

November 2018

ANIMAL SERVICES REPORT



Animal Services News

- The live outcome rate for September was 99.4 percent.
- A total of 484 animals were adopted (176 dogs, 298 cats, two birds and 8 small pets).
- A total of 264 dogs and cats were returned to their owners (RTOs).
- Due to disease control measures, intact dogs continued to go through the foster-to-adopt process.
- On November 6, 7 and 8, Austin Animal Center hosted two veterinarians from the City of Seoul, South Korea. The vets traveled to Austin to learn about our lifesaving programs and operations, in order to implement in their own community. City Manager Cronk also visited with the vets and toured the shelter.



Adoption Promotions

- Waived adoption fees from Nov 1-4 to make space and 46 cats and 22 dogs were adopted.
- Waived adoption fees from Nov 9-11 to make space and 17 cats and 18 dogs were adopted.
- Waived adoption fees for Black FURiday on Nov 23-25 and 65 cats and 36 dogs were adopted.

Animal Protection



- Animal Protection Officers returned 61 pets in the field. Officers impounded 75 injured animals and took 28 injured animals to Wildlife Rescue.
- Officers took 186 potential rabies exposure reports and placed 52 animals in home observation, keeping them out of AAC.
- Animal Protection submitted 17 bats for testing. Six returned positive results and two were inconclusive.
- Wildlife APO received 70 total coyote complaints; 61 percent were sightings, 20 percent were mange reports, 4 percent were encounters, one percent were incidents, one percent were injured, one percent were observations.
 - 43 sightings
 - three encounters
 - one incident
 - 14 mange reports
 - one observation
 - one injured
- *3 Encounters: Pets a factor in all 3 verified activities*
 - *two encounters included coyote following person walking a dog.*
 - *One encounter included coyote entering a fenced backyard with two puppies*
 - *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*
- *One Incident: Pets a factor*
 - *One incident included a coyote killing a dog inside a yard with a broken fence.*

Outreach

- The fall rabies clinic was held on November 30 where 271 animals (233 dogs and 38 cats) received the rabies vaccine. Of those animals, 228 dogs also received a distemper vaccine, and 132 were microchipped.

Neighborhood Level Program

- In September, the NLP completed 200 calls. Of those calls, Pet Resource Specialists made contact with 194 residents and had the opportunity to engage in an educational conversation about several pet ownership topics and concerns as well as promote AAC.
- Pet Resource Specialists participated in three community events in targeted neighborhoods: Fall Festival at Eastside Memorial High School, EMS Health Festival at Terrazas Library and Adventure Festival at Krieg Baseball Complex.



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

Enrichment

- The Behavior Team engaged 839 dogs in 32 playgroups for the month.
- The team evaluated 209 dogs resulting in 154 pairs made.
- Total playgroup time was 324.3 hours.

Volunteer, Foster and Rescue Programs

- A total of 346 volunteers donated 5,184 service hours; 12 groups of volunteers donated 222 hours with their "Giving Group" to the Center; 16 community service restitution volunteers contributed 158 hours toward animal care tasks.
- Volunteers went above and beyond for the holiday, giving over 135 hours of their time to the shelter pets on Thanksgiving Day alone! During our Black FURiday event, over 200 volunteer hours were spent helping our pets find a home so they don't have to spend another holiday in the shelter.
- Coordinators facilitated five New Volunteer Orientations, introducing 106 individuals to our organization and volunteer opportunities.
- A total of 554 families provided foster care, including foster-to-adopt homes.
- A total of 134 animals were adopted directly from foster care.
- There are currently 606 animals in 479 foster homes, including foster-to-adopt homes.
- There are 942 approved fosters in GivePulse.
- 126 new foster applications were processed.



- 352 live outcomes were attributed to 28 AAC partners

Communications

- Highest paid engagement Facebook post on Nov 11, calling for help from the community and announcing waived adoptions fees received 21.5 thousand views and 1000 clicks.

Performance for Your Post

21,529 People Reached

660 Reactions, Comments & Shares

222 Like	165 On Post	57 On Shares
65 Love	50 On Post	15 On Shares
2 Wow	0 On Post	2 On Shares
61 Sad	56 On Post	5 On Shares
1 Angry	1 On Post	0 On Shares
41 Comments	18 On Post	23 On Shares
270 Shares	268 On Post	2 On Shares

- Highest organic engagement Facebook post on Nov 23, was a video of dogs waiting for their forever home on the first day of our Black FURiday event. The video received 63.8 thousand views and had 4.3 thousand clicks.

Performance for Your Post

63,810 People Reached

2,425 Reactions, Comments & Shares

1,092 Like	355 On Post	737 On Shares
584 Love	210 On Post	374 On Shares
1 Haha	0 On Post	1 On Shares
2 Wow	0 On Post	2 On Shares
44 Sad	26 On Post	18 On Shares
1 Angry	1 On Post	0 On Shares
178 Comments	65 On Post	123 On Shares
527 Shares	525 On Post	2 On Shares

63,810 People Reached

6,167 Engagements

Boost Post

