

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

File ID: 2026-00805

4/15/2026

Initiate a Pilot Program to Promote Adoption or Rescue of Senior Animals and Animals at Risk of Euthanasia

File ID: 2026-00805

Location: Citywide

Recommendation: 1) Pass a **Motion** to forward a recommendation to the Personnel and Public Employees Committee for City staff to initiate a pilot program to support policy goals related to the promotion of at risk and senior animals, to include such items as kennel cards, kennel marketing, identification board in the lobby of the Front Street Animal Shelter, and social media, posting and digital notification; 2) Discuss the program details of the “Final Plea” notification protocols.

Contact: Ryan Hinderman, Communications and Customer Service Manager, (916) 808-7911, rhinderman@cityofsacramento.org, Community Development Department

Presenter: None

Attachments:

1-Description/Analysis

Description/Analysis

Issue Detail: With the goal of improving outcomes for senior animals and animals at-risk of euthanasia, during the March 11th, 2026, meeting, the Animal Wellbeing Commission (Commission) requested that City staff return to the next meeting with a recommendation to initiate a pilot program to promote adoption or rescue of senior animals and animals at risk of euthanasia.

Staff recommends initiating a 6-month pilot program to use various forms of communication methods and marketing materials to promote adoption or rescue of senior animals and animals at-risk of euthanasia. The Commission intends to form a working group of several members that will work with staff on the branding and messaging to be used during the pilot program.

During the pilot program, staff will track communication methods and data related to the live release rate of these at-risk animals. Prior to the conclusion of the 6-month pilot program, staff will return to the Commission to report on the results of the program and seek input from the Commission whether to continue or modify the pilot program.

Policy Considerations: None.

Economic Impacts: None.

Environmental Considerations: None.

Sustainability: None.

Commission/Committee Action: At the March 11th, 2026, meeting of the Animal Wellbeing Commission, the Commission requested that staff return to the next meeting with a recommendation to initiate a pilot program to promote adoption or rescue of senior animals and animals at risk of euthanasia. During the meeting, the Commission suggested the following language:

Make a recommendation to the Personnel and Public Employees Committee to support policy goals related to the promotion of at risk and senior animals, to include such items as kennel cards, kennel marketing, identification, board in the entry, social media, posting and digital notification.

Rationale for Recommendation: Utilizing some or all of these communication methods may improve lifesaving outcomes for at-risk and senior animals.

Financial Considerations: Not applicable.

Local Business Enterprise (LBE): Not applicable.