



County of Monterey

Item No.

Board Report

Board of Supervisors
Chambers
168 W. Alisal St., 1st Floor
Salinas, CA 93901

Legistar File Number: PAR 24-002

March 12, 2024

Introduced: 2/29/2024

Current Status: Agenda Ready

Version: 1

Matter Type: Preliminary Analysis Report

Receive a preliminary analysis report in response to **Board Referral No. 2024.1** seeking (Spay, neuter and pet surrender education).

RECOMMENDATION:

It is recommended that the Board of Supervisors:

- a. Receive a preliminary analysis report in response to **Board Referral No. 2024.1** and direct that staff:
 - 1) Proceed with completion of referral based on modifications by the Board; or,
 - 2) Remove from consent and:
 - i. Proceed with completion of referral based on modifications by the Board; or,
 - ii. Return to Board with a more comprehensive analysis of referral and anticipated effort for completion; or,
 - iii. Rescind referral.
- b. Provide further direction, as appropriate.

PRELIMINARY ANALYSIS:

Referral Summary & Background:

Referral number 2024.01, “Spay, neuter and pet surrender education” seeks staff to explore the possibility of the County of Monterey to developing a grant program to support local non-profits to provide for and expand upon the available pet/animal education to the community with direction from the County of Monterey Animal Services.

Proposed Project Description:

This referral identifies that Hitchcock Road Animal Services (HRAS) is already providing some community education on topics such as spay/neuter and pet abandonment. There may be an opportunity to have more community education made available to the public by partnering with local non-profits by way of a mini grant program to increase community education and awareness on responsible pet ownership, proper process for surrendering animals, and related topics. Staff will explore feasibility in developing a grant program and how to fund it.

Estimated Project Cost:

Currently, HRAS does not have any funds budgeted for implementing a grant program nor a clear estimate of how much staff time it would take to implement and oversee such program until feasibility assessment is completed.

Staffing Level Estimate:

HRAS does not currently have designated staff to support the management and implementation of a grant program and is not able to estimate staffing level needs until feasibility assessment is completed.

Departmental Challenges:

While Animal Services does not currently have resources to develop a grant program for local non-profits, it does have several things in progress already that will increase the pet related education for local communities. These items include the following:

- Revised and updated website in English and Spanish (March 2024 rollout).
- Partnering with Health Department Media team to expand social media education efforts via posts and videos related to important pet related subject matter to include lost/found pets, pet abandonment, spay/neuter, etc. (February 2024 rollout).
- Grant funding via UC Davis in amount of \$93,400 for community outreach program administration and supplies in order to expand what is already being done (through 2024).
 - Grant includes purchase of vehicle, event set up supplies, flyer production, volunteer supplies and community give aways as well as social media and advertising.
 - Currently, monthly adoption and outreach events are happening, about 2 per month. The goal is to double that, minimally, with this support.
- As part of FY 2025 baseline budget process, will submit an augmentation requesting one additional full time Education/Volunteer Coordinator position to focus on, Community Outreach efforts, subject to approval by the HRASRAS JPA.

For any of the items above, our local partners are invited to share or otherwise link to the education provided by HRAS on its social media pages, as some do already. HRAS staff will continue to seek additional opportunities to be more present in the community through local events, health fairs, and other appropriate venues, for educational purposes.

Proposed Response Date:

Staff anticipate providing an update response by the end of May 2024. Updated response will outline feasibility in administering a grant program and costs associated for staff time and actual grant funds.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

This recommendation advances the Board of Supervisor’s Creating Safe Communities policy area specifically engage public stakeholders and partners in resiliency building activities.

Mark a check next to the related Board of Supervisors Strategic Initiatives:

- Economic Development
- Administration
- Health & Human Services
- Infrastructure
- Public Safety

Legistar File Number: PAR 24-002

Prepared by: Cindy Burnham, Animal Services Administrator, 769-8796

Approved by:

DocuSigned by:

C7A30BA59CA8423... Date 3/3/2024 | 10:59 PM PST

Elsa Mendoza Jimenez, Director of Health Services, 755-4526

Attachments:

Preliminary Analysis Report

Board Referral No. 2024.01