



## REPORT TO CITY COUNCIL

**DATE:** APRIL 25, 2018

**TO:** HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL

**FROM:** GREG RAMIREZ, CITY MANAGER 

**BY:** LOUIS CELAYA, DEPUTY CITY MANAGER 

**SUBJECT:** SANTA MONICA MOUNTAINS FUND BREAK THE CHAIN CAMPAIGN  
LETTER OF SUPPORT

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The City has received a request from the Santa Monica Mountains Fund (SMMF) to consider a letter of support for their upcoming Break the Chain Campaign. The campaign is an effort by SMMF to educate the public about the dangers of anti-coagulants and other poisons. The SMMF campaign is providing an opportunity for the public to pledge to "Break the Poison Chain". SMMF looks to reach 10,000 signatories by the end of 2018 by undergoing an educational campaign and providing people with a direct link from their website, [www.samofund.org/takethepledge](http://www.samofund.org/takethepledge). To date, over 200 people have taken the pledge.

SMMF is asking cities for a letter of support to assist them with their campaign. SMMF has already received support letters from the following cities: Calabasas, Camarillo, Ojai, Simi Valley, and Thousand Oaks. The City of Moorpark is current considering a letter of support as well.

As the City has already indicated support in the past with the passage of Resolution No. 14-1742, which encouraged business owners and residents to avoid use of anti-coagulants and other associated chemicals that are harmful to the environment, this letter of support would continue to solidify the City's position on this issue and help to educate the public. Should the City Council authorize the letter of support, staff will work with SMMF staff to assist with promotion efforts.

### RECOMMENDATION

Staff respectfully recommends the City Council approve the Santa Monica Mountains Funds Break the Chain Campaign Letter of Support, and direct City staff to forward the letter upon execution by the Mayor.

Attachment: SMMF Break the Chain Campaign - Letter of Support



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*"Gateway to the Santa Monica Mountains National Recreation Area"*

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April 25, 2018

Charlotte Parry - Executive Director  
Santa Monica Mountains Fund  
401 West Hillcrest Drive  
Thousand Oaks, CA 91360

**Re: Letter of Support – Santa Monica Mountains Fund – Break the Chain Campaign**

Dear Ms. Parry:

On behalf of the City Council for the City of Agoura Hills, the City would like to express our support for your new educational campaign to raise awareness about the impacts of anti-coagulant rodenticide on local wildlife. The upcoming launch of the "Break the Poison Chain" campaign will ask 10,000 local community members to take an online pledge not to use these harmful poisons and will provide information on alternative pest control methods via a short animated video.

Like you, the City feels confident that most local residents would not use these harmful poisons if they only understood the impacts on our wildlife. Taking the pledge – and asking your friends and family to do the same – is a simple and straightforward way to protect our wildlife from disease and death. National Park Service researchers have documented a direct link between exposure to anti-coagulant compounds and the deaths of wildlife in and around the Santa Monica Mountains. During two decades of research, biologists found that 92% of bobcats, 83% of coyotes, and 92% of mountain lions were exposed to one or more compounds.

The City has taken similar steps to discourage the use of poisons, where feasible, by the passage of Resolution No. 14-1742 which encourages business owners and residents to avoid use of anti-coagulants and other associated chemicals that are harmful to the environment.

We therefore support the campaign's efforts to educate the public about this issue and to offer alternatives for managing pests in and around the Santa Monica Mountains.

Sincerely,

William D. Koehler  
Mayor