

Monday March 1, 2021

RE: Recommendations to promote the Trap, Spay, Neuter and Release Program

City of London

From: Animal Welfare Advisory Committee

Good Afternoon Heather,

Thank you for bringing your request for suggestions to enhance the Trap, Spay, Neuter, and Release Program with the City of London. The following suggestions were gathered at our recent AWAC Subcommittee meeting as follows:

Increase awareness for Londoners via-various media platforms to raise public awareness regarding the program, benefits, issue and impacts for cats, their welfare, and the environment.

- City of London social media page
- City of London website
- Print media
- CTV London, CBC Radio 1 London public awareness campaign

Create a “catchy” slogan for the program that could be used and embedded into various written formats such as brochures, poster, web pages and media platforms.

Create a poster and brochure that could be downloaded and printed out from the City of London-Animal Services page to provide an overview of the program, “what is a feral cat”, how to access the program. The AWAC Committee would be pleased to assist to develop a comprehensive brochure with the goal to promote the program in mind.

Provide the brochures to:

- London Public Libraries
- London Public Libraries
- London Business Associations
- Neighborhood/community groups
- Universities and College Sites
- Nature London
- Urban League London (an umbrella group whose members consist of neighborhood associations, community groups, and individuals across London)
- London Veterinarian Clinics

Posters could be provided to local businesses for the purpose of display.

Gather data regarding location of feral colonies and create a formal volunteer program through LACC that could be trained and deployed to assist residents and locate feral colonies that need to be addressed through the program.

Invite the public as well as cat rescue groups to a Presentation/Workshop-awareness, education, impacts for cats, the environmental implications, benefits, trapping, the program, how it works...

On behalf of AWAC Committee members, we look forward to discuss further and to make inquires to you to help us better understand how this program has been promoted in the past, availability re: hours of operation, fee to borrow traps, how many traps are available, process when trapping kittens that are adoptable.

Warm Regards,
Wendy Brown
Animal Welfare Advisory Committee Chair
City of London