

April 2018

ANIMAL SERVICES REPORT



Animal Services News

- The live outcome rate for April was 96.4 percent
- A total of 471 animals were adopted (366 dogs, 100 cats, five birds)
- A total of 288 dogs and cats were returned to their owners (RTOs)
- Lee Ann Shenefiel and April Moore presented on Neighborhood Level Programming at Texas Unites, which is one of the nation's largest conferences.

Adoption Promotions

- A total of 47 animals (36 dogs and 11 cats) were adopted during the Earth Day adoption promotion, April 21 – 22.



Animal Protection

- Animal Protection Officers returned 86 pets in the field.
- Wildlife Animal Protection Officers responded to 38 reports of coyote activity and gave four community presentations about wildlife interactions.
- Officers took 259 potential rabies exposure reports.
- Assisted with 95 injured animals which were transported to the shelter, emergency vets or to wildlife rescue.



Field Services

- The spring Rabies Vaccination Clinic was a huge success with 347 vaccines given and 247 microchips implanted.
- The Outreach Team held a microchipping and tagging event for the residents at Stonegate Mobile Home Park where 21 pets received microchips, 29 received ID tags and two spay/neuter appointments were made.
- Sixty one cats moved through the Community Cats program.
- Dogs were moved into Travis County Correctional Complex to begin the Dogs 101 foster and training program. Two dogs are living with male inmates, receiving care, training and socialization.

Neighborhood Level Program

- Team hosted the Love Your Pet Resource Fair at Turner Roberts Recreation Center to connect residents to pet care resources. The event was well received by the community and hosting partners.

Pet Resource Center

- Customer interactions offered 735 opportunities for PRC staff to provide education about pet care and resources; 78 finders were provided with flyers, scripts and supplies to aid reunification.

Shelter Operations

- Veterinarians were medically responsible for 826 animals: 332 foster animals and 494 onsite animals.
- Veterinarians performed 351 spay/neuter surgeries.
- Veterinarians addressed 102 emergency cases, and performed 19 specialty surgeries (orthopedic, amputations, mass removals, wound repairs, dentals, etc.).
- A total of 100 animals completed rabies quarantine.
- Ten animals from cruelty cases were treated.

Enrichment

- The Behavior Team engaged 1,047 dogs in 26 playgroups for the month, nearly doubling last month's numbers.



- The team evaluated 162 dogs resulting in 92 pairs made.
- Total playgroup time was 462 hours.

Volunteer, Foster and Rescue Programs

- A total of 361 volunteers donated 4,558 service hours; eight groups of volunteers donated 146 hours with their “Giving Group” to the Center; eight community service restitution volunteers contributed 157 hours toward animal care tasks.
- Coordinators facilitated six New Volunteer Orientations, introducing 100 individuals to our organization and volunteer opportunities. Seven cat volunteers and 17 dog volunteers completed their first mentor shifts.
- The Volunteer Program continued to work toward Service Enterprise initiatives including updating the volunteer guide to be distributed in May, and updating onboarding processes and trainings for dog volunteers.
- A total of 188 families provided foster care.
- A total of 69 animals were adopted directly from foster care.
- There are 598 active fosters in GivePulse, and the team processed 72 new foster applications.
- The Foster team kicked off a new partnership with Pet Supermarket on Far West Blvd. They delivered two kittens from the foster program which were featured in their in-store cattery, and adopted in a matter of hours. More cats and kittens will be placed in the store cattery.
- A total of 380 live outcomes were attributed to 30 partners.
- ASO team met with Austin Humane Society and Austin Pets Alive! to plan for the upcoming bottle baby season.

Communications

- ASO staff and volunteers completed 40 Pet of the Week features; 28 TV appearances and 12 online and print articles.
- Highest paid engagement Facebook post about lost peacock received 75 thousand views.
- Highest organic engagement Facebook post about adoption plea received 62 thousand views.
- Staff partnered with Austin Police Department’s Chief Manley to film a public service announcement about adoption and responsible pet ownership. The video received nearly



5,000 views on Facebook.

Austin Animal Center
Published by Jennifer Clahan on April 13 at 3:36pm

UPDATE: Thanks to all your shares, this peacock found his family! He had escaped his yard and was only half a mile from home.

Do you know someone missing a Peacock? This gorgeous bird was found at 51st and Manor this morning and since it's not a native species, we just know someone is missing him! Please help us spread the word that he's here so his family can find him!



Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people

Performance for Your Post

73,493 People Reached

2,806 Reactions Comments & Shares

975 Like	548 On Post	427 On Shares
121 Love	55 On Post	66 On Shares
38 Haha	7 On Post	31 On Shares
310 Wow	174 On Post	136 On Shares
48 Sad	28 On Post	20 On Shares
1 Angry	0 On Post	1 On Shares
472 Comments	153 On Post	319 On Shares
848 Shares	828 On Post	20 On Shares

8,957 Post Clicks

752 Photo Views	25 Link Clicks	8,180 Other Clicks
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Austin Animal Center
Published by Jennifer Clahan on April 21 at 4:02pm

Austin, our dogs need your help! We've run out of room and are in desperate need of adopters. Right now we have dogs living in temporary holding kennels, rolling carts, pop-up crates, offices and meeting rooms. We're bursting at the seams with dogs and we need to find them homes.

Tag someone who needs a dog, tell friends and family how amazing rescue dogs are, share our post and come visit these sweethearts. We really need our community's help right now!




Performance for Your Post

61,461 People Reached

2,389 Reactions Comments & Shares

590 Like	306 On Post	284 On Shares
145 Love	81 On Post	64 On Shares
3 Haha	1 On Post	2 On Shares
10 Wow	7 On Post	3 On Shares
285 Sad	204 On Post	81 On Shares
1 Angry	0 On Post	1 On Shares
265 Comments	161 On Post	104 On Shares
1,095 Shares	1,081 On Post	14 On Shares

14,263 Post Clicks

8,164 Photo Views	1 Link Clicks	6,098 Other Clicks
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NEGATIVE FEEDBACK

9 Hide Post 3 Hide All Posts
0 Report as Spam 0 Unlike Page

