



City of Las Cruces[®]

PEOPLE HELPING PEOPLE

Council Work Session Summary

Meeting Date: December 12, 2016

TITLE: TASK FORCE FORMATION.

PURPOSE(S) OF DISCUSSION:

- Inform/Update
- Direction/Guidance
- Legislative Development/Policy

BACKGROUND / KEY ISSUES / CONTRIBUTING FACTORS:

The City of El Paso, Texas, recently adopted a 90/20/20 plan, ninety (90) percent live-release rate by the year 2020, through the implementation of recommendations from a Shelter Reform Task Force created by City Manager Tommy Gonzalez. The City of El Paso has been requested to share its report, plan and recommendations with the City of Las Cruces, in an effort to increase the live-release rate not only in one shelter or one city, but for the entire region.

The presentation outlines the stakeholder interests, best practices and implementation plan the City of El Paso is undertaking to reduce the number of impoundments, reduce the euthanasia rate, and increase the overall live-release rate.

By: Kurt Fenstermacher, City of El Paso & TASK FORCE Formation

SUPPORT INFORMATION:

1. N/A



Las Cruces City Council Work Session: City of El Paso Animal Shelter Reform Task Force

December 12, 2016

***Strategic Goal 8.3 Enhance Animal Services to ensure
El Paso's Pets are provided a safe & healthy environment
"Delivering Outstanding Services"***



Presentation Overview

- Task Force Charge
- Best Practices Recommendations
- Implementation Plan



History





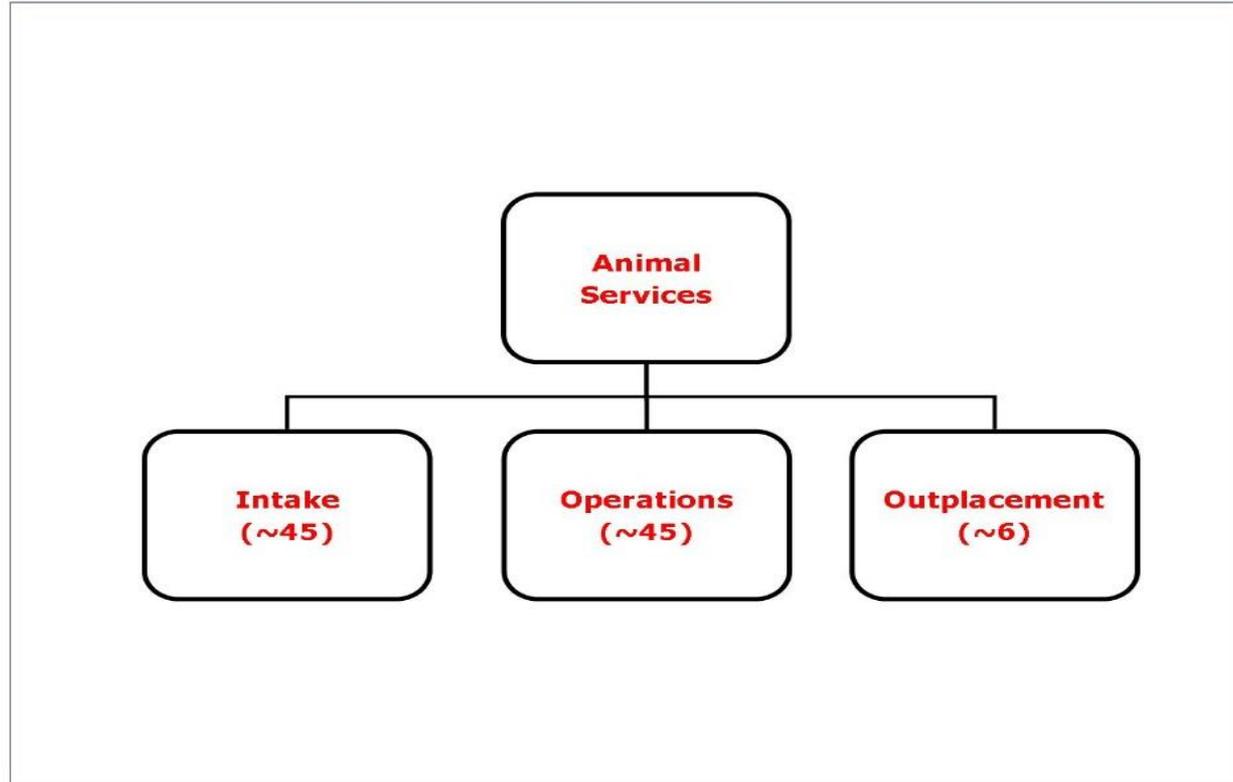
History of the El Paso Shelter

- < 2007 – City/County Health District
- 2008-2011 – Health Department
- 2012- March 2016 – Environmental Services Department
- 2016 – Animal Services Department

Continues to serve all of the greater El Paso region



Organizational Structure



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Task Force Charge



Increase Live Release Rate



Public Outreach

Public Meetings

(~120 total attendance)

- Municipal Service Center
- West Side Regional Command
- City Hall
- Sun Metro Transit Center



Out-of-town Shelter Site Visits

Texas

- Austin Pets Alive!
- City of Austin
- DFW/Irving
- Ft. Worth

Arizona

- Maricopa County
- Yavapai Humane Society



Independent 3rd-Party Consultant Reviews

- Target Zero
- County of San Diego
Department of Animal Services
- Alley Cat Allies



Recipe for Change



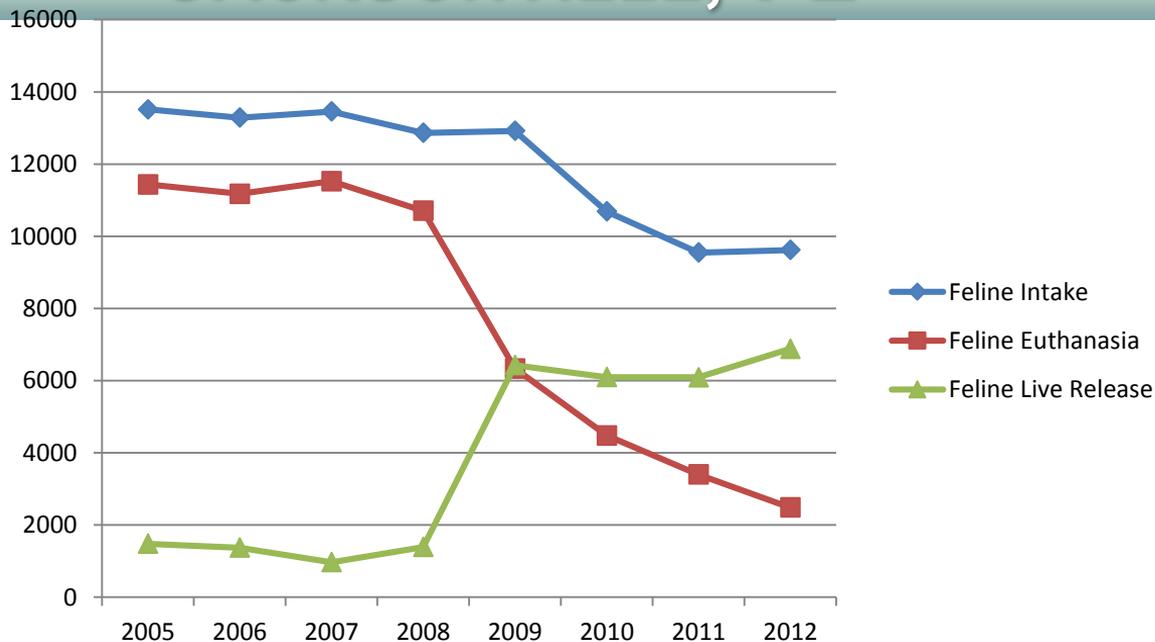


11 Best Practices

1. Community Cats/Feral Cats
TNR Program
2. High Volume, No-Cost/Low-
Cost Spay/Neuter



• JACKSONVILLE, FL





Animal Services Best Practices (cont.)

3. Rescue Groups
4. Foster Care
5. Pet Adoptions
6. Pet Retention
7. Medical and Behavior Rehabilitation



Animal Services Best Practices (cont.)

8. Public Relations/Community Involvement
9. Volunteers
10. Proactive Redemptions
11. Dynamic Leadership



Early Task Force Actions





Professional Affiliations



MEMBERSHIP

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Beds/Blankets



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Soothing Kennel Music



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Easier Website Access

OLD:

www.elpasotexas.gov/environmental-services/animal-shelter

NEW:

www.EPAnimalServices.com

www.EPDogs.com

www.EPCats.com

Improved Website



Direct Phone Line for EPVMA Veterinarians



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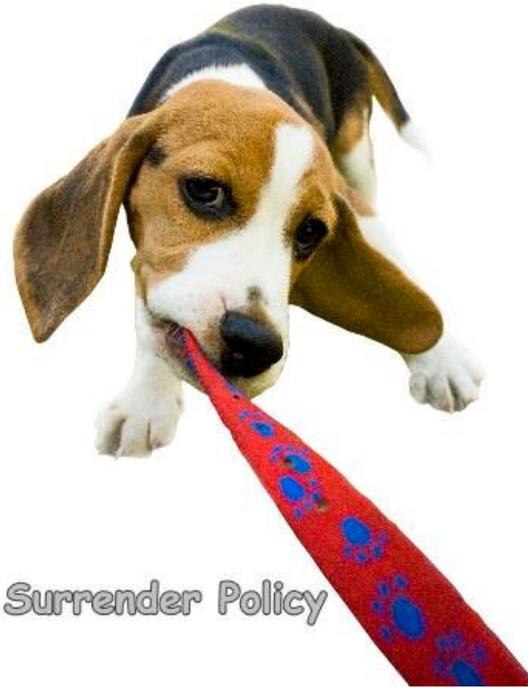
Nutrition



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Owner Surrender Policy



Surrender Policy



Adoptions Then and now

**Adopt
an
Animal**

We need your help!



Live Release Goals

- FY 2016 = 50% **57%!**
- FY 2017 = 60%
- FY 2018 = 70%
- FY 2019 = 80%
- FY 2020 = 90%



Implementation





Task Force and Assessment Recommendations

NO





Elevate Division to Department Level Status

Animal Service Department created in March 2016



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Appoint Permanent Animal Services Director



- Named interim director, September 1, 2015
- Currently conducting national search for Animal Services Director



Hire Sufficient Veterinarians



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Low-Cost/No-Cost Spay and Neuter Socorro Road Clinic



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Proposed Facility Modifications



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Adoption Area Enhancement



Increase from 110 sq. ft. to 1100 sq. ft.

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Equipment Upgrades



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Increase Runs and Play Areas Before and After!!



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Facility Improvements



Play features in play yards





Facility Improvements

Large Kennels in Sally Port



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501 (c) 3 – Non-profit Corp.





Amend and Update Title 7

Title 7 - ANIMALS*

Chapters:

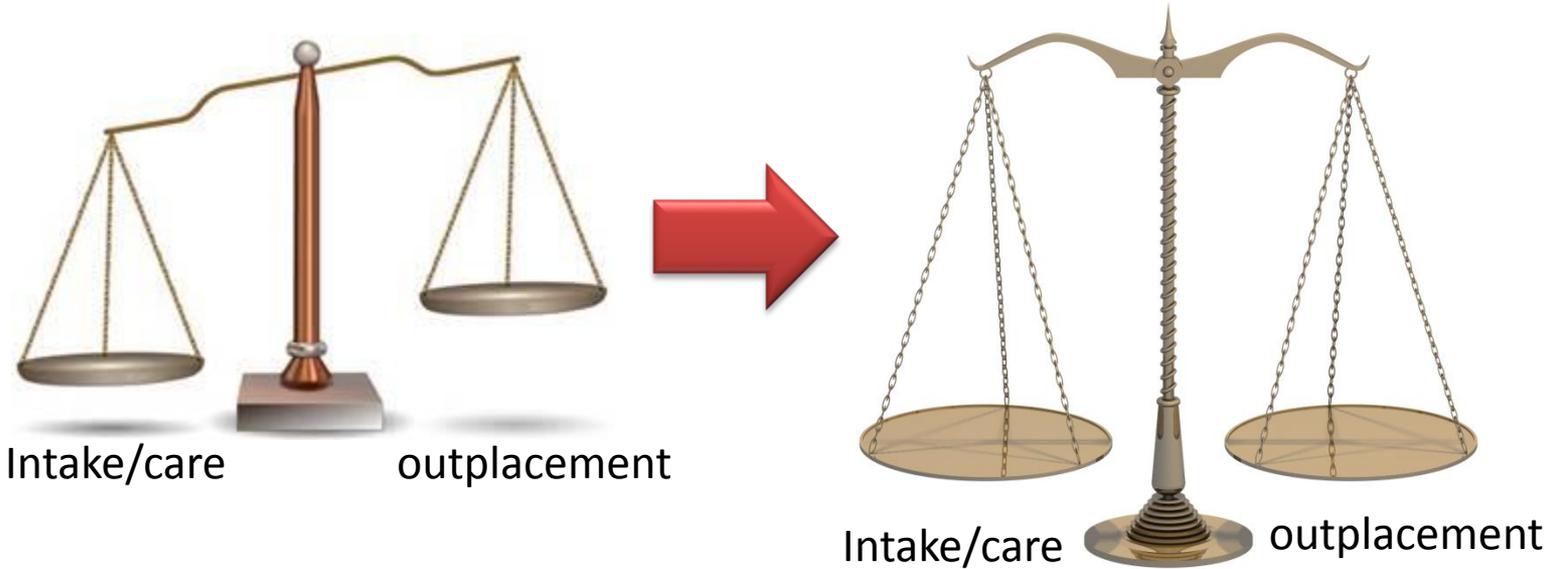
Chapter 7.04 - DEFINITIONS AND AD

Sections:





Organizational Structure





Organizational Structure

Essential Life-saving Positions

- **Rescue Partner Coordinator**
- **Surrender Prevention Coordinator**
- **Adoption Coordinator**
- **Off-Site Event Coordinator**
- **Marketing and Messaging Coordinator**
- **Community Cats/TNR Coordinator**



Organizational Structure (cont.)

Title changes:

Animal Control Officer → Animal Care Officer

Kennel Attendant → Animal Care Attendant

Animal Services Attendant → Adoption Counselor



Marketing



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Community Cats



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Increase Offsite Adoptions



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New Software Selection

Implemented June 2016



PetPoint
DATA MANAGEMENT SYSTEM

PetPoint is a comprehensive, easy-to-use, web-based data management system that can save your shelter or rescue group valuable time and money.

[Click Here »](#)



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Monthly Reports

Shelter Animals Count

Print Date: Tuesday, November 01, 2016
 Site: Main Shelter
 Date From: 10/1/2016 12:00:00 AM
 Date To: 10/31/2016 11:59:00 PM

Species By Age	Canine			Feline			Total
	Adult	Up to 5 months	Unknown	Adult	Up to 5 months	Unknown	
A - Beginning Animal Count (Date: 10/1/2016)	186	57	149	80	87	69	628
Live Intakes							
B - Stray / At Large	559	92	399	453	226	262	1991
C - Relinquished by Owner	74	10	15	13	6	3	121
D - Owner Intended Euthanasia	33	4	0	2	0	0	39
F - Other Intake	31	11	5	5	5	0	57
G - TOTAL LIVE INTAKE	697	117	419	473	237	265	2208
Outcomes							
N - Died in Care	11	9	30	3	9	23	85
O - Lost in Care	2	0	1	0	1	3	7
P - Shelter Euthanasia	169	18	215	52	58	164	676
Q - Owner Intended Euthanasia	21	1	1	3	1	0	27
R - Subtotal: Other Outcomes	203	28	247	58	69	190	795
H - Adoption	311	83	2	49	109	0	554
I - Returned to Owner	191	8	42	7	0	2	250
J - Transferred to another Agency	65	26	45	8	39	7	190
K - Returned to Field	0	0	0	417	54	36	507
M - Subtotal: Live Outcomes	567	117	89	481	202	45	1501
S - TOTAL OUTCOMES	770	145	336	539	271	235	2296
T - Ending Animal Count (Date: 11/1/2016)	113	29	232	14	53	99	540

Dog LRR 62.40%

Cat LRR 67.77%

Live Release Rate 64.79%
Euth Rate 30.62%



Improved Signage/Image





Return to Owner in the Field and Shelter



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Implement lost-dog App link to website

Finding Rover [Home](#) [Blog](#) [Spots](#) [Partners](#) [Login](#) [Register Now](#)

7 million dogs lost a year
Let's bring 'em all home

Keep your dog safe with Finding Rover, the revolutionary facial recognition app. It's free!

[Register Now](#)

The image shows a smartphone displaying the Finding Rover app interface. The screen shows a camera view with a dog's face in the center. A blue banner at the top of the app says "Fill box with entire head." Below the dog's image are icons for a dog, a camera, and a square. The background of the website is a woman wearing a purple knit hat and a brown scarf, smiling and holding a smartphone.

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Culture Change



OLD



NEW

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Create Surrender Support Team



Positive
Alternatives to
Shelter
Surrender



Streamline Volunteer Process





Council Request





Bottom Line For Life-saving Success

- Elevate Division to Department
 - Year One
- 27 new positions @ \$1.3M
 - phased in over 3 years

Positions	Year 1	Year 2	Year 3	Total FTE requested
Marketing Div. Manager	1			1
Community Cats Coordinator	1			1
Surrender Prevention Manager	1			1
Veterinarian	1			1
Adoption Coordinator	1			1
Surrender Prevention Clerk	1	1		2
Kennel Attendant	1	1		2
Licensing/Registration Clerk	1			1
Adoption Counselors	1	1		2
Vet Tech	2	2		4
Rescue/Transfer Coordinator		1		1
Asst. Director			1	1
Web/Social Media Coordinator		1		1
Training and Enrichment Coordinator			1	1
Educator		1	1	2
Volunteer Coordinator			1	1
Off Site Adoption Super			1	1
Off Site Adoption Counselors			3	3
Total FTE's	11	8	8	27
Personnel Costs	\$538,245	\$328,845	\$397,755	\$1,264,845

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Bottom Line For Life-saving Success (cont.)

- O&M @ up to \$550,000 annually
 - With a phased approach
- Capital Improvement of ~\$1,000,000
 - Years one and two
- Approve **ALL** Best Practice recommendations presented today

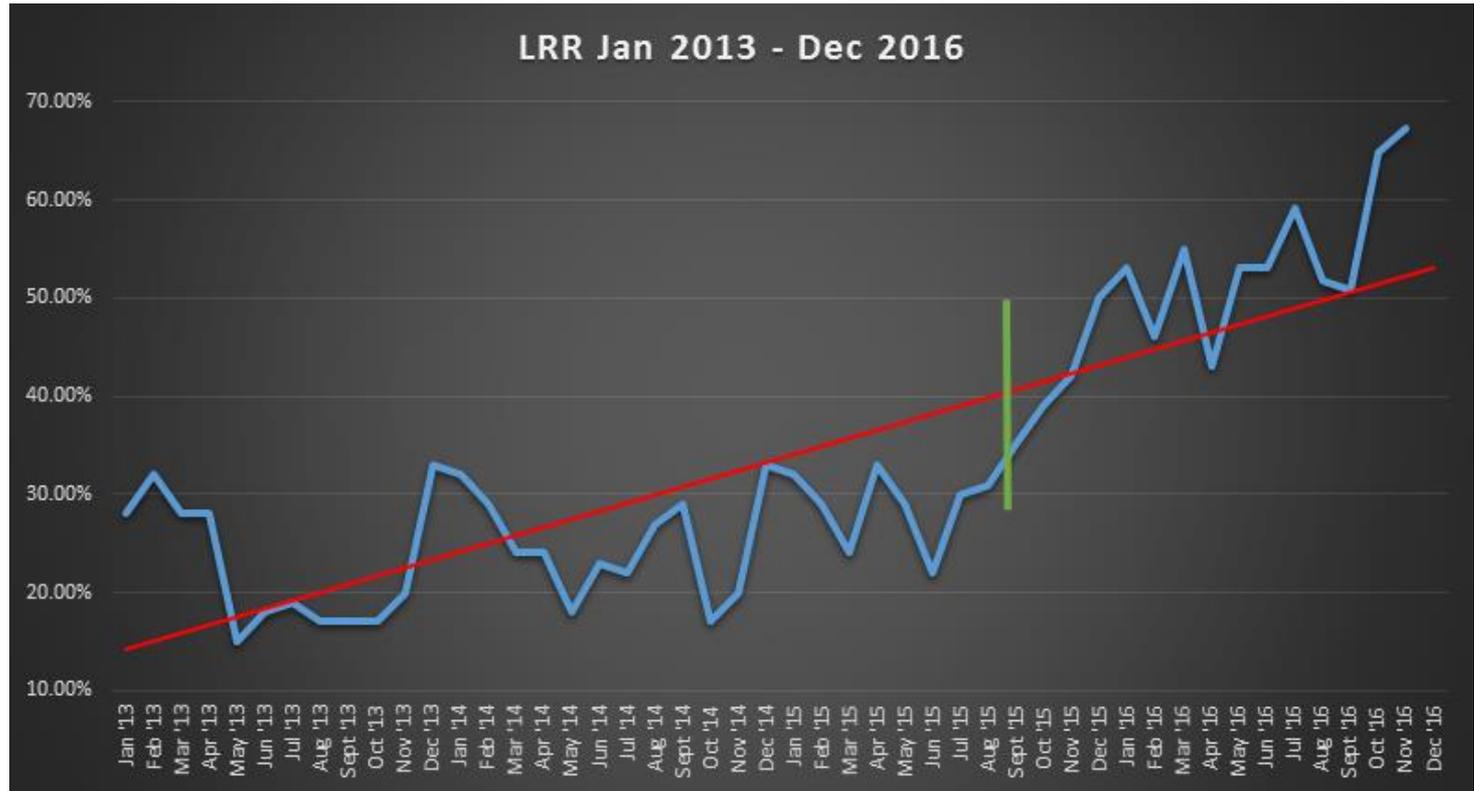


Results





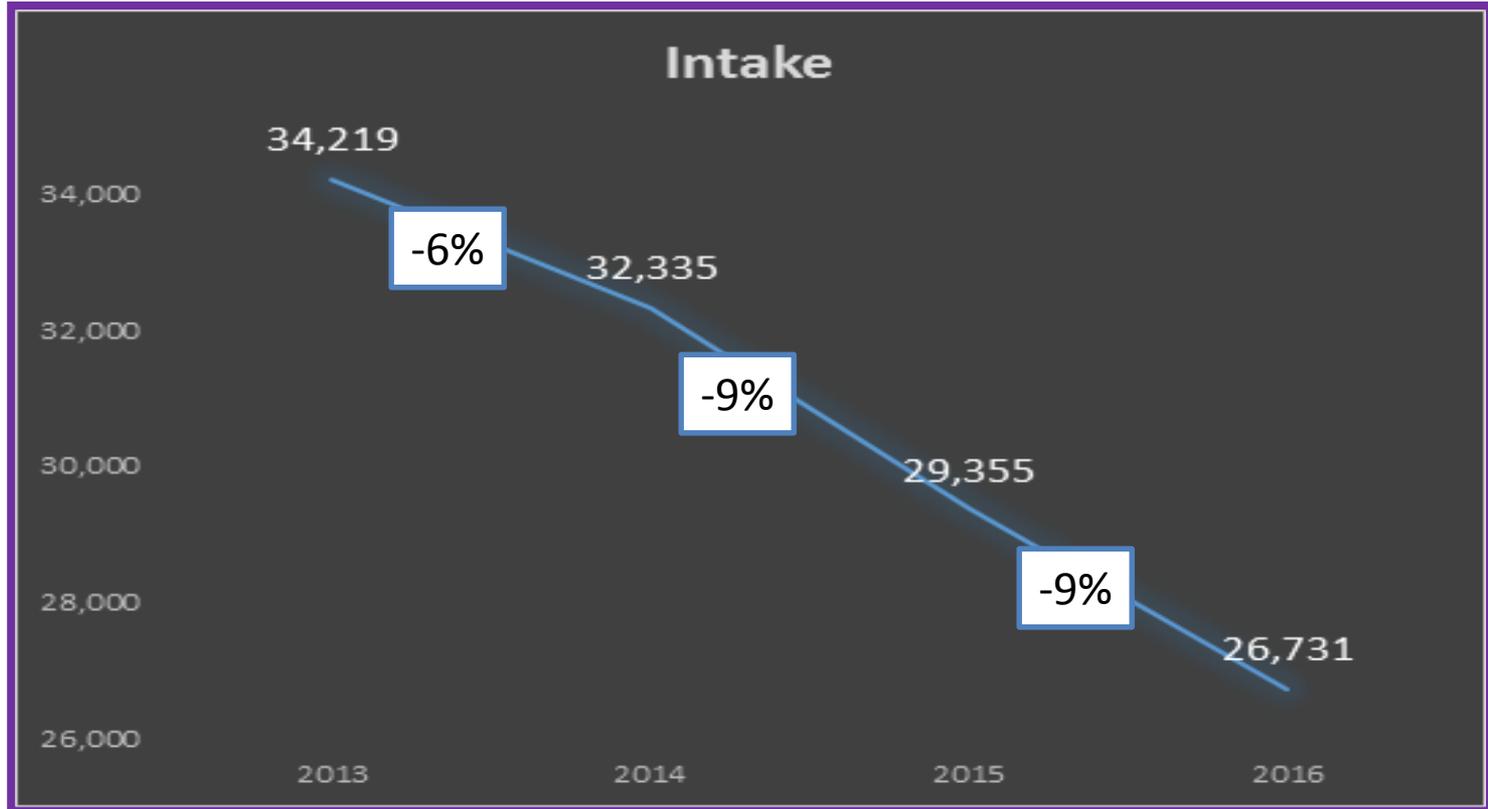
Live Release – Early Progress



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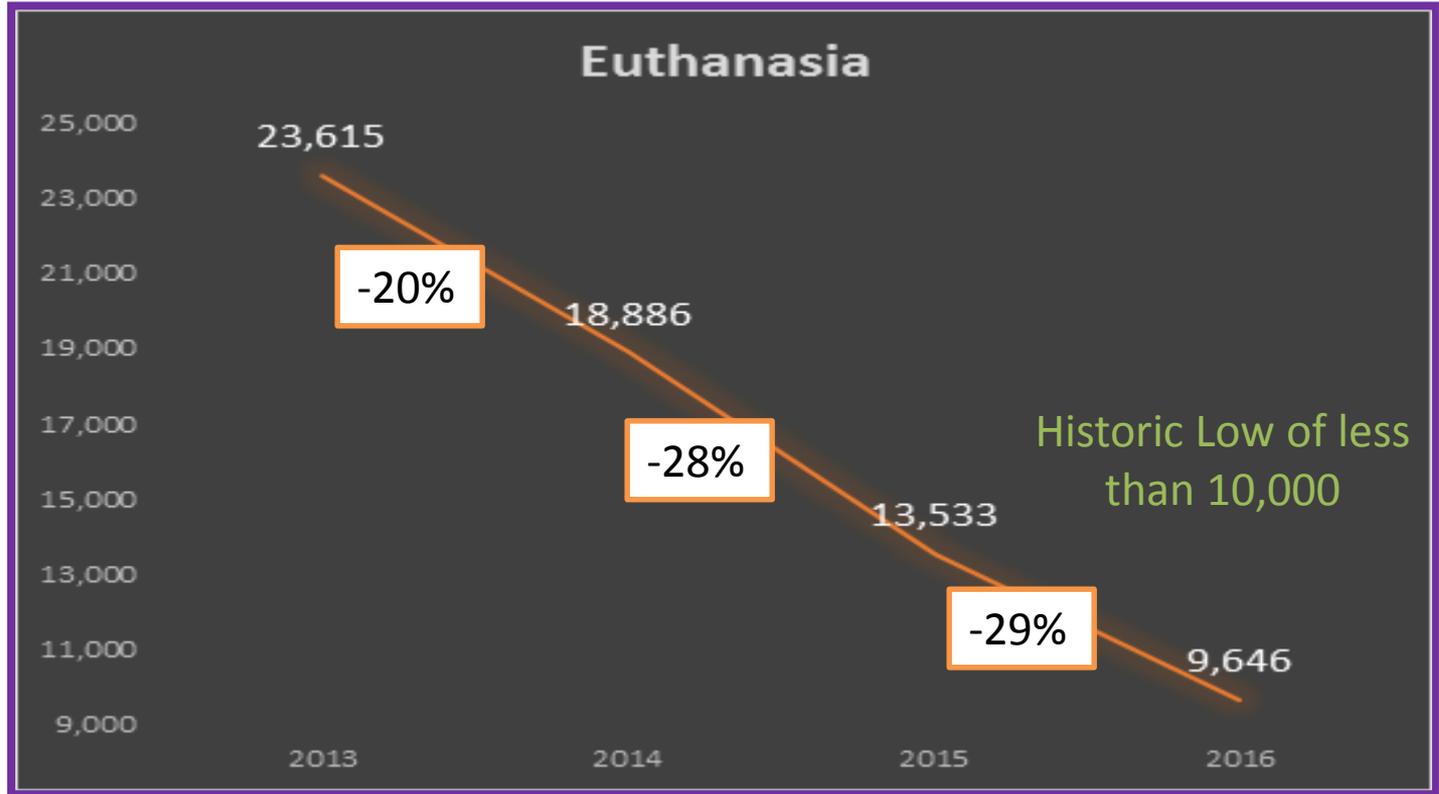
GOAL: Decrease Shelter Intake of Unwanted Animals



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GOAL: Decrease Shelter's Euthanasia rate

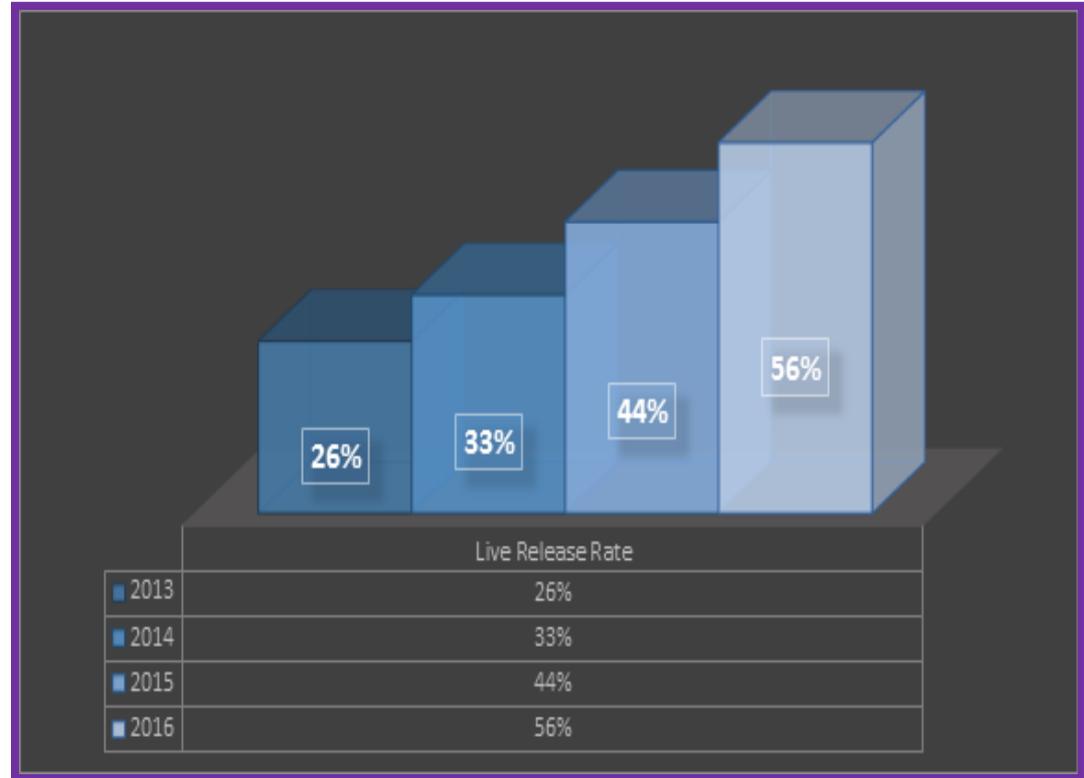




Goal: Increase Live Release Rate

Exceeded
FY 2016 Goal of
50%

Achieved
56% for
FY16





Animal Services

Services for all stages of an animals life

Adoption Experience:

- INCREASED **adoption rate:**
 - **38% for dogs** and **over 68% for cats**

Partnerships:

- **7,800 homeless dogs and cats** and 343 other animals (wildlife, exotics, birds, livestock, etc.) found **new homes**.

Customer Service:

- Increased shelter open hours by 4%; 49 hours total

Rescue

Education & Outreach

Licensing & Enforcement

Adoption & Surrender

Foster Care



GOAL: INCREASE COMMUNITY SUPPORT

- Petco Foundation
- Maddie's Foundation
- Dog's Playing for Life – Training Apprenticeship
- Barn Cat Program Apprenticeship
- TX Department of State Health Service

Donors

Volunteers

- Volunteers **increased 32% to over 843** since expanding the volunteer program in Jan 2016.

Partnerships

Advocates



QUESTIONS



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Additional detail slides if
necessary or needed



Special thanks to...

- Alley Cat Allies
- Animal Rescue League
- Animal Shelter Advisory Committee
- Austin Pets Alive!
- Ben's Pet Food Pantry
- Citizens who attended the community outreach meetings
- City of Austin Animal Center
- City of Fort Worth Code Compliance Department
- City of Irving Animal Care Campus



Gracias!

- County of San Diego
Department of Animal
Services
- Dames for Dogs
- DFW Humane Society
- Dr. Michiel Noe – Mayor
pro tem
- El Paso Animal Services
Employees
- El Paso Citizens for Shelter
Reform
- El Paso County Sheriff
- El Paso Pets Alive
- El Paso Veterinary Medical
Association
- Enchanted Pass
- From the Heart Rescue



Kudos!

- Golden Retriever Rescue
- Great Dane Rescue
- Huckleberry Hound
- Humane Society of El Paso
- Maricopa County Animal Care and Control
- No Kill Advocacy Center
- Pet Guardian Angel
- Pug Rescue
- Sun City Cats
- Target Zero
- Tommy Gonzalez, City Mgr.
- Waco
- Yavapai Humane Society



Expanding of Networks

- Society of Animal Welfare Administrators (SAWA)
- National Animal Care & Control Association (NACA)
- Humane Society of the United States (HSUS)
- Million Cat Challenge
- Association of Shelter Veterinarians
- Maddie's Fund
- Best Friends



Policy Change – Differential Licensing





Operations and Maintenance

	Year 1	Year 2	Year 3
O&M	\$224,000	\$387,000	\$550,000

	Animal Services Facility Improvements		
Budgeted Year	Project Location	Description	Est. Cost
1	Play Area	Artificial grass - 6000 sq. ft. with 800 sq. ft. cobbles, & amenities	\$49,000
1	Adoption Area	Modify area next to the A-B-C kennels for adoption room	\$44,600
1	Sally Port	Install dry wall to separate garage doors from kennel area	\$43,800
1	Main Entrance	Split lobby to include two entrances: adoption on one side and surrender on the other	\$95,300
1	Appliances	dishwasher and washer/dryer	\$18,800
1	Quarantine Room (s)	Install Negative Pressure Ventilation	\$4,000
	Total – Year One		\$255,500

	Animal Services Facility Improvements		
Budgeted Year	Project Location	Description	Est. Cost
2	Roof drains on Kennel "C"	Fix exterior drains not to run onto concrete walkway	\$1,400
2	Adoption Van	Adoption and/or Spay and Neuter Van	\$220,000
2	Atrium	Convert open patio to enclosed area with a large skylight	\$82,000
	Total -- Year 2		\$303,400
3	Add'l Off Space	New 2300 square feet wing	\$345,000
		Total Year 1	\$255,500
		Total Year 2	\$303,400
		Total Year 3	\$345,000
	PROJECT TOTAL		\$903,900
		Contingence Plus 20 %	\$180,780
	GRAND TOTAL		\$1,084,680



Art Installations Completed



Art Unveiling

for newly installed art work

Official community and media unveiling.
Come celebrate with Animal Services and MCAD!



Animal Services Shelter
5001 Fred Wilson Ave.

**This Thursday, July 21
at 10 a.m.**





New Volunteer Photographers



Kendra Porta
Snaps for Shelters





Dog Data

Total impounds: **15506**

Total saved: **8588**

Euthanized: **6397**

Percentage saved: **55.39%**

Percentage euth.: **41.25%**

Change in euth. Rate: **12.41% decrease** *(FY2015 vs. FY2016)*

Change in adoption rate: **27.72% increase**





Cat Data

Total impounds: **9706**

Total saved: **4838**

Euthanized: **4768**

Percentage saved: **49.85%**

Percentage euth.: **49.12%**

Change in euth. Rate: **40.51% decrease due to
Community Cats/TNR** *(FY2015 vs. FY2016)*

Change in adoption rate: **48.82% increase**

