

PERSONNEL AND ANIMAL WELFARE COMMITTEE REPORT relative to proposed agreement with The Glue, LLC (The Glue) to provide marketing services, fundraising, public relations, and website development and management services for the Department of Animal Services (DAS).

Recommendation for Council action:

AUTHORIZE the General Manager, DAS, to execute an agreement with The Glue to provide marketing services, fundraising, public relations, and website development and management services for a term of three years from the date of execution with an additional one-year extension option for an amount not to exceed \$1,545,000, subject to the review of the City Attorney as to form.

Fiscal Impact Statement: The City Administrative Officer (CAO) reports that approval of the recommendation contained in the October 9, 2020 CAO report will have no impact on the General Fund. Sufficient funding for this purpose is available in the Animal Welfare Trust Fund.

Financial Policies Statement: The CAO reports that execution of the proposed agreement complies with the City's Financial Policies in that budgeted funds are used for intended purposes, and one-time revenues are used for one-time expenditures.

Community Impact Statement: None submitted.

TIME LIMIT FILE - NOVEMBER 16, 2020

(LAST DAY FOR COUNCIL ACTION - NOVEMBER 13, 2020)

Summary:

On November 4, 2020, your Committee considered October 9, 2020 CAO and September 15, 2020 DAS reports relative to proposed agreement with The Glue to provide marketing services, fundraising, public relations, and website development and management services for the DAS. According to the CAO, on March 18, 2019, the DAS released a Request for Proposals (RFP) to solicit contract services to provide marketing, fundraising, public relations, and website development and management. The RFP closed on April 25, 2019, with eight companies submitting timely proposals that met the minimum qualifications. The proposal submitted by The Glue was determined to have the highest qualifications and the lowest cost.

On March 10, 2020, the Board of Animal Services Commissioners authorized the DAS to enter into an agreement with The Glue, subject to Council and Mayor approval. The Personnel Department has confirmed that City employees do not have the expertise to perform the work. Funding for this contract is provided through the Animal Welfare Trust Fund, which is funded through monetary gifts, contributions, and bequests to the City. The Fund is administered by the General Manager, DAS in accordance with Los Angeles Administrative Code Section 5.200. Eligible expenditures from the Fund include those for established programs and activities of the DAS, other than those involving pet sterilization, and may be used for the purchase of equipment, services or furnishings in support of such programs and activities. In accordance with the

provisions of the Mayor's 'Fiscal Year 2020-21 Cost Containment Measures' memo dated June 24, 2020, the proposed agreement meets the contractual exemption criteria in that this agreement has no General Fund impact and the Animal Welfare Trust Fund has sufficient funds to support the cost of the proposed services. Additionally, the agreement is anticipated to generate revenue through additional fundraising efforts for the Animal Welfare Trust Fund. The contract was approved by the Board of Animal Services Commissioners prior to the issuance of the Mayor's 'Fiscal Year 2020-21 Instructions for Fiscal Restraint' memo dated September 11, 2020. The proposed agreement complies with the memo's additional contracting guidelines, however, in that it has been determined by the Personnel Department that City employees do not have the expertise to perform this work and therefore in-sourcing the work is not feasible. After consideration and having provided an opportunity for public comment, the Committee moved, with one dissenting vote, to recommend approval of the proposed contract with The Glue. This matter is now submitted to Council for its consideration.

Respectfully Submitted,

PERSONNEL AND ANIMAL WELFARE COMMITTEE

MEMBER VOTE

KORETZ: YES

LEE: NO

PRICE: YES

ARL

11/4/20

-NOT OFFICIAL UNTIL COUNCIL ACTS-