

Memorandum



CITY OF DALLAS

DATE January 24, 2014

Honorable Members of the Quality of Life & Environment Committee:
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.

A handwritten signature in blue ink that reads "Charles M. Cato".

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 Libro, Public Information Officer
Elsa Cantu, Assistant to the City Manager – Mayor and Council



City of Dallas



Dallas Code Compliance, what it all means

COMMUNITY



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



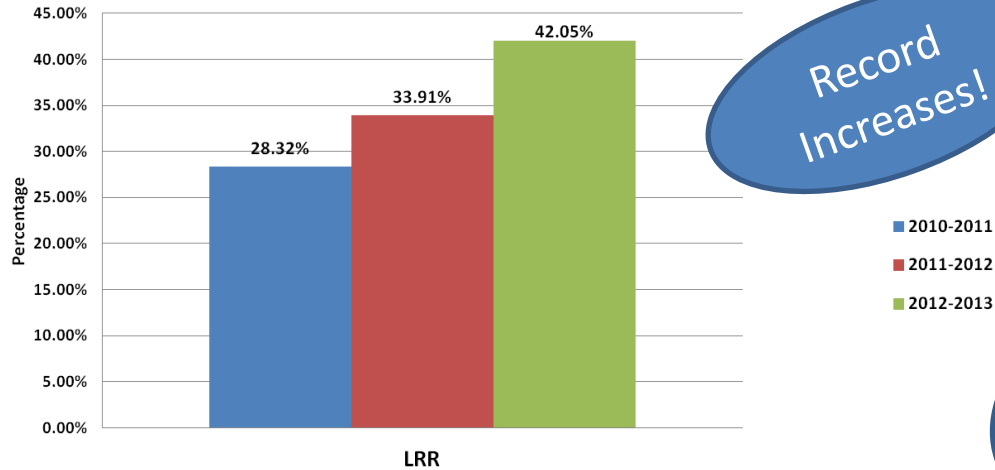
OVERVIEW

- 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

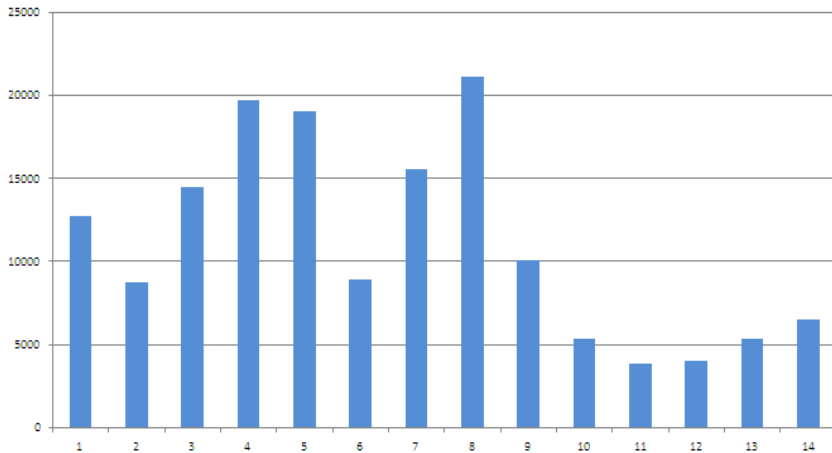
DAS Live Release Rate by Fiscal Year



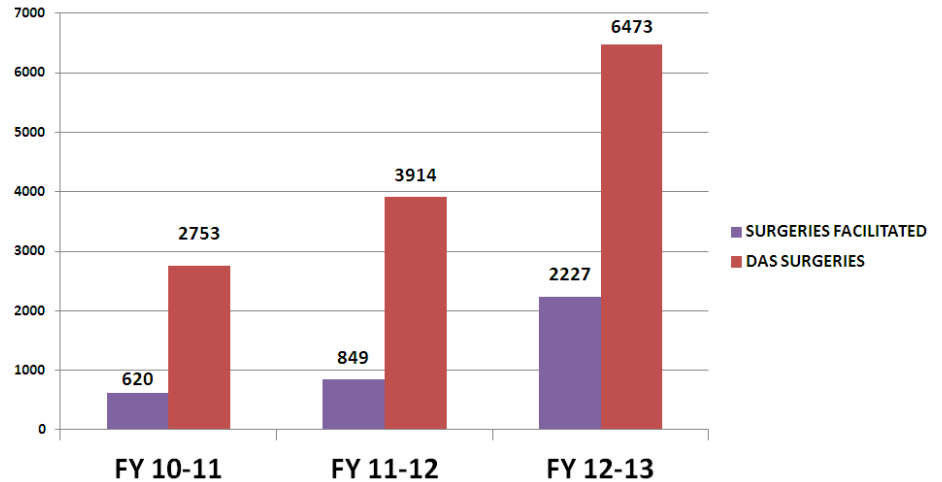
$$\text{LRR} = (\text{Total Adoptions} + \text{Redemptions} + \text{Rescue and Relocates}) / \text{Total Intake}$$

Over 45,000 homeless pets prevented!

2010 through 2013 Service Requests by Council District



Surgeries Facilitated Vs DAS Surgery Comparison

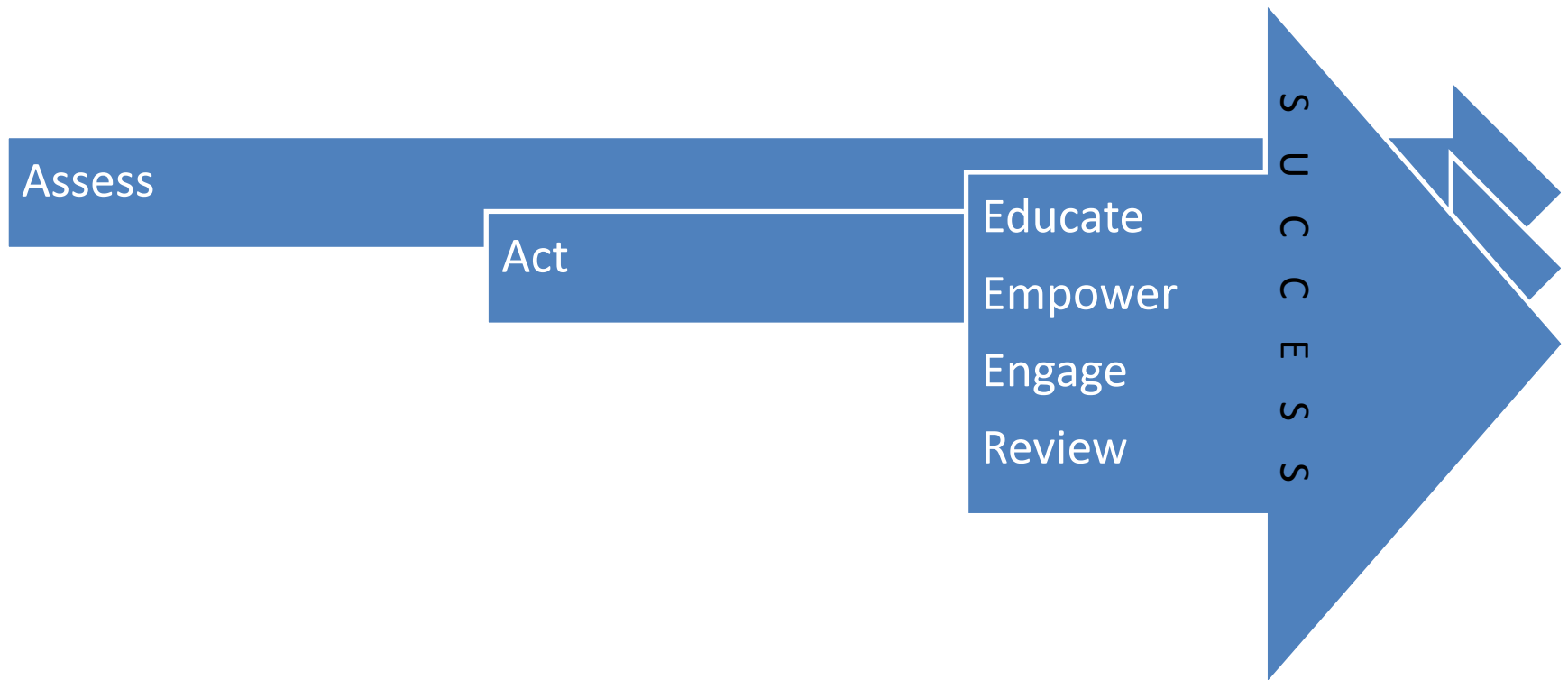


What's Next?

- 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



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...

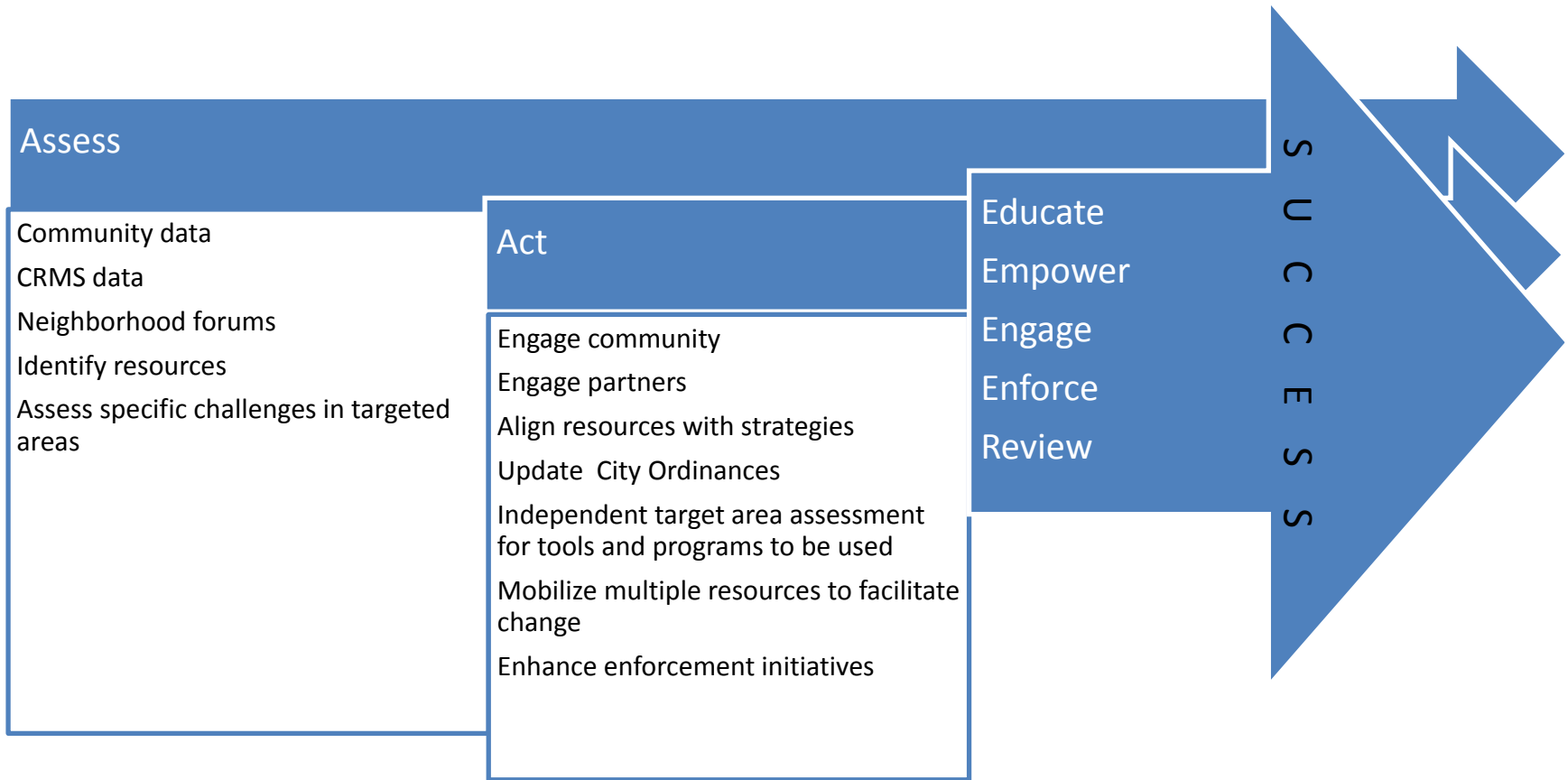


PHASE 2 – “Taking it to the Streets”

- 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

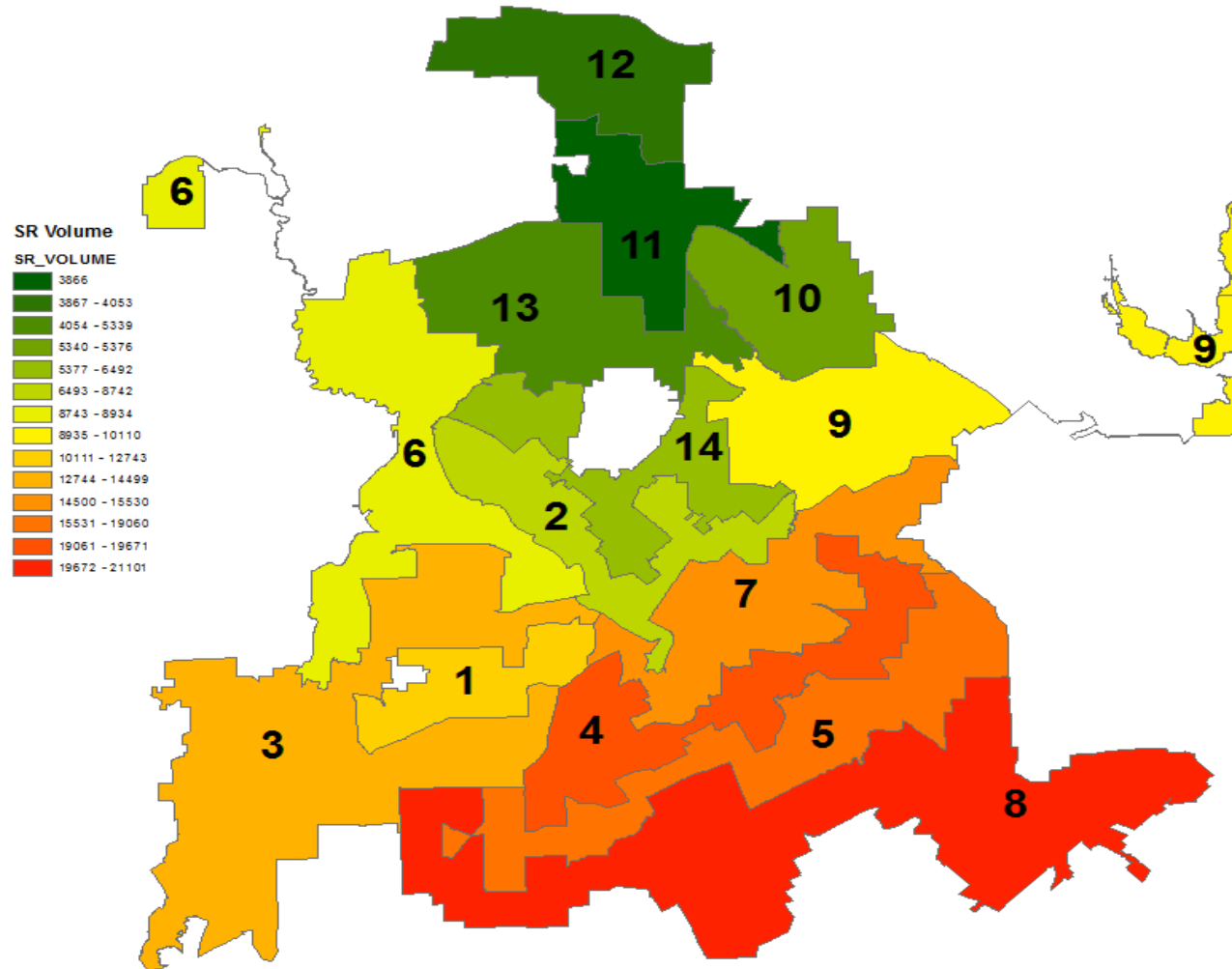


Engagement Process



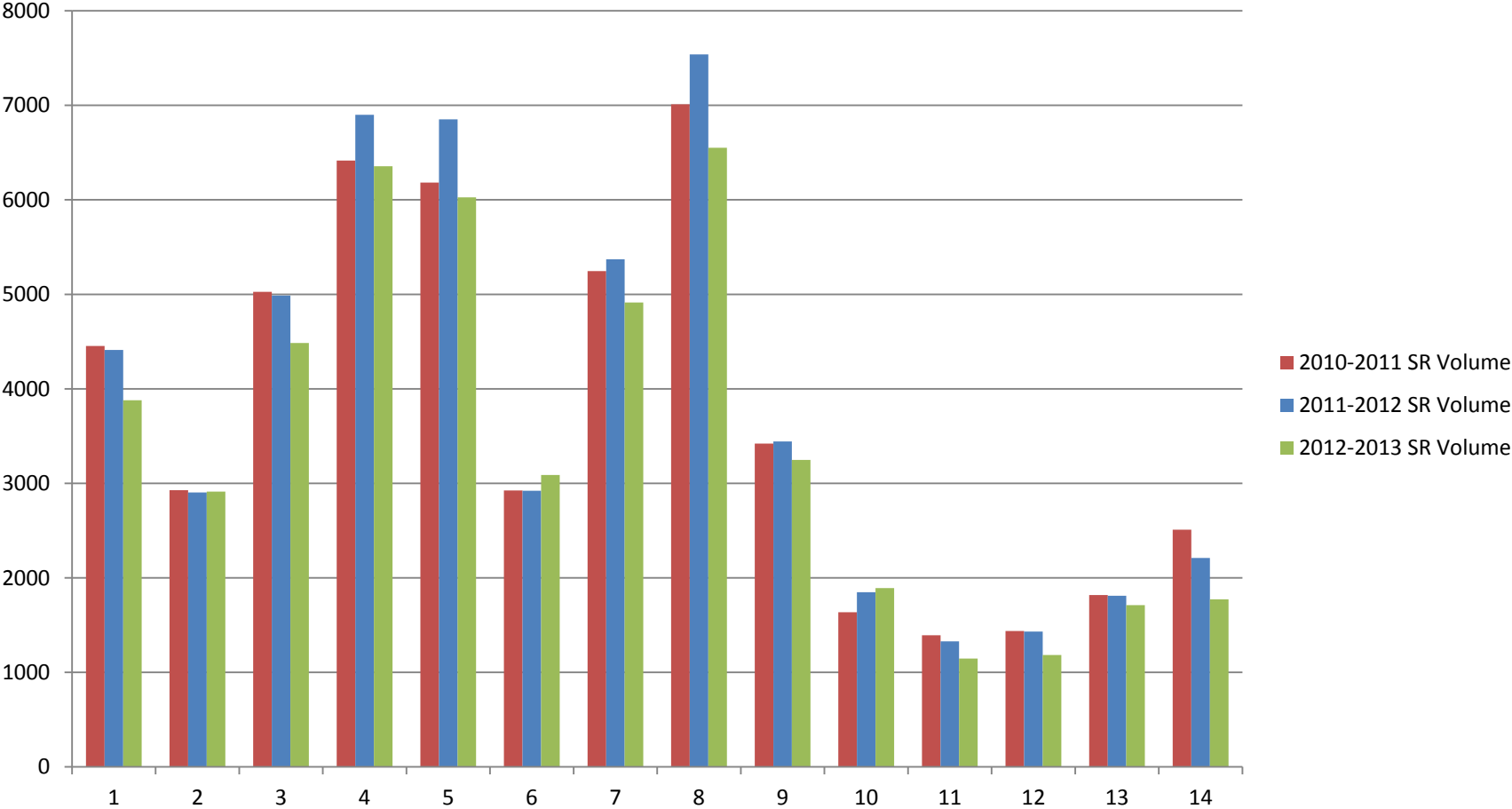
Service Requests By District

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)



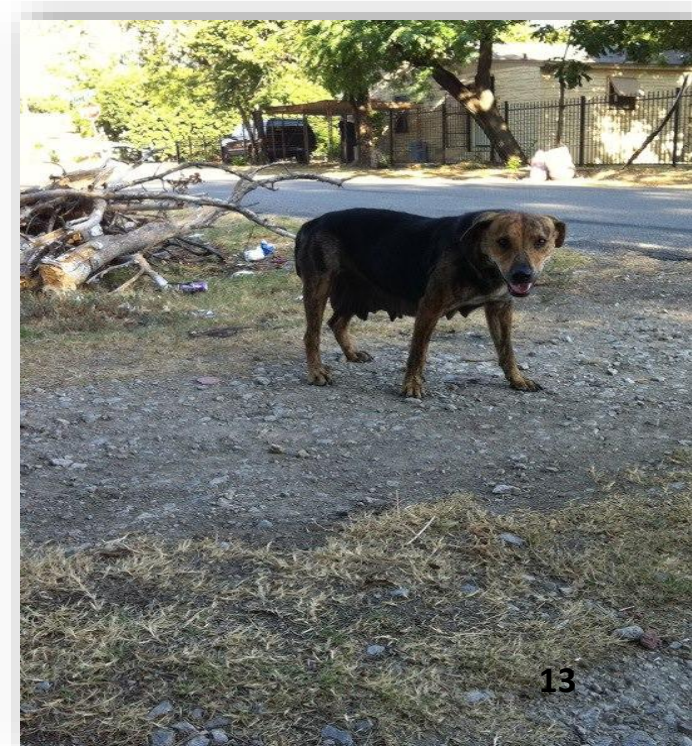
Assessing the Resources

- 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



“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

- 🐾 **S**tart
- 🐾 **M**aking
- 🐾 **A**nimal Owners
- 🐾 **R**esponsible
- 🐾 **T**oday



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

