



# BOARD OF SUPERVISORS AGENDA ITEM REPORT AWARDS / CONTRACTS / GRANTS

Award  Contract  Grant

Requested Board Meeting Date: 11/21/2023

\* = Mandatory, information must be provided

or Procurement Director Award:

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

Friends of Pima Animal Care Center (PACC)

**\*Project Title/Description:**

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

**\*Purpose:**

A pilot project to fund data-driven targeted marketing and outreach to increase public awareness in Spanish Language households about PACC services and resources in specific ZIP Codes and adjacent areas in metro Tucson. And to increase Return-to-Owner (RTO) rates in those ZIP Codes. The ultimate goal of the project is to determine if targeted marketing can be used to reduce shelter intake and increase RTO in specific regions of the County where intake is high and outcomes (adoption, foster, RTO) is low. This project is a partnership between PACC, Friends of PACC, and the Communications Office.

**\*Procurement Method:**

Not applicable to grant awards.

**\*Program Goals/Predicted Outcomes:**

Increase use of PACC pet owner services and resources in 85706 and 85713 ZIP Codes. Among them are: Return-to-owner, food and veterinary assistance, microchipping, licensing and tags, fostering, adoptions. Whether a marketing and outreach program like this is replicable and scalable if further or similar funding is available.

**\*Public Benefit:**

PACC is experiencing a historic period of persistent critically high shelter census. The high volume of animal intake and constant critical capacity levels is stressful on the animals, staff and volunteers, and taxes available resources and program funding. By using PACC intake and outcome data, this pilot project will target communities that have stark imbalances in the rates of intake and positive outcomes. Greater public awareness in these areas about PACC resources such as food and veterinary assistance, return-to-owner processes, benefits of owner tags, licenses, and microchips, and other information should invert the intake imbalance by reducing the numbers of animals surrendered or unclaimed strays in those targeted areas. Reduction in PACC census would lower program funding costs, improve animal outcomes, improve facility efficiency, and reduce stress and strain on 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:**

No.

*GM I approved  
11/21/23*

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: GTAW Department Code: GMI Grant Number (i.e., 15-123): 24-72

Commencement Date: Dec. 1, 2023 Termination Date: Nov. 30, 2024 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 \$ \_\_\_\_\_ % \_\_\_\_\_

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

\*Funding Source: \_\_\_\_\_

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

Contact: Jose Merino

Department: Communications

Telephone: 520-724-3726

Department Director Signature: [Signature]

Date: 11/2/23

Deputy County Administrator Signature: [Signature]

Date: 3 Nov 2023

County Administrator Signature: [Signature]

Date: 11/3/2023



Date: September 25, 2023  
To: Monica Dangler, Pima Animal Care Center  
From: Torre Chisholm, Friends of PACC  
Re: Funding for the PACC Community 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, 2023 through November 30, 2024.

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.