



BOARD OF SUPERVISORS
AGENDA LETTER

Agenda Number:

Clerk of the Board of Supervisors
105 E. Anapamu Street, Suite 407
Santa Barbara, CA 93101
(805) 568-2240

Department Name: Public Health
Department No.: 041
For Agenda Of: 07-07-09
Placement: Administrative
Estimated Tme:
Continued Item: No
If Yes, date from:
Vote Required: Majority

TO: Board of Supervisors
FROM: Department Elliot Schulman, MD, MPH, Director and Health Officer
Director(s) Public Health Department
Contact Info: Jan E. Glick, Director of Animal Services (681-5284)
SUBJECT: Shelter Nutrition Partnership Agreement with Hill's Pet Nutrition, Inc.

County Counsel Concurrence

As to form: Yes

Auditor-Controller Concurrence

As to form: N/A

Other Concurrence: N/A

As to form: N/A

Recommended Actions:

That the Board of Supervisors:

- a) Approve and authorize the Director of Animal Services to execute the Shelter Nutrition Partnership Agreement with Hill's Pet Nutrition, Inc. for a one year trial period which, if successful, will automatically renew for Fiscal Years 2010-11 and 2011-12.
- b) Accept the Shelter Nutrition Partnership Agreement with Hill's Pet Nutrition, Inc. for a free one year's supply of canine and feline food products, except for shipping costs at \$0.35 cents per pound (\$25,025 annually), to the three (3) Santa Barbara County Public Health Department Animal Shelters in exchange for displaying signage of Hill's Science Diet brand pet food at the Shelters. This is a sponsorship rather than a donation according to the County of Santa Barbara's donation policy.

Summary Text:

The County is mandated "to provide for the taking up and impounding of all dogs which are found running at large...and the killing in some humane manner or other disposition of any dog which is impounded" (Food and Agricultural Code Section 31105). As part of the provision of a stray animal shelter within the County, the County provides humane care including the feeding, cleaning, sheltering and exercising of the animals within its care. The Hill's Pet Nutrition, Inc. "Shelter Nutrition Partnership" program will provide food for the thousands of dogs, cats, puppies and kittens impounded

by the County each year in exchange for displaying signage at the Shelters indicating that the animals are fed the Hill's Science Diet brand of pet food.

The "Shelter Nutrition Partnership" program, hosted by Hill's Pet Nutrition, Inc. provides complimentary food products (paying only the cost of shipping and handling at thirty-five cents (\$0.35) per pound) to eligible non-profit and governmental animal shelters. The Santa Barbara County Public Health Department Animal Services, being accepted as an eligible partner in the "Shelter Nutrition Partnership" program, is required to sign an Agreement which states the obligations of both Hill's Pet Nutrition, Inc. and the County of Santa Barbara PHD Animal Services. The obligations of both entities are summarized below.

Hill's Pet Nutrition Obligations under the Agreement:

- Provide Santa Barbara County Animal Services with Hill's Science Diet pet food products free of charge for the sole purpose of feeding all canines and felines being cared for by the Shelter ("In-Shelter Feeding").
- Provide, free of charge, Hill's Science Diet Small Trial Bags (3.5 – 5.0 pound bags) to Santa Barbara County Animal Services to provide to each adopter at no cost.
- Provide exclusive access to Hill's Shelter Web Portal which provides a library of relevant information, articles, and links. The portal also allows the Shelter to manage and monitor all food and promotional material orders.
- Provide those adopters who specifically consent to have their names and addresses submitted to Hill's Pet Nutrition Inc. with product coupons and information.

Santa Barbara County PHD Animal Services Obligations under the Agreement:

- Display Hill's pet food products and Science Diet point-of-purchase materials, prominently and exclusively, in its reception/adoption area.
- Display the Science Diet logo and link to the Hillspet.com website on the PHD Animal Shelter website.
- Provide Hill's with the name, address, adoption date, phone, e-mail, pet breed, pet date of birth, and pet name of new adopters who specifically consent to the release of this information.

This Shelter Nutrition Partnership Agreement is not subject to the County of Santa Barbara's donation policy Resolution #99-485. Rather, it is considered a sponsorship that promotes the Hill's Science Diet brand. The amount of canine and feline food products supplied by Hill's Pet Nutrition, Inc. will be a one year supply of approximately 71,500 pounds of food for In-Shelter feeding.

Background:

The Public Health Department Animal Services program has been purchasing canine and feline food products for several years via a \$50,000 bid waived Purchasing contract (BL00309) with Consolidated Seed & Pet, not a local vendor. The bid waiver for that Purchasing contract expires June 30, 2009 and will not be renewed. By authorizing participation in the "Hill's Shelter Nutrition Partnership" the

Animal Shelters' ongoing need for quality pet food can be provided at an estimated 50% cost reduction to the County. Hill's Pet Nutrition, Inc. is not a local vendor.

Fiscal and Facilities Impacts: This agreement will not result in the need for any additional facilities.

Budgeted: Yes

Fiscal Analysis:

Accepting and signing this agreement will not increase the General Fund contribution to the Animal Services Cost Center, found of page D204 of the FY 2009-10 Operating Plan. The Shelter Nutrition Partnership Agreement with Hill's Pet Nutrition, Inc. will reduce the average feeding cost (\$50,000 per year) for In-Shelter canines and felines by approximately 50% (\$25,000 per year). As part of this agreement, a three tiered point system may qualify Animal Services to receive additional rebates up to 25% (\$12,500 per year). The shelters must submit at least 60% of adopter names to Hill's Pet Nutrition, Inc., only if the adopter consents, to earn rebate points. Savings for the cost of food, and revenue generated by the rebates, will assist with keeping costs to partnering cities as low as possible. It will also enable Animal Services to meet the Board's recently mandated Budget action of reducing 2.2% of Services & Supply budget.

Staffing Impacts:

None

Special Instructions:

Please return a copy of the Minute Order to PHD Contracts Unit, 300 N. San Antonio Road, Bldg. 8;
ATTN: Rose Davis

Attachments:

Agreement with Hill's Pet Nutrition, Inc. for Enrollment in the "Shelter Nutrition Program"

Authored by:

Jan E. Glick, Director Animal Services