




MEMORANDUM

TO: Mayor and Council

FROM: Lee Ann Shenefiel, Interim Chief Animal Services Officer 
Austin Animal Services

DATE: January 26, 2018

SUBJECT: Neighborhood Level Program Pilot Update

On December 5, 2016, a memo was sent to Council announcing the launch of the Neighborhood Level Programming (NLP) pilot in the following zip codes: 78724, 78702 and 78617.

In these specific zip codes, staff worked with area residents to develop and deliver services and programs that will help keep pets in homes, reunite lost pets with families and reduce the need for services provided by the Animal Services Office (ASO). These specific zip codes were identified to participate in the initial pilot program because they met the following criteria:

- Higher than average intake of animals per 100 residents
- Lower than average return-to-owner rates
- High Animal Protection service requests called into 311
- An assessment of access to pet-related resources such as veterinary clinics, trainers and affordable boarding services

Since its inception, NLP staff canvassed each of the three zip codes. They met with area residents, conducted educational sessions and attended community gatherings. Some particular noteworthy items that have occurred include the following:

- 3,880 initial calls for service were completed, resulting in 1,140 opportunities to share information about Austin Animal Services;
- Initiated partnerships with the Saint Julia's Catholic Church, Wesley United Methodist Church, University Hills Branch Library, and Elroy Library;
- Expanded current partnerships with Classic Canines (local non-profit), Emancipet and Fresh for Less;
- October 15, 2017 – Invited to attend mass at Saint Julia's Catholic Church.
 - NLP staff continue to work with church leaders to connect their congregation with animal-related information and resources. We seek to host tagging and/or microchips events at or near this location on a bi-annual basis.

- October 28, 2017 – Invited to attend services at Wesley United Methodist.
 - NLP staff are continuing to work with church leaders to connect their congregation with animal-related information and resources
- November 27, 2017 – Attended Colony Loop Neighborhood Association meeting
 - NLP staff are working with Turner Roberts Recreation Center staff to bring animal-related workshops and programming to summer child-care programs
 - NLP staff are in the initial planning stage for an “Everything Animal” event day designed to bring animal services into the community.
- Hosted three microchip events in the Colony Park and Del Valle neighborhoods for area residents and distributed pet care supplies;
- Expanded presence at Emancipet Free Days in 78617 and 78724; NLP took the opportunity to talk with the community about their pet experiences and challenges;
- Attended National Night Out Events, as well as three additional community events to connect with area residents and share information about animal-related resources.

At the February 1, 2018 Council meeting, Council will be asked to consider an item to authorize the acceptance of \$167,000 in grant funding from Maddie’s Fund for the continued support for this outreach program initiative. This additional funding will enhance the work that has already occurred and is aimed at maintaining the pet/owner bond. Over the next several months, NLP staff will be working within the three zip codes to identify animal services needs and to facilitate events that feature those identified services.

As we continue to gain momentum in the pilot program areas, we are excited about creating a program model that works with the neighborhoods regarding specific ways to address their increased access to pet services.

Should you have any questions, please feel free to contact me at 512-978-0565.

Cc: Elaine Hart, Interim City Manager
 Sara Hensley, CPRP, Interim Assistant City Manager