



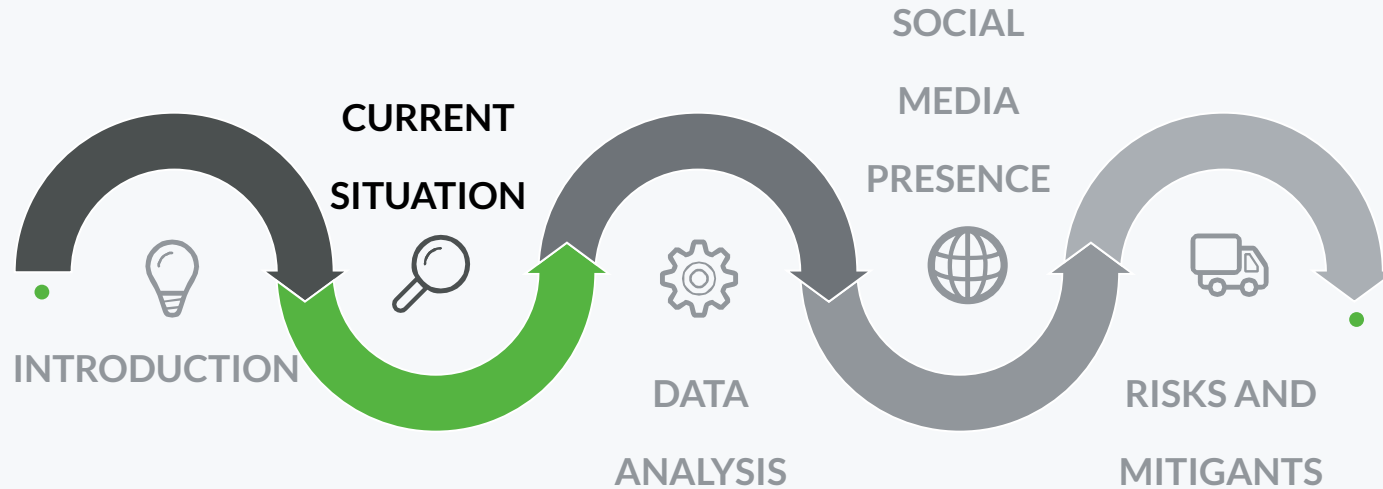
180Degrees  
CONSULTING

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**AUSTIN ANIMAL CENTER**  
**DATA ANALYTICS AND MARKETING TEAM**

DECEMBER 05, 2021

# PRESENTATION AGENDA **INTRODUCTION**



# INTRODUCTION MEET THE AAC TEAM



**SID PURANIK**

Project Lead



**SHIKHA LAKHI**

Marketing Consultant



**JUSTIN LANG**

Data Analyst



**NAVYA RAO**

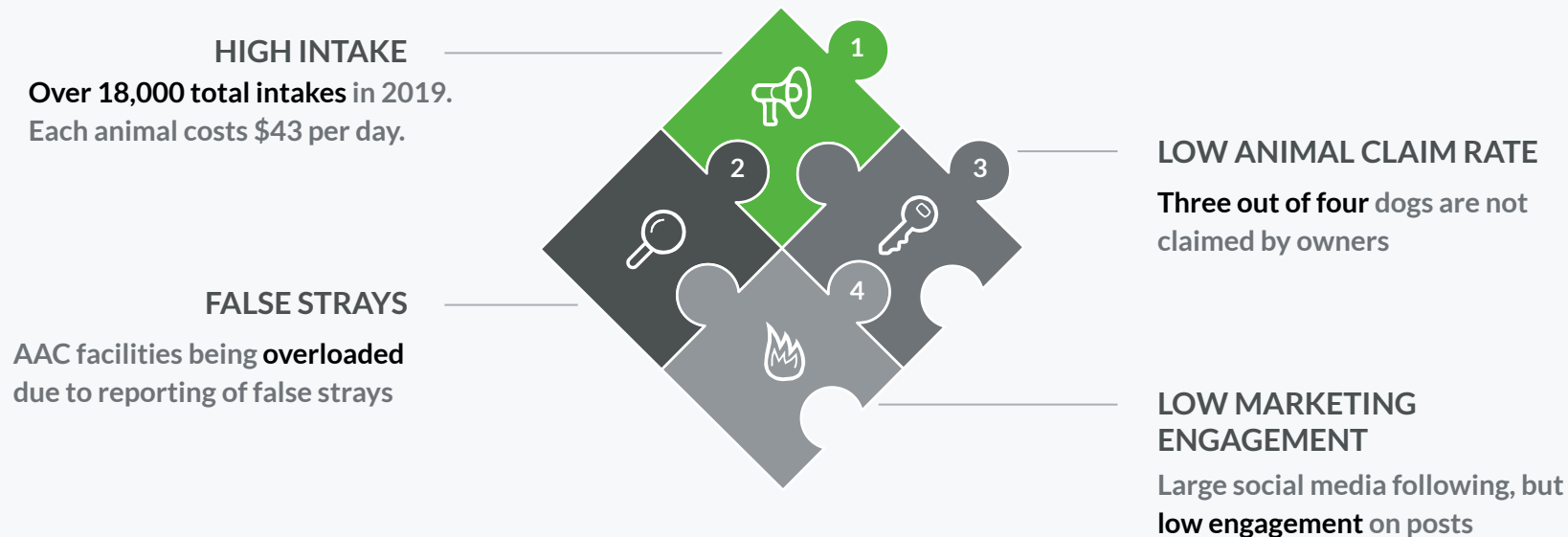
Data Analyst



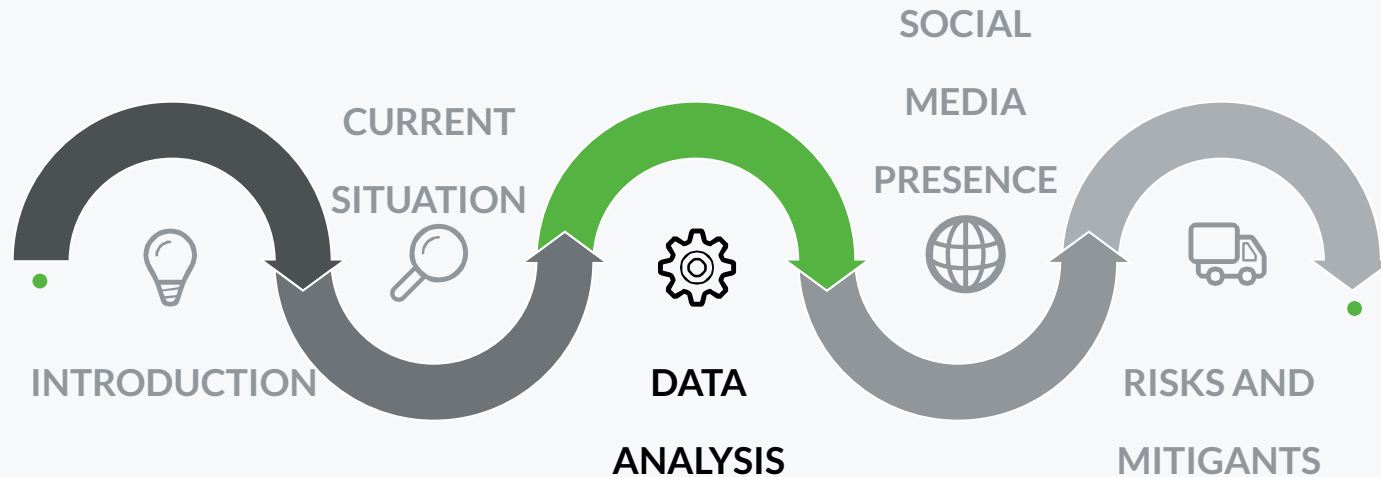
**SAKET MUKTHAPURAM**

Data Analyst

# CURRENT SITUATION **AUSTIN ANIMAL CENTER**



# PRESENTATION AGENDA **DATA ANALYSIS**



# DATA ANALYSIS OVERVIEW



01

MICROCHIPPING

02

LOCATION

03

STATISTICAL ANALYSIS

04

DELIVERABLE

# DATA ANALYSIS MICROCHIPPING

## Pivot Tables Analysis

<i>Microchip Impact on Outcome</i>		<i>Microchip Status</i>	
<i>Outcome Status</i>	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%

<i>Microchip Impact on Outcome</i>		<i>Microchip Status</i>	
<i>Outcome Status</i>	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

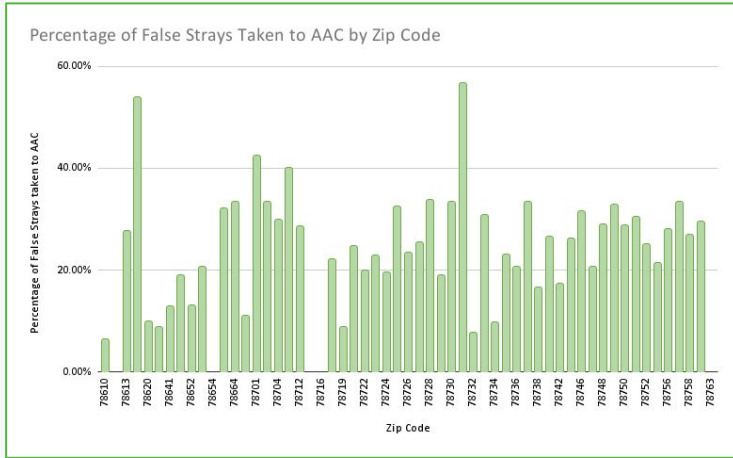
### Finding an Owner

(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

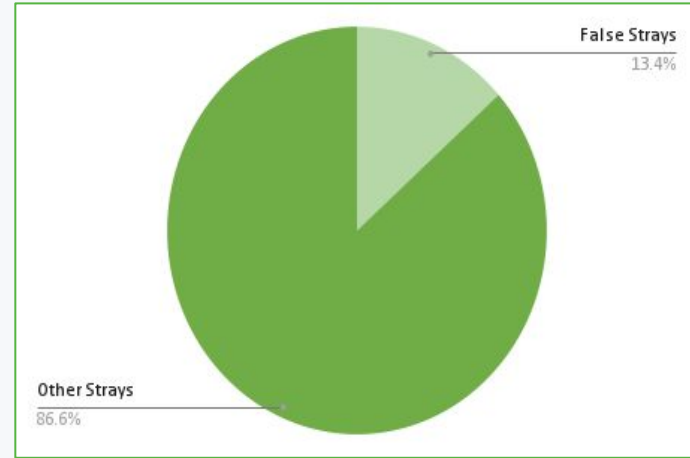
# DATA ANALYSIS LOCATION

## Frequency Analysis



### ZIP CODES WITH HIGHEST FALSE STRAY PERCENTAGE

78731 | 78615 | 78701 | 78705 | 78728

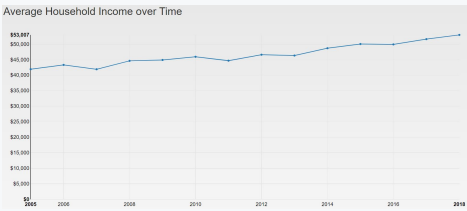
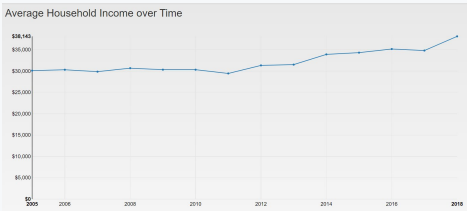
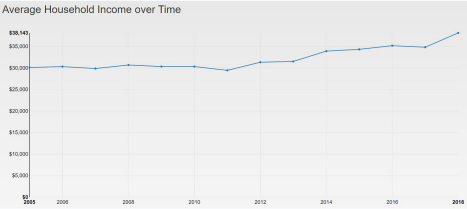
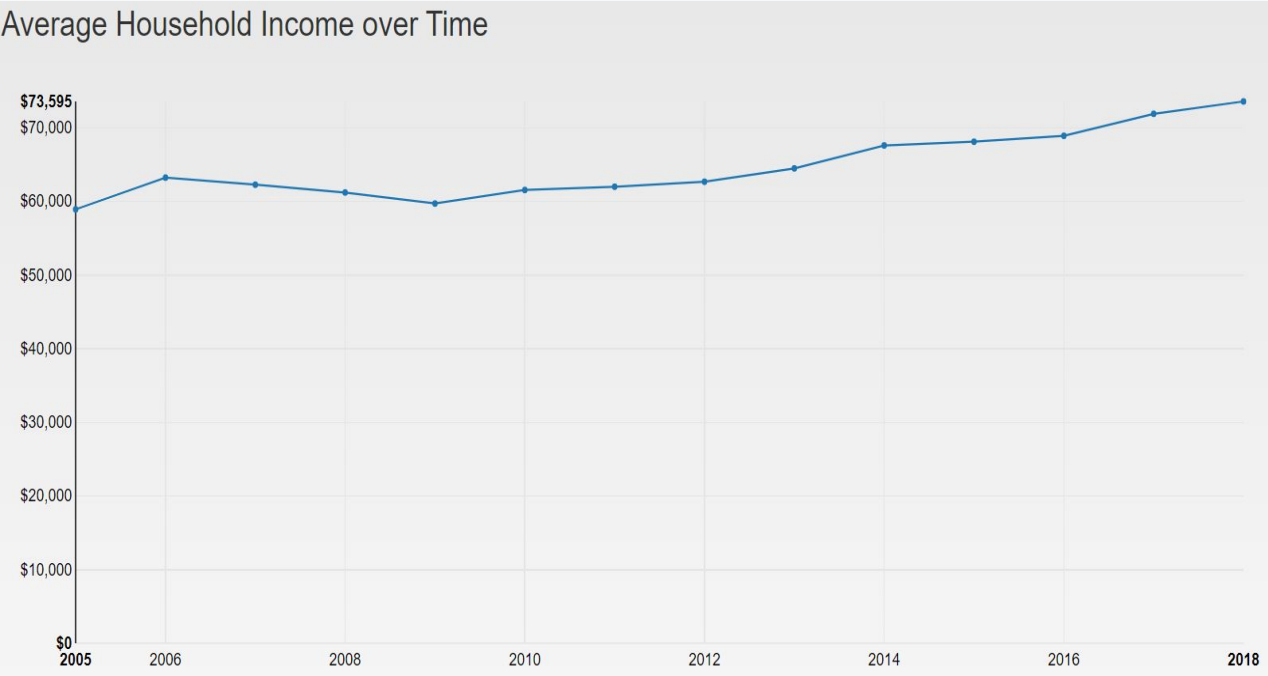


### ZIP CODES WITH LOWEST FALSE STRAY PERCENTAGE

78610 | 78732 | 78719 | 78621 | 78719

# DATA ANALYSIS ZIPCODE ANALYSIS

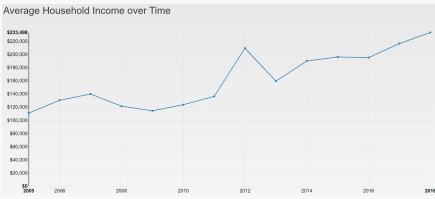
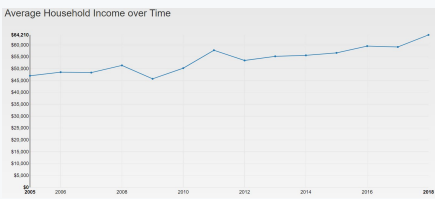
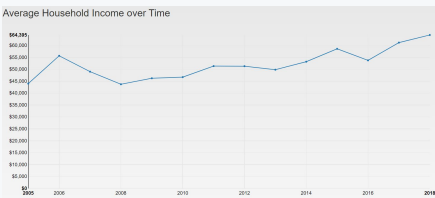
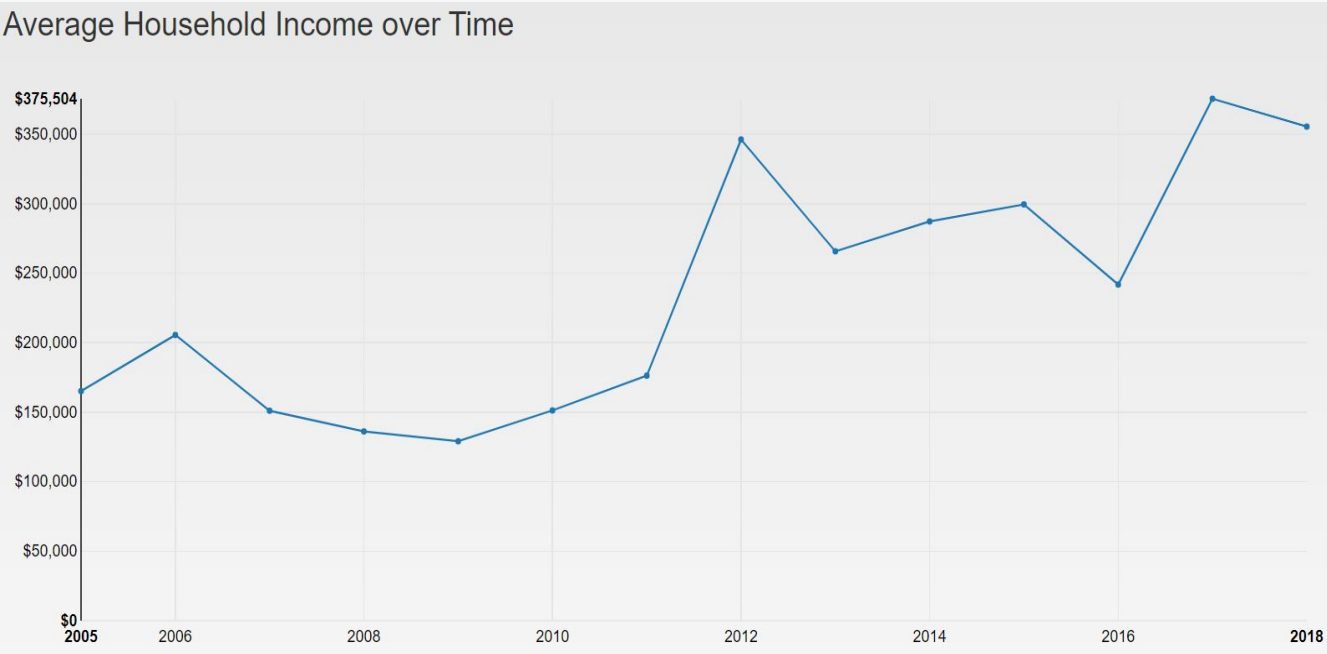
Low False Stray Rate



# DATA ANALYSIS ZIP CODE ANALYSIS

High False Stray Rate

Average Household Income over Time



# DATA ANALYSIS FINAL RECOMMENDATIONS

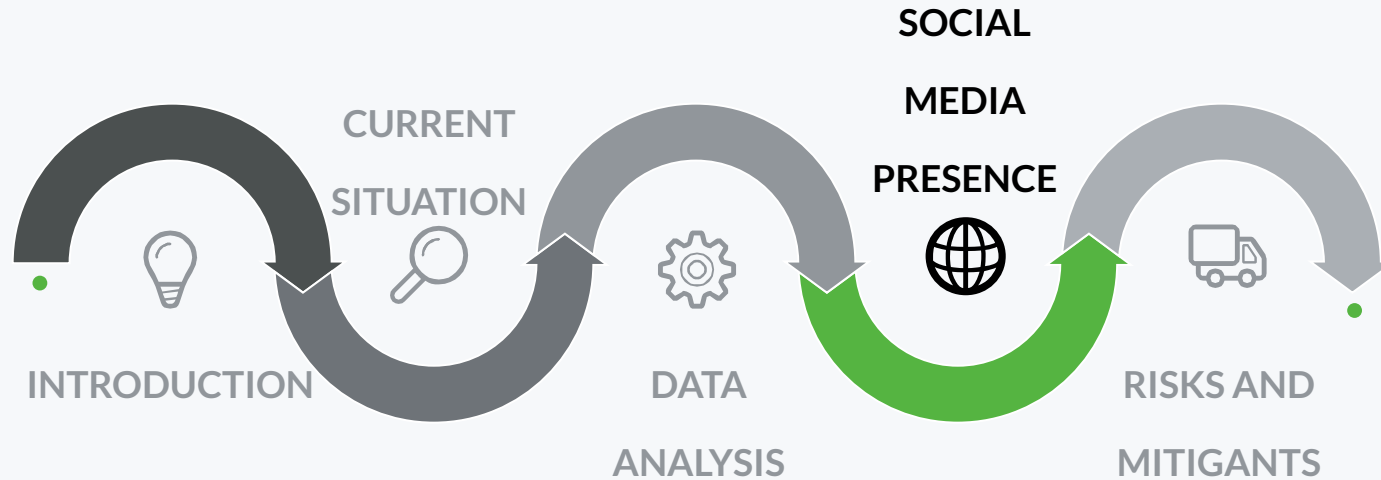
## MICROCHIPPING

- ✓ **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**



# SOCIAL MEDIA PRESENCE OVERVIEW



# 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 47477. You'll receive texts with proven tips that guide you through the pet-finding process!

View our stray intake process [here](#).

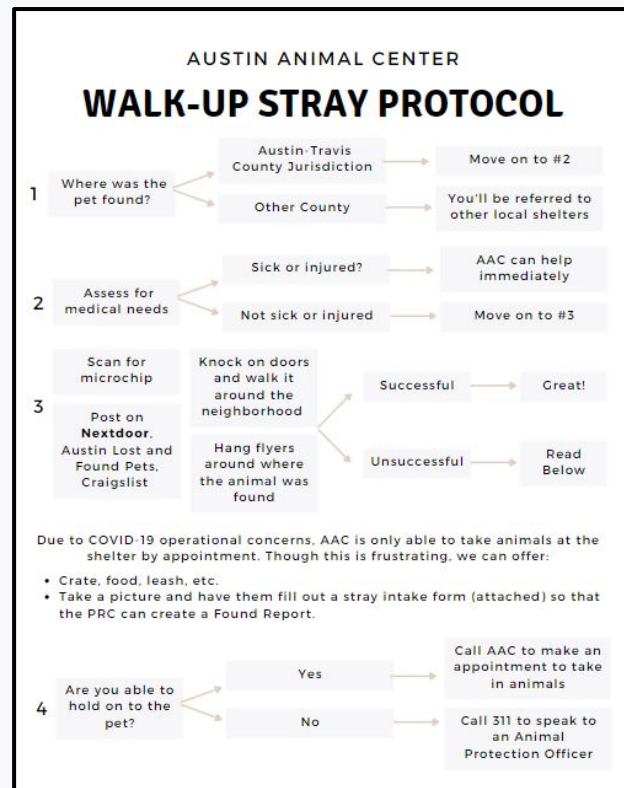
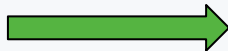
- If your pet is sick, injured, or you think they might be, please bring them to the shelter ASAP. If you need additional assistance you may call our Reclaim Hotline at 512-978-0556 or email [animal.reclaim@austintexas.gov](mailto:animal.reclaim@austintexas.gov) (we do our best to answer during business 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



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# ENGAGEMENT RECOMMENDATIONS



## FREQUENCY

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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

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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

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Pictures with families, volunteers, and various community members



## STORIES

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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

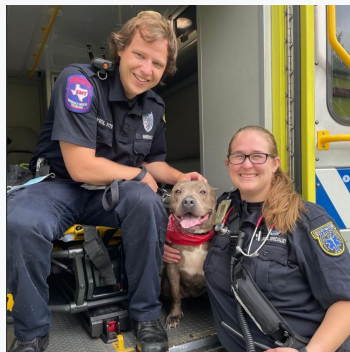
Bright Colors

Quirky Animal Pictures

Caption is 155 Characters



# ENGAGEMENT CAPTIONS & QUALITY



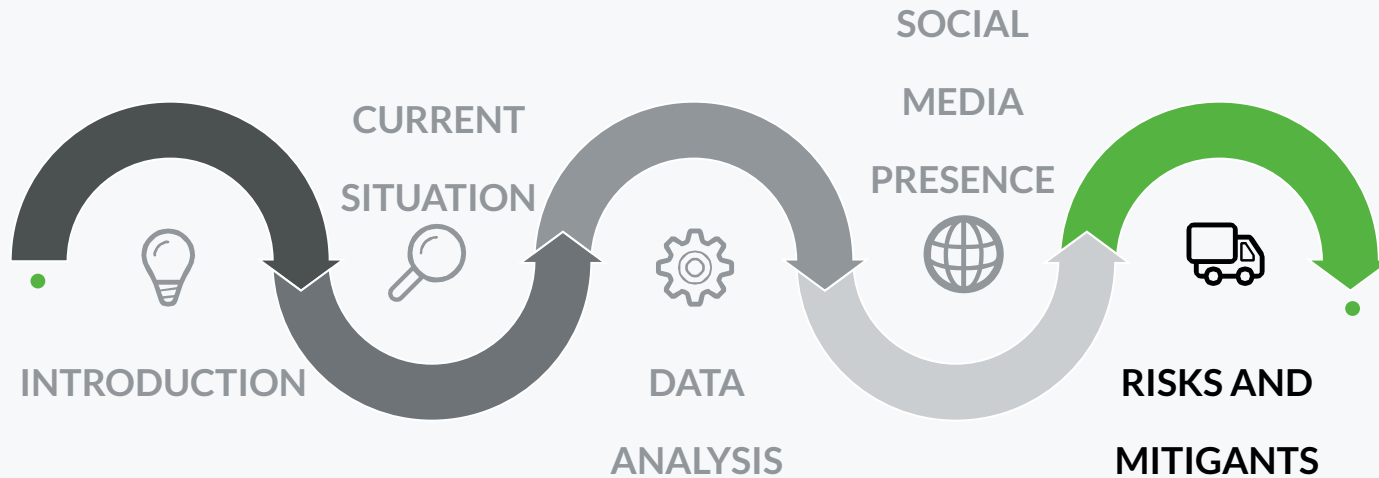
## SHARED CHARACTERISTICS

- 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**



# 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.

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# THANK YOU





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# APPENDIX

- “U.S. ZIP Codes: Free Zip Code Map and ZIP Code Lookup.”  
*UnitedStatesZipCodes*, [www.unitedstateszipcodes.org/](http://www.unitedstateszipcodes.org/).