

CONSULTANT'S PROPOSAL

BACKGROUND & PROJECT SUMMARY MARCH 20, 2024

Saving one by one until



there are none™

February 5, 2024

City of Costa Mesa
77 Fair Drive
Costa Mesa, CA 92626

Re: Response to revised RFP No. 23-22 for Animal Care Shelter Services

Please accept this packet as our formal response to the RFP for Animal Care Shelter Services. We are pleased to have the opportunity to submit our response for your consideration. All material contained in this proposal shall be valid for a period of 180 days.

The key elements and assumptions of this proposal incorporate the objectives and services that are outlined in the RFP. Priceless Puppy Rescue Corp, herein referred to as Provider, is a qualified 501(c)3 non-profit wishing to assume the responsibilities of Animal Care, Sheltering and Adoption Services for the City of Costa Mesa. We feel we are uniquely qualified to provide the City of Costa Mesa with the high standards of care they are requesting, while at the same time achieving the City's goal of placing 100% of adoptable animals into homes.

Some key highlights to demonstrate proposer's experience around Animal Adoption Services are:

- Founded in 2007 as a home-based rescue, we have grown significantly to now operate four adoption centers based in three different Southern California counties – Orange County, Los Angeles County and San Bernardino County.
- In late 2015, partnered with the City of Chino Hills to provide Adoption Services for the city's adoptable dogs once the shelter hold was over.
- In early 2018, we contracted with the City of Costa Mesa to be their exclusive animal Adoption Service partner whereby 100% of their adoptable animals taken in by their contracted shelter are transferred to our organization for adoption.
- In 2018, partnered with the City of Whittier to provide emergency evacuation facilities for the residents of Whittier.
- In March 2019, we opened a full-service Veterinary Clinic to in-source the veterinary care of the animals in our care while also providing low-cost veterinary services to our adopters and the community at large.
- In 2022, partnered with the City of Industry to operate and manage an adoption center for Animal Care, Sheltering & Adoption Services.

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- Our 2022 adoption numbers are 3,638 adoptions - dogs, cats, rabbits, reptiles, birds, and other small animals.

The proposer has extensive knowledge in the field of Animal Care, Sheltering and Adoption Services and has developed this proposal to exceed the expectations outlined by the City of Costa Mesa including but not limited to,

- Provide adequate staffing levels to cover current hours of operation.
- Provide proper care and handling of the animals while in the custody of the Proposer.
- Provide all required reports and record keeping as outlined by the city in the RFP.
- Ensure all laws, whether State, County or City, are being followed and enforced.
- Provide excellent customer service not only to the residents of Costa Mesa but to all visitors to the shelter.
- Manage and grow the volunteer workforce. Our emphasis on community involvement is one of the cornerstones of our organization.
- Manage and grow the foster care program. We are experts in this area! A strong foster program is critical to save the most fragile lives in the shelter system – the young, the sick but treatable, and those animals that need a chance to decompress. We strongly believe that fostering saves lives!
- Provide additional community services above and beyond those outlined in the RFP, including but not limited to:
 - to animal welfare training in the classrooms,
 - design of community educational programs at the shelter to include animal therapy and responsible pet ownership,
 - participate in appropriate community events,
 - work with the school district to provide adult transition programs, etc.
- Maintain the facility in superior condition to provide an optimal shelter experience for both the public and for the animals under care.
- Provide ongoing education and development of Proposer's employees.
- Achieve the city's goal of 100% adoption rate for Costa Mesa's adoptable stray animals.
- Emphasis on offering low cost spay / neuter and vaccine clinics to Costa Mesa residents and surrounding areas.
- Implementation of a cat TNR (Trap-Neuter-Release) program to reduce and control the Feral cat population.

In this response packet, we plan to provide you with all the elements requested in the RFP document. We feel that we have approached this RFP using a progressive approach to Animal Care, Sheltering and Adoption Services that provides the highest quality of service and care to the Costa Mesa residents and animals.

We have identified a location in the heart of the city limits of Costa Mesa that will provide stand-alone services for the Animal Sheltering portion of this contract. At this location, we will partner with Costa Mesa Animal Control and Costa Mesa residents to handle all intake of stray animals and owner surrender requests. A veterinary suite will be set up at this location to service the health needs of all animals that are processed through the shelter. In addition, a

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dedicated veterinary staff will be available to offer low-cost spay/neuter for the residents of Costa Mesa as well as general low-cost veterinary care. All healthy, adoptable animals that enter this shelter location will be fully vetted including spay/neuter before transferring over to our adoption center located at 1536 Newport Blvd, Costa Mesa once their hold period is over to fulfill the Adoption Services portion of the contract.

Our technology platform is state of the art in the Animal Sheltering and Adoption Services space. We utilize cloud-based software called Shelter-Luv which is updated in real-time with all information related to each animal in our care. Documents are also uploaded and stored within this software to allow for easy retrieval. This software provides many canned reports in addition to customizable reporting. The Costa Mesa Animal Control staff will be granted access to this software to allow them to query data for each animal currently or previously in our care. Costa Mesa Animal Control can run microchip lookups to offer "Field Return to Owner" services should they so choose.

This response to the City of Costa Mesa Animal Care Shelter Services RFP is submitted as a total solution for the City's Animal Sheltering, Animal Welfare, and Adoption Services needs. The Proposer is not open to a bifurcation of the services nor a bifurcation of the contract.

In conclusion, we feel uniquely qualified to offer the high-quality of service for all the Animal Sheltering, Animal Welfare, and Adoption Services needs of the City of Costa Mesa. Our organization has been passionate about this area for over 15 years and has the experience required to run a successful operation and meet the goals of the City of Costa Mesa. Thank you for your consideration and if you should have any additional questions about this packet, please feel free to contact Lisa Price at 909-631-8230.

Sincerely,

Lisa Price
Co-founder and Executive Director

BACKGROUND & PROJECT SUMMARY

Scope of Work Considerations

Revised March 20, 2024

The Provider has over 15 years of experience in the Animal Welfare, Care & Adoption field. In addition, Provider has been providing Animal Adoption Services to the City of Costa Mesa since early 2018. We believe consolidating to one provider for both Animal Sheltering and Animal Adoption Services will improve the overall efficiency of the goals of the City of Costa Mesa.

This response to the RFP includes the following conditions:

- **The RFP response has been prepared as a total solution to the City of Costa Mesa Animal Care Shelter Services and is not subject to bifurcation.**
- **This RFP response is contingent upon a 5-year contract term that includes an annual rate escalator as published by the Bureau of Labor Statistics Consumer Price Index (CPI) data for Los Angeles-Riverside-Orange County, CA CPI Index.**

Based on the Provider's experience level in this field, we anticipate a smooth implementation of the items outlined in the RFP including but not limited to:

- **Shelter Facility & Location** – Provider has identified a stand-alone facility in the heart of Costa Mesa and 3 miles from City Hall. This property is located at 1520 Ponderosa Street, Costa Mesa, California. This location will be built out to include intake area, isolation area, quarantine area, fully staffed veterinary suite and will be open to the public to redeem their lost/stray animals. These key points will be addressed in the design of the space to meet the RFP requirements.
 - Facilities for healthy animals on stray hold, separated by species i.e., dogs & cats, for the public to come view and search for their lost/stray animal.
 - The facility will have noise control to muffle inside noise.
 - The facility will have an outdoor area designated for exercise/play.
 - Separate facilities, with separate ventilation systems, will be provided for sick dogs and cats needing isolation for a minimum of 7 days (not including the day of impound).
 - Separate facilities for behavioral dogs and cats needing quarantine for a minimum of 7 days (not including the day of impound).
 - Animals in police hold shall be placed in an isolated area not permitted within view or access or the public. Animals on police hold may have longer retention periods as determined by Animal Control.
 - Facilities shall not be filled beyond capacity; city staff will be notified immediately should the capacity limits be reached. If needed, the Provider may be able to assist in providing temporary overflow at one of its other locations if mutually agreed upon. Provider operates an intake center in Chino Hills that is capable of handling up to 50 animals at any time. These animals are out of public view and separate from the adoptable animals.

- The facility will be maintained in a clean and sanitary condition.
 - Facility shall comply with all local zoning regulations as well as comply with federal, state and regulations.
- **Kennels/Cages** - Facility kennels and cages will adhere to guidelines set forth in the Guidelines for Standards of Care in Animals Shelters – Second Edition December 2022 published by the Association of Shelter Veterinarians and as recommended by The Humane Society of the United States. The Provider will also own a copy of the most recent California Animal Law Handbook.
 - Facilities will provide the minimum number of kennels and cages as listed in the RFP for dogs, cats, other small animals, and reptiles.
 - Small animals such as goat and pigs may be transferred to an offsite farm setting if needed for proper care of the animals.
 - **Hours of Operations** – The goal of the Provider would be to provide hours of operation that exceed the minimum requirement outlined in the RFP and be open to the public for extended hours to allow for return to owner activity, owner surrender activity, and general intake from Animal Control. In addition, the facility would include a full-service veterinary practice open to the public as well as providing services to shelter animals as needed. After-hours operations would also be available to maintain a 24/7 operation.
 - Staffed 24/7 with trained personnel with access at any time to City of Costa Mesa Animal Control Officers.
 - Extend the hours open to the public beyond 6 days a week, for more than 24 hours per week.
 - Full-time veterinary services will be available not only to the shelter animals but also to the public as availability permits.
 - **Operations of Shelter Services** – Provider shall maintain an “open shelter policy” and accept all dogs and cats brought in by City residents and/or found within City limits. Such policy prevents City residents and/or animals from being denied and alternately placed in the care of the Orange County Animal Care (OCAC). The open shelter does not apply to non-City residents or animals found outside of the City limits.

The Provider would adopt standard operating procedures to ensure seamless operations across all shelter personnel and to promote standards for the health and safety of all animals, staff, volunteers, the public and city workers. The Provider would ensure that all domestic animals that fall into the legal control of the City be cared for in a manner consistent with the high standards of modern sheltering practices and promote good relations with the public.

Other key elements of the operations as outlined in the RFP are listed below.

- Available for inspection by city staff at any time.

- Provide initial health evaluation of each animal upon intake, provide emergency medical attention as required, and administer all intake vaccines protocols.
 - Provide clean, sanitary space as well as food and water. Type and brand of food may be mutually agreed upon between the Provider and the City of Costa Mesa Animals Control.
 - Provide animal exercise.
 - Provide initial behavioral assessment to identify any safety concerns for staff, volunteers, the public and city workers and protect them from injury.
 - Provide proper disinfection of each animal space between use.
 - Provide grooming, flea, and tick control as per intake protocols.
 - Provide euthanasia when deemed necessary as well as animal body removal and storage. In addition, assist in maintaining a DOA log for public review to identify their lost/stray pets that may be deceased.
 - Collect all fees mandated by the city for registration, surrender, impoundment, feeding, care, veterinary services, and boarding as agreed upon by the City and Provider. As per the RFP, it is understood that fees collected for impoundment, surrender, and registration will be remitted to the City.
- **Shelter Management System and Reporting** – The provider uses a shelter/rescue software database called Shelter Luv. All animals received by the Provider will be entered into this database immediately but no later than 24 hours after initial intake. Shelter Luv can track all required information that is outlined in the RFP. City staff will be granted access to the system for tracking and view updates on all the animals. Shelter Luv has robust reporting capabilities, including the ability to create custom reports. All reports listed in the RFP are available to the City upon request, in addition the City staff will be able to run their own reports as needed.
 - **Behavioral Quarantine** – Provider will work in conjunction with city staff to document and report any behavioral issues that puts the public at risk. All precautions will be used to protect the public. The Proposal uses a Red/Yellow/Green sticker system to determine which animals can be handled by which level of staff/volunteer. A red sticker animal is handled by “management only”. A yellow sticker animal is handled by experienced staff / volunteers. Green sticker animals can interact with all levels. If an animal becomes a risk to the public, the Euthanasia policy will be referenced.
 - **Standards of Medical Care** – Provider has extensive experience with shelter medicine and has an existing staff of 7 licensed veterinarians and 7 veterinarian technicians. The Provider understands that City’s expectation for standard medical care meets the baseline requirements and stays within the financial limits agreed upon between the Provider and City per animal. Any medical care above this baseline limit will need to be mutually agreed upon. The following table summarizes the standard medical care for dogs and cats entering the shelter.

Standard Medical Care	Starting Age	Juvenile Dog (< 20 weeks)	Adult Dog (> 20 weeks)	Juvenile Cat (< 20 weeks)	Adult Cat (> 20 weeks)
Intake	n/a	Initial Health Assessment	Initial Health Assessment	Initial Health Assessment	Initial Health Assessment
Initial Vaccine – MLV DAPPV	4 weeks	Intake, every 2 weeks	Intake, booster in 2-4 weeks	n/a	n/a
Initial Vaccine – MLV Bord/PI	3 weeks	Once at intake	Once at intake	n/a	n/a
Initial Vaccine – MLV FVRCP	4 weeks	n/a	n/a	Intake, every 2 weeks	Intake, booster in 2-4 weeks
Rabies	12 weeks	Once	Once	n/a	n/a
Parasite Prevention – Roundworm/Hookworm	2 weeks	Intake	Intake	Intake	Intake
4DX Test (Heartworm, Lyme, Ehrlichia, Anaplasma)	n/a	Intake	Intake	n/a	n/a
FELV/FIV testing	n/a	n/a	n/a	If symptoms present	If symptoms present
Coccidia treatment	n/a	As needed	As needed	As needed	As needed
Heartworm treatment	n/a	As needed	As needed	n/a	n/a
Kennel Cough treatment	n/a	As needed	As needed	n/a	n/a
Microchip	n/a	Prior to transfer to Adoption Center			
Spay/Neuter	See note	Prior to transfer to Adoption Center			
Anti-biotics for infectious diseases	n/a	As needed	As needed	As needed	As needed
Emergency Medical Care	n/a	As needed	As needed	As needed	As needed
Pain Management	n/a	As needed	As needed	As needed	As needed
Euthanasia	n/a	As needed	As needed	As needed	As needed
Daily Health Monitoring	n/a	Every 24 hours	Every 24 hours	Every 24 hours	Every 24 hours

As outlined in the Guidelines for Standards of Care in Animal Shelters – Second Edition December 2022 by the Association of Shelter Veterinarians

- Pregnant, nursing, neonate puppies & kittens will be immediately referred out to foster after the initial intake exam to limit their time in the shelter environment. All medical services will be performed prior to them returning to the shelter or being transferred to adoption centers.
 - The Provider will provide humane euthanasia for dangerous or diseased animals as determined and approved by a veterinarian or City of Costa Mesa Animal Control.
 - The Provider will ensure that all adopted animals are spayed and neutered prior to leaving the facility based on age, weight, and health condition. For example, if a veterinary doctor has deemed that the surgery would be too risky for the animal (i.e., serious heart murmur).
 - Provide the City's Animal Control personnel with the necessary controlled substances to perform field captures and euthanasia at our cost on a monthly invoice prepared by Provider.
 - See attached Emergency Vet Service Fee Schedule in Appendix A for the charges to the owner should any medical services be needed for sick or injured animals received at the Shelter.
- **Euthanasia Policy** - Any animal who is deemed to be suffering and unable to be treated shall be humanely euthanized. Any animal who is deemed too aggressive and unsafe to the public based on a full evaluation by behaviorist or those which have multiple aggression bite history shall be humanely euthanized. Euthanasia shall be performed in the following manner: 1 ml of pentobarbital per 10lbs administered intravenously, intrathoracic, intraperitoneal. Asystole confirmed via auscultation.
 - **Animal Disposal** - Provider will be responsible for any costs associated with disposal of animals and comply with applicable state and federal laws.
 - Adequate storage of deceased animals will be provided in an area outside of view to the public.
 - The Provider will hold deceased animals for the required holding period while Animal Control makes efforts to look for the owner unless the animal's remains require immediate disposal.
 - The Provider will not sell unclaimed deceased animals for any reason.
 - **Return to Owner** – Provider will make all possible efforts to locate the owner of any impounded animal. During the animal's stay at the shelter, it will receive a high quality of care and medical attention if needed. The Provider understands that the stray hold period is 6 days (not including the day of impound). If an animal in the Provider's care is redeemed by its previous owner, the Provider will handle all the necessary paperwork and collect any impound/boarding fees from the owner.
 - Universal microchip scanners will be available at the shelter.
 - Impounded animals' information and photos will be forwarded to the City to be added to the Stray Animal Impound web-page daily and ensure that all animal status are updated no later than the following business day after impound date.

- Provider will work with the City on the City's internet website page/presence, which will be updated on a daily basis to assist in reunion of animal owners with their pets, (i.e. "Impound Page"). The Provider will provide photos and details of stray animals coming into the Shelter facility within 24 hours from the time the stray animal enters the facility. The Provider will add a link to the City's impounded animal page on their website.
 - All redeemed animals will receive rabies vaccine unless owner can provide proof of current rabies vaccine.
 - All redeemed animals that do not have a microchip will be advised on the benefits of microchipping their pet and if consent is given a microchip will be inserted by trained staff.
 - The owner of the redeemed animal will receive a medical record of all vaccines and procedures given while the animal was in the care of the shelter.

- **Adoptions & Transfers** – Once the stray hold or police hold period has expired, the animal will be transferred from the shelter facility to one of the Provider's adoption centers or to a foster should one be needed for continued medical care or continued behavioral assessment should the animal's behavior benefit from being in a foster environment. The animal will not stay in the shelter facility after the stray hold or police hold has expired to make room for new intake. All animals will be vetted, spayed/neutered, and microchipped before transferring to the adoption center.
 - **Adoption process** - Provider has over 15 years of animal adoption experience. An adoption application and interview are completed on every adoption. The Provider reserves the right to refuse adoption based on our established criteria. All animals' medical issues and behavioral issues are disclosed to the adopter and the adopter assumes all liability for their new pet once adopted. The animal will stay in the Provider's adoption network until adoption.
 - **Transfer out** - Provider has a large network of Rescue Partners and if an animal would benefit from being transferred out to a specialty rescue group that can better deal with the animal's condition Provider would facilitate the transfer and record the status change of the animal in the Shelter Luv software for tracking purposes. No animal will be transferred out during its hold period without prior approval from City staff. Once the hold period is over, each adoptable animal will be transferred out to one of the Provider's adoption centers and become the sole property of the Provider.

- **Owner Surrender** – Provider will collect all information from the surrendering owner, including any bite history for all pets surrendered by Costa Mesa residents. Proof of residency may be requested. A surrender fee will be collected by the Provider and the animal will be transferred to an Adoption Center once fully vetted.

- **Volunteer/Foster Programs** – It is a critical component of Provider's core values to engage the community and promote animal welfare in any way possible. The Provider has a very robust volunteer / foster network. The Provider provides training and

additional support to help the volunteer / foster experience be as rewarding as possible.

- **Youth Programs** – While volunteers of all ages are welcome, the Provider's focus on youth is one of the cornerstone principles of our organization. Today, we offer the youth a safe place to log volunteer hours for school assignments, Scout projects, community service hours, school club participation and Health Science Academy (HSA) internships. The Provider will reach out to all area High Schools to provide a partnership with any HSA programs currently running. Provider will also focus on developing youth summer camp education programs for the local area youth that would mirror what we are already doing in the City of Chino Hills. In addition, Provider would work closely with the Orange County Workability Program to expand our partnership to provide adult transition programs to students with special needs.
- **Other Animal Service Programs** – Should the contract be awarded to Provider; we would be excited to work with the city on other areas of animal welfare. Once the new shelter facility is operational, the city can begin to offer to Costa Mesa residents low-cost services like - spay/neuters, TNR, and microchip clinics. Should the City be interested in subsidizing any of these services for the residents of Costa Mesa, Provider would suggest using a voucher system, fees for each of these programs are listed below. All vouchers would be honored at the new shelter facility once the procedure was performed. The Provider would then submit for reimbursement a monthly invoice for all vouchers redeemed.
 - City sponsored Spay/Neuter vouchers for low-income residents at \$150 per dog & \$75 per cat.
 - City sponsored TNR vouchers at \$75 per cat.
 - City sponsored Microchip vouchers at \$5 per chip.

However, even without city sponsorship, the Provider will immediately begin to engage the local community in the following areas:

- Low-cost spay / neuter program – with fully staffed vet office in the city limits, we will begin to offer low cost spay / neuter appointments to the residents.
- Low-cost microchip clinics – realizing that microchips improve the return to owner rates, offering low-cost microchip clinics will help increase the number of pets that successfully get returned to owner.
- Low-cost vaccine clinics – provide residents with access to low-cost preventative medicine to keep their pets healthy in addition to partnering with the City to host at least 2 low-cost vaccine clinics each year.
- Low-cost TNR procedures – provide community TNR groups with the vet services needed to help reduce the overpopulation of homeless cats in the area.

Implementation Plan

Upon award of this contract, the Provider would begin all necessary steps to lease the space identified for the Shelter and Veterinary operation and would immediately get started on all phases of buildout needed to become operational. In the meantime, Provider would create a

tentative plan to do all intake at our existing Costa Mesa Adoption Center and reserve all kennels/cages at that location for processing the animals. All animals needing medical attention will be seen by our sub-contracted Vet.

An Implementation Coordinator will be appointed to assist the Executive Director, Lisa Price, as follows:

- ensure that all shelter operating policies, practices and procedures as identified in the RFP are documented;
- identify and train staff as outlined in their job descriptions;
- ensure that there is no disruption in the quality of service being provided to the public; and
- ensure that there is no disruption in the quality of care being given to the animals.

The Provider recognizes that the community is very active with their support of Animal Welfare and desires to keep the community very engaged at all levels. It is the Provider's core belief and value system to nurture and engage the community as often as possible. This pride the community feels towards its animal services and shelter is key to the success of the Provider taking over the responsibility of the shelter.

The Provider also plans to invite input from all stakeholders to look for opportunities to improve customer satisfaction. Any stakeholder input will be evaluated and prioritized to ensure the environment is pleasant for visitors, healthy for the animals and fulfilling to the staff/volunteers at the facility.

Cost Proposal Revised 2/5/2024

Task	Description	Total Estimate
A.	*Fee Description* Monthly Fee	\$40,000.00
TOTAL		\$40,000.00

All originals of plans, field notes, data and calculations, reports, electronic files, etc., will be turned over to the City upon completion of work. Ten percent (10%) of the total contract fee will be withheld under final project documents are submitted to the City.

