

City of Sacramento
Animal Wellbeing Commission Report
915 I Street Sacramento, CA 95814
www.cityofsacramento.org

File ID: 2025-00329

1/15/2025

Discussion Item 6.

Adoption Rate Discussion

File ID: 2025-00329

Location: Citywide

Recommendation: Discuss, receive, and file.

Contact: Phillip Zimmerman, Animal Care Services Manager, (916) 808-8333,
pzimmerman@cityofsacramento.org, Community Development Department

Presenter: Paul Hefner, Commissioner - Seat B

Attachments:

- 1-Description/Analysis
- 2-Dog Adoption Rates

Additional Description/Analysis

Issue Detail: Commissioner Hefner previously provided some statistical data on dog adoptions at the shelter. The commission would like to create an Ad hoc committee to further study how visitors to the shelter can be converted to adopters.

Policy Considerations: None.

Economic Impacts: None.

Environmental Considerations: None.

Sustainability: Not applicable.

Commission/Committee Action: None.

Rationale for Recommendation: Commissioner Hefner has been analyzing data of adoptions and customers who have visited the shelter and signed up to adopt a dog. He compared the conversion rates of those who signed up to adopt a dog and how many dogs were adopted.

Financial Considerations: Not applicable.

Local Business Enterprise (LBE): Not applicable.

Dog Adoption Data Snapshot



Competitive Pet Placement Project Key Findings:

- **Streamlining Adoption Processes:** Simplifying paperwork and reducing wait times to make the adoption process more efficient and user-friendly.
- **Enhanced Communication:** Providing clear and consistent information to potential adopters about the adoption process and the pets available.
- **Support Systems:** Offering post-adoption support to ensure successful pet placements and reduce returns

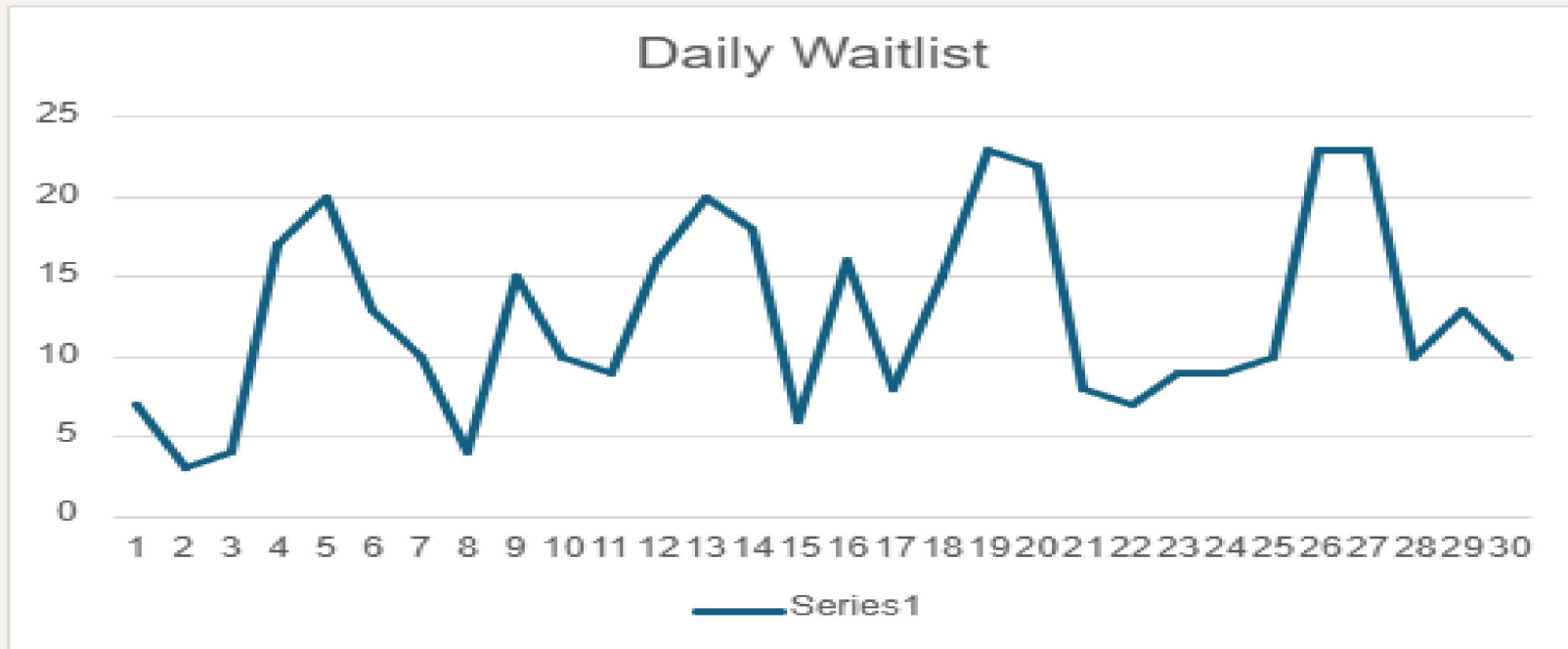


**HUMAN ANIMAL
SUPPORT SERVICES**
by **AMERICAN PETS ALIVE!**

Where we are...

Year	Intake	Adoptions	Rate
Jan-June 2023	2620	1494	57%
Jan-June 2024	2770	1297	46.8%
Change	+150	-197	Adoption Decline -13.2%

The Good News: Foot Traffic (July '24)



Conversion Rate: the critical metric

July Adoptions Completed **83**

Divided by Visitors
Considering Adoption **421**

Conversion Rate **19.7%**



Statistically Speaking

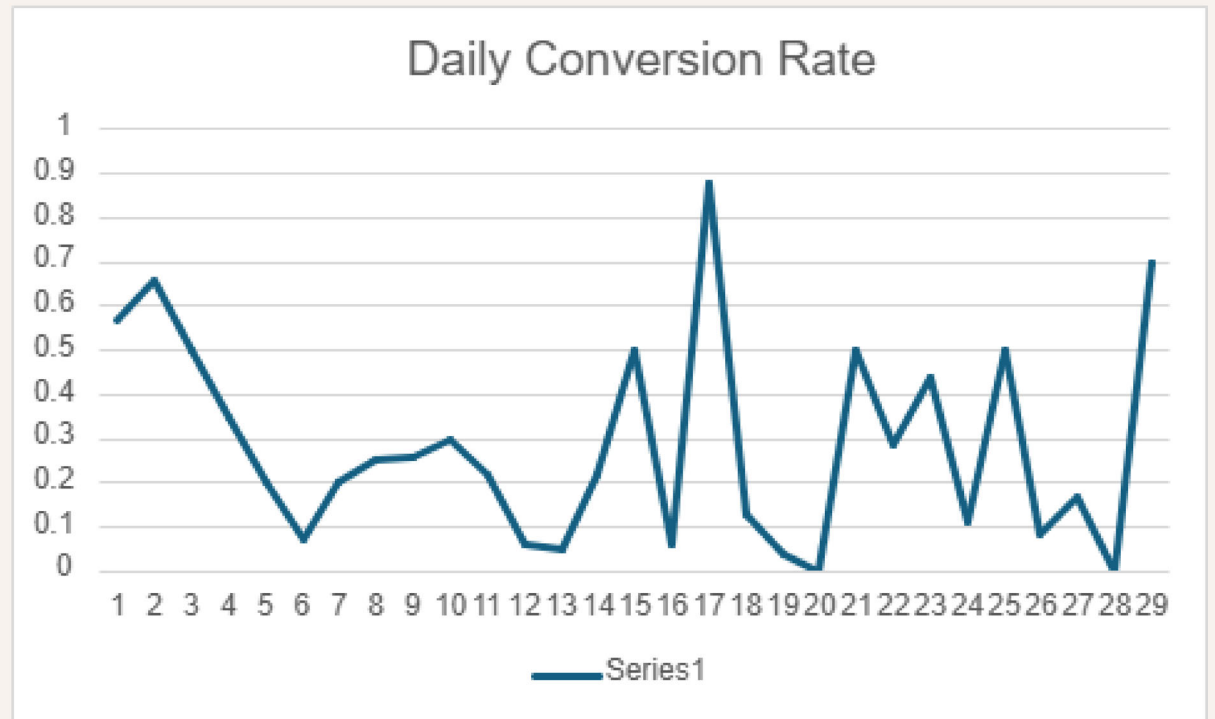
We're batting about .200. (True mean is between .099 and .295 @ 95% confidence level)

Translation: On most days, somewhere between one and three out of every 10 people who sign up to meet a dog leave with an animal.

But not all days are average...

Variance Substantial Day-to-Day

- Same Dogs
- Same People
- Same Facility



July 2024



Let's Look at the Outliers

- There were 5 days in July with significantly higher conversion rates. **All 5** of the highest rates were **weekdays**.
- There were 8 days in July with significantly lower conversion rates. **Six of the 8** with the lowest rates were **Saturday or Sunday**.
- **Only one weekend day** in the entire **month** had a conversion rate equal to the monthly average.

Win the Weekends



- Raising the weekend conversion rate to the monthly average would mean:
- **5** more adoptions a week
- **20** more adoptions a month
- **240** more adoptions a year

Baby Steps...

Simplify and Streamline

Require Animal ID at Waitwhile signup

Applications: Paper or Online

Signage/Wayfinding: You Are Here Map

More weekend adoption counselors

Create a feedback loop

Use Waitwhile to text surveys to non-adopters

Treat non-adopters as future customers

Monitor data for new insights
