

**TOWN OF
APPLE VALLEY, CALIFORNIA**

AGENDA MATTER

Subject Item:

ADOPT-A-CAT MONTH AWARENESS CAMPAIGN

Summary Statement:

Every spring and summer there is a surge in the number of cats and kittens received at the shelter. 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. The Apple Valley Animal Shelter 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.

The Apple Valley Animal Shelter will encourage people to enrich their lives by adopting a cat. In addition, staff is proposing a reduced adoption fee for all cats and kittens adopted during the month of June; instead of \$35.00/cat the staff is recommending \$20.00/cat.

Additionally, cats are the animals that have the lowest return-to-owner rate at the shelter. Because microchipping provides owner information and assists in returning cats to their homes, the staff would like to offer microchipping of all 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.

Adopt-A-Cat Month will be a positive program that increases cat adoptions and raises awareness of what the Town of Apple Valley Animal Shelter has to offer.

Recommended Action:

1. Direct staff to implement Adopt-A Cat Month during the Month of June.
2. Direct staff to offer microchipping of cats at a discounted rate of \$10.00 for the month of June.

Proposed by: Municipal Services **Item Number** _____

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