor Lindsey Horvath  
 Supervisor Kathryn Barger

From: Marcia Mayeda *Marcia Mayeda*  
 Director

**REPORT BACK ON BOARD MOTION TO DEVELOP  
 COMMUNITY EDUCATION AND OUTREACH PROGRAMS  
 (ITEM 63-D, AGENDA OF SEPTEMBER 26, 2023)**

On September 26, 2023, your Board instructed the Department of Animal Care and Control (DACC) to report back in 45 days with a detailed plan to develop robust community education and outreach programs, with an emphasis on the Antelope Valley. This is to include, but is not limited to, regular and ongoing messaging to residents about spay and neuter opportunities, managed intake assistance for families in need of pet support, and active use of communication channels and social media outlets for adoption and fostering opportunities in the Antelope Valley.

Available Services for Pet Owners

DACC addresses the challenges with pet retention for County residents through its award-winning Pets Are Family Program. The Pets Are Family Program is a multi-initiative intervention program that addresses the most critical needs expressed by pet owners in our communities. One of the most important components of this program is Vet@ThePark, a mobile veterinary unit that provides free medical wellness services for pets at County parks and other public spaces. These services include veterinary exams, core vaccinations, deworming, flea and tick treatment, microchip placement, referrals to primary veterinary care providers, and the provision of free resources such as pet food, pet supplies, and financial support for veterinary care through the Care Voucher Program. The Care Voucher Program was recently approved for technology upgrades

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Agoura ACC 29525 Agoura Road Agoura Hills, CA 91301 (818) 991-0071	Baldwin Park ACC 4275 N. Elton Street Baldwin Park, CA 91706 (626) 962-3577	Carson/Gardena ACC 216 W. Victoria Street Gardena, CA 90248 (310) 523-9566	Castaic ACC 31044 N. Charlie Canyon Rd. Castaic, CA 91384 (661) 257-3191	Downey ACC 11258 S. Garfield Ave. Downey, CA 90242 (562) 940-6898
Lancaster ACC 5210 W. Avenue I Lancaster, CA 93536 (661) 940-4191	Palmdale ACC 38550 Sierra Highway Palmdale, CA 93550 (661) 575-2888	Administrative Office 5898 Cherry Avenue Long Beach, CA 90805 (800) 253-3555		

that will improve the process and provide more access to residents of the County by creating a secure, cloud-based online voucher web application.

Upcoming Vet@ThePark dates and locations, including an upcoming Antelope Valley event, can be found on DACC's website at <https://animalcare.lacounty.gov/calendar/>.

### Outreach and Education Plan

DACC's current outreach efforts include quarterly newsletters to its contract cities, ongoing social media announcements of events and information, improvements to its website to make it more navigable and easier to find information, and an events calendar on the DACC website.

In addition to our current outreach efforts, DACC will expand community outreach and education through leveraging partnerships with other County departments that share potential mutual clients, community-based organizations, and enhanced social media engagement. These actions include:

- Beginning December 1, 2023, DACC will use paid advertising on social media to boost information about the Pets Are Family Program, volunteer opportunities, and adoption opportunities. At least two posts per topic will be posted each month. Adjustments to the number and frequency of posts will be made based on the impact of these efforts. The impact of these posts is evaluated through monthly reports from Facebook and Instagram. DACC uses this information to evaluate the effectiveness of each post and fine tune its future posts.
- By January 1, 2024, DACC will broaden its reach through paid social media platforms and geotarget our social media ads to specific zip codes served by high-intake care centers, to ensure our messaging is reaching the communities that need these services the most, with a focus on the Antelope Valley. Geotargeted messages for specific events and dates for areas that will effectively market our Vet@thePark, adoption events, and volunteer opportunities will be used to increase engagement. Responses will be used to fine tune DACC's ability to reach targeted communities.
- By January 1, 2024, identify and begin discussions with County departments that potentially share mutual clients that DACC can partner with to expand its programming regarding education about DACC programs and services, responsible pet ownership, spay and neuter benefits, community cat management, and other animal welfare topics. DACC may provide speaker

events, or distribution of food, vouchers, pet supplies, and other needed services. These departments include but are not limited to County Library, DPSS, Aging and Disabilities, and Military and Veterans Affairs. By March 1, 2024, DACC will implement outreach efforts through the identified County departments as appropriate.

- By January 1, 2024, updated, eye-catching graphics with straightforward, easy-to-read contact information to access information about the Pets Are Family Program will be created in print and digital media and will be translated into Spanish and Mandarin. These will be distributed on social media and print materials will be distributed at DACC animal care centers, outreach events, contract city halls, and other identified partner locations.
- By February 1, 2024, DACC will identify and reach out to community-based organizations such as faith-based organizations, veterans' organizations, and community service organizations to seek opportunities to expand DACC's outreach and education efforts to their members. Through these partnerships, DACC can participate in hosted events to provide pet resources, conduct vaccine clinics, and provide education about pet ownership.

We welcome any feedback from your offices and look forward to further engaging the community by providing resources to keep pets and families together, increase adoptions, and engage more volunteers to foster pets or assist animals cared for in DACC animal care centers.

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c: Chief Executive Office  
County Counsel  
Executive Office, Board of Supervisors  
Animal Care Board Deputies