AAC Data for March Meeting Agenda Item: Reported Space Crisis
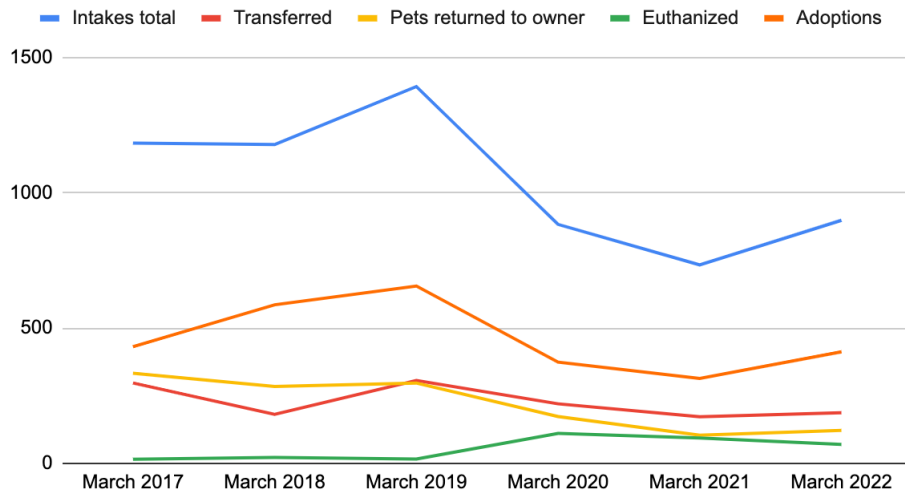
Part 1: multi-year March data
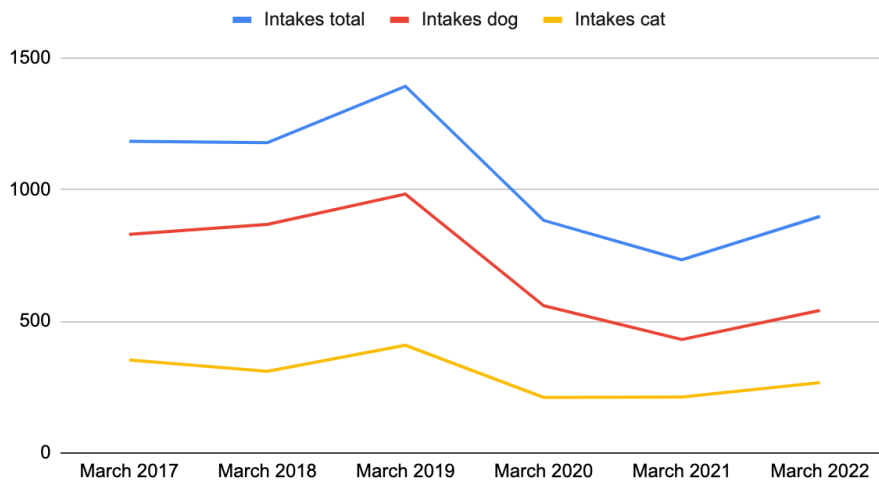
All March data

All data year over year
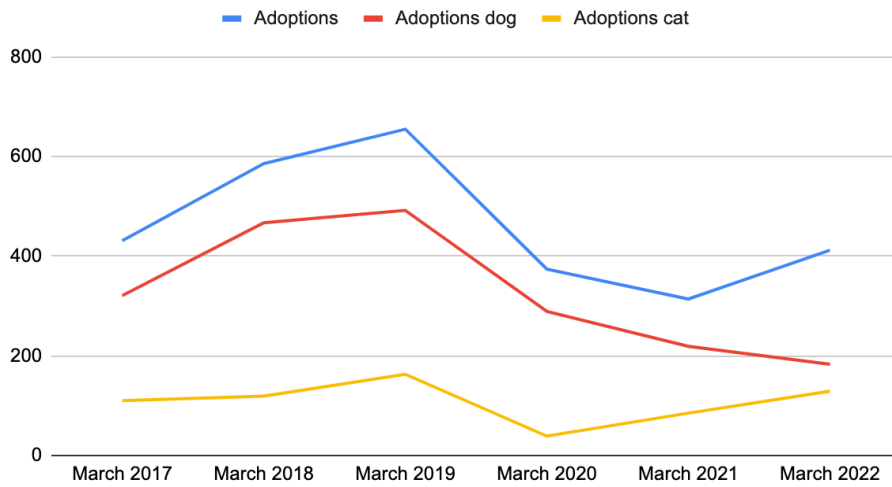
Legend: Intakes total — Transferred — Pets returned to owner — Euthanized — Adoptions

Intakes into AAC March 2017 to 2022

Intakes total, Intakes dog and Intakes cat

Legend: Intakes total — Intakes dog — Intakes cat

Adoptions March 2017 to 2022

Pets Adopted from AAC

Adoptions — Adoptions dog — Adoptions cat

Pets Returned to Owner

Pets returned to owner
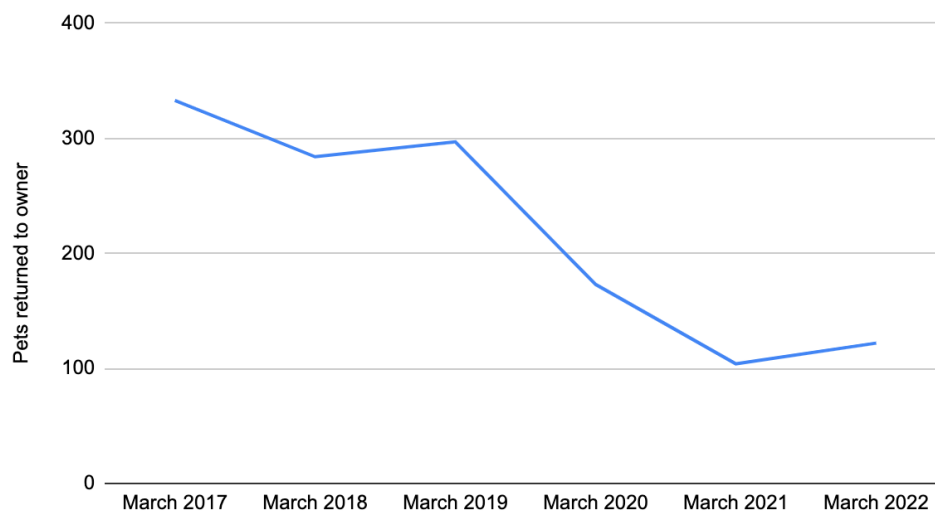
Transferred to rescue group March 2017 to 2022

Transferred

Transferred

400

300

200

100

0

March 2017　March 2018　March 2019　March 2020　March 2021　March 2022
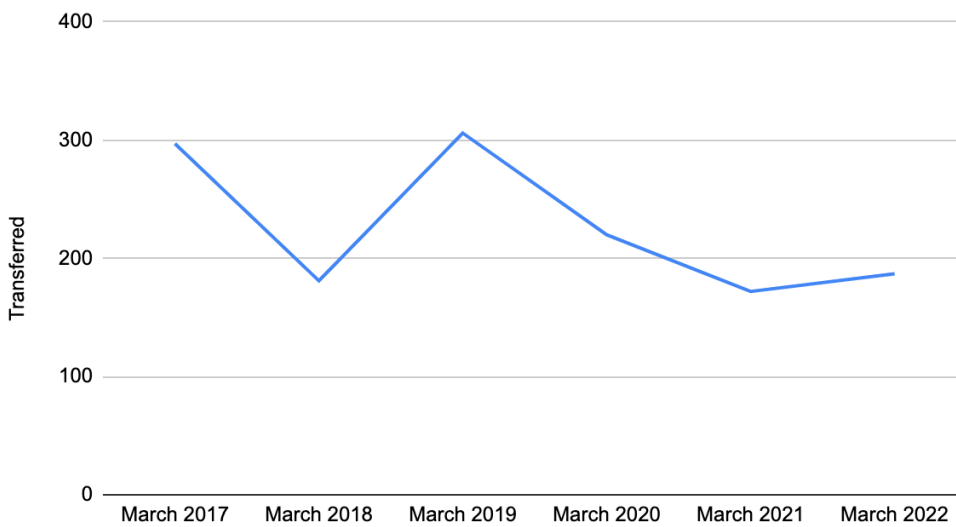
Pets Euthanized

Number of pets euthanized

Euthanized

125

100

75

50

25

0

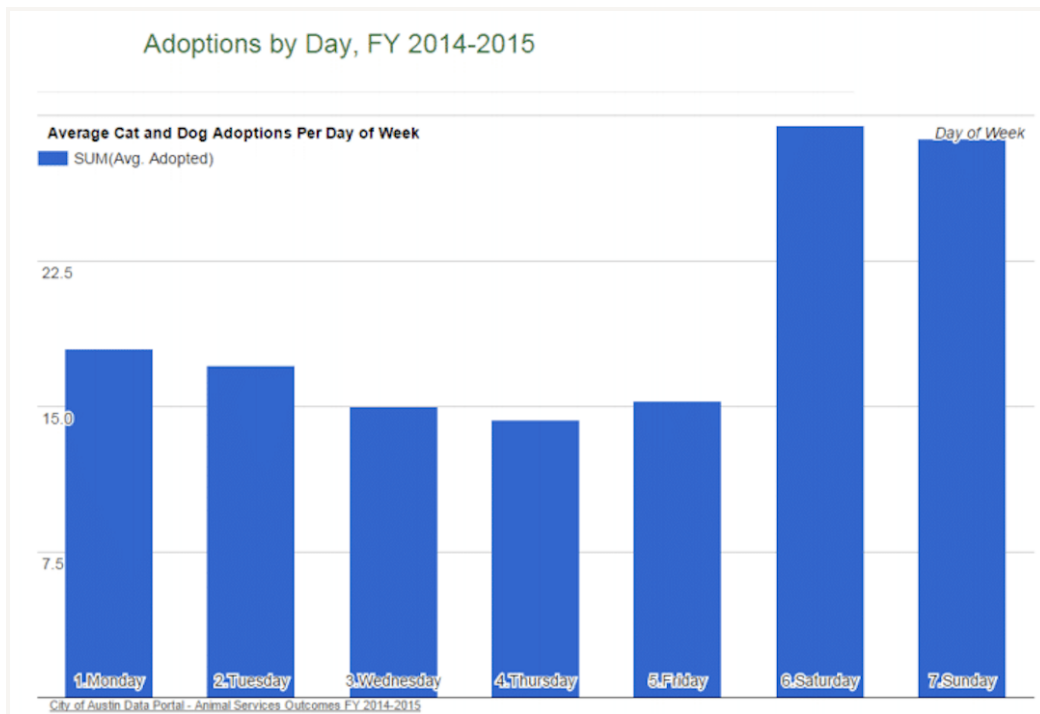March 2017　March 2018　March 2019　March 2020　March 2021　March 2022
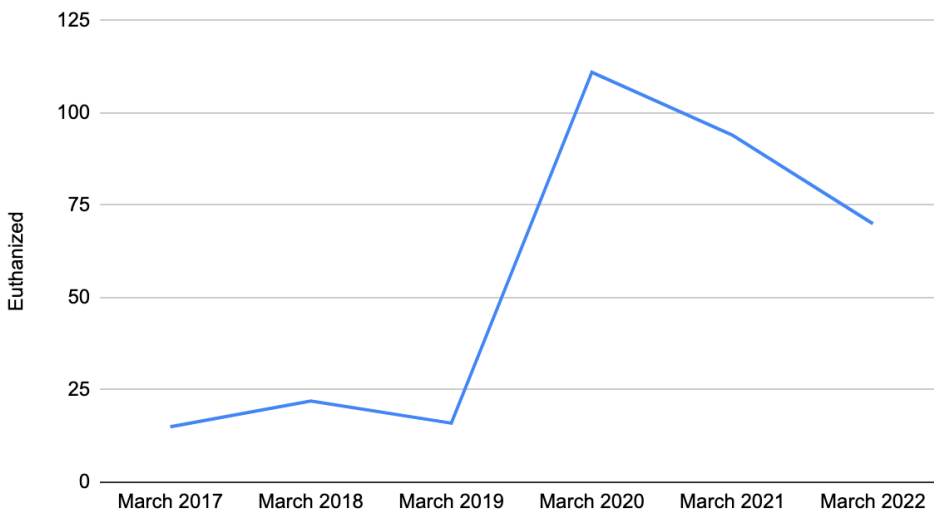
Note on data: I pieced together data from reports and from the data portal. The report that used to be provided (see example here from March 2019) made it fairly easy to get older data over a multi-year period. There were a number of gaps where I could not piece together year-over-year data - including volunteer and foster data and kennel census data. As a layperson, it's entirely possible some of this data is available for each month of each year, but I was unable to locate it.

- *First and last day of the month inventory of pets in the shelter and in foster care, broken up by species (It's hard to know what 'full' means year-over-year, without knowing the census.*
- *Number of volunteers*
- *Total volunteer hours*
- *Number of new volunteers onboarded*
- *Number of volunteer applications*
- *Number of animals that went to foster care that month - broken up by species/size*
- *Number of animals that were outcomes (adopted or transferred) from foster that month*

PART 2: Impact of being closed on Sundays

Background: Annual aggregated data from 2014 and 2015 at AAC shows 44% of all adoptions were completed on Saturdays and Sundays, split roughly evenly between the two days. Saturdays and Sundays were by far the highest outcome days.

Adoptions by Day, FY 2014-2015

Average Cat and Dog Adoptions Per Day of Week
SUM(Avg. Adopted)

City of Austin Data Portal - Animal Services Outcomes FY 2014-2015

[Data from Austin open data portal](#) makes it possible to see the outcomes that happened each day of the week. In the samplings reviewed, I came to the following conclusions:

1. *AAC is losing the opportunity to outcome 60 to 200 (or more) pets each month by being closed on Sundays.*

2. *There is no evidence that Sunday has ever been the 'slowest' day. In order to understand Sunday activity vs. other days, staff would need to share data on adoption*

starts (people who come to the shelter on a Sunday to start an adoption process) and all outcomes by type.

PART 3:

Contributing factors to space crisis (notes from reviewing website, social media, data)

Volunteer program
- Website says the next orientation data end of April and the beginning of May
- Volunteer hours still appear to be about ½ to ⅔ of what they were pre-pandemic
- Can not find obvious volunteer recruitment news releases or social media
- Could not find targeted volunteer recruitment - volunteers could be helping with adoption and returns-to-owners on Sundays
- Low conversion rate from applying to volunteering (from monthlyreport)
- Did not see any promotion of specialty volunteer groups except something called 'cactus cats' unclear if this is a volunteer group or a category of pet?

Foster program
- No big dog foster coordinator
- No dedicated staff for case management/foster placement of long-stay dogs
- No specific big dog foster recruitment
- Minimal marketing of long-stay dogs (no media and two FB posts in March)
- The website indicates people have to complete a foster application and wait for a week to hear back. No same-day foster options listed
- The shelter is still sending a historically low number of pets to foster homes

Staffing
- No mentions of staff recruitment on social media and no news releases shared to announce staffing needs

Adoptions
- Could not find any news releases for adoption promotions
- No extended adoption hours
- No adoption promotion news releases or media that I could find

News Releases

Only two in March - one on microchip clinic (3/21) and one to announce a performance and waived adoption fee event on April 23.

Social media

March FB posts:

Adoption posts: 19 total split between cats and dogs (2 for urgent dogs)
Lost dog posts: 20 total
Pets in foster posts ready for adoption: 8
Shelter full/code red: March 4,7,8,11
Posts recruiting foster caregivers: 1
Posts recruiting volunteers: 1
Posts recruiting staff: no dedicated post but open staffing mentioned in 2 posts
Closing early due to 'weather': one post

NEEDS for social media posts

- Volunteer/foster recruitment
- Pets for adoption, especially long-stay and urgent - more posts and more pets
- How people can help same day
- Calls for same-day fostering for field trips, overnights - not just as a 'special event'