Memorandum

DATE January 24, 2014

TO Dwaine R. Caraway (Chair), Sandy Greyson (Vice Chair), Adam Medrano, Rick Callahan, Carolyn R. Davis, Lee M. Kleinman

SUBJECT Animal Services Update

The attached briefing will be presented to the Quality of Life & Environment Committee on Monday January 27, 2014. The briefing will provide you with the status, impact, and potential next steps of Animal Services.

Please let me know if you have any questions or need additional information.

Charles M. Cato
Interim Assistant City Manager

Attachment

cc: Honorable Mayor and Member of the City Council
    A.C. Gonzalez, Interim City Manager
    Warren M.S. Ernst, City Attorney
    Daniel F. Solis, Administrative Judge
    Rosa A. Rios, City Secretary
    Craig D. Kinton, City Auditor
    Ryan S. Evans, Interim First Assistant City Manager
    Jill A. Jordan, P.E., Assistant City Manager
    Forest E. Turner, Assistant City Manager
    Joey Zapata, Assistant City Manager
    Theresa O’Donnell, Interim Assistant City Manager
    Jeanne Chipperfield, Chief Financial Officer
    Frank Librio, Public Information Officer
    Elsa Cantu, Assistant to the City Manager – Mayor and Council

“Dallas, the City that Works: Diverse, Vibrant and Progressive”
Animal Services Update
Presented to the
Quality of Life & Environment Committee
January 27, 2014
Overview of Animal Services

• Animal Services is a division of Code Compliance
• FY13/14 budget is $7.6M with 97 FTEs
  – Shelter operations
  – Medical operations
  – Field operations
OVERVIEW

• Shelter
  – Operates shelter with over 600 animals cared for daily or over 30,000 annually
  – DAS serves over 100,000 citizens annually, or over 250 per day

• Medical
  – Provides treatment for injured and sick animals at the shelter and performs over 150 surgeries weekly

• Field
  – Provides field services for issues pertaining to animals citywide to over 50,000 service requests annually
  – Enforces state and local ordinances pertaining to animals

• Communication/Education
  – City’s top Social Media Department
    • Over 14,000 followers and reaching over 47,000 people
Division Statistics

DAS Live Release Rate by Fiscal Year

LRR = (Total Adoptions + Redemptions + Rescue and Relocates)/ Total Intake

Record Increases!

Over 45,000 homeless pets prevented!

2010 through 2013 Service Requests by Council District

Surgeries Facilitated Vs DAS Surgery Comparison

FY 10-11 FY 11-12 FY 12-13

620 2753 6473
849 3914 2227
What's Next?

• Sheltering
  – Continue ongoing improvements within the shelter
  – Aligning resources to sustain progress
    ▪ Continued evaluation and adjustments until we reach our goal of ending the euthanasia of healthy and treatable animals in the City of Dallas!
Engagement Process

Assess
Act
Educate
Empower
Engage
Review
Making the Changes at DAS

- New Ordinances
- New Shelter
- Enhancing Operations
  - Healthy population of animals
  - Exceptional customer service
- Increase in Live release rate
- What it took to make it happen
  - Implementing sound sheltering practices
  - Engaging community resources
  - Developing a strong communications plan
  - Time...
PHASE 2 – “Taking it to the Streets”

• History
  – Ongoing problems with dogs roaming Dallas communities
  – Limited resources for people and pets in some communities
  – Different philosophies on pet care and levels of community engagement
  – Minimal access to programs with long term sustainable results
Engagement Process

Assess
- Community data
- CRMS data
- Neighborhood forums
- Identify resources
- Assess specific challenges in targeted areas

Act
- Engage community
- Engage partners
- Align resources with strategies
- Update City Ordinances
- Independent target area assessment for tools and programs to be used
- Mobilize multiple resources to facilitate change
- Enhance enforcement initiatives

Educate
Empower
Engage
Enforce
Review

SUCCESS
Service Requests By District

Dallas Animal Services
3 Years of Service Requests by Council District
(FY 2011 - FY 2013)
Year to Year SR Comparison by Council District

Fiscal Years 2010-2013 SR Volume by Council District (3 Years)
Assessing the Resources

• Community Partnerships
• Committed Workforce
• Community Volunteers
  – Committed volunteers
  – Pets for Life Program
  – Neighborhood & Crime Watch associations
  – Community Engagement Unit & “Chief on the Beat” participation
Assessing the Animal Issues

• Different Neighborhoods / Different Tools
  – Evaluate neighborhood needs individually

• Ordinance Revisions
  – Enhanced enforcement efforts
  – Increased outreach resources

• Evaluate Available Resources
  – Existing enforcement efforts
  – Veterinarian hospitals
  – Low cost pet care
  – Pet supply stores
New “SMART Sweep” Model

- **S**: Specific
  - What, Where, How?
  - A specific goal is distinct and defines as much of the goal as possible and contains no ambiguous language.

- **M**: Measurable
  - From and To
  - A measurement gives feedback and let’s one know when the goal is complete.

- **A**: Assignable
  - Who?
  - Goals must be assignable to individuals or groups.

- **R**: Realistic
  - Feasible?
  - Realistic goals are challenging yet attainable within the given timeframe.

- **T**: Time-Based
  - When?
  - Timeframe must be aggressive yet realistic.
“SMART Sweep” Model

• Assess target area problems
  – Opportunities for proactive methods vs. enforcement

• Identify target area resources and issues
  – Existing community relationships
  – Identify resources in community and Dallas Animal Services

• Set goals for measuring the progress

• Review and integrate the feedback
New “SMART SWEEP” Goals

- Start
- Making
- Animal Owners
- Responsible
- Today
Tools to Success

• Review of CRMS & DAS target area data
• Citizens and community leaders assisting with identifying key issues and opportunities
• Patrols will be done to evaluate target area issues and appropriate enforcement tactics
• Educational patrols, events and enforcement strategies will be implemented in each area to create sustainable results and lasting relationships
Taking Action

• Leveraging existing structure and resources
  – Existing resources & Enforcement
  – Mayors Grow South leadership meetings and mailing list

• Public Investment in Partnerships
  – Over $ 1.7 Million
  – Big Fix for Big D, Meadows Foundation, Dallas Companion Animal Project, Pets for Life

*Bringing together communities to solve problems*
Creating the “Pet Watch” Connection

• Currently there are 1,078 Crime Watch Associations throughout Dallas
  – 401 Associations south of I-30
• Create “Pet Watch” module for Crime watch Manual
  – Conduct trainings and engage partners
• Collaborate with existing Animal Alert associations
Mobilizing the Community Army

- “SMART Sweeps”
- Pet Watch Connection
- Officer Outreach Program
- Big Fix for Big D
- Dallas Companion Animal Project
- Pets for Life Grant
Bringing Communities Together for Lasting Change!

- Pets for Life video