

County of Monterey Animal Services Update to Board Referral No. 2024.1

Spay, Neuter, and Pet Surrender Education

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Education on
spay and neuter
programs is very
important.




- Promotes responsible pet ownership
- Helps to reduce overpopulation
- Improves animal welfare
- Can overall reduce financial burdens on pet owners and shelters

Current HRAS efforts to expand education

- Revised website in English and Spanish
- Expanded social media education on pet lost and found, pet abandonment, and spay and neuter procedures
- Increased presence in community to share resources and education by way of presentations and events





Program to further support local partners community outreach efforts

- Support in areas that may be related to print and social media, volunteer or staff recruitment.
- Animal Services will promote local to already trusted and approved partners that are providing community outreach.
- Update: Funds will be distributed through the Monterey County Action Council via current Health Department agreement.
- Staff would still select content and approved partners for receipt of funds from the Action Council.
- Exact amounts may flex dependent on actual needs of partners.

PROPOSED STRATEGY	INITIAL ANNUAL FUNDING AMOUNT (Up to Amount) Total: \$30,000
<u>Print:</u> Printed materials related to spay/neuter, responsible pet ownership, pet retention and other pet ownership related topics by HRAS. Materials would not be for advertisement for any for profit businesses.	\$8,000
<u>Social Media:</u> Creation and promotion of key social media messages related to spay/neuter, responsible pet ownership, pet retention and other pet ownership related topics by HRAS. Content would not be for advertisement for any for profit businesses.	\$5000
<u>Recruitment:</u> Cost reimbursement for services related to helping nonprofits increase their volunteer recruitment efforts. This would be a reimbursement process and require an agreement in place with the organization.	\$5000
<u>Additional advertisement/promotion opportunities:</u> Other opportunities may be identified related to pet/animal education opportunities to include advertisements in partner jurisdictions, training for volunteers and additional promotion items.	7,500
<u>Staff Coordination Efforts or Administrative Costs for Action Council (15%)</u>	\$4,500

QUESTIONS?

