Memorandum

CITY OF DALLAS

DATE March 20, 2009

TO Honorable Members of the Quality of Life Committee: Pauline Medrano (Chair), Vonciel Jones Hill (Vice Chair), Carolyn R. Davis, Angela Hunt, Sheffie Kadane, David A. Neumann, Steve Salazar

SUBJECT Dallas Animal Services Update

On Monday, March 23, 2009, the Dallas Animal Services Update briefing will be presented to you. Attached is the briefing material for your review prior to Monday's discussion.

If you have questions or need additional information, please let me know.

Forest E. Turner
Interim Assistant City Manager

cc: Honorable Mayor and Members of the City Council
Mary K. Suhm, City Manager
Deborah A. Watkins, City Secretary
Thomas P. Perkins, Jr., City Attorney
Craig D. Kinton, City Auditor
Judge C. Victor Lander, Judiciary
Ryan S. Evans, First Assistant City Manager
Ramon F. Miguez, P.E., Assistant City Manager
A.C. Gonzalez, Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
David K. Cook, Chief Financial Officer
Helena Stevens-Thompson, Assistant to the City Manager
Joey Zapata, Interim Director, CCS
Lynetta Kidd, Assistant Director, CCS

Dallas Animal Services Update

Presented to the Quality of Life & Government Services Committee

March 23, 2009

City of Dallas

Dallas Code Compliance, what it all means COMMUNITY

Key Focus Area
Clean, Healthy Environment

Purpose

- To provide an update on:
  - Dallas Animal Services operations
  - Loose Dog Initiatives
  - Pet Adoptions
  - Outreach Efforts

Flavi
Shepherd [mix]
1 1/2 yr. old, Female
Does well with other dogs

Available for Adoption

Animal Services Operations Update

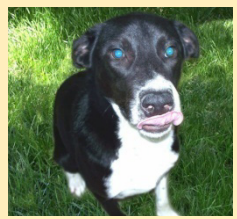
- Scope of Services
  - Care and control of animals and pets through enforcement of Chapter 7 of the Dallas City Code and Texas Rabies Control Act
  - Operation of Dallas Animal Services and Adoption Center
    - Impound loose or unwanted animals
    - Lost & Found
    - Dog & Cat Adoptions
    - Pet Registrations
    - 24-hour Night Drop
    - Emergency Response

Strengthened Animal Control Ordinance

- June 2008: City Council amended Animal Control Ordinance
- Since the ordinance was approved 9 months ago, it has proven to be effective
- Animal Services statistics (10/1/08 – 2/28/09):
  - 9,909 dogs caught; 9% increase over the same time last year
  - 1,048 dogs and cats adopted; 34% increase over the same time last year
  - 207 Spay/Neuter applications approved; 59% increase over the same time last year

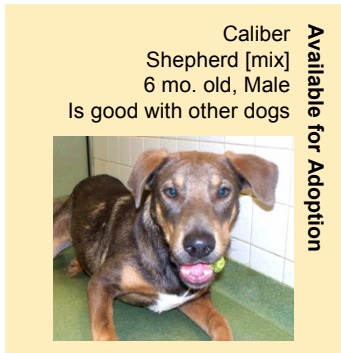
Available for Adoption

Buddy
Border Collie [mix]
1 ½ yr. old, Male
Is great with other dogs



Strengthened Animal Control Ordinance

- Results:
  - Enforcement primarily complaint-driven
  - Conduct routine intensified neighborhood inspections (sweeps)
  - Educated residents on changes by providing information door-to-door and during community meetings
  - Determined which dogs had owners and which were strays and targeted owners and educated on responsible pet ownership



Strengthened Animal Control Ordinance

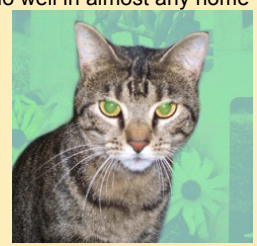
- Summary of Amendments
  - Limited pets in a single-family home to 6, 8 if on a half-acre or more
  - Established guidelines for anti-tethering and confinement
  - Set regulations for Spayed, Neutered and Intact Animals
  - Strengthened Dangerous Dog rules

Fuzzy
Domestic Long Hair
4 yr. old, Female,
All around awesome cat!

Available for Adoption

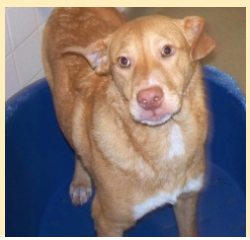
Loose Dog Initiatives

Cat Girl
Domestic Short Hair
1 yr. old, Female,
Will do well in almost any home



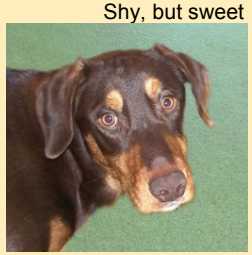
Available for Adoption

Chance
Labrador [mix]
5 mo. old, Male,
Very shy, but warms up quickly



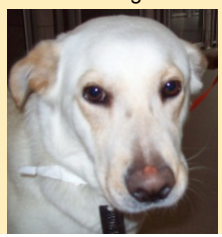
Available for Adoption

Malcolm
Doberman [mix]
1 yr. old, Male,
Shy, but sweet



Available for Adoption

River
Lab/chow [mix]
2 yr. old, Female,
Very scared and shy, but
the sweetest girl ever!



Available for Adoption

Loose Dog Initiatives

- Southern Dallas Loose Dog Initiative
  - 5 weeks: December 8, 2008 – January 11, 2009
  - 7 days/week from 11am – 7pm
  - 8 dedicated Animal Officers to designated areas in Southern Dallas to pick up loose dogs
  - Coordinated with Code Officers to distribute educational information door to door and at neighborhood meetings

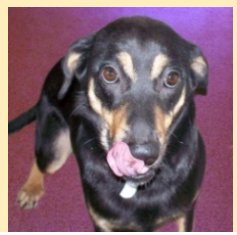
Loose Dog Initiatives

- Southern Dallas Loose Dog Initiative Results
  - 2,106 animals caught (1,914 dogs and 192 cats)
    - 325 animals were returned to owners in the field
    - Owners were counseled on responsible pet ownership and given a written notice to comply with Chapter 7
    - No citations were issued in the designated areas during the timeframe for this initiative

Loose Dog Initiatives

- District 2 Loose Dog Initiative
  - 2 weeks: February 17 – March 3, 2009
  - 7 days/week from 11am – 7pm
  - 4 dedicated Animal Officers to designated areas in District 2 to pick up loose dogs
  - Coordinated with Code Officers to distribute educational information door to door and at neighborhood meetings

Kanga
German Shepherd [mix]
1 yr. old, Female
Very sweet and shy girl



Available for Adoption

Loose Dog Initiatives

- District 2 Loose Dog Initiative Results
  - 185 animals caught (178 dogs and 7 cats)
    - 82 animals were returned to owners in the field
    - Owners were counseled on responsible pet ownership and given a written notice to comply with Chapter 7
    - No citations were issued in the designated areas during this initiative

Caesar
Siamese [mix]
1 yr. old, Male,
Talkative and loves attention

Available for Adoption

Loose Dog Initiatives

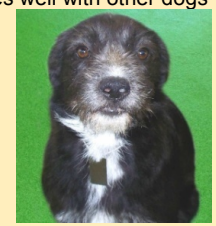
- Loose Dog Initiative – Part II
  - Follow-up Initiative to begin April 6, 2009
  - 4 weeks: April 6 – May 1, 2009
  - 5 days/week from 11am – 7pm
  - Dedicate 8 Animal Officers to designated areas in Southern Dallas and District 2
    - Pick up new litters and “hard to catch” dogs
  - Continue coordination with Code officers to distribute educational materials

Pet Adoptions

Venus
Siamese
3 yr. old, Female,
Likes attention and toys

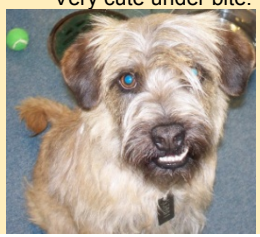
Available for Adoption

Pooky
Terrier [mix}
8 mo. old, Female,
Does well with other dogs



Available for Adoption

Bowie
Terrier [mix}
1 ½ yr. old, Male,
Very cute under bite.



Available for Adoption

Stuart
Domestic Medium Hair
2 yr. old, Male,
Gets along with everyone!

Available for Adoption

Pet Adoptions

- Approximately 33,000 dogs and cats impounded every year
  - An additional 3,000 livestock and wildlife are impounded for a total average of 36,000
- Approximately, 6,500 dogs and cats are adopted, rescued or reclaimed by owners

Pet Adoptions

FY 07-08 YTD (10/1/07 – 2/28/08)	FY 08-09 YTD (as of February 28)
11,705 dogs and cats impounded	11,938 dogs and cats impounded
751 dogs and cats adopted	1,048 dogs and cats have been adopted
457 were transferred to rescue groups	496 were transferred to rescue groups
718 were reclaimed by their owner	1,319 were reclaimed by their owner (includes 407 returned in field)

Pet Adoptions

- Healthy, adoptable dogs and cats
- Dallas Animal Shelter provides the best value in Dallas with dogs for $85 and cats for $55
  - Includes vaccinations, sterilization, microchip, free physical
- In comparison:

SPCA Adoption Costs	Operation Kindness Adoption Costs
$185 - $285 for puppies 6mos and under, adult dogs for $95 - $195; $125 for kittens, $95 for cats Discounts for VIP or older animals	$175 for puppies under 1 year, $150 for dogs; $135 for kittens under 1 year, $110 for cats

Pet Adoptions

Off-site Pet Adoptions

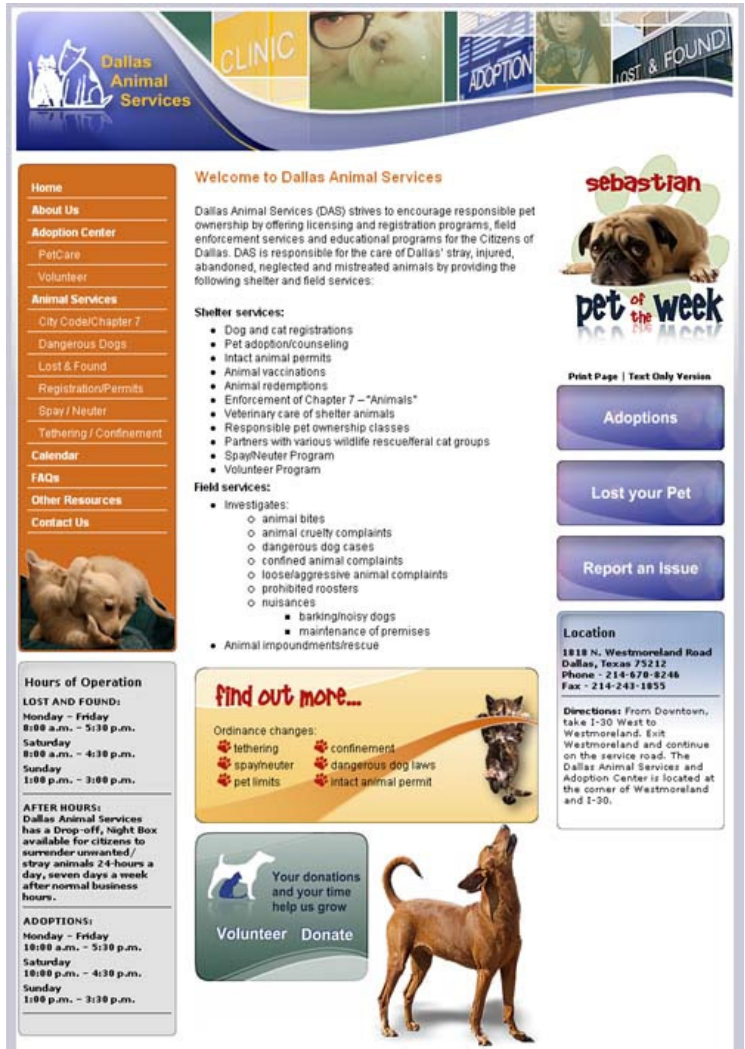
- Able to expose our adoptable animals to different parts of the city
- 329 animals adopted through off-site events
- Most events held on weekends
- Sites include:
  - State Fair of Texas – 24 dogs adopted
  - Dallas Auto Show – 10 dogs adopted

Pet Adoptions

- Pet of the Week
  - Effort to showcase animals available for adoption
  - Approached local media outlets to feature our adoptable pets on their morning shows
    - Response was that either they already featured a Pet of the Week segment or were not interested
  - Partnered with the Office of Cultural Affairs to create our own segment
  - Posted on the City's website and uploaded to YouTube weekly

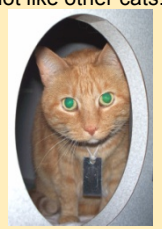
Pet Adoptions

- New Website: www.DallasAnimalServices.net
- Features:
  - User-friendly, attractive design
  - Pet of the Week segment
  - Online donations
  - Offer out-of-state adoptions through Petfinder.com
  - Frequently Asked Questions
  - Chapter 7 regulations
  - Links to other helpful websites
- Launch date – April 2009



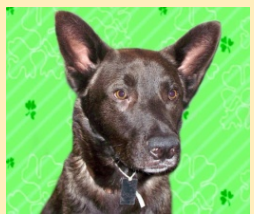
Outreach Efforts

Cliff
Domestic Short Hair
3 yr. old, Male,
Does not like other cats.



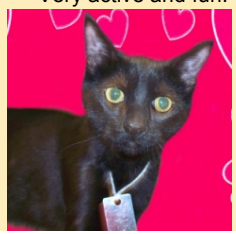
Available for Adoption

Reno
German Shepherd [mix]
1 ½ yr. old, Male



Available for Adoption

Swaggy
Domestic Short Hair
5 mo. old, Male
Very active and fun.



Available for Adoption

Charly
Labrador [mix]
1 yr. old, Male,
Fun, sweet dog!

Available for Adoption

Outreach Efforts

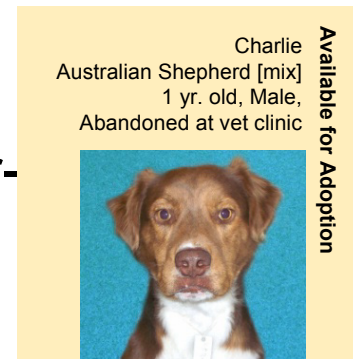
- Public Education
  - Continue outreach efforts through animal services officers, code officers and outreach and education coordinator
    - Distribute materials at community meetings/events
    - Conduct Responsible Pet Ownership classes at the shelter and recreation centers
  - Posters and fliers at area recreation centers, libraries and dog parks

Outreach Efforts

- Revamp and Build Volunteer Program
  - In the process of developing a Volunteer Manual
    - Establishes guidelines for the volunteers
    - Defines the roles and responsibilities and reporting structure
  - 7 volunteers currently in the program
  - Grow the volunteer pool
    - Reconnect with Volunteer Center of North Texas to advertise opportunities
    - Utilize website to express needs

Outreach Efforts

- Revamp and Build Volunteer Program
  - Volunteers are valuable
    - Assist with adoptions by showing prospective adopters their potential companions
    - Socialize with animals as they are waiting to be adopted
    - Increase the number of off-site adoption events
    - Assist with any special events at the shelter
    - Help pet owners search for lost pets at the shelter
    - Educate residents on responsible pet owner-ship



Outreach Efforts

- Raise awareness
  - Issue regular press releases
    - Pet owner tips
  - Highlight pet care months with events at the shelter and on website
    - April is Prevention of Animal Cruelty month
    - Open House, Registration & Microchip Fair, distribute PSA's
  - Participate in educational events at libraries, recreation centers and schools

Ginger Snap
Domestic Short Hair x Calico
1 ½ yr. old, Female
Very sweet and loves attention

Available for Adoption

Next Steps

- Continue outreach and education
  - Host Microchip Fair – Saturday, March 28
    - Held every 4th Saturday
  - Hold Prevention of Animal Cruelty month events in April
  - Kick-off Volunteer Orientation – April 21

Hunter
Dachshund (mix)
3 mo. old, Male
Very shy, quiet, but sweet

Available for Adoption

Questions

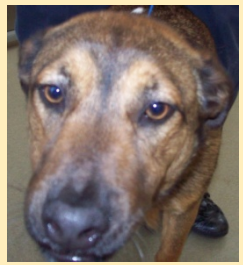
Echo
Domestic Short Hair
2 yr. old, Female
Loves attention

Available for Adoption

Milky Way
Domestic Short Hair
1 yr. old, Female

Available for Adoption

Laney
Shepherd [mix]
11 mo. old, Female



Available for Adoption

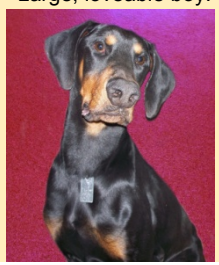
Tasha
Husky [mix]
1 ½ yr. old, Female

Available for Adoption

Zeus
Rhodesian Ridgeback [mix]
9 mo. old, Male

Available for Adoption

Marcus
Doberman Pinscher
1 ½ yr. old, Male
Large, loveable boy!



Available for Adoption

Brandi
Shepherd/Catahoula [mix]
10 mo. old, Female
Great dog!

Available for Adoption

Kazzi
Catahoula [mix]
3 mo. old puppy, Female

Available for Adoption