



ANIMAL ADVISORY COMMISSION RECOMMENDATION 1-11-2016

Date: January 11, 2016

Subject: Annual Pet Month

Motioned By: Vice Chair Robert Shaw

Seconded By: Isabel Mier

Recommendation

Recommendation for the City of Austin to support and establish through a proclamation an annual pet month to occur each year during the month of May.

Description of Recommendation to Council

Pet Month for 2016

- Increase the number of pet adoptions
- Increase the number of foster care arrangements
- Target single adults

Pet Month for Subsequent Years

- Evaluate process and outcome of 2016 events
- Annually assess community needs and incorporate into future events

Strategies

- Working group will plan and implement the events
- Working group will coordinate with Austin animal shelters and rescue groups for adoption events
- Raise awareness about adoptions, foster care and rescue
- Engage the community and partners
- Engage businesses and organizations that serve target audiences
- Strategically promote pet month activities through effective communication channels

Rationale:

Data shows that single adults are the most likely individuals to adopt and rescue animals. Pet month activities for 2016 will be strategically designed to reach and engage this target population.

Vote


For: 11

Against: 0

Abstain: 0

Absent: 0

Attest: *[Staff or board member can sign]*

DocuSigned by:

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