



# TOWN OF APPLE VALLEY

## TOWN COUNCIL STAFF REPORT

**To:** Honorable Mayor and Town Council **Date:** July 14, 2015

**From:** Gina Schwin-Whiteside  
Animal Services Manager  
Animal Services Department **Item No:** 9

**Subject:** LOW COST ADOPT-A-CAT MONTH

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

### RECOMMENDED ACTION:

1. Direct staff to implement a low cost Adopt-A-Cat Month during the month of August 2015.
2. Direct staff to offer cat adoptions at a discounted rate of \$20.00 for the month of August 2015.
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 August 2015.
4. Direct staff to offer microchip services for owned cats at a discounted rate of \$10.00 per cat during the month of August 2015.

### 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 (1) in four (4) are adopted into loving homes. In fact, most of them (more than 70% of them) must be euthanized.

In an attempt to increase live release rates and lower the shelter's feline population, staff is proposing a discounted adoption rate of \$20.00 during the month of August 2015 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.

A low cost 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 pet owners in our community. The proposed discounts and services during the low cost Adopt-A-Cat Month will be available to all adopters and cat owners regardless of residency.