

March 2018

ANIMAL SERVICES REPORT



Animal Services News

- The live outcome rate for March was 98 percent
- A total of 592 animals were adopted (467 dogs, 119 cats, six rabbits)
- A total of 267 dogs and cats were returned to their owners (RTOs)

Adoption Promotions

- A total of 234 animals (204 dogs and 30 cats) were adopted during the Dog by DogWest adoption promotion, March 10 – 17, 46 of which had been in the shelter longer than 30 days.
- A total of 92 animals (59 dogs, 29 cats and four rabbits) were adopted during Easter Adoption EGGstravaganza event.

Animal Protection

- Wildlife Animal Protection Officers responded to 36 coyote complaints. Two initially categorized as Incident were deescalated to Sighting; one call initially categorized as Sighting was escalated to Encounter. Pets were a factor in 12 verified activities.
- Animal Protection Officers responded to 3,734 activities with 1,265 of which being categorized as Priority 1.
- Officers returned 83 pets in the field.

Field Services

- Outreach team held events at several SXSW venues including an event with Rachel Ray.
- Held offsite foster and adoption events at Lil Darlin and Alamo Drafthouse locations during screenings of the movie Isle of Dogs.
- The feline family brought to Travis County Correctional Complex in February for fostering became available for adoption on March 31st. Mom and babies were adopted within hours. The fourth family has now moved into the jail.
- Started Dogs 101 training at TCCC in preparation to move in foster dogs.



- Outreach team held a microchip clinic at Paisano Mobile Home community where 32 dogs were implanted. Team is developing the relationship with RHP Properties, as they own five mobile communities in Austin with more than 1000 homes.

Neighborhood Level Program

- The Neighborhood Level Program completed 215 calls for service for the month of March. Those calls resulted in 147 opportunities for NLP specialists to offer education to residents.
- NLP and Animal Protection Officers hosted a Junior APO certification class at Turner-Roberts Rec Center for 6-12 year olds.
- Continuing to reach out to churches in the 78702 zip code and developing relationships with church staff and members.

Pet Resource Center

- Customer interactions offered 497 opportunities for PRC staff to provide education about pet care and resources; 40 finders were provided with flyers, scripts and supplies to aid reunification.

Shelter Operations

- Veterinarians were medically responsible for 654 animals: 228 foster animals and 426 onsite animals.
- Veterinarians performed 402 spay/neuter surgeries.
- Veterinarians addressed 68 emergency cases, and performed 30 specialty surgeries (orthopedic, amputations, mass removals, wound repairs, dentals, etc.).
- A total of 87 animals completed rabies quarantine.

Volunteer, Foster and Rescue Programs

- A total of 360 volunteers donated 4,468 service hours; nine group volunteers donated 208 hours with their "Giving Group" to the Center; 12 community service restitution volunteers contributed 169 hours toward animal care tasks.
- Coordinators facilitated six New Volunteer Orientations, introducing 95 individuals to our organization and volunteer opportunities. Twenty one cat volunteers and 32 dog volunteers completed their first mentor shifts.
- Thirty Three volunteers reported 208 hours toward the Dog By DogWest promotion.



- The Volunteer Program continued to work toward Service Enterprise initiatives including adding protocols for volunteers to access an online portal and also developing a mentor program for volunteers and group leads.
- A total of 176 families provided foster care.
- A total of 81 animals were adopted directly from foster care.
- There are 557 active fosters in the GivePulse and the team processed 100 new foster applications.
- A total of 241 live outcomes were attributed to 30 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.
- ASO staff gave eight on-camera interviews to FOX, KVUE and KEYE specifically about March adoption events
- Story of Lewis Jimenez reclaiming his dog Titus went viral and was picked up by national news organizations such as The Dodo, The Today Show, Inside Tonight, Animal Channel, Valuable Stories, Inspire More and numerous other news channels across the U.S.

 Today Show
March 12 at 5:14pm

"Animals are our family. He's home. He's home, and he's happy"



After heartbreaking separation, man and pit bull have joyous reunion
Lewis Jimenez adopted Titus from a shelter but had to return the dog as his breed became increasingly unwelcome at his apartment complex. Now, they're reunited

 The Dodo
March 11 at 9:25am

"We can see now that not coming back from Titus was never an option — he was doing everything he could to make sure that he got Titus back"



Dog Hugs Dad Who Came Back To The Shelter To Save Him

- The highest organic engagement post was an #APDRescueMe photo with Interim Police Chief Brian Manley, reaching more than 46 thousand views.



February 2018 Animal Services Report

Austin Animal Center added 3 new photos
 Published by Jennifer Oshon March 21 at 10:51am

We're so happy that today is #APDRescueMe day because we couldn't wait to honor Chief Manley and the Austin Police Department. Their tireless work over the last three weeks put an end to the fear our beautiful city has felt. We appreciate them and their work every day but are especially thankful for them today.

These photos were taken last month and was supposed to be our very first #APDRescueMe. The night before we were set to debut our partnership this beautiful dog Deen. See More



46,552 People Reached

3,797 Reactions, Comments & Shares

2,380 Likes **1,153** On Post **1,227** On Shares

861 Love **563** On Post **298** On Shares

2 Haha **1** On Post **1** On Shares

1 Wow **0** On Post **1** On Shares

146 Comments **88** On Post **58** On Shares

329 Shares **324** On Post **5** On Shares

8,318 Post Clicks

1,675 Photo Views **19** Like Clicks **6,624** Other Clicks

NEGATIVE FEEDBACK

13 Hide Post **4** Hide All Posts

0 Report as Spam **0** Undo Post

Reported Posts may be delayed from what appears on posts

