

Animal Wellbeing Commission [Supplemental Material - Updated 04/14/2026 @ 12:20 p.m.]

Meeting Time: 04-15-26 17:30

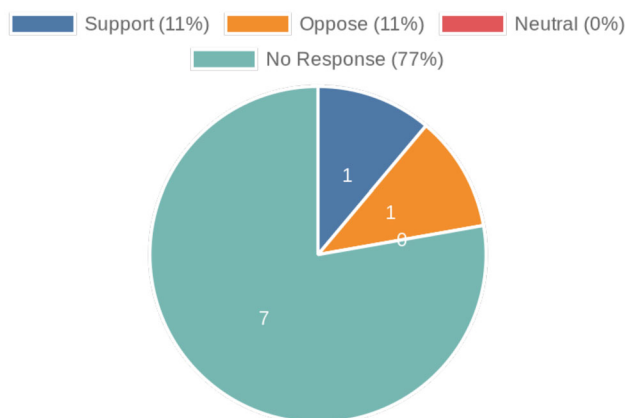
eComments Report

Meetings	Meeting Time	Agenda Items	Comments	Support	Oppose	Neutral
Animal Wellbeing Commission [Supplemental Material - Updated 04/14/2026 @ 12:20 p.m.]	04-15-26 17:30	18	9	1	1	0

Sentiments for All Meetings

The following graphs display sentiments for comments that have location data. Only locations of users who have commented will be shown.

Overall Sentiment



Animal Wellbeing Commission [Supplemental Material - Updated 04/14/2026 @ 12:20 p.m.]

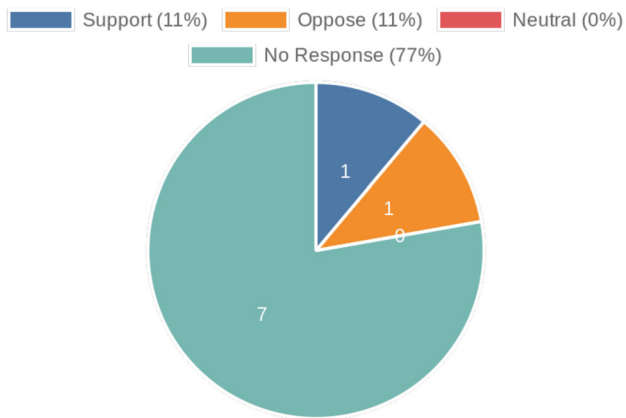
04-15-26 17:30

Agenda Name	Comments	Support	Oppose	Neutral
1. 2026-00017 Approval of Animal Wellbeing Commission Meeting Minutes	1	0	0	0
2. 2026-00194 Animal Wellbeing Commission Follow-Up Log	1	0	0	0
3. 2026-00843 Dissolution of the Dog Adoption Rate Study Ad Hoc Committee	1	0	0	0
4. 2026-00508 Amending Sacramento City Code Section 9.44.370 Relating to Number of Swine, Dogs, and Cats per Dwelling Unit	1	0	0	0
5. 2026-00805 Initiate a Pilot Program to Promote Adoption or Rescue of Senior Animals and Animals at Risk of Euthanasia	3	1	1	0
6. 2026-00733 Animal Care Services Monthly Report	1	0	0	0
Public Comments-Matters Not on the Agenda	1	0	0	0

Sentiments for All Agenda Items

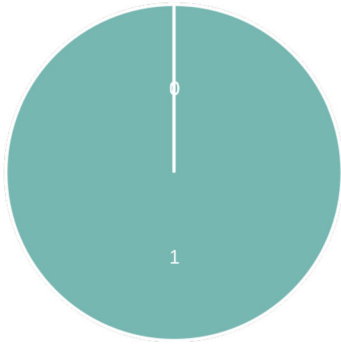
The following graphs display sentiments for comments that have location data. Only locations of users who have commented will be shown.

Overall Sentiment



Overall Sentiment

Support (0%) Oppose (0%) Neutral (0%)
No Response (100%)



Mark Rodriguez

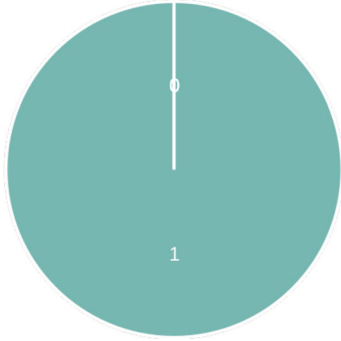
Location:

Submitted At: 11:39am 04-12-26

Please do not go to Sun Spa, located at 6804 Fruitridge Rd #A Sacramento, CA, 95820, as well as q spa, located at 4215 Norwood avenue, suite #12, sacramento, ca, 95838, They will all claim that they are too busy for you.

Overall Sentiment

Support (0%) Oppose (0%) Neutral (0%)
No Response (100%)



Mark Rodriguez

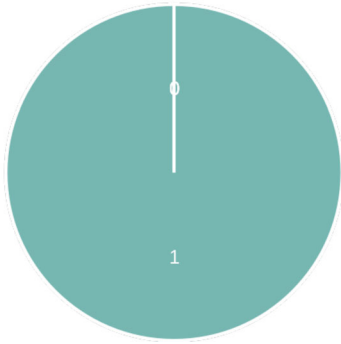
Location:

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Overall Sentiment

Support (0%) Oppose (0%) Neutral (0%)
No Response (100%)



Mark Rodriguez

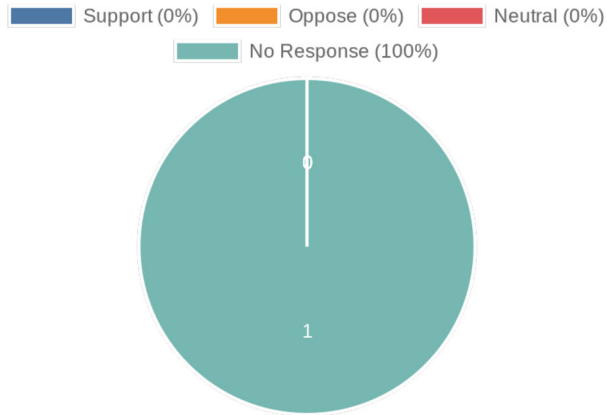
Location:

Submitted At: 11:40am 04-12-26

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Agenda Item: eComments for 4. 2026-00508 Amending Sacramento City Code Section 9.44.370 Relating to Number of Swine, Dogs, and Cats per Dwelling Unit

Overall Sentiment



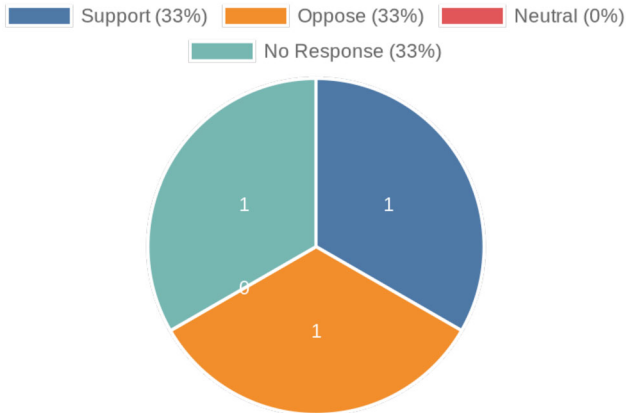
Mark Rodriguez

Location:

Submitted At: 11:40am 04-12-26

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Overall Sentiment



Elyse Mize

Location:
Submitted At: 5:19pm 04-15-26

This is an exceptionally needed program, who Ryan Hinderman has tried to prevent from happening for at least the last 4 years. He stated that there are negative connotations related to this but when asked if he verified that with Bradshaw in the last AWBC meeting, he stated he didn't even ask. There is there a reason this pilot shouldn't go through given the success rate at Bradshaw and over half of those successes going to rescue partners. Networking and online notifications is the exact way you get animals out safely and transparent notification to the public, should be an inherent part of a government agency.

Kristie Middleton

Location:
Submitted At: 7:11am 04-15-26

Good evening, Commissioners. My name is Kristie Middleton. I'm a former Animal Wellbeing Commissioner for Front Street Shelter.

I'm submitting this comment because I care deeply about the animals in our shelter and want to see more of them find homes. I believe everyone involved in this conversation shares that goal. Where I'd ask the Commission to pause is on how we get there.

The proposal before you relies on urgent, last-chance style messaging — sometimes called "sadvertising" — to drive adoptions. I understand the impulse. These animals are running out of time, and it feels like we should say so. But the research tells us this approach can backfire.

The BISSELL Pet Foundation, one of the largest shelter support organizations in the country, has published findings showing that guilt-based appeals create a negative association with the shelter itself. When every post is a countdown to euthanasia, people stop seeing the shelter as a place to find a great pet and start avoiding it

altogether. That's the opposite of what we need.

What the research does support is positive, community-oriented marketing — highlighting the personalities of available animals, making the shelter feel welcoming, and normalizing adoption as a first choice. Shelters that have made this shift are seeing increased foot traffic and higher adoption rates.

Front Street is competing for the same families that online breeders are reaching with polished, feel-good marketing. We can't win that competition by leading with sadness.

I respectfully ask the Commission to direct resources toward evidence-based outreach strategies that bring new adopters through our doors, rather than approaches that risk driving them away. Thank you for your consideration.

Mark Rodriguez

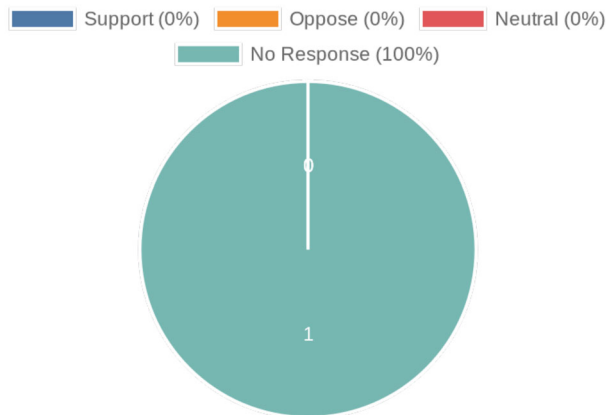
Location:

Submitted At: 11:41am 04-12-26

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Agenda Item: eComments for 6. 2026-00733 Animal Care Services Monthly Report

Overall Sentiment



Mark Rodriguez

Location:

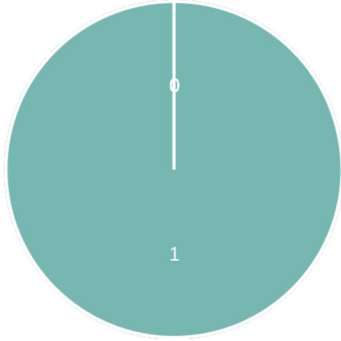
Submitted At: 11:42am 04-12-26

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Agenda Item: eComments for Public Comments-Matters Not on the Agenda

Overall Sentiment

Support (0%) Oppose (0%) Neutral (0%)
No Response (100%)



Mark Rodriguez

Location:

Submitted At: 11:42am 04-12-26

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