



Santa Paula Animal Rescue Center A Social-Environmental-Economic Impact Analysis

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Foreword

This research report is jointly prepared by Intelligent Analytics and Modeling (“IAMECON”), an independent economic research firm based in Austin, Texas, and the Institute for Human-Animal Connection (“IHAC”) at the University of Denver’s Graduate School of Social Work.¹

Facts, findings and opinions disclosed in this report are entirely based on authors’ analysis of data, documents and statistical judgment based upon academically sound methods. The fee received for undertaking this project is in no way dependent upon the conclusions reached in this report, and authors have no financial interest in the project.

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¹www.iamecon.com, <https://www.du.edu/humananimalconnection/>

A. Executive Summary

Since its inception, the Santa Paula Animal Rescue Center (“SPARC”) has played a significant role in the City of Santa Paula (“Santa Paula”), California. In this report, we have identified and quantified channels through which SPARC impacts the Santa Paula economy, and contributes to a stronger and healthier community.

A comprehensive and customized analysis is utilized throughout this report, using data obtained from SPARC, a custom survey conducted in the City of Santa Paula, social media data collected from Yelp, Facebook and Google user reviews (in comparison with regional comparable shelters), US Census data, third party resources, and academic literature. Below is a summary of our findings:

- ❑ During 2014-2021, estimated past and predicted future economic impacts of SPARC are \$17M and \$26M, on the City of Santa Paula and Ventura County, respectively
- ❑ Predicted Economic Impact of Construction of New SPARC Facility is \$19M from 2020 to 2022
- ❑ Community survey findings indicate strong support for SPARC’s importance to the City (84%) and its new facility (77%) by Santa Paula residents, including the use of public funds for its services (74%)
- ❑ Social media user review analysis indicates that statistically SPARC scored significantly higher than its competitors on 4 out of 5 categories (except Community Programs)
- ❑ Investing funds and efforts into an enhanced Community Outreach Program is expected to be the most efficient use of resources and is most aligned with emerging best practices in animal welfare²
- ❑ Community outreach programming proposed by SPARC is expected to move the City of Santa Paula towards being a more Humane Community

In the upcoming sections, we present the economic and social background of Santa Paula, an overview of SPARC’s existing and proposed programming, an analysis of economic impact created by SPARC’s operations and planned new facility, a fiscal impact analysis of tax revenues spurred by shelter operations, a thorough discussion of social and environmental impact factors and related academic findings from the literature, community survey data analysis results, and a social media analysis of SPARC in comparison to its regional counterparts.

B. Introduction

I. Background of SPARC

The Santa Paula Animal Rescue Center (SPARC) is a 501(c)(3) non-profit animal shelter that contracts with the City of Santa Paula to provide animal services, including the rehabilitation and rehoming of unhoused companion animals by partnering with the Santa Paula community.³ The public-private

² SPARC lowest score among competitors indicates its highest internal rates of return on investment in that area, due to decreasing marginal rates of return.

³ Currently, SPARC has 24 employees and 6 independent contractors in Santa Paula, and 5 employees in its store in Ventura County. There are 3 administrators that work the front desk, each working 40 hours per week to provide 7-day coverage. Two veterinarian technicians work 40 hours per week. Kennel staff work 6-hour days, 6-days per week. The shelter’s independent contractors include: 1 veterinarian/surgeon, 1 maintenance worker, 1 volunteer coordinator, 1 assistant veterinarian technician and 1 grant writer.³

partnership between SPARC and the City of Santa Paula also emphasizes the importance of spay/neuter and vaccination programs for pets.

SPARC has proposed that its new facility be located on the eastern edge of the City of Santa Paula near the East Area One and East Area Two Limoneira developments. The intention behind the design of these developments is to establish a “collection of walkable neighborhoods, well connected to the existing City and respecting the natural and adjacent agricultural environments,” which include: pedestrian-oriented streets that organize the neighborhood into walkable interconnected blocks; public green spaces in the form of parks, plazas, and paseos; a series of trail networks that connects Santa Paula residents with the beach communities 13 miles east of the community; and civic facilities for recreation and sports, public education, and public health that serve the entire community of Santa Paula (Limoneira, 2019).

SPARC will build upon this community’s sense of connectedness while also providing important public outreach and services.⁴

Historically, the discussion around the role of companion animals in communities has been closely tied to debates about how to best ensure public health and safety (Wang, 2012). Today, local officials play an integral role in determining if animal control falls exclusively under the responsibility of law enforcement, public health programs, or organizations focusing on animal welfare (Aronson, 2010). This assignment of responsibility has implications for how animal welfare activities are administered, the amount of resources allocated, and which issues will be prioritized (Aronson, 2010). Communities that view animal control activities as a mechanism for public health promotion or enforcement will likely focus on issues like nuisance abatement and dangerous dog control, while those that are more closely aligned with a value for animal welfare may emphasize the importance of building the capacity of communities to ensure that their pets are safe, healthy and well cared for (Reese and Remmer, 2017). Reese and Remmer’s (2017) analysis of 92 municipal animal control ordinances throughout Michigan found that a focus on enforcement rather than animal welfare is more typical, and policies are seldom aligned with best practices that provide sufficient protection for the community, pet keepers, or the companion animals themselves.

There is a wealth of academic literature that supports the assertion that animal shelters are an important component of the collective welfare of a community and, when properly resourced, can have a number of benefits to the health of the human residents in the community. An animal shelter is a unique space in a community in that it comes into contact with a wide variety of human strengths and challenges through its companion animal intake and adoption programming. Operating primarily through informal networks of nonprofit organizations and governmental agencies, animal welfare services are in a unique position to address the changing needs and policy environments of a community (Reese and Ye, 2017). Animal shelters are an important community resource that can serve as a safety net for pets by filling the gap in services for owners who can no longer support them and for community members in need of affordable veterinary care, accessible behavioral support, and even end-of-life care for their pets. Animal shelters that utilize community outreach programming and offer opportunities for direct interaction with companion animals can prompt patrons to explore their relationships with companion

⁴ This report is intended to measure the social, environmental and economic impacts of building a new Animal Resource Center.

animals, including the contributions human activities have on animal and environmental welfare, both positive and negative (Hawes, et al, 2019; Unti & DeRosa, 2003; Ascione, 1992). An animal shelter that uses best practices in animal care in conjunction with culturally competent community engagement strategies can support public health outcomes while also driving important social change around residents’ sense of connectedness to humans, the environment, and other animals (Hawes, et al., in preparation).

A Humane Community, as defined by the Institute for Human-Animal Connection (IHAC) at the University of Denver, is characterized by the presence of leadership, institutions, and policies working collaboratively across systems to create and implement sustainable human, animal, and environmental welfare. Key components of a Humane Community include: a multi-system approach to addressing social problems; education and programming that promotes and provides access to humane activities to individuals in their everyday lives; and a cultural shift that recognizes the ways in which humane policies serve as a foundation upon which other public health and safety concerns can be addressed more holistically (Hawes, et al., 2019). The paradigm that informs a Humane Community includes a belief that collective human, animal, and environmental welfare should be considered a moral imperative but also acknowledges that humans benefit from acting on this imperative. This approach encourages policymakers to take into account all members of the community, not just other humans who may more easily be considered to be their equals, and act to promote the collective welfare of all (Nussbaum, 2013; Canoy, Lerais, & Schokkaert, 2010).

Santa Paula’s interest in expanding the services available to promote animal welfare can be optimized by including consideration of this Humane Community framework in the decision-making process. An animal shelter that has sufficient resources to implement best practices in animal care and community engagement can achieve the core purpose of preserving the health and safety of both human and companion animal residents. By measuring the social, environmental, and economic impacts of the proposed relocation of SPARC, this report can inform a data-based decision process that captures both the benefits and tradeoffs of the new facility.

II. Economic Indicators: The City of Santa Paula and Ventura County

The City of Santa Paula is located within Ventura County and has a population of 30,344. Its demographic breakdown is 81.3% Latino/Hispanic, 15.9% White and 1.4% Asian. 60.5% of residents speak a non-English language, with the vast majority (58.4% of the total population) speaking Spanish.⁵ Economically, compared to its neighboring cities, Santa Paula residents have a lower median income level, and higher unemployment and poverty levels, as displayed in Figure 1.

<<Figure 1: Economic Indicators for Santa Paula compared to Ventura County and California⁶ >>

Economic Indicator	Santa Paula	Ventura County	California
Median Household Income	\$55,090	\$82,857	\$71,805
Poverty Rate	16%	10%	15%
Unemployment Rate	7.9%	3.1%	4.20%

⁵ <https://www.census.gov/quickfacts/fact/table/santapaulacitycalifornia/RTN130212#RTN130212>

⁶ United States Census Bureau.

In terms of economic diversity, Santa Paula contains 194 of 536 economic industries. The top ten industries in the city by employment are listed in Figure 2.

<<Figure 2: Top ten industries in Santa Paula by Employment>>

Economic Sector	Employment	Labor Income	Output
Fruit farming	1,944	\$67,942,819	\$149,538,510
Support activities for agriculture and forestry	1,327	\$66,114,122	\$72,325,598
Employment and payroll of local govt, education	838	\$70,723,684	\$77,905,398
Wholesale trade	564	\$50,271,252	\$143,796,483
Real estate	507	\$15,954,238	\$95,339,549
Limited-service restaurants	462	\$10,811,610	\$44,073,350
Employment and payroll of local govt, non-education	221	\$24,180,060	\$26,645,547
Vegetable and melon farming	213	\$16,063,481	\$42,800,959
Full-service restaurants	192	\$5,122,084	\$10,211,041
Retail - Food and beverage stores	189	\$8,129,163	\$16,086,920

Ventura County contains 398 of 536 economic industries. The top ten industries by employment in the county are listed in Figure 3.

<<Figure 3: Top ten industries in Ventura County by Employment>>

Economic Sector	Employment	Labor Income	Output
Real Estate	21,541	\$677,681,702	\$4,049,699,501
Employment and payroll of local govt, education	21,005	\$1,773,089,610	\$1,953,139,928
Wholesale trade	18,094	\$1,613,928,921	\$4,616,501,304
Fruit farming	17,078	\$596,851,534	\$1,313,638,299
Limited-service restaurants	14,712	\$344,290,726	\$1,403,495,474
Full-service restaurants	12,870	\$344,137,863	\$686,050,080
Employment and payroll of local govt, non-education	12,454	\$1,362,293,013	\$1,501,197,338
Individual and family services	9,775	\$213,480,372	\$309,605,191
Employment services	9,652	\$384,523,416	\$785,562,613
Retail - Food and beverage stores	8,335	\$358,957,272	\$710,345,832

III. Pet Ownership and Pet-Related Industry Spending

Pets are increasingly important in American society. Pet ownership rates have been stable, and slightly increased from 56.0% in 2011 to 56.8% in 2016.⁷ The overall pet industry is sized at \$69.5 billion⁸ and the annual average growth rate since 2002 is 5.4%.⁹

To better understand the effect of SPARC on animal-related industries, we used the United States Census Bureau’s County Business Pattern database to first size and then to analyze the current trends for three pet-related industries in the region, as described in Figure 4:

<<Figure 4: Industry Codes and Descriptions for Pet-Related Industries>>

NAICS Code	Industry Name	Description
453910	Pet and Pet Supplies Stores	Includes establishments mainly engaged in retailing pets, pet foods, and pet supplies. (2017 NAICS Manual)
541940	Veterinary Services	Includes establishments of licensed veterinary practitioners mainly engaged in the practice of veterinary medicine, dentistry, or surgery for animals; and establishments primarily committed to providing clinical, pathological or imaging tests and diagnostic services for animals (NAPCS).
812910	Pet Care (except Veterinary) Services	This industry includes establishments mainly engaged in providing pet care services (except veterinary), such as boarding, grooming, sitting, training, walking and funeral services (NAPCS)

These three pet-related industries represent a significant economic industry both in Santa Paula and Ventura County. In Santa Paula alone, the three industries represented a total of more than \$6 million in annual sales.¹⁰

<<Figure 5: Size of Pet-Related Industries in Santa Paula and Ventura County >>

Industry Name	Annual Sales Santa Paula (2016)	Annual Sales Ventura County (2016)
Pet and Pet Supplies Stores	\$2,256,660	\$63,133,592
Veterinary Services	\$3,740,270	\$104,639,921
Pet Care (except Veterinary) Services	\$457,304	\$12,793,783
Total - Pet Related Industries	\$6,454,233	\$167,773,513

⁷ <https://www.avma.org/News/JAVMANews/Pages/190115a.aspx>

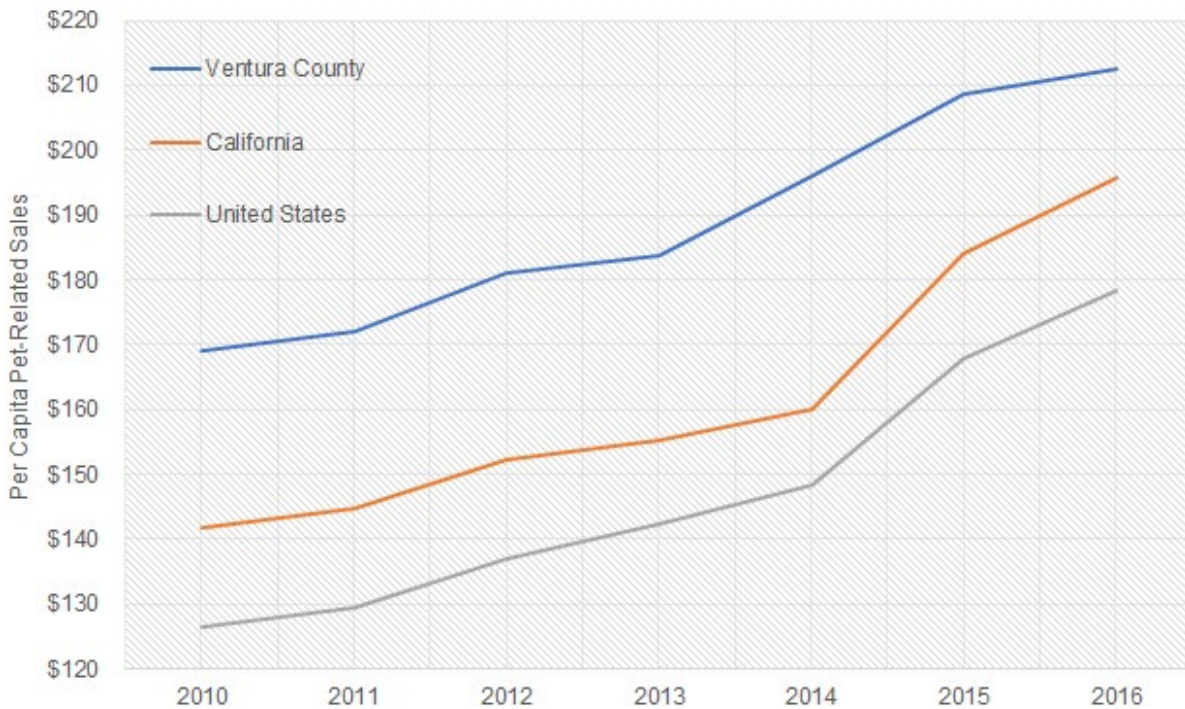
⁸ <http://veterinarynews.dvm360.com/americans-spent-695-billion-their-pets-last-year-appa-reports>

⁹ <https://www.franchisehelp.com/industry-reports/pet-care-industry-analysis-2018-cost-trends/>

¹⁰ The CBP’s last update was 2016, so at the historical growth rate, the figure is likely closer to 7M in 2019.

Further, we observed the trend of per-capita pet-related sales (with all three industries combined) emphasizing the relative importance of these industries for the region’s economy.¹¹ Per-capita pet-related sales in Ventura County are higher than the statewide and national averages, indicating strong demand for enhance animal related services in the region, consistent with SPARC’s proposed new facility and comprehensive Community Outreach Plan.

<<Figure 6: Per Capita Sales in Pet Related Industries>>



IV. SPARC’s Move towards a Humane Community

As the municipal shelter of the Santa Paula community, SPARC strives to make Santa Paula the “Safest City for Pets in Southern California.” It is SPARC’s mission to build a Humane Community by addressing the barriers to keeping pets experienced by community members through progressive programs and services like low-cost spay/neuter and veterinary care, proactive adoptions and lost pet redemption, emergency boarding and medical care, a pet food bank and wellness supplies, and a robust foster care and volunteer network.

SPARC is proposing an enhanced Community Outreach program focused on diverting intake and proactively addressing needs in the community to prevent and reduce intake. In its own words, the goal of the community outreach program is *“to keep pets in their homes through owner support, to promote spay/neuter in neighborhoods where historically it has been inaccessible, and to build a humane community by cultivating kindness and compassion for people and their pets.”* This solution is a shift to an emphasis on more proactive programming that can address the root causes of reasons pets enter shelters, and, therefore, could be a more efficient use of operational resources. This may include shifting the services provided by a shelter from the more reactive role of receiving stray and relinquished animals to the more preventive role that provides intervention for a variety of reasons that pet-keepers

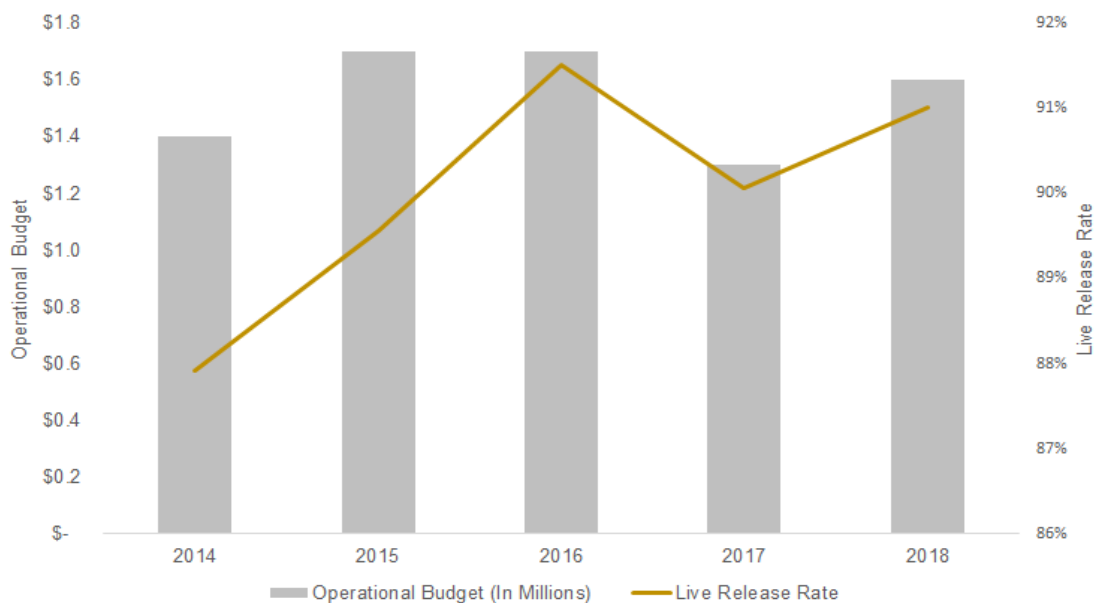
¹¹ CBP Data is only available at the county level.

may relinquish their pets to an animal shelter organization, such as a general lack of available, affordable, pet-friendly housing, or limited availability of low-cost veterinary care (Dolan, Weiss, Slater, 2017; Coe et al., 2014; LaVallee, Mueller, McCobb, 2017).

Achieving sustained improvements to the state of animal welfare in a community requires community investment and ongoing evaluation of the programming provided by animal shelter organizations. Hawes et al. (2017) conducted a detailed impact assessment of the implementation of the “No Kill” bill in Austin, TX. The study found that the success of the program is strongly tied to increases in the related city budget, ongoing renovations to the municipal facility, and an increased demand for community volunteers to perform the various animal care responsibilities of the shelter. Moreover, authors found that the shift in operations likely contributed to better outcomes such as increased staffing in areas of animal care, increased kenneling and foster capacity, and improved communication with the community around issues of animal protection officer response time as well as the situations that require limited or managed admission of relinquished animals (City of Austin, 2015).

SPARC’s historical live release rates over time are graphed below for its years of operation, along with its operational budget for each year. The relationship between SPARC’s total budget and Live Release Rate is consistent with the discussion above (i.e. successful outcomes are correlated with adequate financial investment to support shelter operations).

<<Figure 7: SPARC Operational Budget and Live Release Rates>>



Improving the “pet-friendliness” in a city (via community programming options) is also shown to result in a number of positive social and economic outcomes.¹² By improving community members’ access to basic veterinary care and providing emergency boarding services, SPARC’s community outreach program is intended to address two of the most common reasons cited for relinquishment.

¹² Hawes et al. (2017) surveyed and quantified the importance of “pet-friendliness” in order to measure City Brand Equity effects.

SPARC's community outreach programming is designed (and expected) to improve the perception of "pet-friendliness" for the City of Santa Paula, for the long-run,¹³ while also providing more opportunities for community members to keep pets. Such improved positive perception of the City is likely to generate positive economic impacts, resulting from increased use of pet care and pet retail services across the community and improvements in the residents' holistic wellness, including their physical, mental, and social health. Further, progressive animal welfare policies may substantially contribute to a city's brand equity, attracting desirable work force candidates who then contribute to the overall prosperity of the local economy, as established statistically in Hawes et al. (2017).

Moreover, SPARC's new Community Engagement Strategy revolves around expanding its current team to support the planned services for its community, including: a Program Director, a Program Coordinator, a Community Specialist, a Dog Behavior Modification/Enrichment Specialist, a Shelter Medicine/HQHVSN Veterinarian, and utilizing a Surgical Suite, Digital X-ray Unit, Dental Equipment and Laboratory Equipment.¹⁴

C. Economic and Fiscal Impacts of SPARC

I. Impact Estimation Methodology

Our analysis in this report includes an analysis of all economic activity that occurs due to SPARC's operations. To estimate the overall economic impact of SPARC, we used the IMPLAN¹⁵ model as the basis of our regional input-output calculations, and customized the model using specific data requirements of SPARC and the Santa Paula economy.

To calculate the economic impact of SPARC on Santa Paula, we first calculated its impact on Ventura County.¹⁶ To arrive at the most accurate result (rather than just apply industry standards) we first improved the accuracy of the generic IMPLAN industry assumptions by applying the Analysis by Parts methodology. We used the Profit & Loss Statements provided to us by SPARC and categorized the specific operating costs into relevant industries and labor costs. We attributed spending at both the SPARC Shelter and Store to the impact on Ventura County.

To arrive at the Santa Paula impact estimation, we started with the total operational spending, and then subtracted spending that occurred on utilities, rent and payroll from the Second Chance Store as the store is not located in Santa Paula. We then subtracted out half of the payroll of the Shelter's operations (as roughly half of staff live outside of Santa Paula), 100% of legal services, and a proportion of its supplies.¹⁷ We calculated this proportion on an annual basis and used it to calculate the annual impact on Ventura County that happens within Santa Paula.

¹³ See pp. 5 and 14 in Community Support: The Future of Companion Animal Welfare, https://www.animalsheltering.org/sites/default/files/content/2017%20Data%20Report_0.pdf

¹⁴ Community Outreach Strategic Plan Santa Paula Animal Rescue Center (SPARC).

¹⁵ The IMPLAN economic input-output model was developed by the Minnesota IMPLAN Group and is the industry standard for economic impact studies. IMPLAN uses input/output methodology to analyze inter-industry relationships in order to quantify the total impact of an economic event ([IMPLAN](#)).

¹⁶ The IMPLAN Software is currently in beta-testing for a robust zip-code level form of analysis, and using the software to directly analyze the effect on the city would have been unreliable.

¹⁷ Based on discussions with SPARC management, we determined which spending categories were primarily attributable to City vendors versus non-city vendors.

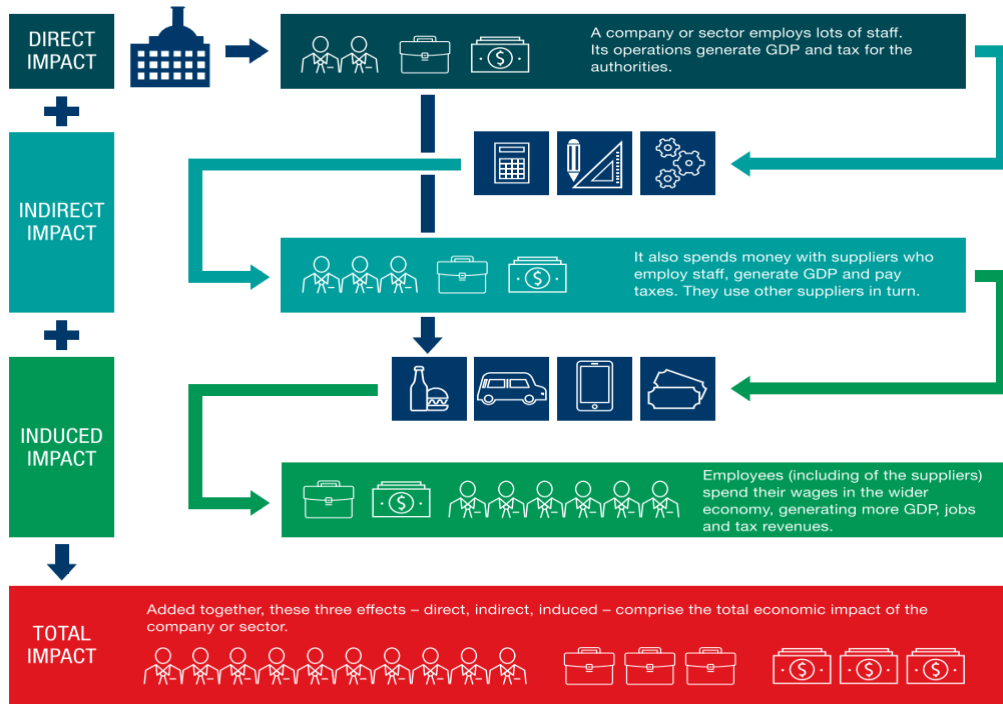
Through IMPLAN, we categorize the total impact into separate categories, in terms of “how” the impact is created versus “what” fields of the supply chain are impacted. First, we identify the various mechanisms to better understand “how” the impact is created: Direct, Indirect and Induced Effects. To further understand the impact figure, it is necessary to understand “what” fields are affected: Employment and Output. Together, the “how” and “what” variables make up IMPLAN output tables. A description of the key variables of IMPLAN tables is in Figure 8.

<<Figure 8: A Description of IMPLAN output variables>>

How is the Impact created in the Region?	What Regional Economics Variables are Impacted?
<p>Direct Effects: The direct economic effects caused by the shelter operations are in terms of payroll and other expenses. For example, direct effects include the wages paid to Shelter staff and spending on its operational expenses.</p>	<p>Employment: Indicates how much regional employment is created through the impact of the shelter’s operations, and measured according to BEA and BLS standard full-time plus part-time annual average employment.</p>
<p>Indirect Effects: Indirect economic effects are understood as the economic activity that occurs due to purchases made by the SPARC shelter from its suppliers. For example, when SPARC purchases printing materials for advertisements.</p>	
<p>Induced Effects: Induced economic effects are understood as the economic activity resulting from spending of employees. While labor costs are included in direct effects, when employees of the SPARC spend their wages in the local economy, the overall economic impact is again increased. This increase in economic activity is known as induced economic effects.</p>	<p>Output: Impact on regional output represents the value of regionwide revenues / sales created by the shelter’s operations. Output equals to all four components of Value Added plus intermediate Expenditures. Total impact on output represents the impact of the annual revenues on the regional output.</p>

These three impacts summed together equal the total impact of SPARC. By definition, the sum is greater than the direct effect alone; therefore, the rippling of the direct spending into a greater impact is known as the “multiplier effect.” The economic activity generated from SPARC becomes government revenue through payroll, sales and other taxes. The multiplier effect can best be visualized in Figure 9.

<<Figure 9: Direct, Indirect and Induced Impact¹⁸>



II. Impact on the City and County

Figure 10 shows the overall economic impact of SPARC (its operations and Second Chance Store combined) on the City of Santa Paula and on Ventura County, separately.¹⁹ The figures are further broken down by years of coverage,²⁰ and by type of impact — in particular, the contribution SPARC makes to the region’s employment, tax revenues and overall economic output.

<<Figure 10: Economic Impact of SPARC Operations >>

Category	Impact on City of Santa Paula		Impact on Ventura County (Inclusive of Santa Paula)	
	2014 - 2018	Projected 2019 - 2021	2014 - 2018	Projected 2019 - 2021
Employment	111	73	230	152
Impact on Sales and Property Tax Revenues	\$37,580	\$34,761	\$159,317	\$123,315

¹⁸ Oxford Economics.

¹⁹ SPARC is located in Santa Paula; whereas, the Second Chance store is located in Ventura.

²⁰ Projected figures are based on 5% forecasted annual growth of SPARC operations, consistent with historical data. Moreover, our analysis assumed analogous expense structure for operating shelter budget in the new facility. This assumption understates the cost efficiencies that will be expected to occur in the new facility (such as reduced overhead, more efficient design etc.).

Total Economic Impact	\$10,135,887	\$6,892,526	\$15,694,710	\$10,470,191
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Moreover, SPARC is planning to build a new facility that will provide enhanced animal-related and community development services to Santa Paula residents, helping the City of Santa Paula move towards being a more “Humane Community”.²¹ Santa Paula’s interest in expanding the services available to promote animal welfare can be optimized by including consideration of this Humane Community framework in the decision-making process. In addition to the economic and community impact this will have in the future, the actual construction of the new SPARC facility will stimulate the local economy by providing additional economic impact during its construction. Using the estimate of direct construction cost of the Santa Paula Animal Resource Center,²² the economic impact for the construction phase on Ventura County is modeled and summarized in Figure 11, based on regional input-output model parameters. The ultimate direct impact on the City of Santa Paula will depend on choice of local contractors/suppliers employed during the project.

<<Figure 11: Projected Economic Impact of Construction of New SPARC Facility>>

Category	3-year Construction Impact on City of Santa Paula ²³ 2020 – 2022	3-year Construction Impact on Ventura County 2020 - 2022
Employment	Varies based on the portion of local suppliers/contractors to be hired for the construction project	128
Impact on State / Local Tax Revenues		\$853,825
Total Economic Impact		\$18,647,124

In Figure 12 and 13, the economic impact of SPARC on Santa Paula and Ventura County in terms of its direct, indirect and induced effect on employment and output is broken down by category.

<<Figure 12: Direct, Indirect and Induced SPARC Economic Impact on Santa Paula 2014-2018>>

Type of Impact	Employment	Output
Direct	74	\$5,216,192
Indirect	23	\$2,929,240
Induced	14	\$1,990,454
Total	111	\$10,135,887

²¹ As defined in section B.subsection I.

²² Supplied by Indigo Hammond & Playle Architects.

²³ These figures will depend on the proportion of local vs non-local contractors hired during the project.

<<Figure 13: Direct, Indirect and Induced SPARC Economic Impact on Ventura County 2014-2018>>

Type of Impact	Employment	Output
Direct	173	\$8,076,631
Indirect	35	\$4,535,545
Induced	22	\$3,082,534
Total	230	\$15,694,710

Finally, we calculated the fiscal revenue generated by SPARC’s economic activity within the region. Estimated impact on the City’s and County’s tax revenues for each year are displayed in Figure 14, broken down into sales and property tax categories:

<<Figure 14: Tax Impact Created by SPARC Operations 2014-2018>>

Category	Impact on City of Santa Paula	Impact on Ventura County
Property Tax	\$32,077	\$148,963
Sales Tax	\$5,502	\$10,354
Total (Sales + Tax)	\$37,580	\$159,317

Again, we used IMPLAN as a starting point for our analysis of fiscal impact. IMPLAN provides a county-wide estimate for “total state and local taxes” broken into property taxes and sales tax (both taxes which Santa Paula collects).

To apportion Santa Paula sales tax revenues, we started with the total amount of sales tax and multiply it by the proportion of sales done in Santa Paula to get the total tax receipts that happened within Santa Paula.²⁴ We then multiply this amount by the proportion (1/8.25) for the year 2018 and for 8 months of 2017 to arrive at the Santa Paula Sales Tax figure, as the city started collecting 1% of the total 8.25% levied on sales on April 1, 2017.²⁵

To calculate Ventura County’s sales tax revenue, we summed the city figure along with the sales tax revenue attributable to the county.²⁶

To apportion property tax revenues, we started with the total amount of property taxes reported at the state/local level. We subtracted out property taxes that IMPLAN reports as having been paid at the state level. This resulted in the figure we report for Ventura County (Ventura county property taxes are inclusive of Santa Paula property taxes).

²⁴ We calculate this ratio as [Revenue of SPARC Shelter / Revenue of SPARC Shelter + SPARC Second Chance Store].

²⁵ This proportion is the proportion of the Sales Tax rate that goes to Santa Paula (Avalara Tax Rates).

²⁶ For this proportion we used (.25 / 8.25) * total county tax receipts as (.25/8.25) is the proportion of the Sales Tax rate that goes to Santa Paula (Avalara Tax Rates).

To further apportion down to the city of Santa Paula, we multiplied this value by the proportion of expenditures that were generated within Santa Paula to get the total property tax receipts that are a result of Santa Paula economic impact. Finally, we multiplied this amount by $\frac{1}{3}$, as the portion of property taxes is 2:1 (county to city) in Ventura County, excluding the portion attributed to Schools and special districts.²⁷

D. SPARC Community Survey

To better assess the community's perception of SPARC, and its role for Santa Paula, we developed a survey questionnaire,²⁸ with input from Lake Research Partners.²⁹ The survey was hosted on the University of Denver's REDCap (Research Electronic Data Capture) database which enabled us to securely email the survey directly to participants,³⁰ and set up an external link to be posted on various Social Media Platforms.

The survey was conducted using a University of Denver Institutional Review Board approved protocol³¹ and managed using REDCap electronic data capture tools hosted at the University of Denver.^{32,33} REDCap is a secure, web-based software platform designed to support data capture for research studies, providing 1) an intuitive interface for validated data capture; 2) audit trails for tracking data manipulation and export procedures; 3) automated export procedures for seamless data downloads to common statistical packages; and 4) procedures for data integration and interoperability with external sources. Participants completed the survey either by email or in-person. Santa Paula residents' emails were obtained from Exact Data.³⁴ Each participant was then emailed a link to the survey and each participant received one email reminder if the survey had not been completed within two weeks of receiving the first email. Because Santa Paula has a low level of high-speed internet access compared to the national and statewide average, in-person intercept surveys were also conducted to ensure we obtained a representative sample of Santa Paula residents.³⁵ Volunteer Research Assistants conducted surveys at high trafficked areas (grocery stores, hardware stores, etc.) and through door-to-door canvassing using REDCap enabled tablets. All participation in the survey was voluntary, and solicitation for participation followed the IRB-approved protocol. Each survey took approximately 5-10 minutes to complete. Participants received no financial incentive for completing the survey.

Overall, 718 residents of Santa Paula filled out the survey.³⁶ In the sample, 80% of those surveyed responded "Yes" that they or someone in their family had "used the services provided by the Santa Paula Animal Rescue Center."

²⁷ This proportion comes from California State Board of Equalization, http://www.boe.ca.gov/annual/pdf/2014/table15_2014-15.pdf.

²⁸ A full copy of the survey and raw results can be found in Data Appendix section.

²⁹ <https://www.lakeresearch.com/>

³⁰ Email list of 3,025 Santa Paula residents was purchased from a third party company [Exact Data](#).

³¹ DU IRB Protocol 1425833-2.

³² PA Harris, R Taylor, R Thielke, J Payne, N Gonzalez, JG. Conde, Research electronic data capture (REDCap) – A metadata-driven methodology and workflow process for providing translational research informatics support, *J Biomed Inform.* 2009 Apr;42(2):377-81.

³³ PA Harris, R Taylor, BL Minor, V Elliott, M Fernandez, L O'Neal, L McLeod, G Delacqua, F Delacqua, J Kirby, SN Duda, REDCap Consortium, The REDCap consortium: Building an international community of software partners, *J Biomed Inform.* 2019 May 9 [doi: 10.1016/j.jbi.2019.103208].

³⁴ <https://www.exactdata.com/>

³⁵ In Santa Paula only 71.7% of households have a broadband Internet subscription, compared to a national level of 78.1% and a Californian average of 82.6%.

³⁶ For full sample binary (Y/N) questions this represents a margin of error of 4%.

Statistically, one primary concern is that pet-owners are over-represented in the survey sample due to their likelihood to respond to the survey. According to the American Veterinary Medical Association sourcebook, pet ownership rates in the United States are 56.8%, and 52.9% in California, at the household level. However, in our survey, pet owners represented 86% of the total sample, at the individual level. Therefore, to provide an accurate description of the current results, we break down responses to the three key questions into pet-owners vs. non-pet owners' answers. Both pet-owners and non-pet owners demonstrate significant support for publicly funding SPARC and its new animal shelter, with support on the three major funding and community support questions never below 70%. The primary findings are presented in Figure 15.

<<Figure 15: Selected Results from SPARC Community Survey 2019>>

Question	Pet-Owners (n=616)	Non-Pet Owners (n=101)	Weighted Avg. (n=717)
<i>In your opinion, should services for animal sheltering and adoption, spaying and neutering, and other animal services in Santa Paula be partially funded with public funds?</i>	77% Yes	70% Yes	74% Yes
<i>Would you favor or oppose the City of Santa Paula funding a new, expanded, state of the art animal shelter?</i>	81% Favor	72% Favor	77% Favor
<i>Please indicate your level of agreement with the following statement: Having an animal rescue and adoption center is important to the quality of life in Santa Paula.</i>	90% Strongly Agree	75% Strongly Agree	84% Strongly Agree

Demographically, female respondents (80%) are overrepresented and the Latino/Hispanic population (48%) is underrepresented in our sample compared to Santa Paula demographic breakdown of resident population (49% females, 81% Latino/Hispanic).³⁷ However, in completing two similar breakdowns to Figure 15 based on gender and ethnicity, we did not observe significant differences in the way women versus men responded and the way Latino/Hispanic versus Non-Latino/Hispanic responded. Therefore, re-weighting the response ratios was not necessary.³⁸

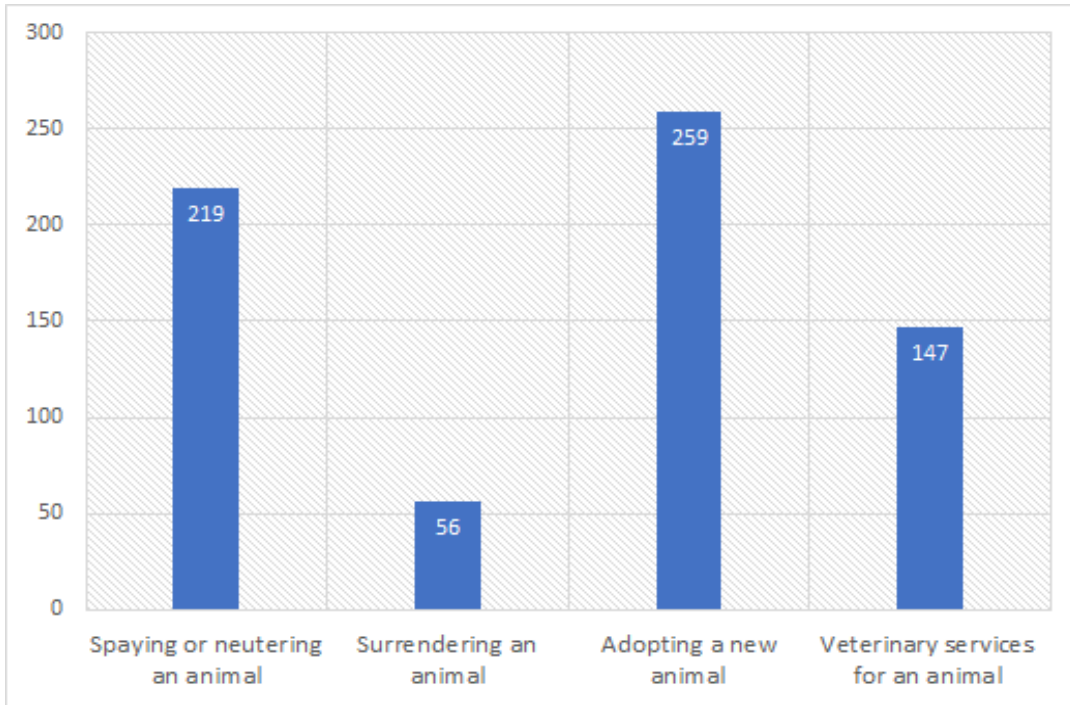
In terms of usage statistics, for the Santa Paula Residents that have a pet and answered that they have used SPARC services, there were a variety of services used, as displayed in Figure 16:

<https://www.surveymonkey.com/mp/margin-of-error-calculator/>

³⁷ <https://www.census.gov/quickfacts/fact/table/santapaulacitycalifornia/HCN010212>

³⁸ The only statistically significant difference we note is that 90% of women agree with “an animal rescue and adoption center is important to the quality of life in Santa Paula” as opposed to 79% of men.

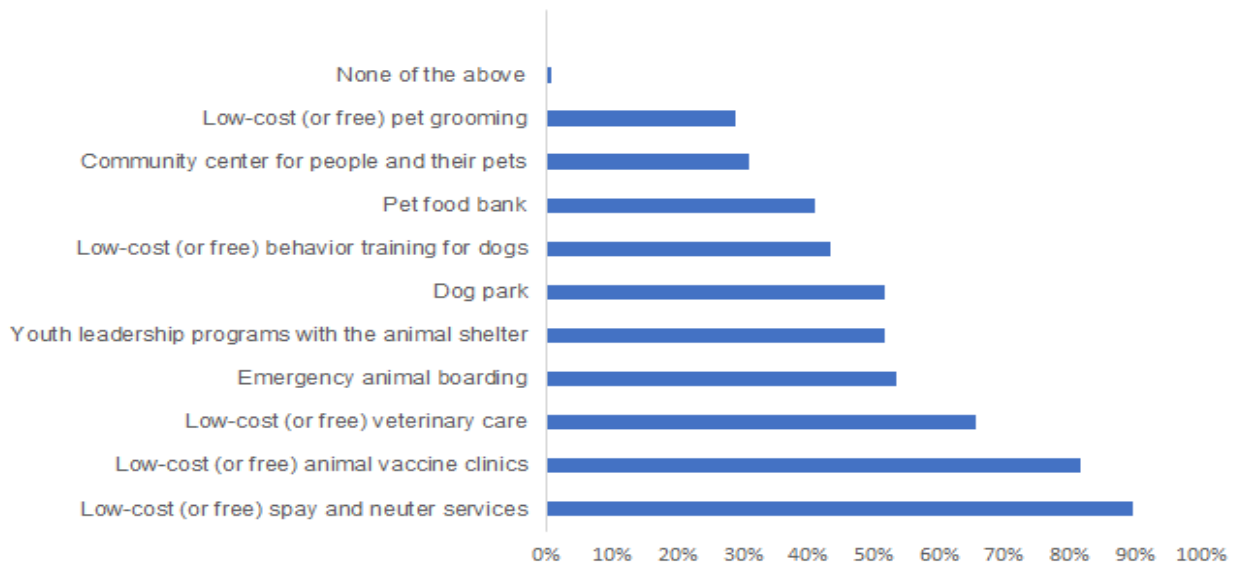
<<Figure 16: “Which of the following SPARC services have you (or someone in your family) used?”>>



The quality of service received at SPARC is considered high, with 85% of respondents answering that the quality of the service they received was “Excellent” or “Very Good.”

In terms of support for publicly funded services, Santa Paula residents most strongly supported having the city fund low-cost (or free) spay and neuter services (90% checked this box), low-cost (or free) animal vaccine clinics (82%), and low-cost (or free) veterinary care (70%). Full results are below in Figure 17:

<<Figure 17: “Which of the following services do you think are important for the City of Santa Paula to provide and fund for its residents?” >>



Overall, the results of the survey definitively demonstrate a strong support of SPARC and the City’s funding of the current shelter, and a new state-of-the-art shelter. This strong support holds across gender, ethnicity and pet vs. non-pet owners.

E. User Feedback and Social Media Analysis

I. SPARC’s Presence on Social Media

To further understand how the community perceives SPARC, we also gathered, merged and analyzed user reviews from multiple social platforms including Google, Yelp and Facebook. A summary of all analyzed reviews are shown in Figure 18:




<<Figure 18: Distribution of Online User Review for SPARC>>



Number of Reviews	116	1,215	39
Average Rating	4.3	4.8	3.5

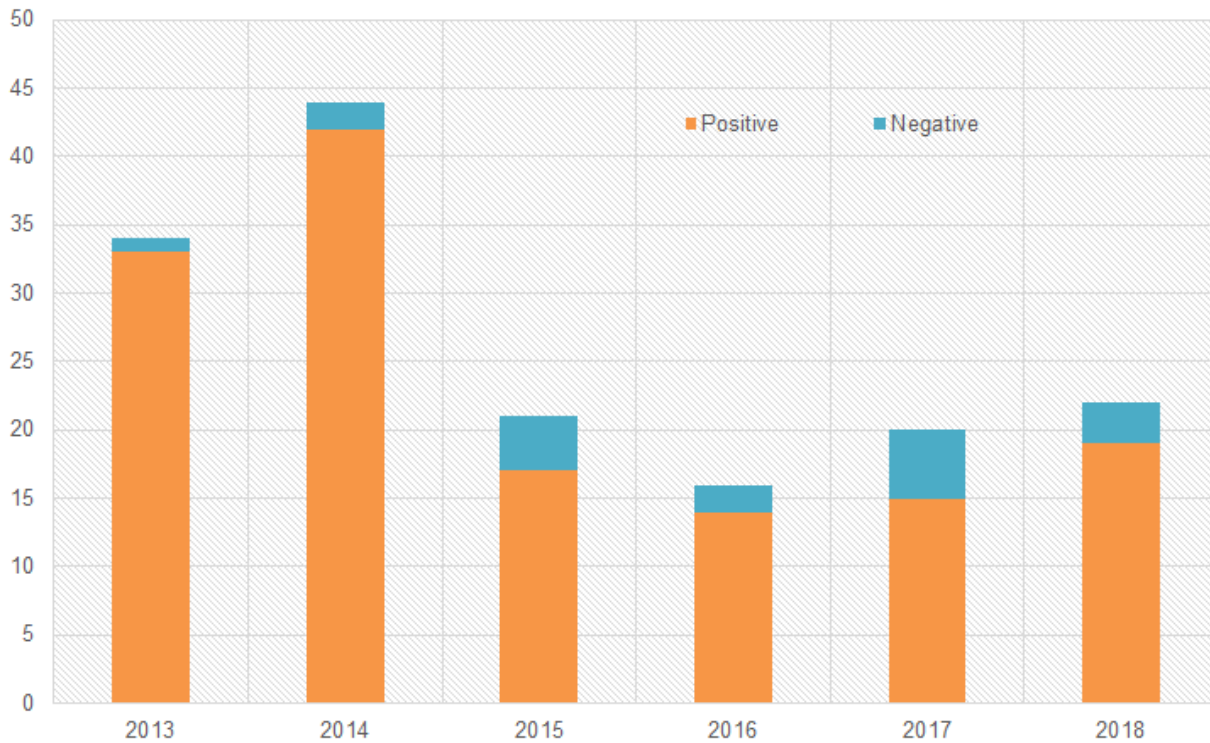
Figure 19 provides an additional breakdown and sentiment composition of the reviews that contain actual text. Here “sentiments” (positive/negative/neutral or mixed) of the reviews were obtained using a sentiment analysis library of the Python programming language.

<<Figure 19: Summary of Online User Review Sentiments for SPARC>>

Source	# of Reviews That Contained Text	Sentiment Composition		
		Positive	Negative	Neutral / Mixed
	63	68.3%	19.0%	12.7%
	152	82.9%	11.8%	5.3%
	39	56.4%	25.6%	18.0%

From the above figure, we see that the majority of the customer reviews for SPARC across three major social media platforms are positive. Figure 20 provides sentiment composition of the Facebook and Yelp reviews for the period 2013 - 2018.

<<Figure 20: Distribution of Facebook and Yelp Reviews by Sentiment 2013 - 2018>>



From this figure, we observe that the majority of SPARC customer reviews across the time period of 2013 to 2018 are positive.

In the next section we dig deeper into the customer reviews using machine learning and natural language processing techniques that convert the textual data into quantifiable statistics. This analysis allows us to identify topics that are most likely causing visitor satisfaction versus dissatisfaction, and to compare SPARC to its competitors to provide actionable insights for SPARC's management.

II. Shelter Comparison and Topic Modeling Analysis

To compare SPARC against its closest competitors, we analyzed the social media reviews left for SPARC compared to its closest regional "competitors," as identified by SPARC personnel.³⁹ A brief summary is provided in Figure 21, and is subsequently broken down further:

³⁹ As identified by Tammy Adkins on 3/20/2019.

<<Figure 21: Average rating (Number of reviews) on Google, Facebook and Yelp>>



SPARC	4.3 (116)	4.8 (1,215)	3.5 (39)
Regional Shelters (n=6)	3.9 (282)	4.7 (1235)	3.6 (165)
National Shelters (n=9182)	4.2 (n/a ⁴⁰)	n/a	n/a

<<Figure 22: Average rating (Number of reviews) on Google, Facebook and Yelp>>



SPARC	4.3 (116)	4.8 (1,215)	3.5 (39)
Ventura County Animal Services	3.8 (118)	4.7 (669)	3.5 (98)
Canine Adoption and Rescue League	4.2 (22)	4.9 (137)	n/a
Humane Society of Ventura County	4.4 (78)	4.8 (319)	4.0 (26)
Paw Works	3.9 (47)	n/a	3.5 (41)

⁴⁰ The sample size of total reviews for National Shelters is unavailable because Google Places API only allows for average ratings per shelter to be distributed via API calls, but not the number of reviews per shelter.

Dobies and Little Paws Rescue	n/a	4.9 (65)	n/a
Santa Barbara County Animal Services	2.5 (17)	4.4 (45)	n/a

Figure 22 identifies that SPARC’s average customer rating on Google and Facebook is greater than most of its competitors, and its Yelp rating is the same as three out of four competitors. Also, SPARC has the largest number of reviews combined across three social media platforms, demonstrating its strong presence on social media, especially Facebook.

To conduct a more detailed comparative analysis we identified five topics that are frequently mentioned in reviews and are important to customers. The identified topics are:

1. Organization
2. Staff
3. Veterinary Services
4. Community Programs
5. Adoption Process

We then use Natural Language Processing (NLP) techniques to provide an overall “score” across each of the five categories. A sentiment score is distributed within the range of [-1, 1], where positive numbers represent positive reviews, and negative numbers represent negative numbers. Moreover, the higher the value the stronger the sentiment implied by the user’s review, as assessed by the strength of the language used in that review.

For example, if a particular review reads:

“Super helpful staff, all working so hard to help all of the animals in their care. We got the two sweetest kittens from them, with excellent support from the veterinary staff when one came down with an upper respiratory infection. We are so happy with our experience and our two new kitty friends!”

This review factors into the overall score for topics “Staff” and “Veterinary Services” by taking into account the adjectives/nouns/sentiments used in the body of the review. An example of the scoring system is displayed in Figure 23:

<<Figure 23: Sample Reviews and Sentiment Scores>>

Reviews	Tag(s)	Score
They do good and valuable work.	Organization	0.7
These people are so wonderful to animals!	Staff	1

I had a great experience adopting a dog there.	Adoption Process	0.8
When my cousin went to talk to someone in the office about adopting, they had a bad attitude and weren't helpful at all.	Staff & Adoption Process	-0.7

Figure 24 displays average sentiment “scores” across five categories of interest for SPARC and its regional counterparts (n=6 shelters displayed above). We observe that the average sentiment score of SPARC is better or similar to regional competitors in all topics.

<<Figure 24: SPARC Competitive Comparison by Topic>>

Category	SPARC	Regional Average of Comparable Shelters
Organization	0.25	0.18
Staff	0.28	0.23
Vet Services	0.12	0.09
Community Programs	0.25	0.31
Adoption Process	0.18	0.17

Figure 25 shows the specific topic ranking (among six regional counterparts) of the animal shelters based on the average sentiment scores.

<<Figure 25: SPARC Competitive Comparison by Topic>>

Category	SPARC	Ventura County Animal Services	Canine Adoption and Rescue League	Humane Society of Ventura County	Paw Works	Dobies and Little Paws Rescue	Santa Barbara County Animal Services
Organization	4	5	1	3	6	2	7
Staff	4	6	1	3	5	2	7
Vet Services	2	1	N/A	4	3	N/A	N/A
Community Programs	3	2	N/A	1	3	N/A	N/A
Adoption Process	3	3	2	1	4	4	5

Overall, we see SPARC performing relatively higher in the Veterinary Services.

Figure 26 displays a slightly different measure of user feedback. This table instead uses percentage of reviews with positive scores, instead of weighting those by the strength of their sentiments. We compare SPARC with shelters at the regional as well as at the national level based on the percentage of positive reviews by topic:

<<Figure 26: SPARC Competitive Comparison using Percentage of Positive Reviews per Topic>>

Category	SPARC	Regional Comparables
Organization	57%	50%
Staff	66%	59%
Vet Services	40%	38%
Community Programs	60%	64%
Adoption Process	52%	51%

Here, we observe that the percentage of positive reviews for SPARC is similar or better to the regional and national percentages in the majority of topics, with community programs being the only category in which the regional comparisons perform better.

F. Social and Environmental Impacts of SPARC

I. Impacts on Human Physical, Emotional and Social Health

Adoption services provided by animal shelters allow community members to engage in responsible petkeeping, and, as a result, accrue a number of benefits for the health of the human residents. These benefits are a function of the activities inherent to living with companion animals such as increased physical activity, sensory stimulation through touching, and social interaction, but also the quality and consistency of the relationship that is required for the companion animal to be sufficiently cared for. In 1991, Serpell conducted a study that indicated a causal relationship between acquiring a dog or cat and subsequent improvement in health and psychological well-being, with some of these effects lasting in the long-term (beyond one year). In this study, people who had not recently owned a dog or cat and then acquired one, or were given one by the researchers, showed improvements over a period of ten months in their health, psychological well-being, self-esteem and exercise levels, compared with a control group who did not receive a pet. These results have since been replicated across several other studies.

A study in 2006 indicated that increasing the number of animals in households may contribute to a physically active lifestyle and lead to a decrease in obesity in households that own a pet or have access to a companion animal (Ham and Epping, 2006). Chrisman et al. (2015) suggested that social support (specifically, using pets as motivators for being active) could be an effective intervention to increase physical activity in rural adults. Johnson and Meadows (2010) showed that overweight, sedentary public housing residents had a 72% success rate in maintaining regular physical activity over 52 weeks when given the opportunity to participate in a program that allowed them to walk shelter dogs. Several studies have identified pet-keeping as a protective mechanism for cardiovascular health (Allen et al., 2002;

Allen et al., 2001; Friedman et al., 1980, Friedman, 1995; Hodgson et al., 2015; Levine et al., 2013). One study found that the simple act of petting an animal can help lower blood pressure and cholesterol (Hodgson et al., 2015). An assessment conducted by a panel of cardiologists convened by the American Heart Association concluded that pet ownership, particularly dog ownership, may be correlated to reduction in cardiovascular disease risk (Levine et al., 2013). Further, researchers found that people with a dog or cat were less likely to have spikes in heart rates and blood pressure while performing stressful math tasks, with their heart rates and blood pressure returning to normal more quickly (Allen et al., 2002).

Pets may also inform the more socio-emotional components of human health. One study found that regular interaction with companion animals may increase a person's empathy, resulting in a decreased incidence of animal abuse and possible transference to more prosocial interactions with the humans they encounter (Thompson and Gullone, 2003). Companion animals have been found to influence the course and optimal functioning with pervasive developmental disabilities (Martin & Farnum, 2002) and mental health disorders including schizophrenia, depression, anxiety, and ADHD (Beck, 2005). For example, those with schizophrenia exhibited less apathy, an enhanced quality of life, and increased motivation. In part, interactions with companion animals alter the tendency of those with mental health concerns to focus on negative thoughts. As a result, these individuals have a more beneficial involvement with their environment. Because companion animals both give and receive affection, they can contribute to and partially fulfill attachment needs (Krause-Parello, 2008; Kurdek, 2009; Poresky et al., 1987; Walsh, 2009). Gilbey, McNicholas, and Collis (2007) found that companion animals' have a positive impact on individuals' experience of loneliness. Bunker et al., (2003) found that social isolation has been linked to an increased risk of major public health concerns, such as cardiovascular heart disease, independent of other more established risk factors such as smoking and hypertension. Heady (1999) concluded that dogs as companion animals can substitute for deficiencies in the human network of the non-partnered. Further, Miltiades and Shearer (2011) found that pets can be an effective substitute for human companionship in older adults with high levels of depression and widowhood.

More broadly, the increased presence of animals in a community has been connected to an overall increase in community cohesion (Wood and Giles-Corti, 2008). Dogs serve as a catalyst for social interaction, with individuals out walking with a dog being far more likely to experience social contact and conversation with strangers, compared to solitary walkers (McNicholas and Collis, 2000). The social capital facilitated by the presence of dogs in a community may contribute to an increase in the more informal social transactions between individuals and organizations that can then amount to much larger economic benefits. For example, dogs often serve as a leveling agent in social interaction, by transcending racial, cultural, geographic, age, and socioeconomic boundaries. This can play an important role in building trust and sense of community at the neighborhood level (Wood, 2010). The presence of dogs in a community is believed to influence the perception of safety in a community. In one study, the visible presence of dogs being walked, the accompanying social exchanges, and the impetus dogs provide for people to be out walking in the streets and parks, all contributed to increased feelings of collective safety and perceptions of sense of community (Wood et al., 2005).

These positive impacts on health also result in positive financial effects on individuals and families. Headey (1999) found that dog and cat owners make fewer annual doctor visits, with a lower likelihood of needing medication for cardiovascular or sleep-related medical concerns. This is an extension of Siegel's (1990) findings that older people with companion animals made fewer doctor's visits as a result

of decreased stress around adverse life events. Further, Wood et al., (2005) found that pet owners were 57% more likely to be engaged than non-pet owners to take action on a local issue such as attending a local action meeting, writing to a newspaper or politician about a local issue, or signing a petition. People who walk with dogs are attracted to attributes of intentionally-designed urban environments that promote health and social well-being such as walkable streets and parks that are attractive, well lit, and safe. General features of the physical environment that support physical activity and walking in the population (such as park attractiveness, size, accessibility, and safety) are also important for dog walkers (Cutt, 2007). Dog owners have a vested interest in the availability and maintenance of local parks and green space so that they have spaces to exercise their pets, which creates greater impetus for policymakers and city planners to prioritize the accessibility of green spaces, such as those intended for the East Area One and East Area Two Limoneira developments. In this way, providing opportunities for expanded pet ownership can have a positive impact on a number of important public health considerations.

II. Broader Considerations for Shelter Operations

As the community's animal welfare safety net, the animal shelter's intake rates will reflect a community's capacity to care for their companion animals (Hawes, et al., in preparation). A critical component to improving a shelter's service to the community members most in-need of services is an awareness that the environments in which they live often pose significant barriers to their ability to obtain services. In the specific context of veterinary services, LaValle, Mueller and McCobb (2017) found in their systematic review, one of the most significant barriers to accessing care was the inability to bring pets on public transportation. This lack of access to veterinary care in communities can have negative consequences for companion animals in a community, including prolonged illnesses and recovery, increased likelihood of being relinquished to an animal shelter, and an increased risk for euthanasia (White et. al, 2018).

Historic and ongoing biases that might inform the services offered to the community must also be taken into account. Studies of human health services have shown that holding a marginalized identity (race/ethnicity, religion, socioeconomic status, etc.) negatively impacts perceptions of health services and can prevent people from seeking care (Blanchard & Lurie, 2004). In animal welfare, the assumption that race and ethnicity determines an individual's decision on whether or not to utilize veterinary services for their pets is prevalent in the scientific literature (Faver, 2009; Hosey & Melfi, 2014; Ortega-Pacheco et al., 2007; Riskey-Curtiss, Holley, & Wolf, 2006; Schoenfeld-Tacher, Kogan, & Wright, 2010; Trevejo, Yang, & Lund, 2011; Wolf, Lloyd, & Black, 2008). However, Decker Sparks, et al., (2017) found that the observed rates of intact dogs and cats within Latino⁴¹ and Black communities were not due to a refusal of spay/neuter services based on cultural beliefs, but due to the historic and ongoing lack of accessibility and affordability of veterinary services for residents in lower socioeconomic-status communities. These are all critical social and environmental factors that could reduce the impact of new animal shelter facilities and should therefore be considered.

G. Limitations of Model and Disclaimer

This economic impact study is prepared using financial documents provided by SPARC and publicly available data sources as explicitly cited throughout the report, and commercially licensed IMPLAN

⁴¹ <https://www.merriam-webster.com/dictionary/Latinx>

software. As needed, and explicitly stated throughout the report, we have used reasonable assumptions in order to estimate parameters and statistics that are otherwise not publicly available, based on careful background research and consultations with the SPARC's leadership. Intelligent Analytics and Modeling has made all possible efforts to ensure the data and methodology used is up to highest economic and statistical standards, and as accurate as possible.

Estimates are not to be interpreted as representations of fact, but instead are statistically sound predictions.

No responsibility is assumed for inaccuracies in reporting by SPARC, SPARC's agent, and representatives or any other third party presenting this study. Moreover, IAMECON and IHAC disclaims any liability due to errors, omissions, or discrepancies made by third parties whose material authors relied on in good faith to produce the report.

The fee received for undertaking this project is in no way dependent upon the conclusions reached in this report and authors have no financial interest in the project. This study may not be used for purposes other than that for which it is prepared. Exceptions to these restrictions may be permitted only after obtaining written consent from IAMECON and IHAC.

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I. Survey Questionnaire

Both English and Spanish questionnaires are attached below.

SPARC Community Survey

Title of Research Study: Measuring the Impacts of Santa Paula Animal Rescue Center

Researcher: Kevin Morris, PhD, University of Denver

Description: In this study, you will be asked about your experiences with Santa Paula Animal Rescue Center. Participating in the survey will help the research team measure the impacts of Santa Paula Rescue Center on the community of Santa Paula, CA.

Procedures: If you agree to be a part of the research study, you will be asked to complete a survey that will take about 5-10 minutes of your time.

Voluntary Participation: Participating in this research study is completely voluntary. Even if you decide to participate now, you may change your mind and stop at any time. You may choose not to answer a question or exit the survey for any reason without penalty.

Potential Risks: The potential risks from taking part in this study are minimal. If at any time during your participation in the study you feel uncomfortable, you may stop the survey. Should you wish to speak with someone regarding any stress or discomfort you experience as a result of this survey, please contact the Principal Investigator, Kevin Morris, at 303-871-2235 anytime.

Before you begin, please note that the data you provide will be collected and analyzed within a secure online database (REDCap) per that system's privacy agreement. This research is only for U.S. residents over the age of 18. When completing this survey on your own electronic device, please be mindful to respond in a private setting and through a secured Internet connection for your privacy. Your confidentiality will be maintained to the degree permitted by the technology used. Specifically, no guarantees can be made regarding the interception of data sent via the Internet by any third parties.

Questions: If you have any questions about this project or your participation, please feel free to contact the Principal Investigator, Kevin Morris, at 303-871-2235 at any time.

If you have any questions or concerns about your research participation or rights as a participant, you may contact the DU Human Research Protections Program by emailing IRBAdmin@du.edu or calling 303-871-2121 to speak to someone other than the researchers.

Please take all the time you need to read through the above information and decide whether you would like to participate in this research study.

If you decide to participate, proceeding to answer any questions in the following survey indicates your consent.

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-
1. Do you live in the City of Santa Paul, in zip code 93060? Yes
 No
-
2. How long have you lived in Santa Paula? Less than 1 year
 1 - 3 years
 4 - 10 years
 More than 10 years
 Prefer not to answer
-
3. What is your age? Under 18
 18 - 44
 45 - 64
 65 or older
 Prefer not to answer
-
4. What is your sex? Female
 Male
 Other
 Prefer not to answer
-
5. How are you registered to vote in Santa Paula? Democrat
 Republican
 No Party Preference (NPP)
 Something else
 I am not registered
 Prefer not to answer
-
6. How would you describe your race/ethnicity? White
 Black/African American
 Latino/Hispanic
 Asian/Hawaiian/Pacific Islander
 Middle Eastern/North African
 Native American/First Nation
 Other
 Prefer not to answer
-
7. What is the highest level of education you have completed? Primary school only (through 8th grade)
 Some high school
 High school or equivalent (GED)
 Vocational or technical school
 Undergraduate degree (BA, Associates)
 Graduate degree (Masters, PhD)
 Other
 Prefer not to answer
-
8. Do you have any children under the age of 18 living at home with you? Yes
 No
 Prefer not to answer

9. What is your (combined) annual household income?

- Less than \$20,000
- \$20,001 - \$40,000
- \$40,001 - \$60,000
- \$60,001 - \$80,000
- \$80,001 - \$100,000
- \$100,001 or greater
- Not sure
- Prefer not to answer

10. What is your employment status?

- Full Time (40+ hours)
- Part-Time (20-39 hours)
- Self-employed
- Unemployed (currently looking for work)
- Unemployed (not currently looking for work)
- Student
- Retired
- Unable to work
- Other
- Prefer not to answer

11. Are you employed by the City of Santa Paula?

- Yes
- No

12. Do you have a pet?

- Yes
- No

13. What kind of pet(s) do you have? Select all that apply.

- Cat
- Dog
- Other

14. Have you seen, read, or heard of SPARC or the Santa Paula Animal Rescue Center?

- Yes
- No
- Unsure

15. Have you or has anyone in your family ever used the services provided by Santa Paula Animal Rescue Center?

- Yes
- No
- Unsure

16. Which of the following Santa Paula Animal Rescue Center services have you (or someone in your family) used? Select all that apply.

- Spaying or neutering an animal
- Surrendering an animal
- Adopting a new animal
- Veterinary services for an animal
- Dropping off a stray animal
- Fence repair help
- Not sure which services I have used
- I have not used SPARC services

17. For the Santa Paula Animal Rescue Center services, you (or someone in your family) have used, how was the quality of the service provided, in your opinion?

- Excellent
- Very good
- Good
- Fair
- Poor
- Prefer not to answer
- I have not used their services

-
18. Please indicate your level of agreement with the following statement: Having an animal rescue and adoption center is important to the quality of life in Santa Paula.
- Strongly Agree
 - Somewhat Agree
 - Neutral
 - Somewhat Disagree
 - Strongly Disagree
 - Prefer not to answer
-
19. How do you think Santa Paula Animal Rescue Center is
- Entirely privately funded (donations, grants) funded?
 - Receives some funding from the City of Santa Paula
 - Not sure
-
20. In your opinion, should services for animal sheltering and adoption, spaying and neutering, and other animal services in Santa Paula be partially funded with public funds?
- Yes
 - No
 - Unsure
-
21. Which of the following services do you think are important for the City of Santa Paula to provide and fund for its residents? Select all that apply.
- Low-cost (or free) spay and neuter services
 - Low-cost (or free) animal vaccine clinics
 - Low-cost (or free) veterinary care
 - Low-cost (or free) behavior training for dogs
 - Low-cost (or free) pet grooming
 - Emergency animal boarding
 - Pet food bank
 - Dog park
 - Community center for people and their pets
 - Youth leadership programs with the animal shelter
 - None of the above
-
22. How do you get information about the Santa Paula community?
- Facebook
 - Twitter
 - Instagram
 - Other social media
 - Mailed newsletters
 - Emailed information
 - Other
 - None of the above
-
23. Would you favor or oppose the City of Santa Paula funding a new, expanded, state of the art animal shelter?
- Favor
 - Oppose
 - Not sure
-
24. In your own words, can you tell us why you would be in favor of Santa Paula funding a new, expanded facility for SPARC? If not applicable, type NA.
- _____
-
25. In your own words, can you tell us why you would oppose Santa Paula funding a new, expanded facility for SPARC? If not applicable, type NA.
- _____
-
26. In your own words, can you please tell us what you know about SPARC (services offered, reputation in the community, areas of improvement, etc.)? If not applicable, type NA.
- _____

Encuesta de la comunidad SPARC

Título del estudio de investigación: Medición de los impactos del Centro de rescate de animales de Santa Paula.

Investigador: Kevin Morris, PhD, Universidad de Denver.

Descripción: En este estudio, se le preguntará sobre sus experiencias con el Centro de Rescate de Animales de Santa Paula. Participar en la encuesta ayudará al equipo de investigación a medir los impactos del Centro de Rescate de Santa Paula en la comunidad de Santa Paula, CA.

Procedimiento: Si acepta ser parte del estudio de investigación, se le pedirá que complete una encuesta que tomará unos 5-10 minutos de su tiempo.

Participación voluntaria: La participación en este estudio de investigación es completamente voluntaria. Si decide participar, puede cambiar de opinión y detenerse en cualquier momento. También tiene la opción de elegir no responder a unas preguntas o salir de la encuesta por cualquier motivo sin penalización.

Riesgos potenciales: Los riesgos potenciales de participar en este estudio son mínimos. Si en cualquier momento durante su participación se siente incómodo, puede detenerse de la encuesta. Si desea hablar con alguien sobre cualquier estrés o incomodidad que experimenta como resultado de esta encuesta, comuníquese con el investigador principal, Kevin Morris, al 303-871-2235 en cualquier momento.

Antes de comenzar, tenga en cuenta que los datos que proporcione se recopilarán y analizarán de forma segura en una línea base de datos (REDCap) según el acuerdo de privacidad de ese sistema. Esta investigación es solo para residentes de EE.UU. mayores de 18 años. Al completar esta encuesta en su propio dispositivo electrónico, por favor responda en un entorno privado y con una conexión segura al internet para su privacidad. Su confidencialidad se mantendrá hasta el grado permitido por la tecnología utilizada. Específicamente, no se pueden ofrecer garantías con respecto a la interceptación de datos enviados a través del internet por parte de terceros.

Preguntas: Si tiene alguna pregunta sobre este proyecto o su participación, no dude en ponerse en contacto con el Director Investigador, Kevin Morris, en el 303-871-2235 en cualquier momento.

Si tiene alguna pregunta o inquietud sobre su participación en la investigación o sus derechos como participante, puede comunicarse con El Programa de Protecciones de Investigación Humana de DU enviando un correo electrónico a IRBAdmin@du.edu o llamando al 303-871-2121 para hablar con alguien distinto a los investigadores.

Tómese todo el tiempo que necesite para leer la información anterior y decida si desea participar en este estudio de investigación.

Si procede con la encuesta, indica su consentimiento.

projectredcap.org



-
1. ¿Vive en la ciudad de Santa Paula, en el código postal 93060? Sí
 No
-
2. ¿Por cuánto tiempo ha vivido en Santa Paula? Menos de 1 año
 1 - 3 años
 4 - 10 años Más
 de 10 años
 Prefiero no responder
-
3. ¿Cuál es su edad? Menores de 18 años
 18 - 44
 45 - 64
 65 años o más Prefiero
 no responder
-
4. ¿Cuál es su sexo? Mujer
 Hombre
 Otro
 Prefiero no responder
-
5. ¿Cómo se ha registrado para votar en Santa Paula? Demócrata
 Republicano
 Sin preferencia de partido
 Algo más
 No estoy registrado
 Prefiero no responde
-
6. ¿Cómo describiría su raza / etnia? Blanco
 Negro / afroamericano
 Latino / Hispano
 Asiático / hawaiano / isleño del Pacífico Oriente
 Medio / Norte de África
 Nativo Americano / Primera Nación
 Otro
 Prefiero no responder
-
7. ¿Cuál es el nivel de educación más alto que ha completo/a? La escuela primaria (hasta el 8º grado)
 Parte de la escuela secundaria
 Escuela secundaria o equivalente (GED)
 Escuela vocacional o técnica Licenciatura
 (BA, Asociados) Licenciatura (Máster,
 Doctorado)
 Otro
 Prefiero no responder
-
8. ¿Tiene hijos menores de 18 años que viven en casa consigo? Sí
 No
 Prefiero no responder
-
9. ¿Cuál es su ingreso familiar anual (combinado)? Menos de \$20,000
 \$20,001 - \$40,000
 \$40,001 - \$60,000
 \$60,001 - \$80,000
 \$80,001 - \$100,000
 \$100,001 o más No
 estoy seguro/a
 Prefiero no responde

10. ¿Cuál es su situación laboral?
- Tiempo completo (40+ horas)
 - Tiempo parcial (20-39 horas)
 - Trabajador por cuenta propia
 - Desempleados (actualmente buscando trabajo)
 - Desempleado (actualmente no busca trabajo)
 - Estudiante
 - Retirado
 - Incapaz de trabajar
 - Otro
 - Prefiero no responder
-
11. ¿Trabaja en la ciudad de Santa Paula?
- Si
 - No
-
12. ¿Tiene una mascota?
- Si
 - No
-
13. ¿Qué tipo de mascota (s) tiene? Selecciona todo que apliquen
- Gato
 - Perro
 - Otro
-
14. ¿Ha visto, leído o escuchado sobre SPARCo el Centro de Rescate de Animales de Santa Paula?
- Sí
 - No
 - Inseguro/a
-
15. ¿Alguna vez usted o alguien de su familia ha usado unos servicios prestados por Santa Paula Animal Rescue Center?
- Sí
 - No
 - Inseguro/a
-
16. ¿Cuáles de los siguientes servicios del Centro de Rescate de Animales de Santa Paula ha utilizado Ud. o un miembro de su familia? Selecciona todas las que correspondan.
- Esterilización o neutralización de un animal
 - Rendirse un animal
 - Adoptar un nuevo animal
 - Servicios veterinarios para un animal
 - Dejar caer un animal callejero
 - Ayuda de reparación de la cerca
 - No estoy seguro/a de qué servicios he usado No he usado los servicios de SPARC 17) Por los servicios de Santa Paula Animal Rescue Center
-
17. Por los servicios del Centro de Rescate de Animales de Santa Paula que Ud. o alguien de su familia han usado, ¿cómo estuvo la calidad de los servicios prestados, en su opinión?
- Excelente
 - Muy bueno
 - Bueno
 - Justa
 - Pobre
 - Prefiero no responder
 - No he usado sus servicios
-
18. Por favor indique su nivel de acuerdo con la siguiente declaración: tener un rescate de animales y centro de adopción es importante para la calidad de vida en Santa Paula.
- Acuerdo Total
 - Acuerdo
 - Neutral
 - Desacuerdo
 - Desacuerdo Total
 - Prefiero no responder
-
19. ¿Cómo cree que el Centro de Rescate de Animales de Santa Paula está fundado?
- Totalmente financiado con fondos privados (donaciones, subvenciones)
 - Recibe algunos fondos de la Ciudad de Santa Paula
 - No estoy seguro/a

-
20. En su opinión, ¿deberían estar fundado los servicios para animales, por ejemplo, el **refugio** y adopción, esterilización castración, y otros servicios de animales en Santa Paula, parcialmente financiados con fondos públicos?
- SI
 No
 Inseguro/a
-
21. ¿Cuáles de los siguientes servicios deben ser fundados por la ciudad de Santa Paula para provenir y ofrecer a sus residentes? Seleccione todas las que correspondan.
- Servicios de esterilización y castración de bajo costo (o gratis)
 Clínicas de vacunas para animales a bajo costo (o gratis)
 Servicios veterinarios de bajo costo (o gratuita)
 Entrenamiento de comportamiento a bajo costo (o gratis) para los perros
 Peluquería de mascotas a bajo costo (o gratis)
 Embarque de emergencia para animales Banco de comida para mascotas
 Parque para perros
 Centro comunitario para las personas y sus mascotas
 Programas de liderazgo juvenil con el refugio de animales
-
22. ¿Cómo se obtiene información sobre la comunidad de Santa Paula?
- Facebook
 Twitter
 Instagram
 Otras redes sociales
 Boletines por correo
 Información enviada por correo electrónico Otro
-
23. ¿Favorecería o se opondría al favor de la ciudad de Santa Paula financiar un refugio de animales nuevo, ampliado, moderno?
- En favor
 En oposición
 No estoy seguro/a
-
24. En sus propias palabras, ¿puede decirnos por qué estaría en favor de que Santa Paula financie una nueva ampliada instalación para SPARC? Si no es aplicable, escriba NA.
- _____
-
25. En sus propias palabras, ¿puede decirnos por qué estaría en oposición de que Santa Paula financie una instalación nueva y ampliada para SPARC? Si no es aplicable, escriba NA.
- _____
-
26. En sus propias palabras, ¿puede decirnos lo que saber sobre SPARC (servicios ofrecidos, reputación en la comunidad, áreas de mejora, etc.)? Si no es aplicable, escriba NA.
- _____