

## December 2017 Animal Services Report

### Animal Services News

- The live outcome rate for December was 98.6 percent
- A total of 650 dogs and cats were adopted (367 dogs and 280 cats)
- A total of 274 dogs and cats were returned to their owners (RTOs)
- December 5 – Travis County Commissioners Court took action to approve the Animal Services Office to provide wildlife management services in the unincorporated areas of Travis County.
- December 7 – Memorandum of Understanding signed with PARD and Austin Pets Alive! for permanent use of dedicated parkland for Animal Services to occupy and operate the future Town Lake Animal Center (TLAC) site.

### Adoption Promotions

- A total of 66 animals (48 dogs and 17 cats) were adopted during the waived-fee adoption event, December 8 - 10
- A total of 145 animals (72 dogs, 72 cats, and 1 rabbit) were adopted during the holiday \$25 adoption promotion, December 20 – 24
- A total of 130 animals (77 dogs and 53 cats) were adopted during the New Year's \$18 adoption promotion, December 27 – 31

### Animal Protection

- Animal Protection Officers returned 63 pets in the field, resulting in a five percent deferral of pets coming into the shelter.
- Animal Protection ran 208 neglect calls, a 46 percent increase over previous months.
- Animal Protection investigated a total of 2310 bites.

### **Field Services**

- The Outreach team held two microchip events on December 9 and December 16, microchipping 79 and 26 dogs, respectively. Free dog food and supplies were handed out to attendees..
- Kittens 101, the Travis County Corrections program has four kittens thriving with their inmate fosters.

### **Neighborhood Level Program**

- Staff continued to work primarily in zip code 78617, canvassing the Los Cielos neighborhood and hosting a community microchip event and providing follow up services to families with identified needs
- Team completed 265 calls for service resulting in 65 opportunities to share information with residents
- Through community canvassing the team is discovering pet owner needs and has given out resources such as pet food, collars, leashes, crates, beds and tags.
- Pet Resources Specialists helped search for, and ultimately returned, two escaped dogs when their owner approached the team for help in the field. After finding the dogs, the team used the opportunity to educate the owners on the leash law and inform them of resources the city can provide to prevent the dogs from running loose again

### **Pet Resource Center**

- A total of 56 cats participated in SNR program through partnership with Austin Humane Society (6.38 percent decrease in over-the counter intake -- equal to 60 fewer animals when compared to 2016)
- A total of 12 dogs were returned to their owners by the finders; 11 additional finders were provided with flyers, scripts and supplies to aid in reunification
- The team identified 22 pets whose owners were facing animal-related challenges in the home or barriers to pet retention, were connected to appropriate resources and organizations by Pet Resource staff

### **Shelter Operations**

- Veterinarians were medically responsible for 686 animals: 220 foster animals and 466 onsite animals

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- Veterinarians addressed 73 emergency cases, and performed 15 specialty surgeries (orthopedic, amputations, mass removals, wound repairs, dentals, etc.)
- A total of 76 animals completed rabies quarantine
- Five animals from cruelty cases were treated

### **Volunteer, Foster and Rescue Programs**

- A total of 314 volunteers donated 4,018 service hours (480 of those hours dedicated to fostering pets); 135 group volunteers donated 270 hours with their "Giving Group" to the Center; seven Community Service Restitution volunteers contributed 100 hours toward animal care tasks.
- Five volunteers reported more than 100 hours
- Coordinators facilitated seven New Volunteer Orientations, introducing 105 individuals to our organization and volunteer opportunities. Ten new volunteers completed their first cat mentor shift, and 20 completed their first dog mentor shift.
- Volunteers assisted with tag engraving at four mobile pet ID clinics, two microchip clinics and facilitated adoptions during December's Desperate Housecat adoption event and an offsite adoption event at Petsmart.
- The Volunteer Program hosted an enrichment party for the public on December 23; roughly 250 community members attended.
- A total of 78 animals were adopted directly from foster care
- Currently, there are 758 approved fosters in the GivePulse group; 60 new foster applications were processed, and 27 people attended foster program orientations
- As a result of our ongoing partnership with PetSense, two kittens from the foster program were placed in and adopted from their cattery
- A total of 265 live outcomes were attributed to 32 partners
- Rescue pulls decreased by 26 percent for local partners, Austin Pets Alive! and Austin Humane Society, while live outcomes with other partners (foster-based rescue organizations and small shelters) increased by 35 percent

**Communications**

- ASO staff and volunteers completed 30 Pet of the Week TV appearances and one on-camera interview about cold weather and fireworks.
- December 9 Facebook post received highest paid reach (number of post views) across all social media accounts
- December 28 Facebook post received highest non-paid engagement rate (people who interact with the post via “like,” comment and share) across all social media channels with 5,775 post clicks and 1,172 engagements. The post also received a mention on Fox 7 morning show.
- Austin-American Statesman article published on Christmas Day —12 Dogs of Christmas featuring 12 adoptable dogs at AAC. Five of the 12 dogs featured were adopted shortly after.

Post Details

77,284 People Reached

2,623 Reactions, Comments & Shares

1,308 Like	1,016 On Post	292 On Shares
435 Love	354 On Post	81 On Shares
2 Haha	2 On Post	0 On Shares
4 Wow	3 On Post	1 On Shares
20 Sad	17 On Post	3 On Shares
149 Comments	94 On Post	55 On Shares
706 Shares	696 On Post	10 On Shares

12,158 Post Clicks

8,486 Photo Views	0 Link Clicks	3,672 Other Clicks
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NEGATIVE FEEDBACK

27 Hide Post	9 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

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## Post Details



**Austin Animal Center** added 4 new photos

Published by Jennifer Olohan · December 28, 2017 at 7:15pm ·

Yesterday our amazing Animal Protection Officers visited a family in need of some help. Their dog, Bella, needed a cozy place to lay her head during these chilly winter months. Without a roof over her head, Bella would end up in the shelter. So our APO's bought and built a brand new dog house for her. To show her gratitude, the officers were showered with kisses from Bella who loves her new digs and is thrilled to be staying with her family!

Help us protect Austin pets by donating a dog house from our Amazon wishlist: <http://a.co/id58o6Y>

And remember to bring pets indoors when it's cold outside!



Get More Likes, Comments and Shares  
Boost this post for \$3 to reach up to 730 people.

25,670 people reached

Boost Post

Jaime Newton, Yvonne Eden and 644 others · 56 Comments · 101 Shares

Like Comment Share

25,670 People Reached

1,172 Reactions, Comments & Shares

643 Like 430 On Post 213 On Shares

228 Love 186 On Post 42 On Shares

8 Wow 2 On Post 6 On Shares

41 Sad 36 On Post 3 On Shares

5 Angry 4 On Post 1 On Shares

146 Comments 97 On Post 49 On Shares

101 Shares 101 On Post 0 On Shares

5,755 Post Clicks

1,887 Photo Views 54 Link Clicks 3,814 Other Clicks

### NEGATIVE FEEDBACK

14 Hide Post 5 Hide All Posts  
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Reported stats may be delayed from what appears on posts

## The 12 Dogs of Christmas



Staff - American-Statesman staff

1:50 a.m. Monday, Dec. 25, 2017 Filed in Local News



Bruiser