

GENERAL SERVICES ADMINISTRATION

MAIL: 12200-B Airport Road, Jackson, CA 95642

LOCATION: 12200-B Airport Road, Martell, CA

PHONE: (209) 223-6759 FAX: (209) 223-0749 E-MAIL: jhopkins@amadorgov.org



Memorandum

TO: Board of Supervisors

FROM: Jon Hopkins, Director *JH*

DATE: July 22, 2016

RE: \$9.00 for 9 lives promotional program

APal has requested the Board adopt the \$9.00 for 9 lives Program again this year: This program promotes an increase in adoptions by reducing cat or kitten cost during "kitten season" (kitten season is a defining period that typically begins in April continuing through October with a high surge in population beginning in July ending in August). In fiscal year 13/14 the first offering occurred in July for a period of 9 days (July 15th through July 25th) resulting in the adoption of 36 cats/kittens; the second offering was held in September (9th through 19th) for a period of 9 days adopting only 11. Last fiscal year the program was offered only once in August for a period of 30 days resulting in 21 adoptions. This program has only been offered in those two prior years; so long term trends cannot be evaluated. When examining the years 2009 through 2013 the adoptions during the period of July 15 through 25 resulted in an average of 9 adoptions and 5 adoptions for the month of September.

Notable is the fact this program is offered during kitten season which typically reaches numbers that initiate the County's 20/40 rule. The County has in place a fee schedule that allows adoption fees to be reduced for dogs from \$85.00 to \$42.00 when numbers reach 20 or more and for cats/kittens from \$50.00 to \$20.00. The reduction in fees is meant to encourage adoptions. Therefore, if the \$9.00 for 9 lives promotional program is approved, APal is willing to pay the difference of \$11.00 for each cat/kitten adopted during this period of time.

This marketing strategy does appear to increase adoptions when offered for 9 days. The original program was \$9.00 for 9 lives for 9 days.

Recommendation: Discussion and possible action

c: Kelly Reason, Animal Control Director
file