

Over the last decade, both the City Council and the Mayor have made requests to the Department of Animal Services (LAAS) for increased public educational programs and an updated, more user-friendly website. As its budget was buffeted by economic fluctuations and a need to focus on staffing needs, LAAS was unable to attend to these requests on a consistent basis.

Then, in 2019, with the guidance of the Board of Animal Services Commissioners, LAAS determined that bringing in outside assistance was the most efficacious method to take on the challenge of the Mayor’s and Council’s requests. The contractor hired would have to provide marketing and public relations as well as embark on a fundraising campaign to bolster the Department’s budget.

After a year-long procurement process involving a Request For Proposals and eight respondents, the City Council approved a contract (C-137526) with The Glue, LLC, a women-owned firm that brought a multi-layered approach to undertaking the tasks at hand. In November 2020, the City Council approved a contract with The Glue, LLC, to provide marketing, branding, and increased public outreach for educational programs such as Pet Laws, Licensing and Spay Neuter, fundraising services to bolster the Department’s budget, as well as website development social media services.

Now that The Glue, LLC, has had more than a year to work on its assignments, it would be appropriate for the firm, along with the management of LAAS, to provide an update to the Council on the status of its work and the progress made to date.

I THEREFORE MOVE, that the City Council instruct LAAS and its contractor, The Glue, LLC, to provide a report to the Personnel, Audits, and Animal Welfare Committee on the status of The Glue’s performance of deliverables to provide LAAS marketing, fundraising, public education, website development, and social media services.

PRESENTED BY: Paul Koretz
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Councilmember, Fifth District

SECONDED BY: Ed Hummel

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