

September 2018

ANIMAL SERVICES REPORT



Animal Services News

- The live outcome rate for September was 98.5 percent.
- A total of 665 animals were adopted (379 dogs, 250 cats, and 28 birds).
- A total of 297 dogs and cats were returned to their owners (RTOs).

Adoption Promotions

- Labor Dog adoption promotion during Labor Day weekend, August 31 through September 3- 60 dogs and 48 cats were adopted.
- Waived fees for medium and large dogs September 14 through 16- 38 dogs and 32 cats were adopted.
- 30lbs (or more) for \$30 adoption promotion on September 22 and 23- 27 dogs, 20 cats and 17 birds were adopted.

Animal Protection

- Animal Protection Officers returned 194 pets in the field, which included 55 goats. Officers impounded 100 injured animals, took 211 potential rabies exposure reports and transferred 34 animals to Wildlife Rescue.
- During interactions with the community, Animal Protection Officers gave 43 fencing referrals and made 12 spay/neuter referrals.
- Wildlife APO received 42 total coyote complaints; 71 percent were sightings, 7 percent were encounters, 17 percent were incidents and five percent were mange reports
 - 30 sightings
 - three encounters
 - seven incidents
 - two mange reports
- *3 Encounters: Pets a factor in of 2 verified activities*
 - *1 encounters included coyote following person while walking dog near den*
 - *1 encounter included coyote coming into unfenced yard while citizen was on deck*



- 1 encounter included coyote entering gated apartment and couldn't find a way out
- 7 Incidents: Pets a factor in 5 verified activities
 - 2 incidents included coyote killing feral cats
 - 2 incidents included coyote killing unattended dog in greenbelt area
 - 1 incident included coyote injuring unattended dog in greenbelt area
 - 1 incident included coyote killing unattended pet cat

Outreach

- The Outreach team attended three Back to School fairs with an estimated 1,190 people reached.

Neighborhood Level Program

- In September, the NLP completed 129 calls. Of those calls, Pet Resource Specialists were able to share information with 60 residents and/or community members.
- Pet Resource Specialists participated in two pet food resource events at Elroy Library for community seniors, as well as the annual East Austin Health Fest. Both events gave NLP great exposure to the specific communities in which we are seeking to serve.

Pet Resource Center

- 67 cats participated in Spay Neuter Release (SNR) through partnership with the Austin Humane Society.
- Customer interactions offered 798 opportunities for PRC staff to provide education about pet care and resources; pet owners experiencing animal-related challenges were connected to the following resources:
 - 32 basic care supplies
 - 14 crates
 - 39 bags of pet food
- On September 27, a cat was brought to the PRC who had been missing for an entire year. When PRC staff called the owner, she was ecstatic and, despite being on her way to San Antonio, immediately came to the shelter. She no longer had cat care supplies, so staff provided her with a carrier, litterbox, litter, toys, brush, collar, tag and food. Mom and kitty were happy to be reunited.

Enrichment



- The Behavior Team engaged 985 dogs in 31 playgroups for the month.
- The team evaluated 200 dogs resulting in 121 pairs made.
- Total playgroup time was 439.6 hours.

Volunteer, Foster and Rescue Programs

- A total of 341 volunteers donated 4,958 service hours; 15 groups of volunteers donated 258 hours with their “Giving Group” to the Center; 15 community service restitution volunteers contributed 150 hours toward animal care tasks.
- Coordinators facilitated four New Volunteer Orientations, introducing 84 individuals to our organization and volunteer opportunities.
- The volunteer program welcomed two new student interns as a result of our partnership with the Texas School for the Deaf. Our student interns received training on providing walks and enrichment to our small dogs and they hope to branch out and perform other volunteer duties to strengthen their skill set. They have made a commitment to help the shelter pets every Monday and Wednesday throughout the school year.
- On Friday, September 14th the Austin Animal Center’s Volunteer Program received confirmation that we had achieved Service Enterprise Certification. As Pat Guerrero, Senior Manager of Volunteer Engagement & Programs for Best Friends Animal Society, stated, “with this certification, Austin Animal Center joins a prestigious group of nonprofits committed to effectively delivering on their missions by strategically engaging volunteer time and talent. *And you are truly at the forefront of revolutionizing volunteer engagement in animal welfare!*” At the Austin Animal Center we believe our volunteers are our partners in lifesaving. They create an inclusive atmosphere of trust and compassion for all animals and people, and engage the community to help the Animal Services Office strategically achieve its mission and goals.
- A total of 268 families provided foster care.
- A total of 106 animals were adopted directly from foster care.
- There are currently 394 animals in 235 foster homes.
- There are 862 approved fosters in GivePulse.
- On September 12 the foster team put out an emergency foster plea. Eighteen dogs left the shelter between 8/12-8/16 seemingly as a result of this plea.



Vet Services

Odie, a 7 month old puppy, came to the shelter on September 10 with two broken front legs. He was unable to stand and in significant pain. The next day he had surgery where plates were used to fix both front legs. Twenty four hours later Odie was standing on his front legs and obviously in a lot less pain. His recovery has been amazing and he continues to heal and we are looking forward to when he can return to normal puppy activity and find his forever home.




Communications

- Highest paid engagement Facebook post about an adoption promotion for medium and large dogs with a reach of 26.7 thousand.

Austin Animal Center
Published by Jennifer Olohan [?] · September 13 at 6:00 PM · 🌐

Chino wants to remind everyone that we're waiving adoption fees for medium and large dogs until this Sunday! Rainy weekends are the PERFECT time to adopt and spend time with your new friend!



Performance for Your Post

26,733 People Reached


1,387 Reactions, Comments & Shares 🗨️

733 Like	497 On Post	236 On Shares
324 Love	231 On Post	93 On Shares
9 Haha	7 On Post	2 On Shares
1 Wow	1 On Post	0 On Shares
2 Sad	1 On Post	1 On Shares
1 Angry	1 On Post	0 On Shares
67 Comments	30 On Post	37 On Shares
255 Shares	253 On Post	2 On Shares

- Highest organic engagement Facebook post was a video walk through of a kennel building promoting our 30 pounds for \$30 adoption promotion with a reach of almost 66 thousand.

Austin Animal Center
Published by Austin Animal Center [?] · September 21 at 11:26 AM · 🌐

We have so many adorable and super sweet pups waiting to meet you!! Our adoption special starts TODAY, so any dog over 30lbs will only be \$30 to adopt until Sunday! We're open all weekend from 11am-7pm.



Get More Likes, Comments and Shares
Boost this post for \$75 to reach up to 35,000 people.

Performance for Your Post

65,759 People Reached

25,709 Video Views

2,272 Reactions, Comments & Shares 🗨️

847 Like	317 On Post	530 On Shares
421 Love	143 On Post	278 On Shares
3 Haha	0 On Post	3 On Shares
6 Wow	2 On Post	4 On Shares
99 Sad	52 On Post	47 On Shares
1 Angry	0 On Post	1 On Shares
413 Comments	138 On Post	275 On Shares

