



BOARD OF SUPERVISORS AGENDA ITEM REPORT
AWARDS / CONTRACTS / GRANTS

Award Contract Grant

Requested Board Meeting Date: 12/17/2024

or Procurement Director Award:

* = Mandatory, information must be provided

***Contractor/Vendor Name/Grantor (DBA):**

Friends of Pima Animal Care Center (PACC)

***Project Title/Description:**

PACC Spanish Outreach Campaign. Improving Use of PACC Services and Resources in Spanish Language Households Through Targeted Marketing and Outreach.

***Purpose:**

To continue funding a data-driven targeted marketing and outreach initiative aimed at increasing public awareness in Spanish-speaking households about PACC services and resources within specific ZIP Codes and surrounding areas in metro Tucson. Building on the success of the pilot year, the project will further enhance Return-to-Owner (RTO) rates in these regions while reducing shelter intake. Year 2 will refine and expand the targeted approach based on insights and data collected during the first year, solidifying the effectiveness of this strategy. This initiative continues as a collaborative effort between PACC, Friends of PACC, and the Communications Office.

***Procurement Method:**

The grant award did not require PCAO's review or signature.

***Program Goals/Predicted Outcomes:**

Increase use of PACC pet owner services and resources in 85705, 85756 and 85746 ZIP Codes. Among them are: Return-to-owner, food and veterinary assistance, microchipping, licensing and tags, fostering, adoptions.

***Public Benefit:**

PACC continues to face unprecedented challenges with persistently high shelter census levels, leading to significant strain on animals, staff, volunteers, and available resources. Building on the progress made during the pilot year, this project will further leverage PACC intake and outcome data to address areas with pronounced imbalances in intake and positive outcomes. By expanding public awareness in these targeted communities about critical resources—such as food and veterinary assistance, return-to-owner processes, and the benefits of owner tags, licenses, and microchips—the initiative aims to further reduce the surrender and stray rates in these areas. Sustaining and refining this effort in Year 2 is anticipated to lower program costs, enhance animal welfare and outcomes, increase facility efficiency, and reduce stress for both staff and volunteers.

***Metrics Available to Measure Performance:**

PACC intake by ZIP Code and by type – owner surrender, stray, Animal Protection Services (APS) action
PACC adoption and foster by ZIP Code
PACC services and resources uptake by ZIP Code
Branding and Awareness digital and in-person surveys
Marketing Partner customer engagement reports
PACC data and survey results will be monitored monthly. There will be two periods of program review – after four months and after eight months. Program adjustments will be made based on event attendance, survey feedback, marketing partner feedback, PACC data, and PACC Outreach Team feedback. A summary report of the project data will be completed at the end of the 12-month funding period.

***Retroactive:**

Yes. Dec. 1, 2024. The award notice was received after 11/30 with a commencement date of 12/01. If not approved, PACC will lose momentum built by last years successful engagement of targeted Spanish language outreach as well as tailored events that increase return to owner outcomes, microchipping, and resources for this population.

GMI approved
12/15/2024
KCB

THE APPLICABLE SECTION(S) BELOW MUST BE COMPLETED

Click or tap the boxes to enter text. If not applicable, indicate "N/A". Make sure to complete mandatory (*) fields

Contract / Award Information

Document Type: _____ Department Code: _____ Contract Number (i.e., 15-123): _____
Commencement Date: _____ Termination Date: _____ Prior Contract Number (Synergen/CMS): _____
Expense Amount \$ _____ Revenue Amount: \$ _____

*Funding Source(s) required: _____

Funding from General Fund? Yes No If Yes \$ _____ % _____

Contract is fully or partially funded with Federal Funds? Yes No

If Yes, is the Contract to a vendor or subrecipient? _____

Were insurance or indemnity clauses modified? Yes No
If Yes, attach Risk's approval.

Vendor is using a Social Security Number? Yes No
If Yes, attach the required form per Administrative Procedure 22-10.

Amendment / Revised Award Information

Document Type: _____ Department Code: _____ Contract Number (i.e., 15-123): _____
Amendment No.: _____ AMS Version No.: _____
Commencement Date: _____ New Termination Date: _____
Prior Contract No. (Synergen/CMS): _____

Expense Revenue Increase Decrease Amount This Amendment: \$ _____

Is there revenue included? Yes No If Yes \$ _____

*Funding Source(s) required: _____

Funding from General Fund? Yes No If Yes \$ _____ % _____

Grant/Amendment Information (for grants acceptance and awards)

Award Amendment

Document Type: GRANT Department Code: COMMS Grant Number (i.e., 15-123): 81110
Commencement Date: 12/01/2024 Termination Date: 11/30/2025 Amendment Number: _____
Match Amount: \$ _____ Revenue Amount: \$ 120,000.00

*All Funding Source(s) required: Friends of PACC

*Match funding from General Fund? Yes No If Yes \$ _____ % 0

*Match funding from other sources? Yes No If Yes \$ _____ % 0

*Funding Source: N/A

*If Federal funds are received, is funding coming directly from the Federal government or passed through other organization(s)?
N/A

Contact: Mark B. Evans

Department: Communications

Telephone: 520-724-3334

Department Director Signature: [Signature]

Date: 12/4/24

Deputy County Administrator Signature: [Signature]

Date: _____

County Administrator Signature: _____

Date: 12/4/2024



Date: November 30, 2024
To: Monica Dangler, Pima Animal Care Center
Steve Kozachik, Pima Animal Care Center
From: Torre Chisholm, Friends of PACC
Re: Funding for the PACC Spanish Language Marketing Plan

This memo is to confirm Friends of Pima Animal Care Center's intention to help fund the PACC community marketing campaign targeting Spanish-speaking communities. FOP will reimburse the County for direct advertising and marketing expenses for this campaign up to \$120,000 from December 1, 2024 through November 30, 2025.

FOP does require that a portion of the campaign messaging be focused on return-to-home programs and that a FOP representative be invited to participate in planning and tracking meetings for the campaign.

Reimbursement invoices can be sent to:

Friends of Pima Animal Care Center
PO Box 85370
Tucson, AZ 85754

Please let me know if you have any questions. Thank you.