

# Memorandum



DATE February 15, 2013

TO Honorable Mayor and Members of the City Council

SUBJECT Dallas Animal Services Highlights and Outlook

On Wednesday, February 20, 2013, the City Council will be briefed on Dallas Animal Services Highlights and Outlook. Briefing materials are attached for your review.

Please contact me at (214) 670-3009 if you have any questions.

  
Joey Zapata  
Assistant City Manager

cc: 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



City of Dallas



Dallas Code Compliance, what it all means  
**COMMUNITY**



# Dallas Animal Services Highlights and Outlook

Presented to the Dallas City Council  
February 20, 2013

# Purpose

- Highlight recent accomplishments and key improvements
- Provide an overview of Animal Services operations
- Review priorities and new initiatives for Animal Services
- A note about the adoptable pet photos featured in this briefing:
  - Dallas Animal Services has partnered with local photography volunteers, including [dogbiscuitphotos.com](http://dogbiscuitphotos.com), J. Burnett Photography and Sylvia Elzaforon Photography to capture the wonderful adoptable pets featured in this presentation. We thank them for their support.



# DALLAS ANIMAL SERVICES

ANNUAL REPORT FOR FY2011-2012

Fiscal 2011- 2012  
Live Release Rate

Fiscal 2011-2012  
3,985 Transfers

Fiscal 2011-  
2012  
4,771  
ADOPTIONS  
A NEW RECORD!

33.9%

A new record!



# DALLAS ANIMAL SERVICES

December 2012 News & Stats

December 2012  
Live Release Rate

53.6%

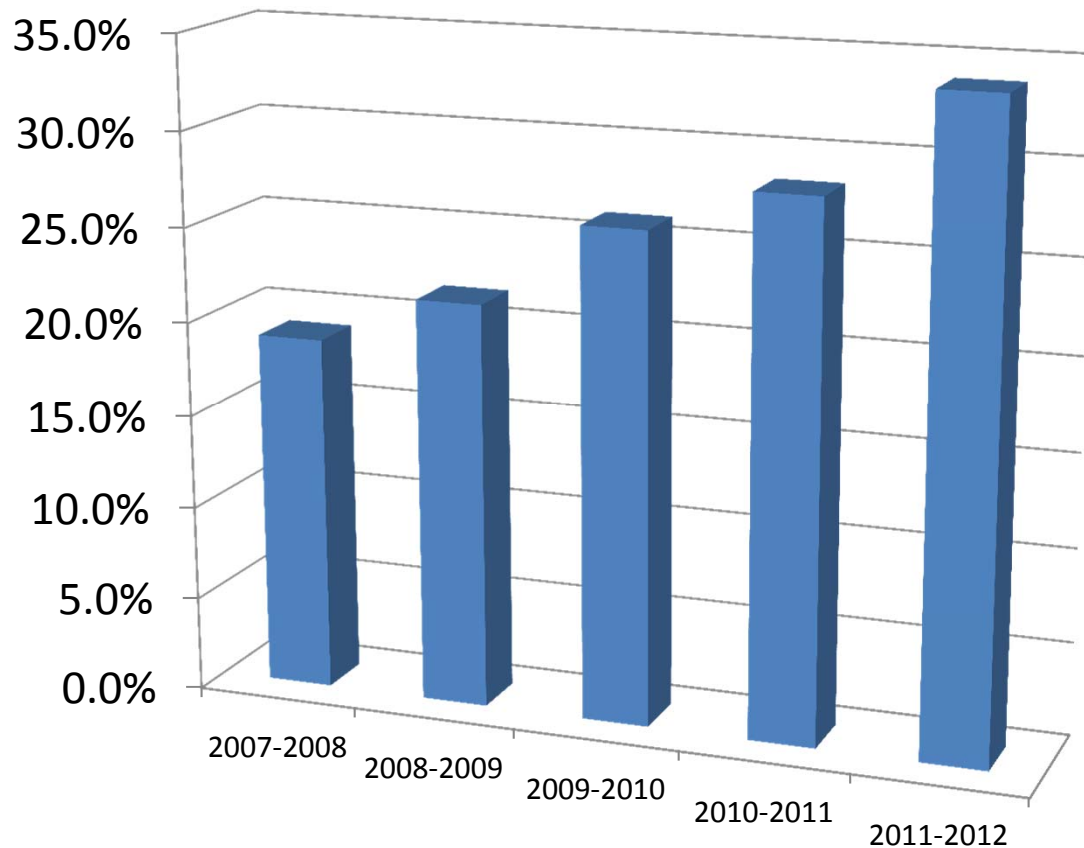
A new record!

December 2012  
677  
ADOPTIONS  
A NEW RECORD!



# Live Release Rates

Fiscal Year 2007-2008 thru 2011-2012 Comparison



**Live Release Rate**  
**2011-2012 - 33.9%\***  
**\*A New Record!**  
2010-2011 - 28.4%  
2009-2010 - 26.1%  
2008-2009 - 21.6%%  
2007-2008 - 19.0%

■ Live Release Rate

**3,299**

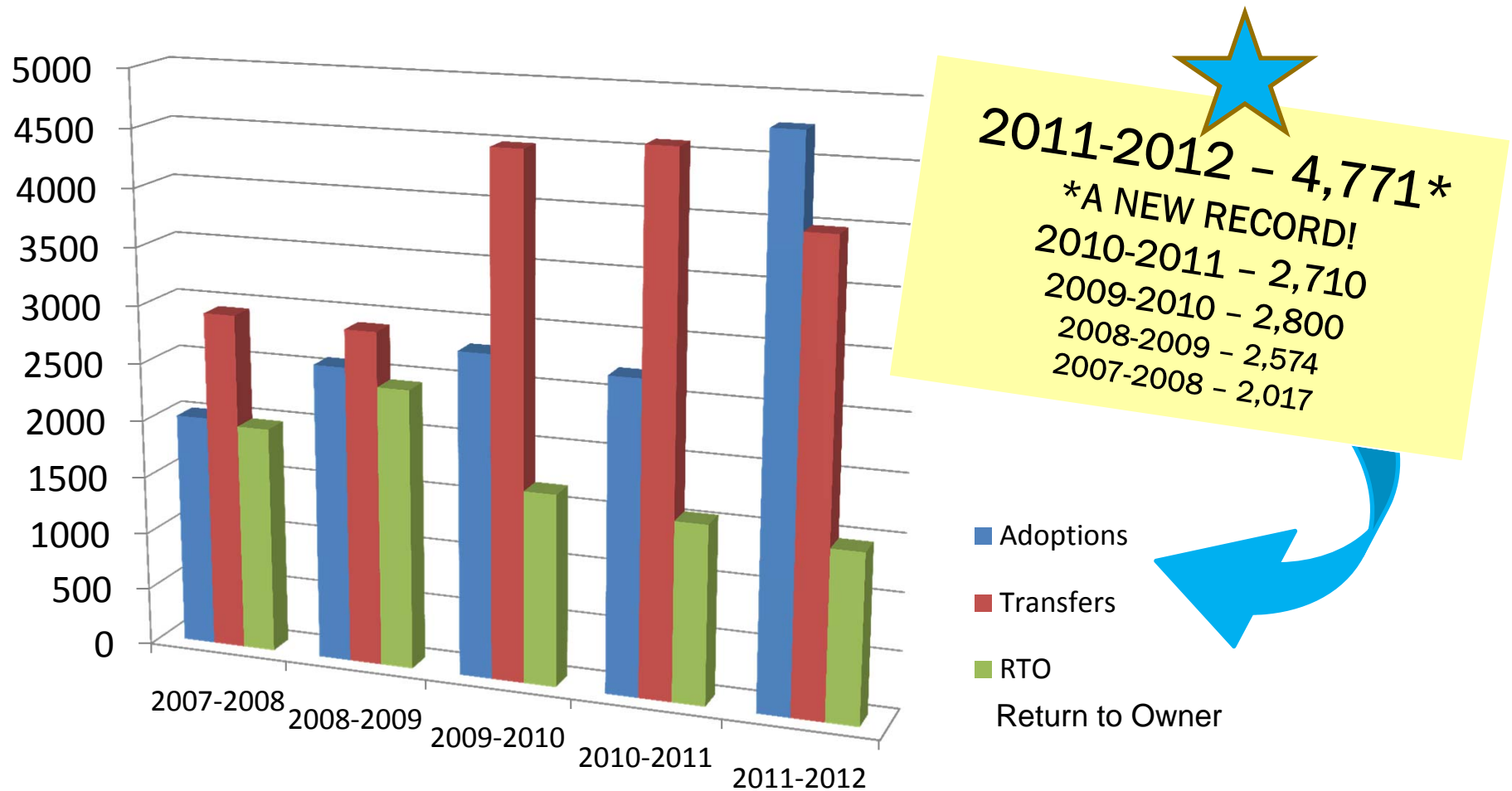
**More Lives  
Saved!**  
**2007-2008 vs.  
2011-2012**

Source: City of Dallas Animal Services. All statistics include all animals.

\* 33.9% Maddies/ASPCA Live Release Rate is calculated by dividing total live outcomes (adoptions, outgoing transfers, return to owner/guardian) by total outcomes less unhealthy owner-requested euthanasia.

# Adoptions

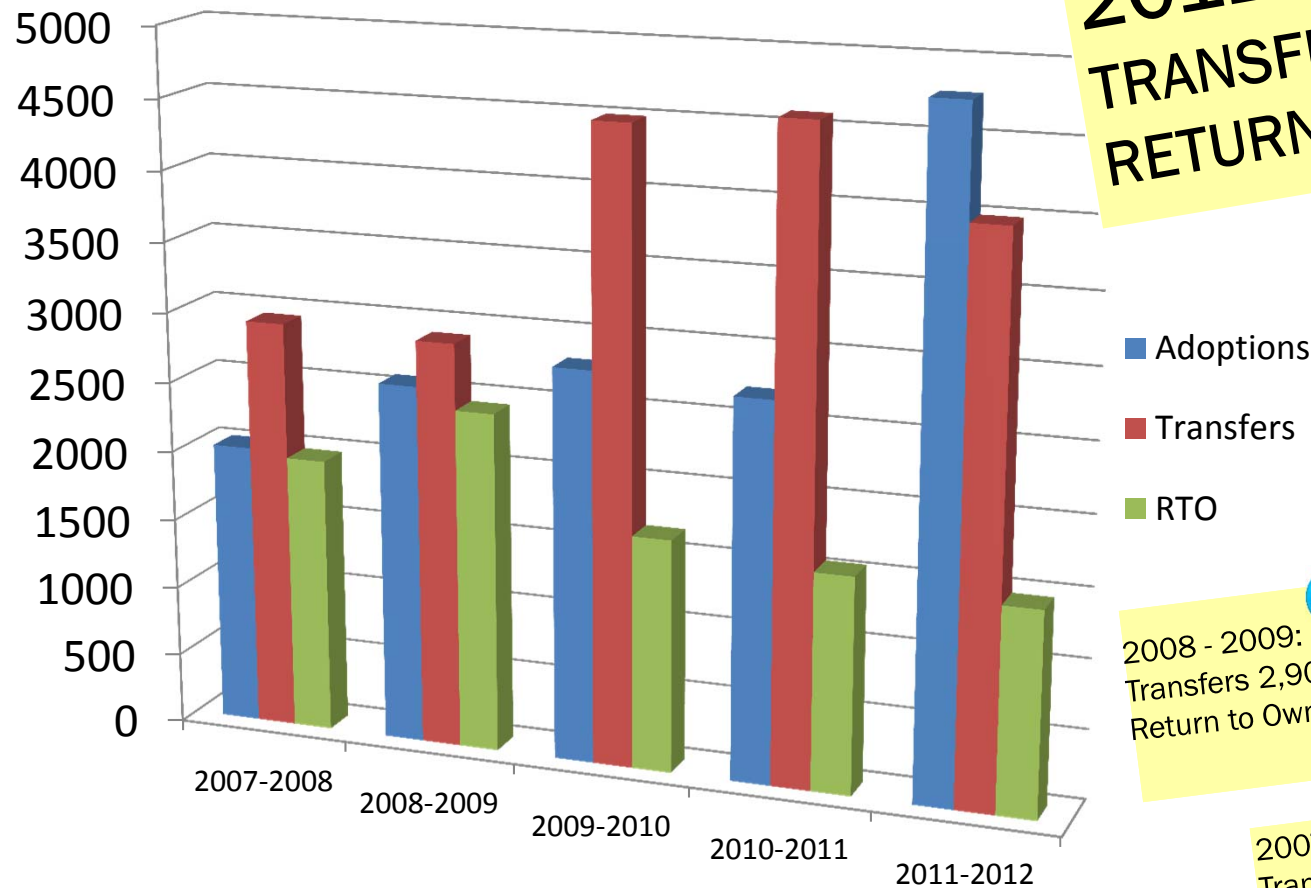
## Fiscal Year 2007-2008 thru 2011-2012 Comparison



Source: City of Dallas Animal Services. All statistics include all animals.

# Transfers & Return to Owner (RTO)

Fiscal Year 2007-2008 thru 2011-2012 Comparison



**2011-2012:**  
TRANSFERS 3,985  
RETURN TO OWNER 1,467

**2010 - 2011:**  
Transfers 4,586  
Return to Owner 1,553

**2008 - 2009:**  
Transfers 2,900  
Return to Owner 2,432

**2009 - 2010:**  
Transfers 4,492  
Return to Owner 1,669

**2007 -2008:**  
Transfers 2,934  
Return to Owner 1,973

Adoptions, transfers and returns to owner are all part of calculating live release rates. Innovative shelter programs and community engagement have continued to positively impact our live release rate.

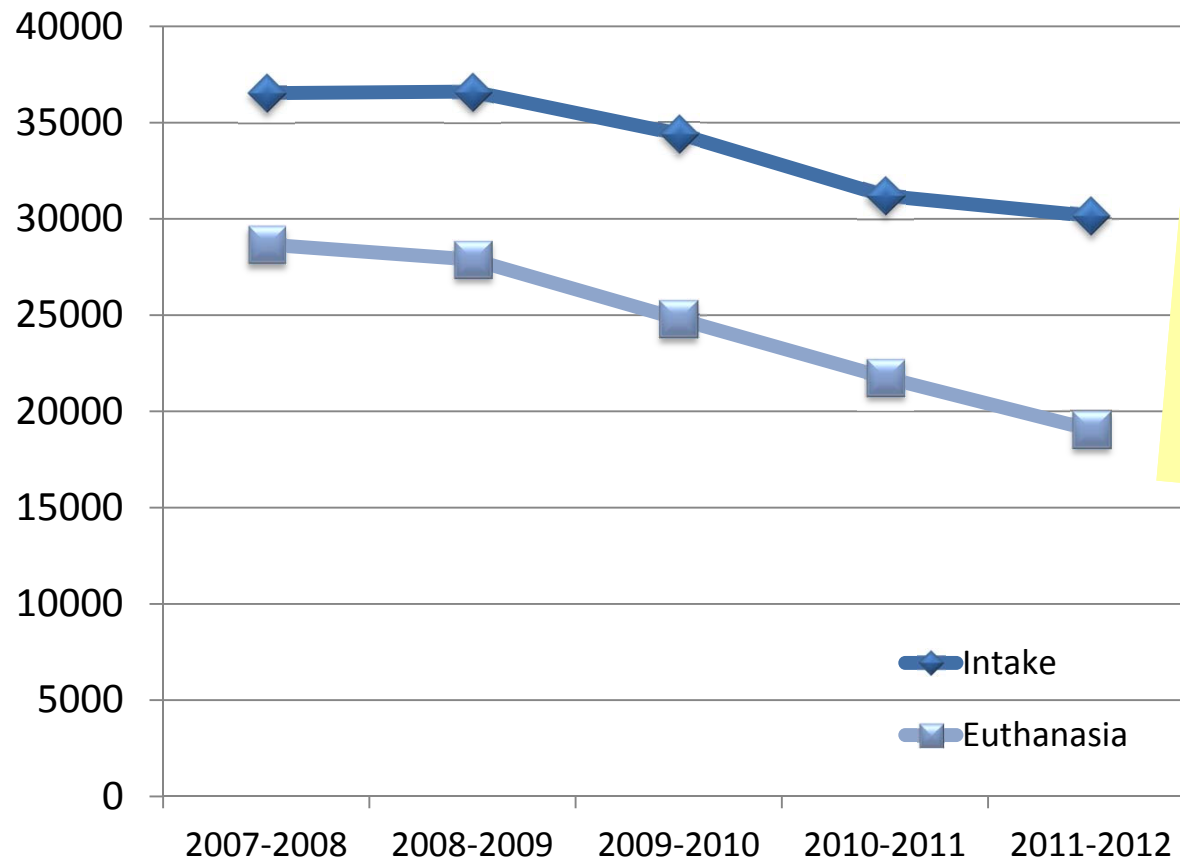
Source: City of Dallas Animal Services. All statistics include all animals.



# Intake & Euthanasia

Fiscal Year 2007-2008 thru 2011-2012 Comparison

**33.6%**  
Decrease  
In Euthanasia  
2007 to 2012



**INTAKE:**  
2011-2012 - 30,144  
2010-2011 - 31,191  
2009-2010 - 34,399  
2008-2009 - 36,617  
2007-2008 - 36,531

**EUTHANASIA:**  
2011-2012 - 19,041\*  
\*Record Low  
2010-2011 - 21,763  
2009-2010 - 24,793  
2008-2009 - 27,888  
2007-2008 - 28,671

Aggressive spay/neuter efforts and resources for our residents are paying off. Intake numbers continue to decrease, as do euthanasia numbers.

Source: City of Dallas Animal Services. All statistics include all animals.

# Spay & Neuter Surgeries

Fiscal Year 2011-2012 Spay/Neuter Surgeries at DAS

**6,158**  
Total



**FY 2011-2012  
SPAY/NEUTER  
SURGERIES:  
DAS Pets - 4,861  
OUTREACH - 1,297**

Aggressive spay/neuter efforts and resources for our residents are paying off. As Spay/Neuter services increase, Intake numbers continue to decrease, as do euthanasia numbers.

Source: City of Dallas Animal Services. All statistics include all animals.

---

# Overview of Animal Services

- Animal Services is a division of Code Compliance and has 3 key units
  - Shelter operations
  - Medical operations
  - Field operations
- FY12-13 budget is \$7.2M with 93 FTEs
- Division manager
  - Animal welfare professional with municipal shelter experience and past success in increasing live release rates



# Overview of Animal Services

## ■ Shelter Operations

- ❑ Shelter unit that cares for and houses over 600 animals daily, approximately 30,000 annually with 93 FTEs and 50 contract staff
- ❑ Average daily intake for of 75-100 dogs, cats, livestock, exotic and wildlife during FY 2011-12
- ❑ DAS serves approximately 100,000 customers annually or over 250 a day during FY 2011-12
- ❑ Provides lost & found services to reunite owners that have become separated from their pets
- ❑ Provides pet adoptions and transfers to animal welfare partners



# Key Improvements

## ■ Shelter Operations

- ❑ Initiated on-going staff training to improve customer service
- ❑ Hired operations manager with specialized training in shelter medicine, operations and public health
- ❑ Created divided spaces within the shelter for contagious animals to minimize disease transmission
- ❑ Set regular meetings with community partners to improve service delivery and increase live releases
- ❑ Designated an outreach coordinator for community requests, events and educational opportunities
- ❑ Expanded use of social media to create and maintain presence on Facebook, Twitter and Pinterest



# Overview of Animal Services

## ■ Medical Operations

- ❑ Provides in-house medical care & neutering surgeries to pets released from shelter
- ❑ Staff of 3 veterinarians examines and treats sick and injured animals, provides surgical procedures to in-house animals
- ❑ 7 veterinary technicians provide treatments, observation/ exams and medications to animals within the shelter to maintain animal health



---

# Key Improvements

- Medical Services
  - ❑ Implemented vaccination and exam on intake to improve overall shelter animal health
  - ❑ Enhanced surgical opportunities and services
  - ❑ Increased spay/neuters to ensure all animals leaving facility are in compliance



---

# Key Improvements

## ■ Medical Services

- ❑ Hired medical manager, a veterinarian with training in shelter medicine and shelter management skills
- ❑ Revised medical team structure and coverage to ensure adequate services 7 days per week
- ❑ Implemented a heartworm treatment program to place animal at reduced treatment costs
- ❑ Initiated medical surgeries to provide for additional placement opportunities for injured and ill animals
- ❑ A team of 4 temporary vets provide a multitude of clinical and surgical support to the DAS team



# Overview of Animal Services

## ■ Field Operations

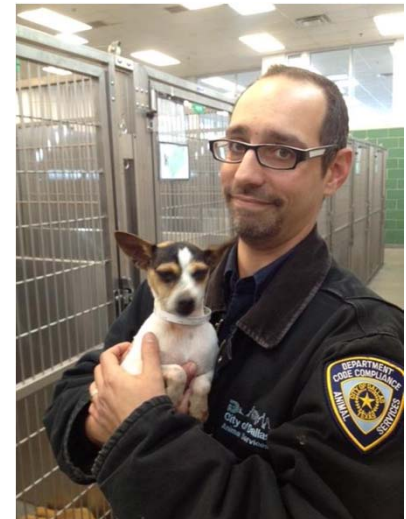
- Provides for care and control of animals in the City through enforcement of Chapter 7 of the Dallas City and State Codes
- FY 11-12, animal officers responded to over 54,000 service calls for assistance with animal issues
- Provides services on a 24/7 basis with a focus on public safety and injured animals

|                        | <b>FY 2009-10</b> | <b>FY 2010-11</b> | <b>FY 2011-12</b> |
|------------------------|-------------------|-------------------|-------------------|
| Total Service Requests | 53,773            | 52,541            | 54,132            |
| Average calls per day  | 147               | 144               | 148               |

# Key Improvements

## ■ Field Services

- *Big Fix For Big D* Officer Outreach program helps facilitate compliance with animal regulations
  - Provides free neutering, license and vaccinations to citizens without resources
  - Community partnerships to provide resources, such as dog houses and more
- Ongoing process improvement through regular meetings with 3-1-1 to enhance call services
- Mapping of stray animal service requests has provided opportunities for targeted sweeps and educational efforts



# Priorities

- Increase spay/neuter outreach and access
  - Reduces loose and stray animals
  - Reduces shelter population
  - Increases Live Release Rates
  - Reduces need for euthanasia
- DAS has multiple partnerships and programs to increase pet sterilization and continues to seek new opportunities
- *Big Fix For Big D* is a prime example
  - Program initiated June 2012 to offer low-cost/free neutering services for pets owned by residents in the southern sector
  - Partnership includes City of Dallas, The Dallas Foundation, SPCA of Dallas, Metroplex Animal Coalition (MAC) and Kaufman County Animal Awareness Project (KCAAP)
  - Over 4,678 surgeries provided to date, preventing over 30,000 animals from entering the shelter system in the future



# Priorities

- Enhance marketing efforts
  - Engage the community to offer services and increase awareness in adoption, volunteerism and services
  - Strategies
    - Using social media to connect with over 7,280 fans and reach over 2.5 million people
    - Billboard advertising campaign implemented with assistance from Dallas PIO and Clear Channel
    - New DAS mascot introduced November 2012 and named via Facebook contest



# Priorities

- Foster partnerships

- Partnerships are essential to meeting community needs
- Strategies

- Dallas Companion Animal Project (DCAP) developed a plan in January 2012 to guide community-wide efforts to reduce the euthanasia of adoptable animals
- Collaborating with the DPD and DA office to enhance cruelty investigations and prosecutions
- Joined with the ASPCA to participate in the Carroll Petrie Foundation grant in October 2012 to provide funding to rescue groups that take animals from DAS for adoptions



# Next Steps and New Initiatives

- Continue enhancements to shelter facility HVAC system
  - Recent and on-going upgrades include new control system for improved environmental adjustments and monitoring, and added mini-split system for grooming area
  - Procurement process for an enhanced maintenance program for the shelter HVAC system due for completion in May
  - Other proposed system upgrades are being explored through an engineers assessment of the existing system due in March
- Expanding partnerships with Petsmart Charities to bring more programs and resources to City of Dallas
  - Rescue Wagon to transfer animals to northeast shelters in the U.S.
- Supporting a newly formed coalition of community animal welfare groups make Dallas a more humane city for companion animals





THANK YOU!

I HAVE A HOME FOR THE HOLIDAYS