

Bruce Roney  
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Chris Ginty CPPB  
Procurement Officer - Purchasing and Supply Chain  
The Corporation of the City of London  
267 Dundas Street, 4<sup>th</sup> Floor  
London, ON N6A 4L9

April 12, 2013

Dear Mr. Ginty

I have carefully reviewed and evaluated the two proposals submitted in response to the City of London's Request for Proposals 12-28 for Animal Welfare Services.

Overall, based on the materials made available, the presentations, and the follow-up information, I find the proposal submitted by Urban Animal Management (UAM) to be preferred option.

While the Progressive Animal Welfare Services (PAWS) demonstrated some strengths, in a number of essential areas I find the UAM to be the superior submission. Specifically, UAM's response showed:

1. A clearer demonstration of financial stability and understanding of the costs related to delivering the requested services.
2. A greater demonstrated experience in delivering, licensing, sheltering and enforcement services.
3. Flexibility in type and extent of services to be contracted by the City of London.
4. A clear understanding of specific legal requirements for all aspects of the project.
5. An understanding of staff training needs, standards of care, and standard operating procedures.
6. Clear goals for shelter design and design elements that support the stated goals.

I further recommend that UAM be asked to submit further information for discussion and possible inclusion in the final contract; specifically:

1. Further analysis of the capacity needs for animal housing for the City of London now and in the future.
2. Further information about the intended adoption processes and expected revenues.
3. Specifics regarding public education and information initiatives.
4. Specifics regarding outcome measurement for the program(s).

I hope you find my report satisfactory. Please do contact me with additional questions or concerns.

Thank you for the opportunity to assist you in this important endeavour.

Sincerely,  
  
Bruce Roney