

February 2018 ANIMAL SERVICES REPORT



Animal Services News

- The live outcome rate for February was 96.9 percent
- A total of 522 animals were adopted (363 dogs, 150 cats, six rabbits, two livestock and one bird)
- A total of 227 dogs and cats were returned to their owners (RTOs)
- Item was taken to Council to accept \$167,000 in grant funds from Maddie's Fund. The grant will supplement work being done for the Neighborhood Level Program.

Adoption Promotions

- A total of 123 animals (86 dogs, 36 cats and one bunny) were adopted during the Super Bowl TAIL-gating Party adoption promotion, January 30 – February 4



- A total of 109 animals (78 dogs, 28 cats and one bunny, two livestock) were adopted during the Love is in the Air Valentine's Day adoption promotion, February 9 – 14



Animal Protection

- Animal Protection Officers returned 98 pets (including one pig) in the field so the pet did not have to enter the shelter.



- Animal Protection Officers reported 164 rabies exposures.
- Animal Protection Officers impounded 88 injured animals.

Field Services

- A new cat family (mom and five kittens) were brought to the Travis County Correctional Complex for fostering. After the kittens were weaned, mom was adopted as soon as she was available. All five kittens have now been adopted, two of which were adopted by Corrections Officers at the jail.

Neighborhood Level Program

- During the month of February the previous Neighborhood Level Program (NLP) staff worked to transition projects and community contacts to the newly on-boarded NLP staff member. New staff worked to develop plans to complete canvassing in 78617, targeting households that require a Spanish-speaker as well as households that had not been previously surveyed.
 - Note- staffing shortages and role transitions affected progress.
 - Note- team completed 31 calls for service
- Pet Resource Specialist position for NLP was advertised and the interview process has begun to fill three vacation positions.

Pet Resource Center

- Experienced an eight percent decrease in over-the-counter intake, equal to 67 fewer animals when compared to 2017.
- Customer interactions offered 403 opportunities for PRC staff to provide education about pet care and resources; 18 finders were provided with flyers, scripts and supplies to aid reunification; four dogs were returned to their owners by the finder.

Shelter Operations

- Veterinarians were medically responsible for 618 animals: 215 foster animals and 403 onsite animals
- Veterinarians performed 361 spay/neuter surgeries
- Veterinarians addressed 47 emergency cases, and performed 19 specialty surgeries (orthopedic, amputations, mass removals, wound repairs, dentals, etc.).
- A total of 59 animals completed rabies quarantine



Volunteer, Foster and Rescue Programs

- A total of 341 volunteers donated 4,308 service hours; 13 group volunteers donated 280 hours with their "Giving Group" to the Center; eight community service restitution volunteers contributed 173.5 hours toward animal care tasks.
- Coordinators facilitated five New Volunteer Orientations, introducing 102 individuals to our organization and volunteer opportunities. Eleven cat volunteers and 31 dog volunteers completed their first mentor shifts.
- The Volunteer Program attended five recruitment fairs on Austin Community College (ACC) campuses in Austin and Elgin, sharing information about volunteer and foster opportunities with students.
- The first two volunteer workshops of the year were presented in February, Intro and Overview of AAC's Life-Saving Partner Program and Neighborhood Level Programming Workshop.
- A total of 317 animals were fostered by 194 families.
- A total of 80 animals were adopted directly from foster care.
- There are 512 active fosters in the GivePulse group with 172 families currently fostering an animal. The team processed 79 new foster applications, and 27 people attended foster program orientations.
- A total of 248 live outcomes were attributed to 25 partners
- Added three new rescues to the partner network.

Communications

- ASO staff and volunteers completed 40 Pet of the Week features; 28 TV appearances and 12 web and print articles.
- Debuted social media partnership with Austin Police Department called #APDRescueMe, to feature long-stay dogs with officers. Two of the three dogs featured in February have been adopted and consistent engagement and cross-promotion of content on AAC and APD pages increase visibility.





Austin Police Dept @Austin_Police · Mar 5
Hooray! We just received word that Huckleberry and Rizzo have been adopted from @austinanimals! Thanks for rescuing them, Austin. #AdoptDontShop #APDRescueMe #SuccessStories 🐾❤️🚓



🗨️ 6 ❤️ 51 📧

- February 28 Twitter post featured a video reaching out to our community calling for adopters and fosters (screenshot below). The tweet went viral with a total of 437 thousand views and 11 thousand retweets. The same content posted on Facebook earned a reach of 203 thousand with almost 22 thousand post clicks.



Austin Animal Center @austinanimals · Feb 28
We need your help! We've been near capacity for a while now but yesterday we tipped the scales and we're officially OVER capacity. We have no more large dog kennels left and are having to keep these pups in pop-up crates in our meeting room. We need adopters and fosters TODAY.



🗨️ 194 🔄 11K ❤️ 12K 📧

- Highest paid engagement post was an #APDRescueMe feature and resulted in 34 thousand views and 2.5 thousand post clicks.

