

# January 2019

## ANIMAL SERVICES REPORT



### Animal Services News

- The total live outcome rate for January was 99.1 percent.
- A total of 757 animals were adopted (549 dogs, 198 cats, six birds and four small pets).
- A total of 268 dogs and cats were returned to their owners (RTOs).

### Adoption Promotions

- New Year's Rescu-lution promotion offered \$19 adoption fees, December 29 – January 5: 174 total adoptions (113 dogs and 61 cats). \*147 dogs and 60 cats were on adoption hold, waiting for spay/neuter surgery or stray hold.
- \$5 Foot Long promotion offered \$5 adoption fees, January 17 – 20: 138 total adoptions (105 dogs and 33 cat adoptions, 169 dogs and 19 cats were on adoption hold, waiting for spay/neuter surgery or stray hold.
- #FreeMax promotion waived the adoption fee for adopters who shared the AAC social media "#FreeMax" post and tagged five friends, January 26 – 27: resulted in 42 dog and 17 cat adoptions. \*38 dogs and seven cats were on adoption hold, waiting for spay/neuter surgery or stray hold.

### Animal Protection

- Animal Protection Officers (APO) returned 84 pets found in the field and impounded 91 injured animals.
- APO administered 181 potential rabies exposure reports and placed 51 animals in home observation, keeping them out of AAC.
- Wildlife APO received 107 total coyote complaints:
  - 71 sightings
  - 12 wild sick reports (mange)
  - Seven assist public
  - Six "wild speak" reports, which means caller had questions or concerns regarding coyotes
  - Three encounters
  - Four observations (howling, tracts or scats)
  - Three injured
  - One incident.

- *Three Encounters: Pets a factor in all three verified activities*
  - *Encounter included coyote following person walking a dog.*
  - *Encounter included coyote jumping a fence with two small dogs and person in backyard.*
  - *Encounter included coyote jumping fence with two small dogs present.*
- *One Incident: Pet a factor in activity*
  - *Incident included a coyote killing an unattended cat.*

### **Neighborhood Level Program (NLP)**

- In January, the NLP completed 107 calls. Of those calls, Pet Resource Specialists made contact with 68 residents and had the opportunity to engage in an educational conversation with 60 pet owners about various pet ownership topics and concerns, as well as promote services offered by the AAC. The NLP team made ten referrals to the Spay Street Program, three to the Fencing Assistance Program, and twelve to the Emancipet Mobile Clinic.
- The NLP team participated in several pet food drives hosted by the San Francisco Catholic Church and the Elroy Library.

### **Pet Resource Center (PRC)**

- The PRC, in partnership with the Austin Humane Society, supported 47 cats participating in Spay Neuter Release (SNR) program.
- The PRC facilitated 841 customer interactions which offered opportunities to provide education about pet care and resources.
- The PRC distributed 57 bags of pet food, 10 crates and provided resources to 151 finders helping families reunite with their lost pets.
- Alexis and her daughter (pictured below) found this puppy roaming in the middle of a busy street. They brought the pup to the PRC to look for a microchip, but unfortunately had no luck locating a family. They were happy to care for the pup during their visit at the shelter while the PRC continued its efforts to identify the owner.



## **Behavior & Enrichment**

- The Behavior Team engaged 931 dogs in 31 playgroups for the month.
- The team evaluated 219 dogs resulting in 139 pairs made.
- Total playgroup time was 357.8 hours.

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


- A total of 362 volunteers donated 4,919 service hours; nine groups of volunteers donated 196 hours with their "Giving Group" to the shelter; and 16 community service restitution volunteers contributed 248 hours toward animal care tasks.
- Coordinators hosted ten New Volunteer Orientations, introducing 144 individuals to the organization and volunteer opportunities.
- During January, the Volunteer Program team welcomed a high school Austin Corps Intern to assist with various operational tasks. The Austin Corps Intern Program provides students a hands-on experience of how a shelter operates and an opportunity to gain leadership skills and work experience. The student intern assists with administrative duties, cat enrichment activities, small dog enrichment, and animal care.
- A total of 355 families provided foster care, including foster-to-adopt homes.
- A total of 207 animals were adopted directly from foster care.
- There are currently 377 animals in foster homes, including dogs in foster-to-adopt homes.
- There are 1,055 approved fosters in GivePulse.
- 116 new foster applications were processed.
- 267 live outcomes were attributed to 34 AAC partners:
  - 101 cats,
  - 156 dogs, and
  - 10 "other": one rat, one reticulated python, two Guinea pigs, one duck, five rabbits.

## Communications

- AAC shared a story on January 12 about a "miracle puppy" who was brought to our shelter. This tiny Chihuahua puppy (pictured below) was snatched by a hawk, then dropped from mid-air. The puppy not only survived but sustained only very minor injuries. The post received more than 2,000 likes on Facebook, 1,500 shares, and nearly 500 comments. The total reach was 155,000 and with 30,000 clicks. The post was the highest organic engagement post of the month.
- The story was shared on local, national and international news including Good Morning America, Daily Mirror UK, Yahoo! News, The Dodo and more. National morning talk show, Pickler and Ben, also have expressed interested in featuring the puppy's story on an upcoming episode.

We'd like to introduce you to this ruggie who we've all taken to calling "Miracle Puppy". This teeny tiny guy was picked up by a hawk and then subsequently dropped from mid-air. It's a miracle that he not only survived but that the wounds on his head and chest are fairly mild. This sweetie is now recovering in a foster home for the next few weeks.

Let Miracle Puppy's story be a reminder to protect your small pets from wildlife! Hawks, owls and coyotes will prey on small animals, even in your fenced backyard. If you have small pets, keep eyes on them at all times while outside.



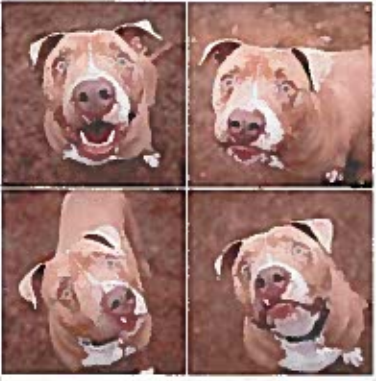
9,444 Reactions, Comments & Shares		
2,845 Like	752 On Post	1,293 On Shares
1,627 Love	833 On Post	994 On Shares
14 haha	4 On Post	10 On Shares
656 Wow	172 On Post	512 On Shares
2,002 Sad	692 On Post	1,310 On Shares
15 Angry	4 On Post	12 On Shares
1,315 Comments	474 On Post	641 On Shares
1,577 Shares	1,577 On Post	0 On Shares
<b>34,943 Post Clicks</b>		
4,850 Photo Views	3 Link Clicks	30,990 Other Clicks
<b>NEGATIVE FEEDBACK</b>		
70 Hide Post	37 Hide All Posts	
0 Report as Spam	0 Unblock Page	

Reported items may be delayed from what appears on posts.

- Highest paid engagement Facebook post launched on January 4, announcing the extension of the New Year's Rescu-lution \$19 adoption fee special.

January 4 11

Cheno can barely believe it, but we're extending our \$19 adoption fee through the weekend! Until Sunday at 7 p.m. you can visit us and take home any dog, cat or bunny here at the shelter for only \$19. Help shelter pets like Cheno get 2019 started off right in a home, surrounded by love!



34,947 People Reacted		
555 Like	365 On Post	190 On Shares
330 Love	214 On Post	116 On Shares
32 haha	23 On Post	9 On Shares
1 Wow	0 On Post	1 On Shares
5 Sad	1 On Post	4 On Shares
70 Comments	20 On Post	42 On Shares
208 Shares	296 On Post	2 On Shares
<b>963 Post Clicks</b>		
250 Photo Views	0 Link Clicks	713 Other Clicks
<b>NEGATIVE FEEDBACK</b>		
6 Hide Post	4 Hide All Posts	
0 Report as Spam	0 Unblock Page	

Unlikely activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

34,947 2,761 Engagements [Reset Again](#)

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