



TOWN OF APPLE VALLEY

TOWN COUNCIL STAFF REPORT

To: Honorable Mayor and Town Council **Date:** June 10, 2014

From: Gina Schwin-Whiteside **Item No:** 15
Animal Services Manager
Animal Services Department

Subject: ADOPT-A-CAT MONTH AWARENESS CAMPAIGN

T.M. Approval: _____ **Budgeted Item:** Yes No N/A

RECOMMENDED ACTION:

1. Direct staff to implement Adopt-A Cat Month during the Month of June.
2. Direct staff to offer cat adoptions at a discounted rate of \$20.00 for the month of June.
3. Direct staff to offer cat adoptions with a microchip at a discounted rate of \$10.00 for any cat that is already spayed or neutered during the Month of June.
4. Direct staff to offer microchip services for owned cats at a discounted rate of \$10.00 per cat during the Month of June.

SUMMARY:

Every spring and summer, Apple Valley Animal Services (AVAS) receives dozens of litters of kittens. These kittens are in addition to all the adult cats who find their way into our shelter. We simply do not have the space or the resources to take care of that many animals. Out of the hundreds of cats that enter our shelter each year only about one in four are adopted into loving homes. In fact, most of them—more than 70% of them—must be euthanized.

Celebrated each year in June, Adopt-A-Cat Month is a nationwide campaign that encourages people to adopt a cat from a shelter. AVAS would like to take this time to bring community awareness to the numerous benefits associated with owning a cat, and to shine the light on all of the beautiful kittens and cats that are eagerly awaiting loving homes.

We currently have several litters of kittens that are available for adoption. Shelter staff will photograph and display available cats and kittens for Adopt-a Cat Month. Several promotional programs will be implemented that will encourage cat adoption and highlight available kittens and cats at the shelter.

Staff is proposing a discounted adoption rate of \$20.00 during the month of June for cats that need to be altered, vaccinated and microchipped. The current cat adoption fee is \$40.00, which includes a spay/neuter, microchip, and first set of vaccines.

In addition, staff is proposing to offer microchipping of all owned cats at a discounted rate of \$10.00 per microchip during the month of June. The current rate for microchipping is \$20.00. The discounted rate will still cover direct costs of the microchip, but not personnel costs. Cats are the animals that have the lowest return-to-owner rate at the shelter. Microchipping provides owner information and assists in returning cats to their homes.

The current adoption fee does not currently cover all costs associated with the sheltering and medical care provided to a cat being placed by AVAS into a permanent loving home. To support Adopt-a-Cat Month and promote programs that increase the live release of cats from our Municipal Shelter, Dr. Velasco of Bear Valley Animal Hospital is partnering with the Town and discounting his fee for spay/neuter services paid by the Town for each adopted cat. This will reduce the subsidy provided by the Town for each cat. Currently, staff has raised \$4,330 through the Apple Valley Community Resource Foundation (AVCRF) to offset costs associated with special adoption programs such as Adopt-a-Cat Month.

Adopt-a-Cat Month will be a positive program that increases cat adoptions, reduces euthanasia, promotes responsible pet-ownership, and raises awareness of what the Town of Apple Valley Animal Shelter has to offer to pet owners in our community. The proposed discounts and services during Adopt-a-Cat Month will be available to all adopters and cat owners regardless of residency.