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DEPARTMENT OF
ANIMAL SERVICES
221 North Figueroa Street
5th Floor
Los Angeles, CA 90012
(888) 452-7381
FAX (213) 482-9511

EDWARD A. BOKS
General Manager

Report to the Board of Animal Services Commissioners

Edward A. Boks, General Manager

COMMISSION MEETING DATE: July 14, 2008

PREPARED BY: Linda Barth

REPORT DATE: July 9, 2008

TITLE: Assistant General Manager

SUBJECT: Customized Gift Certificates for Incentive Program for New Homeowners

BOARD ACTION RECOMMENDED:

That the Board approve the preparation, sale, and processing of customized gift certificates to participate in the "A House is not a Home without a Pet" home sales incentive program by which real estate agents may optionally provide a \$100 gift certificate to clients who have purchased new homes in the Los Angeles area, as described below.

SUMMARY:

In the first six months of 2008, the Department has seen an increase of nearly 20% in the number of pets relinquished to animal care centers, and commensurate increases in animals taken in with possible owners or as strays, largely as a consequence of the foreclosure crisis in Southern California based on information from persons relinquishing pets. As people suffer the personal crisis of giving up their homes, they appear also to be forced into the sad situation of giving up their pets to move into smaller or rented properties. The Department is continuing efforts to promote pet-friendly rental referrals, and to research for meaningful legislative recommendations that would serve to expand the pet-friendly rental market. Concurrently, we are also stepping up efforts to increase the adoption of new pets, to meet and exceed the higher numbers of animals coming in.

One attractive new program would collaborate between real estate brokers and a non-profit to help some of the very pets displaced because of the housing crisis to find new

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families. Any local real estate broker or office will be able to participate if desired, and the Department, which stands to benefit by more adoptions, would encourage participation. Real estate agents or their brokers or offices will make a \$100 contribution to the Pet Care Foundation, a non-profit organization. The Pet Care Foundation will purchase at face value \$100 gift certificates from the Department, specially designed to highlight the “A House is not a Home without a Pet” concept, and give them to the real estate agents or offices to distribute to new home buyers. As with our regular gift certificate program, the gift certificate holders will be able to redeem the certificates for up to \$100 of their adoption fees and related services we provide: microchipping, licensing, spay/neuter, and vaccinations. Any unused portion of the \$100 value will go to the Animal Welfare Trust Fund. The certificates will be numbered in a separate sequence from the regular gift certificates but accounting and administration of the processing will be handled the same way.

The “A House is not a Home without a Pet” program is a low-impact, potentially high-yield marketing program that will benefit animals by encouraging adoptions. As a unique program, it may also result in media exposure of our adoption programs and our many adoptable animals, thus additionally helping in general with our adoption efforts.

FISCAL IMPACT:

There is no impact on the general fund, save the potential for additional revenue due to increased adoptions, and minor additional revenue into the Animal Welfare Trust Fund since many adoption transactions will not require the entire \$100.

Approved:

Edward A. Boks, General Manager

BOARD ACTION:

_____ Passed	Disapproved _____
_____ Passed with noted modifications	Continued _____
_____ Tabled	New Date _____