



City of Sebastopol

REQUEST FOR PROPOSALS (RFP)

Animal Control Services

Issue Date:	January 20th, 2026
Proposal Due Date:	February 16th, 2026
RFP Contact:	Chief Sean McDonagh – Sebastopol Police Dept.
Name:	City of Sebastopol
Phone Number:	(707) 829-4400
Email Address:	smcdonagh@cityofsebastopol.gov

1. INTRODUCTION

The City of Sebastopol, California, is soliciting proposals from qualified firms or organizations to provide comprehensive animal control services and sheltering within city limits. The city seeks animal control and sheltering services including, but not limited to, enforcement of the animal regulations within the city's Municipal Code, and the care and placement of impounded animals for the city.

The city seeks a contractor who demonstrates a commitment to lawful, humane, effective, and community-oriented animal services, including enforcement of local and state animal control laws, response to calls for service, public education, and sheltering/transport coordination.

The successful provider will be expected to deliver consistent, professional services that balance enforcement with community engagement and will operate in alignment with the city's values of transparency, accountability, and public safety.

The city may require the Contractor to participate in additional rounds of more refined submittals before the ultimate selection of a Contractor is made. These rounds could encompass revisions of the submittal criteria in response to the nature and scope of the initial proposal. The Contractor should also note that all proposals received shall become the property of the city and are subject to public disclosure. The Contractor shall indicate any requested restrictions on the use of information or data contained in their responses. Materials must be identified, and the Contractor must include a brief statement that sets out the reasons for the requested confidentiality. Those parts of a proposal that are marked confidential, proprietary, or business or trade secrets, as defined by law, shall only be disclosed to the public if such disclosure is required under the California Public Records Act or otherwise by law. Price information, however, shall be disclosable to the public. Marking the entire proposal as proprietary will neither be

accepted nor honored. Failure by a Contractor to label materials as proprietary shall be deemed a waiver by a firm of any claim against the city for the release of said materials. Although the city intends to choose only a small number of the most qualified Contractors to interview, the city reserves the right to choose any number of qualified finalists or to reject all proposals.

2. BACKGROUND

The City of Sebastopol is a general law city with a population of approximately 7,500 located in Sonoma County. Animal control services have historically been provided through contracted services and prior to this, by the police department.

The city requires contracted professional services to ensure:

- Response to animal-related calls for service (including loose, stray, dangerous, injured or deceased animals).
- Enforcement of animal licensing and vaccination
- Support for rabies control and quarantine requirements.
- Humane handling, transport and sheltering of animals
- Collaboration with local shelters, veterinarians, and rescue organizations.

Sebastopol values both public safety and animal welfare and seeks a provider that can integrate both priorities into service delivery.

The city currently contracts with North Bay Animal Services (NBAS), a California non-profit corporation providing animal control, shelter services, and administrative services to the city since 2022.

3. SCOPE OF SERVICES

The Contractor shall be qualified by experience and licensed to provide services that are focused on and committed to ensuring the care, protection, and regulation of all animals. Proposals will only be considered if they address the entire scope of the work described below. The city will accept joint proposals that involve collaboration between public and/or private/non-profit entities, working together to meet the full scope of work requirements. However, such a proposal must describe with particularity the way each entity would work together to fulfill the scope of work. Proposals should articulate the Contractor's level of experience in providing the type of work outlined in the scope of work and identify whether the work would be provided by the Contractor's employees or by subcontractors.

The successful Contractor will provide animal services for the City of Sebastopol, with responsibilities that shall include but not be limited to the following core services:

- (1) Field Service is also often referred to as Animal Control;
- (2) Shelter Service, which includes Animal Care and Welfare; and
- (3) Administrative Service.

Field Services

The Contractor will provide field animal control services within the city boundaries. The hours of regular patrol may be modified to deal with specific problems as identified by the city and agreed to by both parties. A log of activities within the city boundaries will be maintained and made promptly available to the city upon request. Field services will entail response to requests for service from the Sebastopol Police Department, citizen complaints, license compliance, investigations, routine patrol, removal of dead animals from city streets, and emergency services. The Contractor shall be solely responsible for receiving, prioritizing, and dispatching all animal control service requests within the city. The Contractor

will maintain and operate its own dispatch system, including a publicly accessible phone number for service requests, and shall ensure adequate staffing to receive and assign calls during established service hours and for after-hours emergencies as agreed upon by the parties. The Contractor shall log all calls for service and resulting responses in its activity log, which shall be made promptly available to the city upon request.

Shelter Services

The Contractor shall provide full animal shelter services to community members residing within city limits. Proposals that include sheltering services within city limits or a reasonable distance from city limits are preferred. These services will include, but not be limited to sheltering abandoned, surrendered, or stray animals; adoptions; pre-adoption spays and neuters; and animal licensing.

Administrative Services

The Contractor shall provide administrative services that include but are not limited to animal licensing services invoicing and processing; processing of rabies certificates, business services, billing, or fees; marketing of animal services, and preparation of annual mandated state bite report.

Additional RFP Questions for Animal Control Services

1. Animal Control Vehicles & Equipment

a) Vehicle Compliance:

- i. Please describe your fleet and how they meet any applicable animal control code requirements (including heat and A/C requirements).
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2. Veterinary Care Capacity & Cost Control

a) Veterinary Staffing Model:

- i. Do you employ on-site veterinarians or contract externally? If external, identify hospitals, hours of availability, cost controls and explain how this model operates in your facility.
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3. Field Services & Officer Qualifications

a) Officer Certification:

- i. Provide training records documenting that all Animal Control Officers (ACO) meet any respective California ACO certification requirements.

b) Continuing Training:

- i. Describe your ongoing education or annual training requirements, especially regarding cruelty investigations, rabies control, and disaster response.
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4. Licensing System & Customer Access

a) Licensing Platform:

- i. Describe your pet licensing system. Is licensing available online, in person, by mail, in the field, and via mobile device?
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5. Geographic Equity & Accessibility

a) Transportation Barriers:

- i. If your shelter is outside Sebastopol, what support are you able to for residents who lack transportation to reclaim or drop off animals?

b) Public Counter Hours:

- i. Provide public-facing office hours and any after-hours availability.

6. Accuracy of Service Area History & Experience

- a) Service Areas:
 - i. Please provide the cities and/or counties that you currently provide animal control services for.
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7. Emergency & Disaster Operations

- a) Disaster Response Experience:
 - i. Provide information on participation in past wildfire or flood responses, including roles and responsibilities.
 - b) Disaster Deployment Plan:
 - i. Describe how you would respond to a Sebastopol wildfire, flood, or evacuation event, including staff availability, staging areas, and mutual-aid agreements.
 - c) Sheltering in Emergencies:
 - i. How will you handle emergency sheltering of pets during disasters?
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8. Enforcement & Legal Authority

- a) Enforcement History:
 - i. Provide data on citations issued, investigations conducted, cases referred to the District Attorney, and cruelty/neglect cases pursued in the last 3 years.
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9. Quality Control, Reporting & Accountability

- a) Performance Metrics:
 - i. What key performance indicators (KPIs) will you track (e.g., response times, outcomes, live-release rate, reclaim times)?
 - b) Reporting to city:
 - i. Describe your standard reporting format. Provide a sample monthly/quarterly report.
 - c) Complaint Resolution:
 - i. Provide your protocol and timeline for resolving complaints about service or staff conduct.
 - d) Contract Compliance:
 - i. How will you demonstrate that you are meeting contract obligations?
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10. Owner Surrender & Crisis Support

- a) Owner Surrender Policy:
 - i. Outline your process for owner surrenders, including intake criteria, limits, scheduling, wait times, and crisis-related exceptions.
 - b) Social Services Coordination:
 - i. How do you support residents experiencing eviction, domestic violence, homelessness, or hospitalization who cannot care for their animals?
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11. Financial & Scope Alignment

- a) Cost Assumptions:
 - i. Provide a breakdown of cost assumptions used to prepare your bid, including staffing, veterinary costs, supplies, fleet, and overhead.

The selected provider will be expected to:

1. Respond to Calls for Service: Provide animal control response within Sebastopol city limits, including after-hours calls and emergencies.
2. Enforce Municipal and State Laws: Enforce laws relating to dangerous animals, licensing, nuisance, and cruelty.
3. Animal Transport & Shelter Coordination: Safely transport animals to designated shelters or veterinary facilities.
4. Public Safety & Education: Provide community education on animal care, bite prevention, and licensing compliance.
5. Recordkeeping & Reporting: Maintain accurate records of calls for service, citations, impoundments, and outcomes; provide regular reports to the city.
6. Court Testimony: Provide testimony in municipal or superior court proceedings, as necessary.
7. Emergency Response: Participate in emergency preparedness and response related to animals (e.g., evacuations, disasters). Must have an animal disaster preparedness plan.
8. Deceased Animals: Accept from the city for disposal, according to established policy, the remains of domestic and wild animals.
9. Wildlife Calls: Handle all calls involving sick, injured, orphaned, dead, or rabies-suspect wildlife.
10. Performance Metrics: Develop a customer service survey for animal services activities. The responses must demonstrate, at minimum, general satisfaction with the Contractor's performance of its assigned responsibilities and representing the city in the best light possible to members of the public, staff, elected and appointed officials, and the media.
11. Statistical and Narrative Information: The Contractor shall submit monthly reports to the city on monthly activity that includes but is not limited to statistical information, licensing, adoption, complaints, dog-bites, surrenders, community calls, and fees collected.
12. Public Act Record Requests: The Contractor shall respond and provide data to all public records act requests from members of the public in a timely manner consistent with state law. This applies to requests made directly to the contractor or to the city.

SECTION 4 – RFP Schedule

The following is an estimated schedule for this RFP:

Activity	Due Date	Location/Platform
RFP Distribution	January 20th, 2026	City Website and Emailed to Providers

RFP Questions Due from Contractor	January 26th, 2025	Submit to Chief of Police
Proposals Due Date	February 16th, 2026 5:00 p.m.	Submit to Chief of Police
City Council Contract Approval - Tentative	March 3rd, 2026	City Council Meeting Agenda

SECTION 5 – Submittal Requirements

Proposals shall be submitted to the Chief of Police: smcdonagh@cityofsebastopol.gov. Only emailed proposals will be accepted. The proposal shall be a Portable Document Format (PDF) file that can be viewed with standard PDF software. Proposals received after October 30, 2025, by 5:00 pm will not be accepted.

Content requirements are as follows. Each section should be labeled for ease of reference:

1. Cover Letter: The cover letter is to be signed by an officer of the firm authorized to execute a contract with the city. The cover letter must contain the following name of the company, address of business, phone number, and name of officer(s).
2. Contractor Qualifications: This section shall describe the areas of expertise of current permanent staff and the scope of services that can be provided by the proposer broken down by each core service. Include additional services not described in the RFP that may be provided as optional services.
3. Key Personnel: Identify the key contact for the contract and all personnel with staff biographies and resumes including certification information. There can be no change of key personnel once the proposal is submitted without prior approval of the city.
4. Subcontractors: Identify any portion of the scope of work that will be subcontracted. Include firm qualifications (brief) and key personnel, telephone number, and contact person for all subcontractors. The city reserves the right to approve or reject subcontractor services proposed by the contractor during or after the contractor review and selection process.
5. Fee Information: Provide a detailed fee schedule by task for the Scope of Services. Identify sub-tasks and the respective costs in your fee schedule as necessary.
6. Budget: The city has an available budget of \$20,000 per year for contract services. Contractor shall provide an overall budget for the service and a detailed breakdown of the overall budget and related components. If other funding sources would be used to supplement services, please specify. Preference will be given to Contractors who can provide service within the available budget.
7. References: Provide a list of public sector experience and experience with public/private sector comparisons by the Contractor under which services like those required by this RFP were performed shall be listed in the proposal. Include a brief description of the services, dates the services were provided, and name and telephone number of references familiar with the services provided.
8. Conflict of Interest: The Contractor submitting the proposal must disclose to the city any actual, apparent, direct, indirect, or potential conflicts of interest that may exist concerning the company, firm, management, or employees of the company or other persons relative to the services to be provided.

SECTION 6 – Evaluation and Selection Criteria

The city shall review and evaluate all proposals received for their responsiveness and qualifications. The Contractor that is deemed to meet the following criteria most fully will be asked to negotiate scope and fee. Proposals will be evaluated based on the following criteria:

- Qualifications and Experience
- Staffing and Contractor References
- Cost of Services
- Compliance with RFP Requirements

Section 7. General Conditions:

The city reserves the right to:

- The city reserves the right to cancel the RFP process at any time.
- The city reserves the right to reject any, and all proposals and to waive any informality, technical defect, or clerical error in any proposal as the interests of the city may require.
- The city reserves the right to request additional information from a consultant after the proposals have been submitted.
- The city reserves the right to modify the scope of work as it finds it necessary to meet budget limitations or address other needs.

Section 8. All materials submitted become public record.

Section 9. Contract

The city's standard Service Contract and insurance requirements are attached to this RFP as Exhibit A. The city intends to use the contract terms, including the insurance and indemnification requirements. Should the Contractor wish to take exception to contract terms, the exceptions must be included in the appendix of the proposal. Any exceptions taken to the standards must be approved by the city.

Section 10: Incurred Expenses

The city will not be responsible for any costs incurred by proposers in the preparation and submittal of the proposal.

Section 11: Public Information

The city holds the names and the contents of the submitted proposals in confidence until after the proposal submission deadline and the written report to the city council recommending a selection or other action has been issued by the City Manager. At such times, all the accepted proposals will become public record and will be available for inspection, except for certain excluded materials, which are permanently confidential.

The City appreciates your interest and looks forward to receiving your proposal