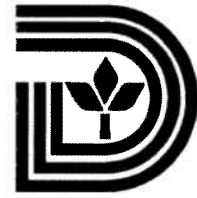


Memorandum



CITY OF DALLAS

DATE September 7, 2012

TO Honorable Members of the Quality of Life & Government Services Committee:
Sandy Greyson (Chair), Mónica R. Alonzo, Dwaine Caraway, Carolyn R. Davis

SUBJECT Animal Services Update

On Tuesday, September 11, 2012 the committee will be presented with an Animal Services Update. Briefing materials are attached for your review.

If you have any questions, or require additional information, please do not hesitate to contact me.

A handwritten signature in black ink, appearing to read 'Joey Zapata'.

Joey Zapata
Assistant City Manager

cc: Honorable Mayor and Members of the City Council
Mary K. Suhm, City Manager
Thomas P. Perkins, Jr., City Attorney
Craig D. Kinton, City Auditor
Rosa A. Rios, City Secretary
Daniel Solis, Administrative Judge

A.C. Gonzalez, First Assistant City Manager
Ryan S. Evans, Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
Forest E. Turner, Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Stephanie Cooper, Assistant to the City Manager

Animal Services Update

Presented to the
Quality of Life & Government Services Committee
September 11, 2012



Purpose

- Provide a review of Animal Services operations
- Introduce key shelter staff
- Highlight accomplishments to-date in FY11-12
- Identify priorities and next steps for Animal Services



Overview of Animal Services

- Animal Services is a division of Code Compliance
- Proposed FY12-13 budget is \$7.2M with 93 FTEs including an increase of 2 FTE Animal Service Officers
 - Shelter operations
 - Field operations



Overview of Animal Services

■ Shelter Operations

- ❑ Operates a sheltering division that cares for and houses over 800 animals daily, approximately 34,000 annually
- ❑ Average daily intake for July/August 2012 – 82 dogs, cats, livestock and wildlife compared to average intake of 87 for same period last year
- ❑ Provides in-house medical care & neutering surgeries to pets released from shelter
- ❑ Provides lost & found services to reunite owners that have become separated from their pets
- ❑ Provides pet adoptions and rescues



Overview of Animal Services

■ Field Operations

- Provides for care and control of animals in the City through enforcement of Chapter 7 of the Dallas City Code and Texas Rabies Control Act
- Through August of FY 11-12, Dallas has responded to 49,811 service calls for animals on a 24/7 basis with a focus on public safety and injured animals
 - Average 145 calls every day in FY 2010-11



	FY 2008-09	FY 2009-10	FY 2010-11	FY 2011-12 (YTD)
Total Service Requests	66,800	53,773	52,541	49,811

Customer Service Requests

- Ongoing process improvement through monthly meetings with 3-1-1 to enhance call intake scripts
 - Example: instead of asking if an animal is injured, we ask if it is mobile or immobile for better information and prioritization
- Mapping stray animal service requests for targeted sweeps
- Streamlining service request intake process in preparation for software upgrade in spring 2013



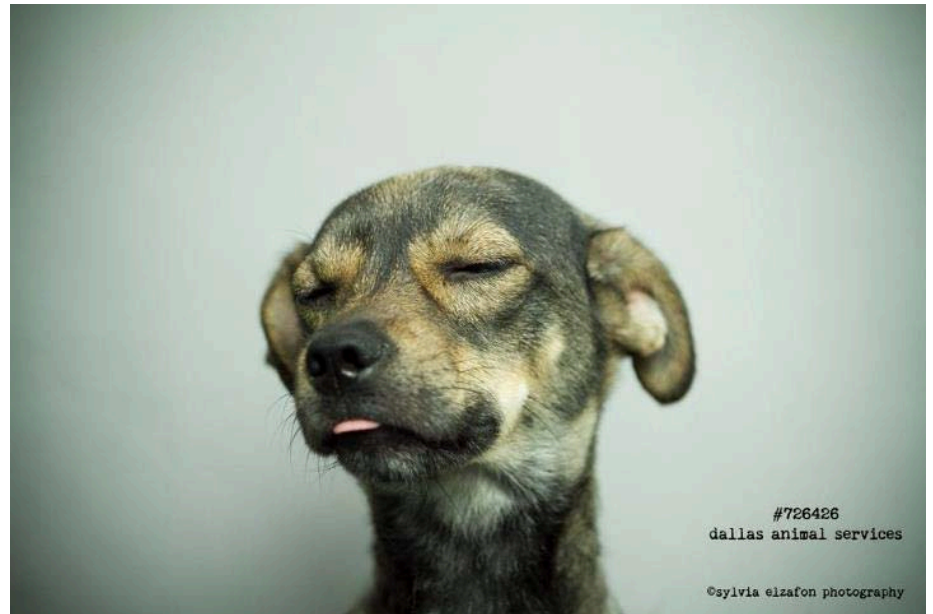
Key Staff Additions

- Operations Manager – Dr. Catherine McManus
 - Veterinarian with specialized training in shelter medicine, operations and public health
 - Duties include
 - Streamlining field and shelter operations and collaborations with partners to increase live releases
 - Revising policies and work instructions to create operational efficiencies and best practices
 - Engaging staff and community in the medical and mental well being of the shelter population to boost animal health and adoptability



Key Staff Additions

- Lead Veterinarian – Dr. Melissa Darwin-Betten
 - Experience in emergency veterinary care and community outreach
 - Duties include
 - Coordinating medical division operations to improve animal care and the services provided
 - Identifying resources and opportunities to increase veterinary services



Placement Results

■ Discount Adoption Rate Results

- In August 2011, the City Council approved discounted adoption fees in order to increase pet adoptions
- Adoptions in July and August 2012 increased by 50% over same period last year
 - Animal intake in July and August decreased an average of 6% compared to same period last year through community education of responsible pet ownership

■ Live Release Rates

	2011	2012
May	22%	31%
June	20%	34%
July	23%	31%
August	22%	36%

Animal Mania

Certified Pre-Owned Dogs & Cats



NOSE TO TAIL INSPECTION:

- Exam
- Spay or Neuter
- Basic Vaccinations
- Pet Identification Number (microchip)
- Heartworm and Feline Leukemia tested (when applicable)

STANDARD FEATURES:

- 4 paw Independent Suspension
- Will Park Itself Anywhere
- A variety of sizes and color options to fit any pet owners dream.
- *Additional \$7 Registration for City of Dallas Residents*

\$30

Tuesday, Wednesday, Thursday
In August



Address: 1818 N. Westmoreland, Dallas, TX 75212
Hours: Monday-Saturday 11AM-6:30PM ; Sunday 12PM-5PM
(214)-670-6800 ; (214)-671-0249

To View Adoptable Pets Visit: www.dallasanimalservices.org

TWO for ONE Adoption Specials ALL month long!



SEPTEMBER STUDY BUDDY



Back to School Specials!

Throughout the month of September
you can adopt **TWO PETS FOR THE PRICE OF ONE!**

To view adoptable pets visit:

DallasAnimalServices.org

or come by and view our adorable pets in person at
1818 Westmoreland Dallas, TX 75212

Shelter Hours:

Mon - Sat: 11 a.m. - 6:30 p.m.

Sunday: 12 noon - 5 p.m.

214-670-6800

LIKE US ON FACEBOOK: www.facebook.com/DallasAnimalServices

New Initiatives

- Photo studio to enhance adoption notices
- Working with Dallas Companion Animal Project to bring resources to the community through public private partnerships
- Big Fix for Big D, a partnership of DAS, SPCA of Texas, Metroplex Animal Coalition and Kaufman County Animal Awareness Project, to facilitate neutering of pets in the southern sector
 - Goal is to decrease animal intakes at Dallas Animal Services and Adoption Center by 30% after three years



New Initiatives

- Automated pet photo and description updates to increase pets being reunited with owners
- Ongoing DAS Officer monthly training program to enhance services and efficiencies
- Added Pinterest and Twitter to our social media presence



Spay/Neuter Outreach

- Spay/Neuter Outreach
 - DAS hosted Spay Days for the public through a partnership with Metroplex Animal Coalition
 - June – 107
 - July – 57
 - August – 53
 - Total number of surgeries performed by DAS
 - July – 289
 - August – 473



Priorities & Next Steps

- Continue review of model standards and implement improvements into policies and work instructions
- Continue staff training programs to improve customer service
- Implement outreach program to offer partner resources to communities
- Expanding community partnerships to improve the quality of life for citizens and animals in the City of Dallas

