

# January 2018

## ANIMAL SERVICES REPORT



### Animal Services News

- The live outcome rate for January was 98.2 percent
- A total of 571 dogs and cats were adopted (384 dogs and 178 cats)
- A total of 284 dogs and cats were returned to their owners (RTOs)
- ASO staff announced the 2017 end-of-year numbers with a lifesaving rate of 97.9 percent, surpassing last year's rate of 96.4 percent
- Animal Services participated in a post-Hurricane Harvey meeting to discuss and provide feedback on the operations of the City's emergency response.

### Adoption Promotions

- A total of 95 animals (67 dogs, 24 cats and 4 bunnies) were adopted during the \$5 Footlong adoption promotion, January 12 – 14



### Animal Protection

- Animal Protection Officers returned 73 pets in the field so the pet did not have to enter the shelter.

- Animal Protection Officers ran 227 neglect calls, a 55 percent increase compared to January 2017
- Animal Protection Officers began responding to wildlife issues in Travis County as of January 1. APOs are finding many calls are resolved through education of normal wildlife behavior.

### **Field Services**

- The SNAP (Strategic Neighborhood Animal Placement) program completed an agreement with PARD to use the Dove Springs Recreation Center to hold monthly adoption events. These events will also serve as an opportunity to educate the community about services and resources ASO offers.
- The first kittens fostered by Travis County inmates were available for adoption after spending six weeks in the jail. All four kittens were adopted within 15 minutes of becoming available.

### **Neighborhood Level Program**

- Team completed 123 calls for service resulting in contact with 71 residents and 43 opportunities for educational conversations.
- Established a relationship with a group of pet owners who meet weekly at Elroy library. Team members attend the weekly group to offer pet advice and deliver resources and supplies.
- Team worked with a resident who surrendered multiple dogs due to high vet bills and concerns for her dog's safety based on interactions with a neighbor. We connected her to our fencing assistance program, behavior training, rehoming assistance and financial assistance to cover vet bills.

### **Pet Resource Center**

- A total of 791 animals came through intake at the PRC, an 18 percent decrease when compared to 2016.
- Customer interactions offered 151 opportunities for PRC staff to provide education about pet care and resources; 20 finders were provided with flyers, scripts and supplies to aid reunification; 66 pet owners facing animal-related challenges were provided with resources such as food and crates to care for their pet.



## **Shelter Operations**

- Veterinarians were medically responsible for 703 animals: 274 foster animals and 429 onsite animals
- Veterinarians performed 445 spay/neuter surgeries
- Veterinarians addressed 74 emergency cases, and performed 40 specialty surgeries (orthopedic, amputations, mass removals, wound repairs, dentals, etc.)
- A total of 69 animals completed rabies quarantine
- Five animals from cruelty cases were treated
- Hosted one fourth-year veterinary student externship from Lincoln Memorial Vet School

## **Volunteer, Foster and Rescue Programs**

- A total of 356 volunteers donated 4,733 service hours; 11 group volunteers donated 220 hours with their “Giving Group” to the Center; six community service restitution volunteers contributed 65 hours toward animal care tasks.
- Coordinators facilitated six New Volunteer Orientations, introducing 84 individuals to our organization and volunteer opportunities. Eleven cat volunteers and 29 dog volunteers completed their first mentor shifts.
- Partnering with AISD, we began the spring session of the Austin Corps, a civic education and leadership development program for Austin high school students. Interns work closely with volunteer coordinators to provide support to various work units within the shelter, while gaining valuable work experience.
- Partnering with UT Austin, a student service opportunity was planned for the spring 2018 semester to build support in “gap areas”. Students are planned to support dog walking, playgroups, cat socializing and greeting.
- Dog volunteer coordinator and the behavior team presented blue dog training classes for staff in order to better serve the shelter’s large population of dogs classified as blue dot
- A total of 317 animals were fostered by 194 families:
  - Kittens (under 12 weeks) – 65
  - Young Cats (12 weeks to 7 years) – 34
  - Cats (7 years and older) – 30




- Puppies (under 12 weeks) – 49
  - Young Dogs (12 weeks to 7 years) – 68
  - Dogs (7 years and older) – 69
  - Other (rabbits, hamsters, pigs, ect.) -- 2
- A total of 78 animals were adopted directly from foster care
- There are 480 active fosters in the GivePulse group. All inactive members were removed. Team processed 89 new foster applications, and 27 people attended foster program orientations.
- A partnership was established with Petco in Westlake to feature adoptable cats at their in-store cattery. Cats will be placed in February.
- A total of 232 live outcomes were attributed to 25 partners

### **Communications**

- ASO staff and volunteers completed 42 Pet of the Week features; 30 TV appearances and 12 web and print articles
- Released seven press releases resulting in four on-camera interviews and eight web and print articles or on-air mentions
- January 17 Facebook post received highest non-paid reach (number of post views) across all social media accounts reaching 23,906 people
- January 29 Facebook post received highest paid reach and engagement rate (people who interact with the post via “like,” comment and share) across all social media channels with 38,618 people reached and 1,242 interactions




## January 2018 Animal Services Report



**Austin Animal Center**


January 17 at 8:06am · 🌐

Do you know this Yellow Golden Pheasant?



This handsome guy was found in North Austin and we know someone is missing him! If you or someone you know is missing a Yellow Golden Pheasant, come to AAC!




**Get More Likes, Comments and Shares**  
When you boost this post, you'll show it to more people.



**23,906 people** reached








349

28 Comments 166 Shares

 Like

 Comment

 Share

### Performance for Your Post

**23,906** People Reached

**778** Reactions, Comments & Shares

<b>307</b> Like	<b>210</b> On Post	<b>97</b> On Shares
<b>55</b> Love	<b>34</b> On Post	<b>21</b> On Shares
<b>7</b> Haha	<b>5</b> On Post	<b>2</b> On Shares
<b>144</b> Wow	<b>106</b> On Post	<b>38</b> On Shares
<b>4</b> Sad	<b>2</b> On Post	<b>2</b> On Shares
<b>90</b> Comments	<b>51</b> On Post	<b>39</b> On Shares
<b>171</b> Shares	<b>166</b> On Post	<b>5</b> On Shares

**2,728** Post Clicks

<b>226</b> Photo Views	<b>1</b> Link Clicks	<b>2,501</b> Other Clicks
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#### NEGATIVE FEEDBACK

<b>14</b> Hide Post	<b>1</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

Reported stats may be delayed from what appears on posts



## January 2018 Animal Services Report

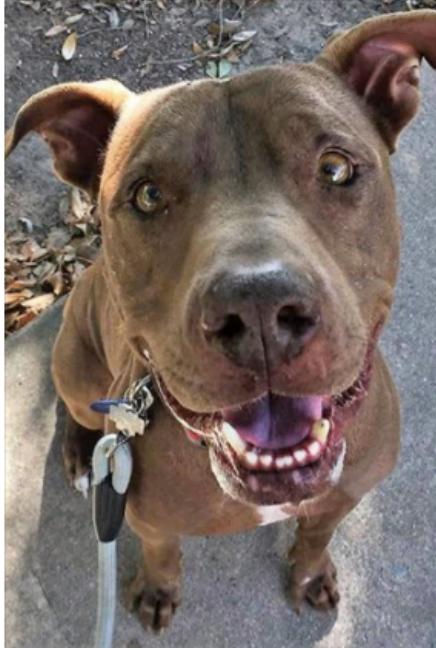




**Austin Animal Center** added 6 new photos.


January 29 at 6:30pm · 🌐

The amazing Brawny is now a member of [Hard Luck Hounds](#)! Here's what they want you to know!


Brawny is one of the sweetest, happiest pups we know! Out-going and super friendly - he's never met a stranger! Affectionate is an understatement with Brawny. He loves giving kisses, curling up on the couch as close as he can get to his people, and laying his head in your lap - it's the cutest thing!

He also happens to be SUPER smart, loves to learn, and has aced every training goal! Br... [See More](#)


 Turn on job features for this post to reach more potential applicants.
 




Turn On


**38,618 people** reached
 




Boost Post

Recent Activity
 

Boosted on Jan 29  
 Audience: United States: Austin (+50 mi) Texas, 2...  
 By Sharona Nichols · Finished 5 days ago  
[View Results](#)




 880
 

27 Comments 214 Shares

 Like
  Comment
  Share

### Performance for Your Post

**38,618** People Reached

**1,242** Reactions, Comments & Shares

<b>658</b> Like	<b>605</b> On Post	<b>53</b> On Shares
<b>288</b> Love	<b>271</b> On Post	<b>17</b> On Shares
<b>2</b> Haha	<b>2</b> On Post	<b>0</b> On Shares
<b>1</b> Wow	<b>1</b> On Post	<b>0</b> On Shares
<b>20</b> Sad	<b>19</b> On Post	<b>1</b> On Shares
<b>61</b> Comments	<b>35</b> On Post	<b>26</b> On Shares
<b>214</b> Shares	<b>214</b> On Post	<b>0</b> On Shares

**3,119** Post Clicks

<b>1,630</b> Photo Views	<b>5</b> Link Clicks	<b>1,484</b> Other Clicks
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#### NEGATIVE FEEDBACK

<b>12</b> Hide Post	<b>5</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

