

The Department currently conducts regular offsite adoption and humane education events. Logistical barriers exist that can often prevent the Department from providing other high-demand services for County residents and their pets, such as low-cost vaccination, spay/neuter, and microchip clinics. Recognizing this need, the Department has developed the following outreach plan to increase awareness and engagement in CCAS's work, and to provide a broader range of services in the community, by taking a strategic approach to expanding the number of offsite programs hosted by the Department.

While this outreach plan will apply to the Department's entire service area, there will be a particular focus on providing services in areas that have been identified as "hot spots" for needing CCAS services, where geographic and socioeconomic barriers to accessing the County shelter in Martinez may exist. It is our hope that implementation of this plan will result in a reduction of lost pets, a greater level of wellness services being provided in the community, more pets being adopted or reclaimed by their families, and a better understanding among County residents of CCAS's and local partners' animal welfare services.

The outreach plan reflects the specific actions the Department will take to increase access to CCAS services throughout Contra Costa County. This outreach plan is based upon CCAS's current staff and volunteer capacity to provide offsite services, with certain elements contingent upon participation from strategic partners. Should additional staffing resources materialize, this plan can be expanded to accommodate a greater level of engagement.

The following outreach plan consists of three phases and is based on a nine-month timeline. Additionally, the plan focuses on engaging the support of local veterinarians, businesses, nonprofits, and cities to partner with CCAS to provide offsite services that the Department is currently limited in its ability or unable to provide.

**Phase 1 – Planning (months 1-3)**

- Analyze current Departmental service data and trends to identify which services are most needed in which areas of the County.
- Solicit local veterinarians for their participation in offsite low/no cost vaccination, spay/neuter, and wellness clinics, with a focus on targeting "hot spot" populations.
- Conduct outreach to local business and city partners for their partnership in hosting events and identify potential locations to hold the events.
- Engage CCAS staff and volunteers to identify the internal processes and policies needed to enable a range of offsite events (adoption event, vaccination clinic, etc.).
- Plan to expand the current offsite monthly mobile adoption event at Pet Food Express in Martinez into an event that rotates between locations throughout the County each month.
- Assess response from local veterinarians, city partners, businesses, and others to determine which programs are possible.

**Phase 2 – Set-up & Pilot (months 4-6)**

- Work with CCAS staff and volunteers to develop the internal processes and policies needed to enable the types of offsite events that are possible, as determined in Phase 1.

- Based on the results of planning phase assessments, identify six offsite events of various forms (adoption event, humane education, vaccination/microchip clinic, etc.) in eastern, western, and southern areas of the County over a period of three months.
- Work with local veterinarians, businesses, and city partners identified during phase one to coordinate six offsite events in different parts of the County.
- Identify locations for rotating monthly offsite adoption events and begin implementation.
- Begin coordinating for full implantation.

### **Phase 3 – Implementation (months 7-9)**

- Based on the level of success of the first two phases, begin implementing the full scope of services with the following goals:
  - One monthly offsite adoption event that rotates between four locations within the County (east county, west county, north-central county, and south-central county).
  - One monthly offsite humane education presentation to local civic groups, city councils/commissions, and stakeholder groups, in targeted communities in Contra Costa County.
  - One quarterly vaccination/microchip/wellness clinic in targeted communities in Contra Costa County.
- Debrief and assess the effectiveness of the outreach plan and present results to Department leadership.
- Begin coordinating for year two, building upon the lessons learned in year one.