



CITY COUNCIL STAFF REPORT



March 18, 2025

ITEM TITLE

Donation Acceptance: Accept Billboard Advertisement Donation by The Lamar Companies and Authorize the Execution of a Billboard Donation Agreement

Report Number: 25-0067

Location: Albany and Main

Department: Animal Services

G.C. § 84308 Regulations Apply: No

Environmental Notice: The activity is not a “Project” as defined under Section 15378 of the California Environmental Quality Act State Guidelines. Therefore, pursuant to State Guidelines Section 15060(c)(3) no environmental review is required.

Recommended Action

Adopt a resolution accepting an in-kind donation from The Lamar Companies (Lamar) for one year of billboard space at Albany and Main to promote Chula Vista Animal Services.

SUMMARY

The Lamar Companies has generously offered a Public Service Announcement (PSA) billboard at Albany and Main to promote Animal Services. The agreement provides one year of billboard space, with all associated costs (rent, supplies, storage, graphic design, and labor) fully covered by “Lamar”, at no cost to the City. Staff requests the City Council's approval to accept this in-kind donation.

ENVIRONMENTAL REVIEW

The Director of Development Services has reviewed the proposed activity for compliance with the California Environmental Quality Act (CEQA) and has determined that the activity is not a “Project” as defined under Section 15378 of the State CEQA Guidelines because it will not result in a physical change in the environment. Therefore, pursuant to Section 15060(c)(3) of the State CEQA Guidelines, the activity is not subject to CEQA. Thus, no environmental review is required.

BOARD/COMMISSION/COMMITTEE RECOMMENDATION

Not Applicable

DISCUSSION

The City of Chula Vista Animal Services has been serving the community since 1923, operating at its current location on 130 Beyer Way for over 20 years. Staff regularly receive feedback that many local residents are unaware of the facility and its services until they need to reclaim an animal or encounter marketing efforts through social media. To address this, increased marketing through various channels is necessary to boost awareness of Animal Services and its offerings. “Lamar” has generously offered a Public Service Announcement (PSA) billboard at Albany and Main to promote Animal Services. The agreement provides one year of billboard space, with all associated costs (rent, supplies, storage, graphic design, and labor) fully covered by “Lamar”, at no cost to the City. This will help improve animal reclaims, adoptions, foster homes, and access to essential services like low-cost spay/neuter, vaccinations, and microchips. Staff requests the acceptance of this in-kind donation.

DECISION-MAKER CONFLICT

Staff has reviewed the property holdings of the City Councilmembers and has found no property holdings within 1,000 feet of the boundaries of the property which is the subject of this action. Consequently, this item does not present a disqualifying real property-related financial conflict of interest under California Code of Regulations Title 2, section 18702.2(a)(7) or (8), for purposes of the Political Reform Act (Cal. Gov’t Code §87100, et seq.). Staff is not independently aware, and has not been informed by any Council member, of any other fact that may constitute a basis for a decision-maker conflict of interest in this matter.

CURRENT-YEAR FISCAL IMPACT

There are no net fiscal impacts as a result of this donation.

ONGOING FISCAL IMPACT

There is no ongoing fiscal impact from this donation.

ATTACHMENTS

1. Donation Acceptance Form

Staff Contact: Ashley Milo, Deputy Director of Animal Services