

# June 2018

## ANIMAL SERVICES REPORT



### Animal Services News

- The live outcome rate for June was 99 percent.
- A total of 789 animals were adopted (393 dogs, 387 cats, and three birds).
- A total of 212 dogs and cats were returned to their owners (RTOs).

### Adoption Promotions

- A total of 99 animals were adopted during the waived fee adoption event June 1 – 4
- A total of 208 animals were adopted during the waived fee adoption event June 21 – 25.
- AAC partnered with Austin Pets Alive! and Austin Humane Society, June 23, on KittyPalooza, a waived-fee adoption event for cats and kittens. Of the 208 animals adopted that weekend, AAC adopted out 106 cats during the one-day event; APA! adopted out 51 and AHS 50.

### Animal Protection

- For the month of June, Animal Protection Officers worked 3,693 calls.
- Animal Protection Officers returned 44 pets in the field.
- Officers impounded 117 injured animals.
- Officers took 202 potential rabies exposure reports.

### Field Services

- The Dogs 101 jail foster program saw its first graduate, Panda, who was adopted immediately following the announcement of his program graduation. The program continued with Lola, who lived at the Travis County Correctional Complex for the month of June.

### Neighborhood Level Program

- In June, the NLP completed 119 calls.
- Pet Resource Specialists participated in educational programming at Turner Roberts Recreation Center, Elroy Public Library and Wesley United Methodist Church.



### **Pet Resource Center**

- 74 cats participated in Spay Neuter Release (SNR) through partnership with the Austin Humane Society.
- More than four percent decrease in over-the-counter cat intake.
- Customer interactions offered 778 opportunities for PRC staff to provide education about pet care and resources; 78 finders were provided with flyers, scripts and supplies to aid reunification.

### **Enrichment**

- The Behavior Team engaged 1,376 dogs in 30 playgroups for the month, exceeding last month's numbers.
- The team evaluated 176 dogs resulting in 121 pairs made.
- Total playgroup time was 554.4 hours.

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

- A total of 336 volunteers donated 4,745.5 service hours; 18 groups of volunteers donated 432 hours with their "Giving Group" to the Center; 12 community service restitution volunteers contributed 169.5 hours toward animal care tasks.
- Coordinators facilitated six New Volunteer Orientations, introducing 105 individuals to our organization and volunteer opportunities.
- A total of 272 families provided foster care.
- A total of 208 animals were adopted directly from foster care, nearly doubling last month's foster adoption numbers.
- There are 698 active fosters in GivePulse, and the team processed 107 new foster applications.
- There are currently 413 animals in 211 foster homes.
- A total of 512 live outcomes were attributed to 30 partners.
- One new rescue partner was screened and approved.



## Communications

- Staff hosted a Senior Prom event featuring senior dogs from AAC. The Dodo, a national publication, was in attendance to film and promote the event and dogs. KVUE and FOX7 were also in attendance.
- Photographer from The Dogist, a national blog based in New York with social media followers totaling almost four million, visited AAC to photograph and feature three long-stay adoptable dogs.
- Staff put out seven press releases in June covering the Dogs 101 graduate, heartworm positive adoption promotion, the Senior Prom, Foster Summer Camp, KittyPalooza, waived adoption fees and pet safety for the Fourth of July.
- Highest paid engagement Facebook post about waived adoption fees on June 21, received more than 28 thousand views and more than four thousand clicks.

The screenshot shows a Facebook post from the Austin Animal Center. The post text reads: "We have soooo many dogs who are looking for a new home right now and in the spirit of KittyPalooza weekend, we've decided to WAIVE ADOPTION FEES for dogs too, Friday through Sunday! Here is just a handful of the adorableness waiting to meet you." The post includes a large photo of a happy brown dog with its tongue out, and three smaller photos of other dogs below it. To the right of the post is a performance analytics panel.

Performance for Your Post		
28,341 People Reached		
915 Reactions, Comments & Shares		
454 Like	343 On Post	111 On Shares
159 Love	124 On Post	35 On Shares
8 Sad	8 On Post	0 On Shares
56 Comments	24 On Post	32 On Shares
239 Shares	239 On Post	0 On Shares
4,293 Post Clicks		
2,859 Photo Views	0 Link Clicks	1,434 Other Clicks
NEGATIVE FEEDBACK		
3 Hide Post	0 Hide All Posts	
0 Report as Spam	0 Unlike Page	

- Highest organic engagement Facebook post about waived adoption fees on June 25, received more than 38 thousand views and more than two thousand clicks.



April 2018 Animal Services Report

**Austin Animal Center**  
 Published by Jennifer Olohan [?] · June 25 at 2:00 PM · 🌐

Did you hear? We're completely out of room at the shelter so we're waiving adoptions fees for ALL animals this entire week! Right now through Sunday, July 1, cats, kittens, dogs, puppies, bunnies and more, will have no adoption fee. All pets are spayed/neutered, vaccinated and microchipped--all they need is YOU.

Please help us spread the word so we can find loving homes for our animals and create space to help even more of Austin's pets!



**Performance for Your Post**

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**38,873** People Reached

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**1,237** Reactions, Comments & Shares ⓘ

<b>401</b> Like	<b>143</b> On Post	<b>258</b> On Shares
<b>117</b> Love	<b>53</b> On Post	<b>64</b> On Shares
<b>4</b> Haha	<b>0</b> On Post	<b>4</b> On Shares
<b>9</b> Wow	<b>2</b> On Post	<b>7</b> On Shares
<b>46</b> Sad	<b>18</b> On Post	<b>28</b> On Shares
<b>6</b> Angry	<b>0</b> On Post	<b>6</b> On Shares
<b>160</b> Comments	<b>57</b> On Post	<b>103</b> On Shares
<b>495</b> Shares	<b>495</b> On Post	<b>0</b> On Shares

