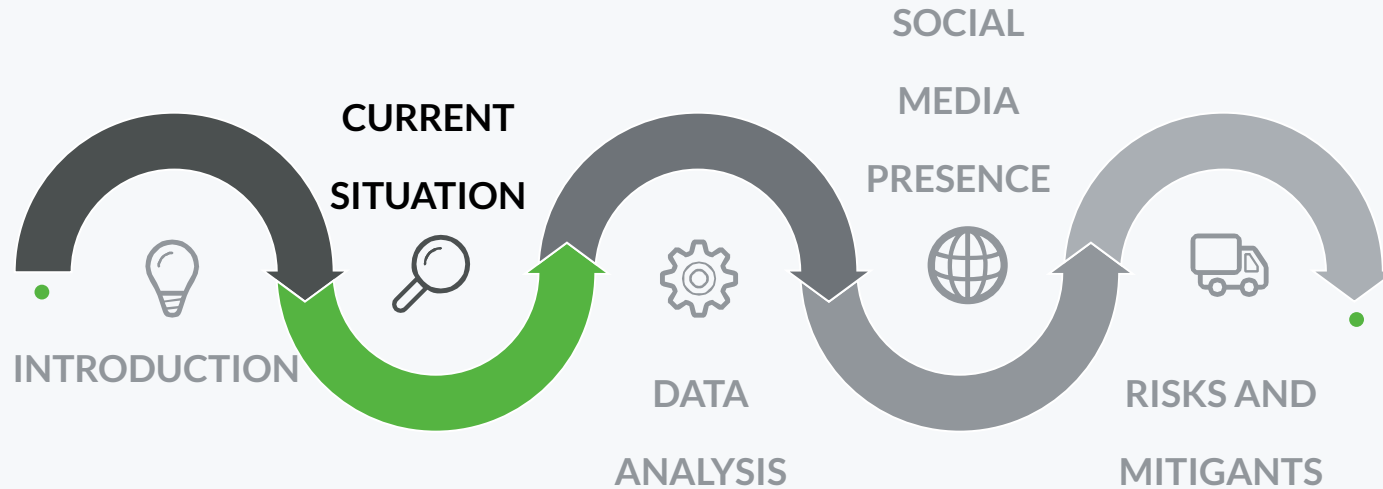180Degrees
CONSULTING

AUSTIN ANIMAL CENTER

DATA ANALYTICS AND MARKETING TEAM

DECEMBER 05, 2021

PRESENTATION AGENDA INTRODUCTION

CURRENT

SITUATION

SOCIAL

MEDIA

PRESENCE

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DATA

ANALYSIS

RISKS AND

MITIGANTS

INTRODUCTION MEET THE AAC TEAM

SID PURANIK

Project Lead

SHIKHA LAKHI

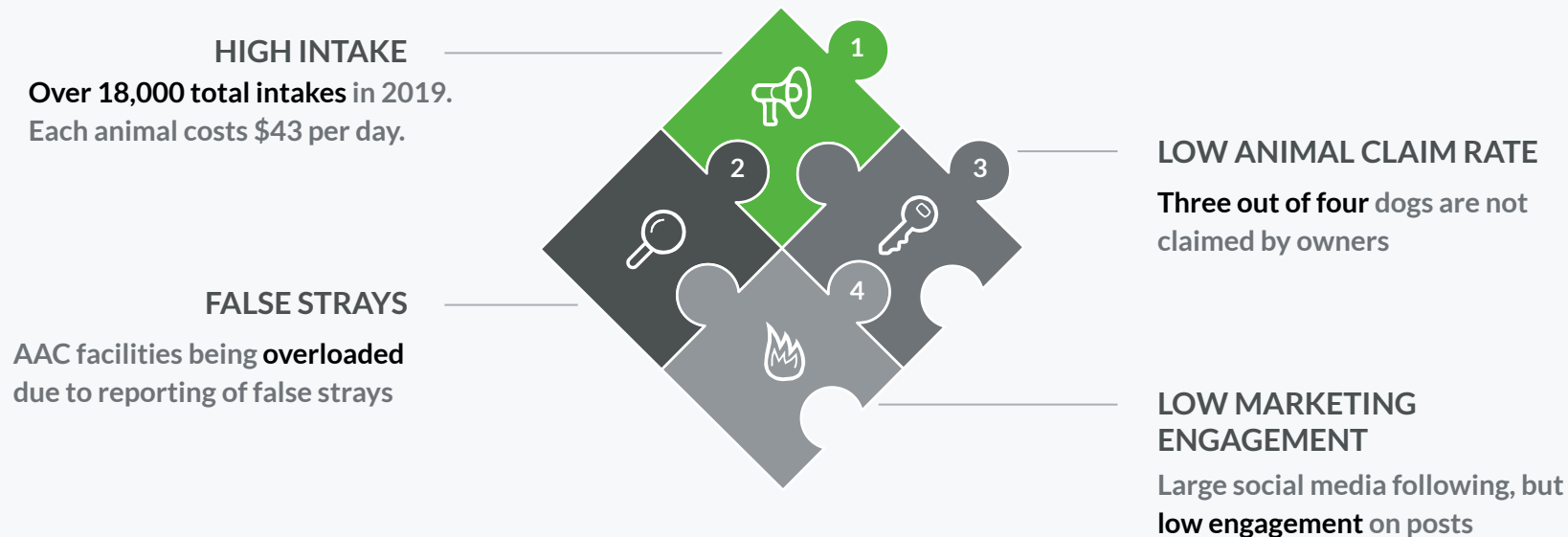Marketing Consultant
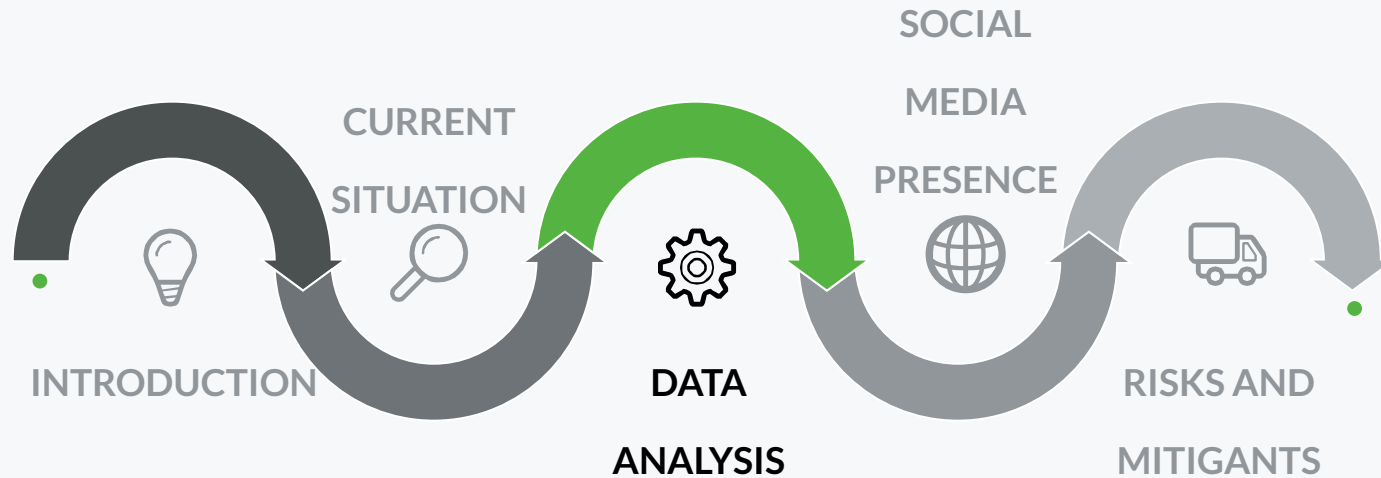
JUSTIN LANG

Data Analyst

NAVYA RAO

Data Analyst

SAKET MUKTHAPURAM

Data Analyst

CURRENT SITUATION AUSTIN ANIMAL CENTER

HIGH INTAKE

Over 18,000 total intakes in 2019.
Each animal costs $43 per day.

LOW ANIMAL CLAIM RATE

Three out of four dogs are not claimed by owners

FALSE STRAYS

AAC facilities being **overloaded** due to reporting of false strays

LOW MARKETING ENGAGEMENT

Large social media following, but **low engagement** on posts

1
2
3
4

PRESENTATION AGENDA DATA ANALYSIS

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DATA ANALYSIS OVERVIEW

How do we solve the issue of over intake in the animal shelter?

What are key factors for over intake and how can we mitigate them?

01 MICROCHIPPING

02 LOCATION

03 STATISTICAL ANALYSIS

04 DELIVERABLE

DATA ANALYSIS MICROCHIPPING

Pivot Tables Analysis

Microchip Impact on Outcome	*Microchip Status*		
Outcome Status	0	1	Grand Total
ADOPTION	4.17%	95.83%	100.00%
RTO	33.71%	66.29%	100.00%
TRANSFER	30.43%	69.57%	100.00%
Grand Total	**19.84%**	**80.16%**	**100.00%**

Microchip Impact on Outcome	*Microchip Status*		
Outcome Status	0	1	Grand Total
ADOPTION	1.84%	42.23%	44.07%
RTO	10.11%	19.88%	29.99%
TRANSFER	7.90%	18.05%	25.95%
Grand Total	**19.84%**	**80.16%**	**100.00%**

MAIN TAKEAWAY:

2x as many chipped animals are returned

DATA ANALYSIS MICROCHIPPING

Causal-Inference Test

```
ut <- read.csv("https://raw.githubusercontent.com/justin-langg/AAC_Data/main/UT.csv")
ut <- ut %>% mutate(FoundOwner = ifelse(outcome_type == "RTO" | outcome_type == "ADOPTION", 1, 0))
lm_ut <- lm_robust(FoundOwner ~ microchip_bin, data = ut)
modelsummary(list("Finding an Owner" = lm_ut), stars = TRUE, gof_omit = 'DF|AIC|BIC|Log.Lik.|F')
```

Inferring the effect of one variable on another variable

What is the effect of being microchipped on the throughput rate of stray animals?

Linear Regression Model to estimate the ATE

DATA ANALYSIS MICROCHIPPING

Analysis Results

MICROCHIPPING EFFECT

Estimated increase of 17.3% in the adoption and return rate of animals microchipped

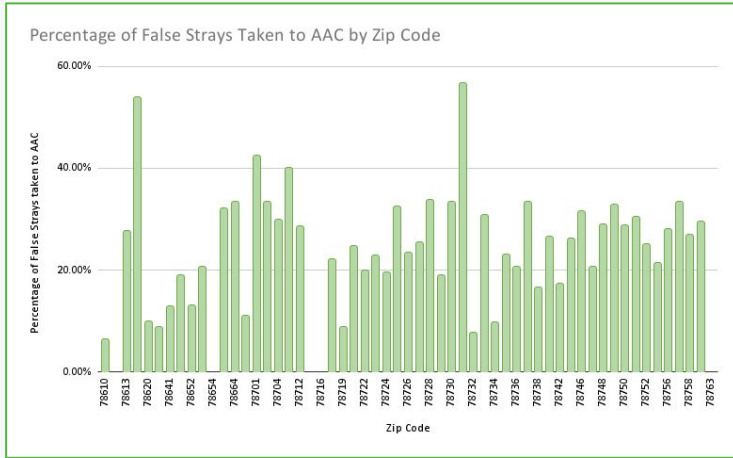**Statistically significant difference between the subsets**

Potential confounding factors

	Finding an Owner
(Intercept)	0.602***
	(0.008)
microchip_bin	0.173***
	(0.008)
Num.Obs.	20565
R2	0.025
R2 Adj.	0.025
se_type	HC2

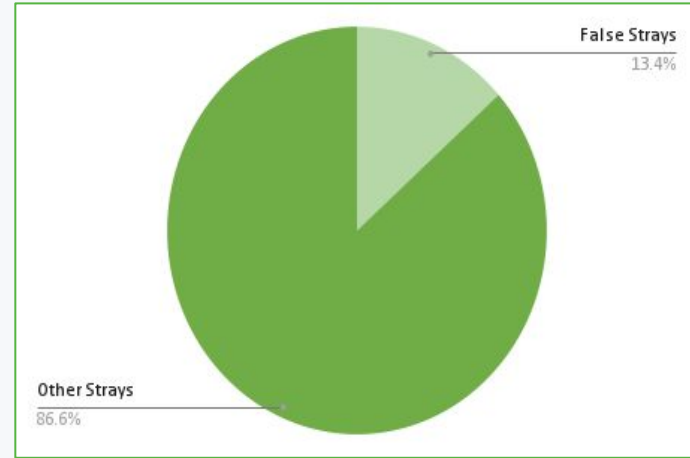+ p < 0.1, * p < 0.05, ** p < 0.01, *** p < 0.001

DATA ANALYSIS LOCATION

Frequency Analysis

ZIP CODES WITH HIGHEST FALSE STRAY PERCENTAGE

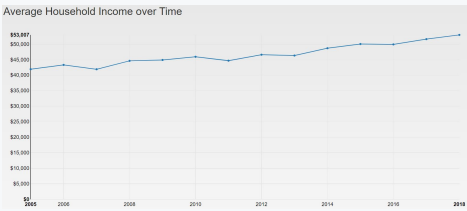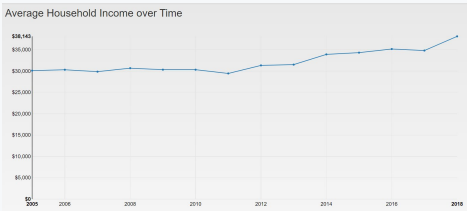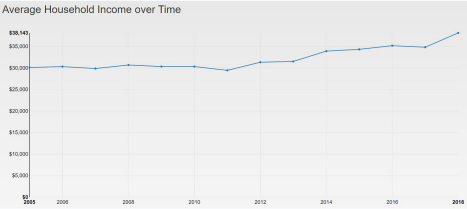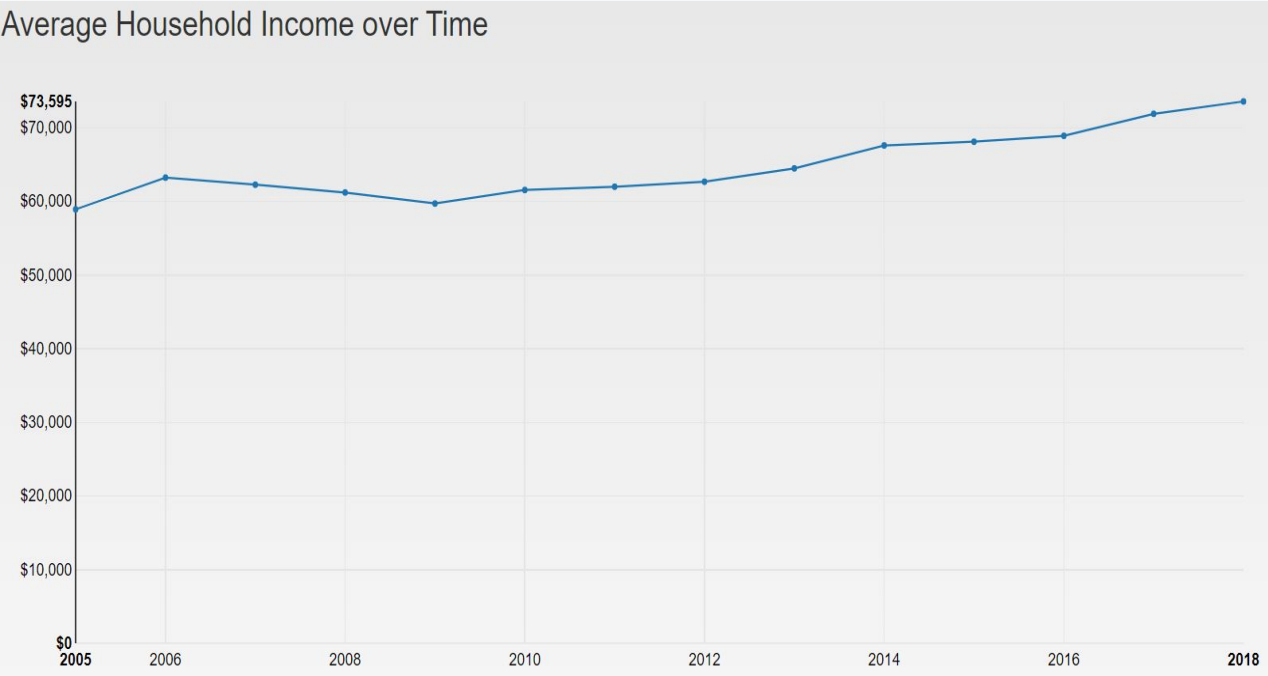78731 | 78615 | 78701 | 78705 | 78728

ZIP CODES WITH LOWEST FALSE STRAY PERCENTAGE

78610 | 78732 | 78719 | 78621 | 78719

DATA ANALYSIS ZIPCODE ANALYSIS

Low False Stray Rate

Average Household Income over Time

Average Household Income over Time

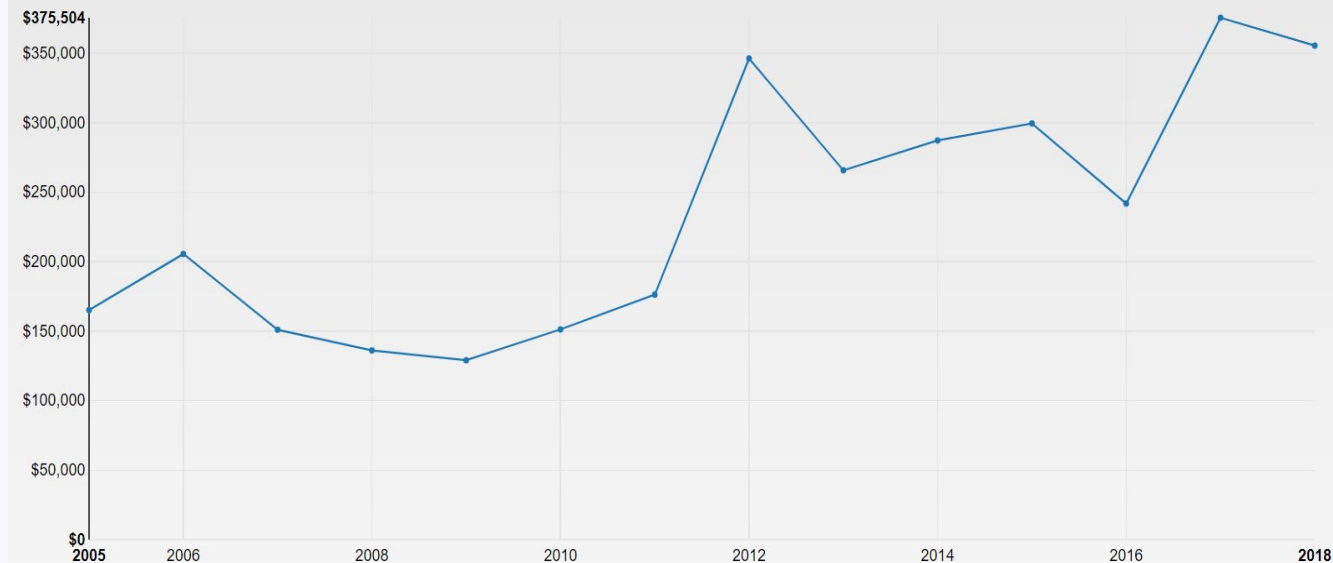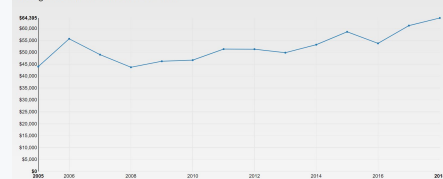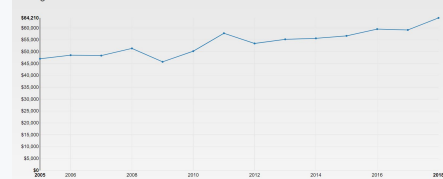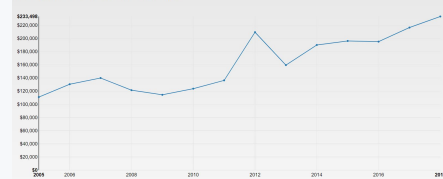Average Household Income over Time

Average Household Income over Time

DATA ANALYSIS ZIPCODE ANALYSIS

High False Stray Rate

Average Household Income over Time
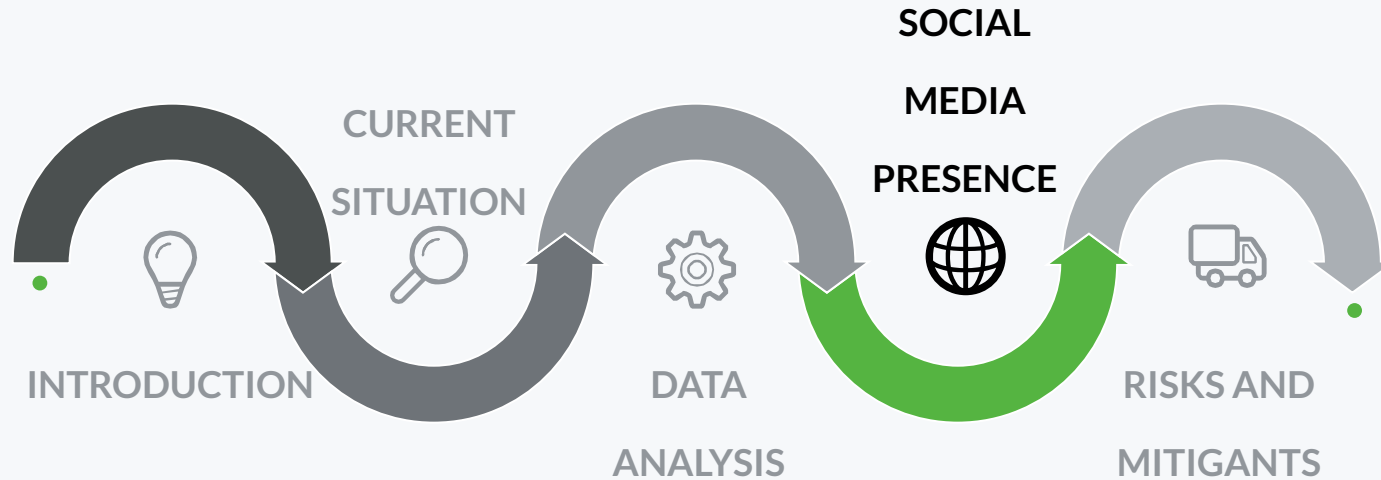
DATA ANALYSIS FINAL RECOMMENDATIONS

MICROCHIPPING

☑ **MANDATING MICROCHIPPING LEGISLATION**
- Data compilation in order to speak with City of Austin
- Causal-Inference Test can prove as statistical evidence

☑ **FREE MICROCHIPPING CLINICS**
- Eliminate cost as a barrier for microchipping in order to raise microchipping rates and improve RTO rates

☑ **MARKET MICROCHIPPING AS EFFECTIVE**
- Microchipping statistically improves Return to Owner and Adoption Rates

LOCATION

☑ **EDUCATE NEWCOMERS**
- Gentrification is proven through data
- Educate newer population about proper petcare

☑ **MARKET IN HOTSPOT LOCATIONS**
- Marketing and awareness should be aimed toward audiences in identified zip codes
- Coffee Shops, Large Retail Stores, & Commercial Hotspots

☑ **INFORM PUBLIC ABOUT STRAY SITUATIONS**
- Diminish the over intake overtime by informing public on proper procedure

PRESENTATION AGENDA SOCIAL MEDIA PRESENCE

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SOCIAL MEDIA PRESENCE OVERVIEW

SOCIAL MEDIA PRESENCE

AWARENESS

ENGAGEMENT

PROS

The Austin general public is aware of AAC
- **52.6k followers on Instagram**
- **108k followers on Facebook**

CONS

The Austin general public has an unclear understanding of:
- **AAC's offerings and role in the community**
- **what AAC's volunteers do**

PROS

- **Clear and cohesive theme established across platforms: Community**

CONS

Improve engagement across platforms:
- **0.5% to 1% engagement across platforms**
- **High quality posts receive 2% to 3% engagement rate**

AWARENESS INSTAGRAM STORIES

- Volunteers take over the Instagram Story for a day and share insights on:
  - Their day-to-day
  - What constitutes a stray
  - What the community can do to help reduce AAC's stress

- AAC is a community-run organization, and social media is a great platform to get more of the community involved

- Addresses issue of the community's lack of understanding of what volunteers do

AWARENESS WALK-UP PROTOCOL

Walk-Up Stray Protocol

1. Where was the pet found?

    a. If not in the Austin-Travis County jurisdiction, you will be referred to the other local shelters

2. Assess for medical needs

    a. If sick or injured, we can assist immediately

3. Scan for a microchip

4. We will let the finder know that we are only able to take animals at the shelter by appointment due to COVID operational concerns. We understand that this is frustrating and hear their concerns, but this is the protocol at this time. We **can** offer the following...

    a. Crate, food, leash, etc

    b. Take a picture and have them fill out a stray intake form (attached) so that the PRC can create a Found Report.

    c. Did you know many stray pets are found very close to home? Have you posted to Nextdoor, Austin Lost and Found Pets, and Craigslist yet? We've seen a lot of success on Nextdoor – if you aren't already on the app, you can post in ALFP and request someone do it for them.

5. If you cannot hold onto the pet, you can call 311 and request to speak with an Animal Protection Officer. An APO will come pick up the pet within 1-3 days.

Have you...
- ☐ Had it scanned for a microchip?
- ☐ Walked it around the neighbor and knocked on doors?
- ☐ Posted on Nextdoor, Austin Lost and Found Pets, Craigslist?
- ☐ Hung flyers where they found it?

KEY AREAS FOR IMPROVEMENT

- **Separate checklists can be combined to increase ease for user**

- **Difficult to locate on website- hyperlink can be moved to convenient location**

We are open for adoptions 10 a.m. - 6 p.m. daily.

Intake will continue by appointment only. No walk up intakes will be accepted. To schedule an appointment, please fill out our **Intake Appointment Request form**.

We have updated our Lost & Found Pets page with helpful resources: **austintexas.gov/department/lost-found-pet**. If you lose your pet, text 'LostATX' to 47177. You'll receive texts with proven tips that guide you through the pet-finding process!

View our stray intake process **here**.

- If your pet is at the shelter, or you think they might be, please visit the shelter ASAP. If you need additional assistance you may call our Reclaim Hotline at 512-978-0556 or email animal.reclaim@austintexas.gov (we do our best to answer during business hours. Unanswered calls will rollover to 311).

- To schedule an appointment to bring in a found pet, please fill out an appointment request form **here**. Found pet appointments may only be scheduled Monday through Friday. Intake of animals without an appointment will not be accepted, unless the animal is sick or injured. If you are unable to wait for an appointment, please call 311 and ask to speak with an Animal Protection Officer.

- If you need to surrender your pet, please visit our Surrendering Your Pet page **here**.

The Austin Animal Center is an open-intake facility where lost and surrendered animals in need of shelter are accepted regardless of age, health, species or breed. Animals must live in Austin or unincorporated Travis County. The goal of the Austin Animal Center is to place all adoptable animals in forever homes.

AWARENESS WALK-UP PROTOCOL

IMPACTS

- **Follow** along document makes it easier for user to make an accurate decision

- **Addresses** issue regarding the community's lack of understanding about AAC's offerings

- Moving to featured resources on the website will make it **easier** to locate this resource
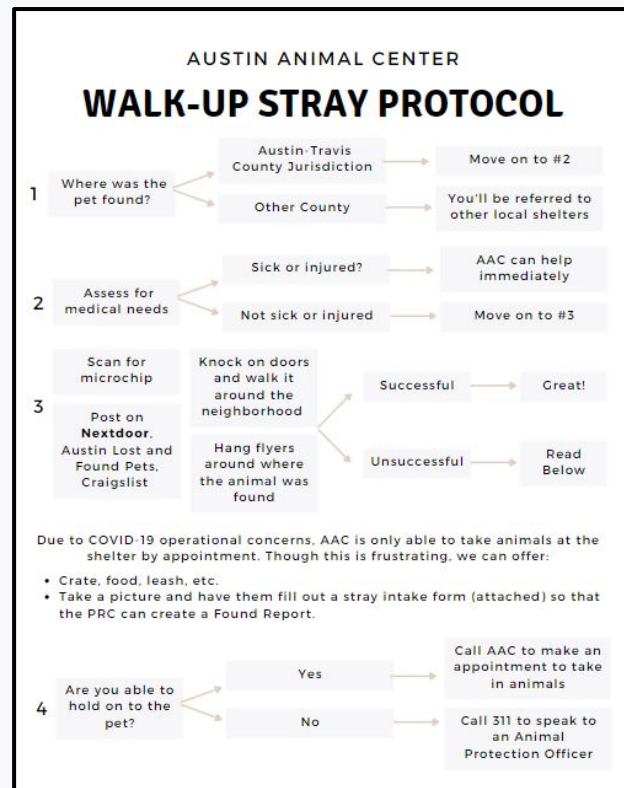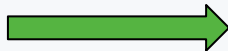
ENGAGEMENT RECOMMENDATIONS

FREQUENCY

Decrease frequency of posts to two-three times/week. Research shows that this is the most effective number of posts/week for optimal engagement

CAPTIONS

Reduce caption length to be about 150 characters long, no more than 2,200 characters total. Research shows these caption lengths receive the most engagement

QUALITY

Pictures with families, volunteers, and various community members

STORIES

Dedicate story for new rescues Can be added to your Instagram Stories Highlights to remain permanent Ensure the Stories Highlights remain updated (dogs that have been updated)

ENGAGEMENT CAPTIONS & QUALITY

SHARED CHARACTERISTICS

High Quality

Bright Colors

Quirky Animal Pictures

Caption is 155 Characters

ENGAGEMENT CAPTIONS & QUALITY

SHARED CHARACTERISTICS

High Quality

Pictures with Volunteers

Bright Colors

Quirky Animal Pictures

Pictures with Various Community Members

WHY?

AAC is a community-driven organization

These images create a connection between the social media user and AAC

No usage of sad animal pictures because AAC has created a branded themselves positively

PRESENTATION AGENDA RISKS AND MITIGANTS

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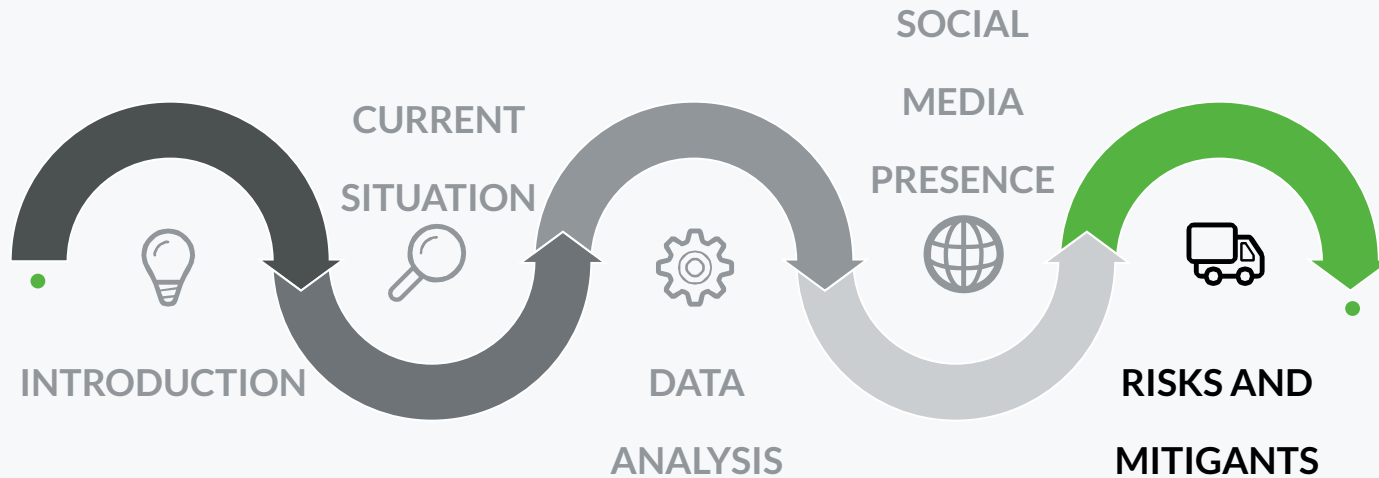
MITIGANTS

RISKS AND MITIGANTS DATA AND MESSAGING

DATA RISK:

Only used one covariate to determine gentrification.

DATA MITIGANT:

Increases in household income are one of the best indicators of gentrification.

MESSAGING RISK:

The suggestion of updating the flyer is a passive solution.

MESSAGING MITIGANT:

Passive solutions are generally effective long-term and reduce overall burden of an organization.

APPENDIX

- "U.S. ZIP Codes: Free Zip Code Map and ZIP Code Lookup."
  UnitedStatesZipCodes, www.unitedstateszipcodes.org/.