

**SUBMITTAL TO THE BOARD OF SUPERVISORS  
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA**

303



**FROM:** Executive Office

**SUBMITTAL DATE:**  
November 25, 2014

**SUBJECT:** Regional Coordinated Marketing Program between the Southwest Communities Financing Authority (SCFA) Joint Powers Authority (JPA) Animal Shelter and the Cities of Wildomar, Lake Elsinore, Murrieta, Temecula, the County of Riverside, and Animal Friends of the Valleys (AFV), the Operating Manager of the Animal Shelter [12,500] County General Fund

**RECOMMENDED MOTION:** That the Board of Supervisors:

1. Approve the proposed Regional Coordinated Marketing Program including proposed spay and neutering, micro-chipping and license fee incentive programs, of which \$12,500 of the County's funds will be allocated to AFV for assistance in funding the Programs within the regional boundaries of SCFA.

**BACKGROUND:**

**Summary**

SCFA, through the efforts of its participating cities and the County is seeking ways to reduce the high costs of animal sheltering and field services. Currently, the agencies that make up the SCFA JPA have individually promoted or informed their communities about proactive animal control measures.

(Continued on next page).

  
\_\_\_\_\_  
Donna Shaw

Departmental Concurrence

FINANCIAL DATA	Current Fiscal Year:	Next Fiscal Year:	Total Cost:	Ongoing Cost:	POLICY/CONSENT (per Exec. Office)
COST	\$ 12,500	\$ 0	\$ 12,500	\$ 0	Consent <input type="checkbox"/> Policy X
NET COUNTY COST	\$ 0	\$ 0	\$ 0	\$ 0	

**SOURCE OF FUNDS:** County General Fund **Budget Adjustment:** No  
**For Fiscal Year:** FY 14/15

**C.E.O. RECOMMENDATION:**

APPROVE

BY:   
Debra Cournoyer

**County Executive Office Signature**

**MINUTES OF THE BOARD OF SUPERVISORS**

- A-30
- 4/5 Vote
- Positions Added
- Change Order

**Prev. Agn. Ref.:**

**District: 1, 3**

**Agenda Number:**

**3-12**

**BACKGROUND:**  
**Summary (continued)**

In addition, Animal Friends of the Valleys (AFV) SCFA's Operating Manager of the Wildomar Animal Shelter, actively manages its own marketing campaign promoting responsible pet ownership throughout the southwest region. However, the Wildomar Animal Shelter has been running close to or at capacity. In March of this year, 847 cats and dogs were brought into the shelter; 88 were euthanized due to space and 224 remained in the shelter.

In April of this year, the SCFA Board of Directors (made up of representatives from each of the JPA member agencies) approved a Regional Coordinated Marketing Program. The program is designed to allow each city and the County to leverage existing outreach resources to raise public awareness and promote AFV services to reduce pet overpopulation and save lives. The program encourages greater cooperation with rescue groups to increase adoption numbers and reduce euthanasia within the JPA region.

The proposed Regional Coordinated Marketing Program is attached and includes the goals, strategies and possible tactics. The program includes regular quarterly marketing meetings among the cities, the County and AFV to allow for ongoing collaboration and outreach planning. In addition, the program urges each participating SCFA member agency to dedicate additional funding of \$10,000 toward spay and neutering, and \$2,500 toward micro-chipping and registration fee incentive programs, such as fee holidays. AFV has pledged up to \$10,000 per agency for free spay and neutering and up to \$10,000 total for reduced cost micro-chipping at only \$5. As part of this program, AFV would account for and provide each agency with a breakdown of how these funds are distributed.

**Impact on Citizens and Businesses**

More pet adoptions will be encouraged through this Regional Coordinated Marketing Program potentially reducing euthanasia rates due to lower cost fees for micro chipping, registration, and licensing. Reduced fees may initially cause a reduction in overall revenue; however, the proposed marketing efforts and incentives are designed to encourage residents to license their pets. An increase in the number of pets licensed may offset any potential reduction in license fee receipts.

Southwest Communities Financing Authority (SCFA)  
Animal Shelter

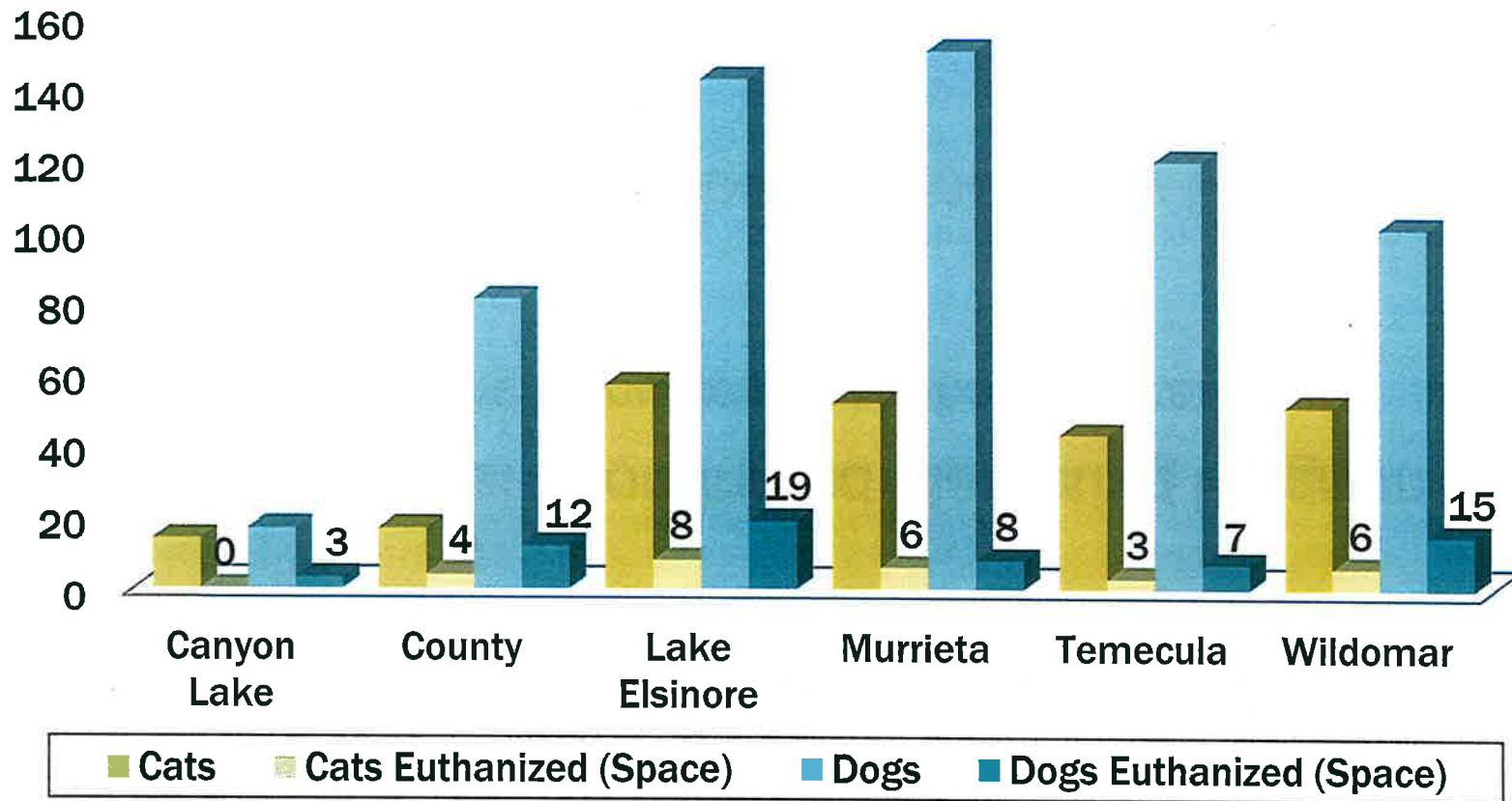


Regional Coordinated Marketing Program

# Intakes & Euthanized

## March 2014

### Intakes & Euthanized Due to Space March 2014



**847** Intakes

**88** Euthanized due to space

**224** Animals in Shelter

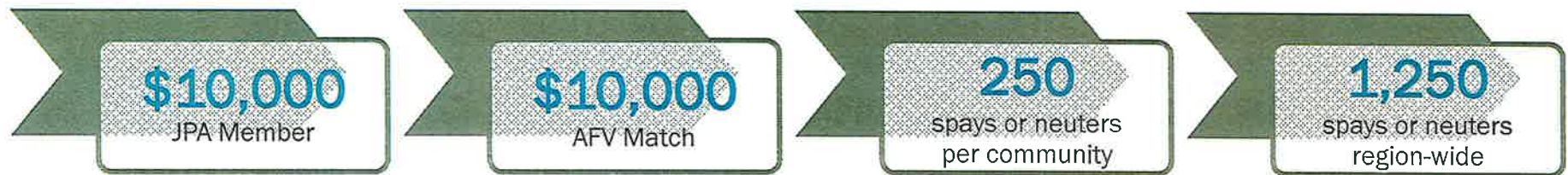
# Southwest Communities Financing Authority

## Animal Shelter Statistics for 2013

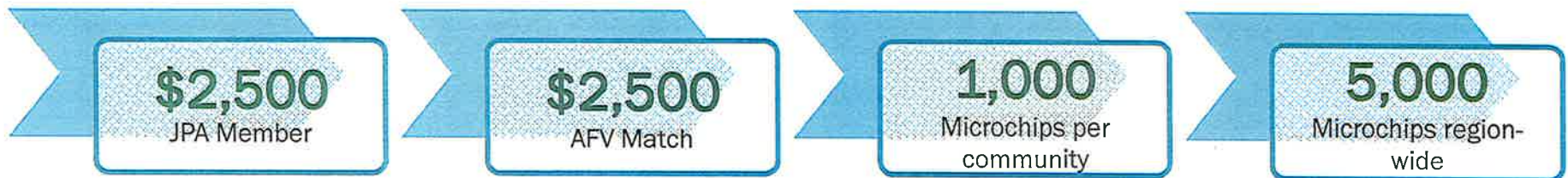
		<b>2013</b>
<b>Incoming Animals:</b>	Dogs	4,144
	Cats	2,459
<b>Euthanized:</b> (excludes by owner request)	Dogs	1,654
	Cats	1,836
<b>Adoptions:</b>	Dogs	2,489
	Cats	1,413
<b>Return to Owners</b>	Dogs	1,441
	Cats	81
<b>Rescued:</b>	Dogs	332
	Cats	27
<b>Owner Requests:</b>	Dogs	1,186
	Cats	464

# Strategy #1: Investing Resources

## Spay & Neuter Programs



## Reduced Cost Microchipping



## Licensing Fee Holidays and Amnesty Programs

## Quarterly Marketing Meetings

# The Goal

To **leverage** local **resources** to educate and increase public awareness **throughout the region** about important pet ownership measures including licensing, spay and neutering, and microchipping to **reduce pet overpopulation** in the shelter **by 10%** and **adoptable euthanasia** by **15%** in the next year.

## Strategy #2: Consistent Messaging

- ☞ **Key messages** to promote throughout region.
- ☞ **Regional support** of AFV marketing efforts.
- ☞ **Slogans** and shared marketing materials.
- ☞ **Leverage existing** outreach opportunities.



# Strategy #3: Process & Partnerships

- ∞ Offer assistance to AFV in regards to exploring website improvements and/or enhancements.
  - Integrating social media updates.
  - New online customer service options.
- ∞ Develop friendly, slogan based URLs for promotions.
- ∞ Seek local business support.
  - Monthly social media contests.
  - Drawings for pet owners.
  - Incentives offered by local businesses.

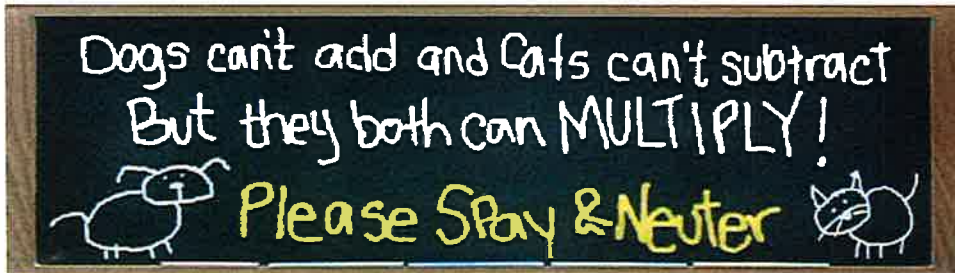
# Strategy #4: Community Events

- ∞ Create new or expand existing events to include more animal control information and services.
  - Free licensing
  - Free or discounted vaccines
  - Microchipping
  - Vouchers for free spay and neuter
  - Giveaways
  - Adoptions
- ∞ Partner with rescue groups for additional adoption events.
- ∞ Use volunteers to staff and expand event programs.

# Outreach Opportunities



# Slogans



Help them to live longer and happier lives

Spay or neuter your pets  
[www.animalfriendsofthevalleys.com](http://www.animalfriendsofthevalleys.com)



**SPAY & NEUTER BENEFIT #1**

**Longer, Healthier Lives**

[www.animalfriendsofthevalleys.com](http://www.animalfriendsofthevalleys.com)



Over-population is killing us.



**SPAY OR NEUTER TODAY**

[www.animalfriendsofthevalleys.com](http://www.animalfriendsofthevalleys.com)

## Strategy #5: Long-term Solutions

- ☞ What do other communities do? Does it work for us?
- ☞ Explore No Kill Communities and steps to take.
- ☞ Consider ordinance changes to address needs of the region.

# Recommended Motion

- ☞ Approve **Regional Coordinated Marketing Program**
  - Leverage existing resources throughout the region.
  
- ☞ Authorize the **Coordination of Funding** by the Program Administrator.
  - Each JPA member decides what funding, if anything, to spend offering incentives and free services.

Together we can make a difference and inspire  
change!



*Committed to ending pet overpopulation & saving lives*