



PROVEN BEST PRACTICES

~ Transforming Animal Control and Sheltering ~



THIS WEEK'S CONSULTING TEAM

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DEFINITIONS AND DISCLAIMERS

More than just 90%+, verbiage

Equal opportunity dogs and cats

Data is from public open admission shelters



TRANSFORMING ANIMAL SHELTERING

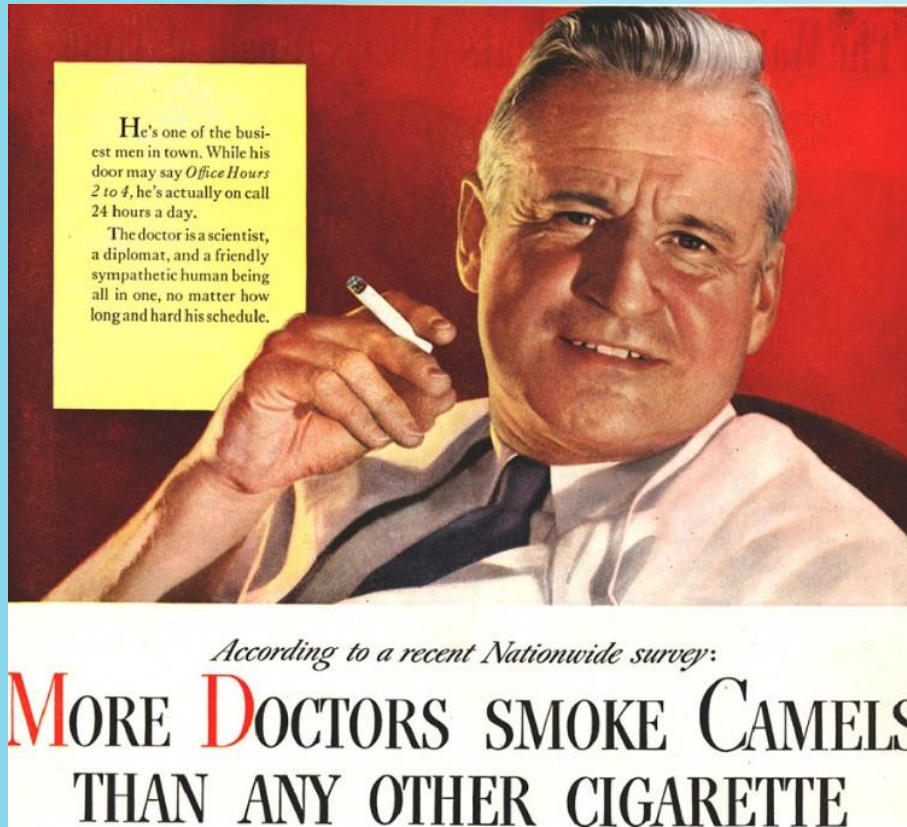
Core shared Best Practices



Successful programs/examples

Data, trends and studies





He's one of the busiest men in town. While his door may say *Office Hours 2 to 4*, he's actually on call 24 hours a day.

The doctor is a scientist, a diplomat, and a friendly sympathetic human being all in one, no matter how long and hard his schedule.

According to a recent Nationwide survey:

**MORE DOCTORS SMOKE CAMELS
THAN ANY OTHER CIGARETTE**

OVER 60 COMMUNITY & SHELTER ASSESSMENTS

16 states since 2013

More rural, more urban, larger, smaller, higher and lower poverty rates

Only difference: latitude and longitude

SOLUTIONS ARE UNIVERSAL!

LASER FOCUSED GOALS

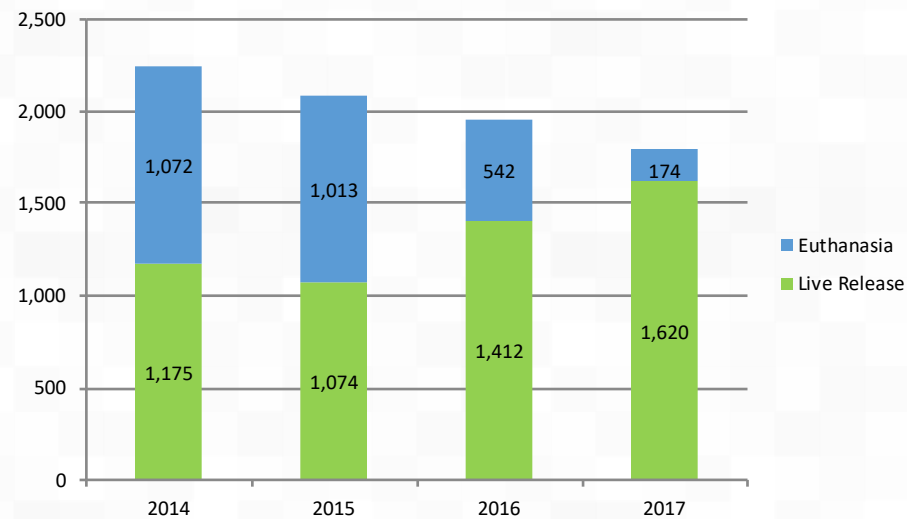
Productively decreasing intake by helping pet owners and Good Samaritans

Providing the best care and enrichment during the shortest length of stay in the shelter

Eliminating wasteful practices

True euthanasia only

CAMPBELL COUNTY, KENTUCKY (dogs/cats)



SAMPLE PROGRESS~INCREASED LIVE OUTCOME

| | Time of Assessment | Within a Year/Current |
|---------------------|--------------------|-----------------------|
| Waco, TX | 36% | 90%+ |
| Campbell County, KY | 47% | 90%+ |
| Murray County, GA | 50% | 90%+ |
| Anderson County, SC | 49% | 90%+ |
| Huntsville, AL | 68% | 90%+ |

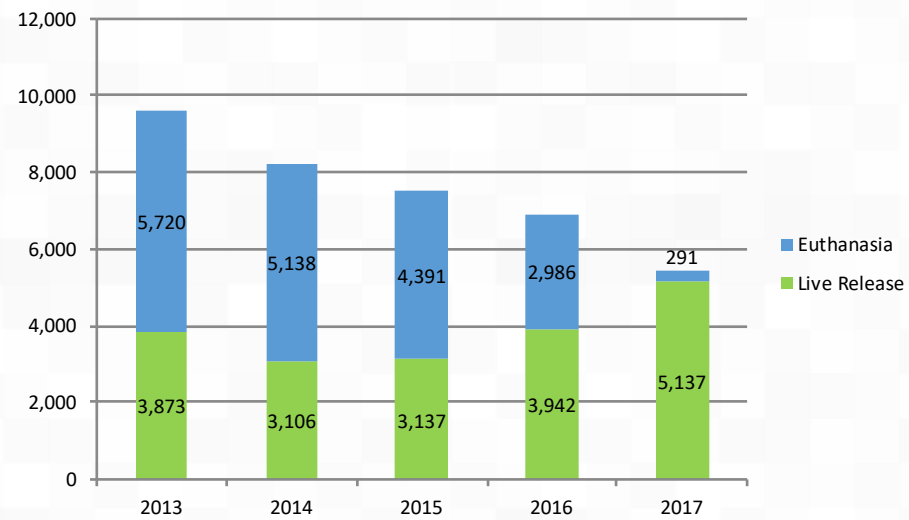
SAMPLE PROGRESS: 18 SHELTERS

Euthanasia decreased by

47,149

animals when comparing the year before and the year after

ANDERSON COUNTY, SOUTH CAROLINA (dogs/cats)





RESPONSIBLE PUBLIC POLICY



PUBLIC POLICY

Framework of organization

Public and animal safety

Ordinances and laws often not in
line with Best Practices



QUESTIONS FOR CIVIC LEADERS

Do you want to be fiscally responsible?

Do you want your constituents to be happy?

(Unified animal welfare voice is crucial)

**PUBLIC POLICY MUST BE
DRIVEN BY DATA**

RESPONSIBLE PUBLIC POLICIES

- Stray holds
- Community cats
- No breed bans or tethering
- Adoption fees waived, capped or silent
- RTO with services
- Spay/neuter (dangerous dogs)
- Remove misc. barriers to life-saving that do not lead to intended goals

Silent vs language in ordinance

ORDINANCE REVISION UPDATES~18 FOR 18

- Waco, TX
- Escambia County, FL
- Indianapolis, IN
- Baton Rouge, LA
- El Paso, TX
- Broward County, FL
- Montgomery County, TX
- Brevard County, FL
- Boone County, KY
- Campbell County, KY
- Kenton County, KY
- Greenville County, SC
- Spartanburg County, SC
- Columbia, SC
- Lafayette Parish/Shreveport, LA
- Miami-Dade County, FL
- Marion County, FL



PUBLIC~PRIVATE PARTNERSHIPS

COALITION BUILDING

Who will participate?

What is the purpose?

What are the agreed upon goals?

What is expected of each organization?

Grantors more likely to give to coalitions

COALITION BUILDING

Greater Cincinnati Area, Ohio

Year 1: Collaboration of 4 groups resulted in a first time PetSmart Charities Community Grant for \$110,000+



NORTHERN KENTUCKY REGION

Team Shelter USA
The Joanie Bernard Foundation
8 counties
1 district non-profit arm
2 non-profit spay/neuter clinics
Private veterinarians



NORTHERN KENTUCKY REGION

\$1.2 million over 3 years for cat SN

Drastic decrease in shelter intake of cats

Ending euthanasia as population control in 2018!



STRATEGIC COMMUNITY PROGRAMS



TARGETED SPAY/NEUTER

Fixed-income pet owners (5/1000)

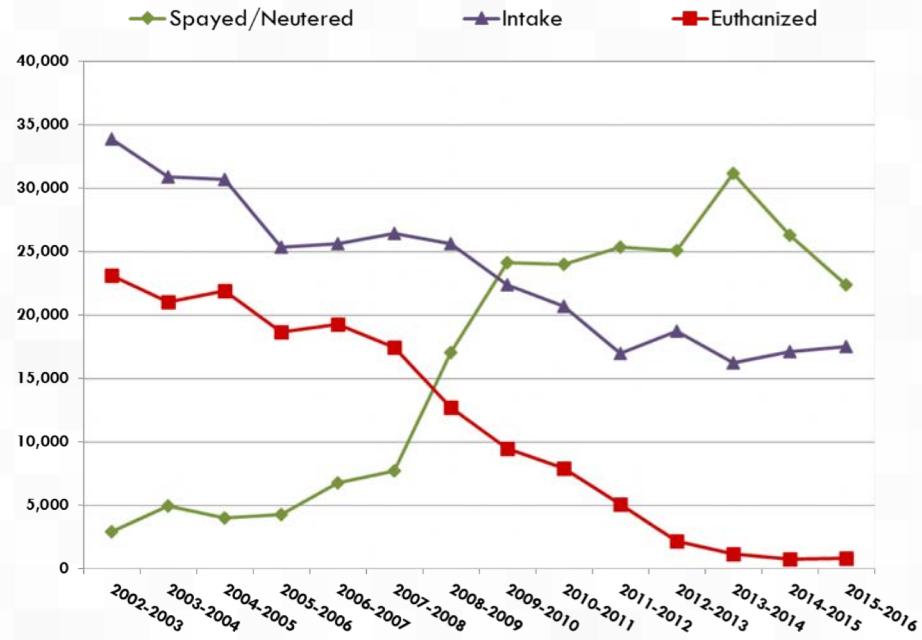
High intake areas

Large breeds

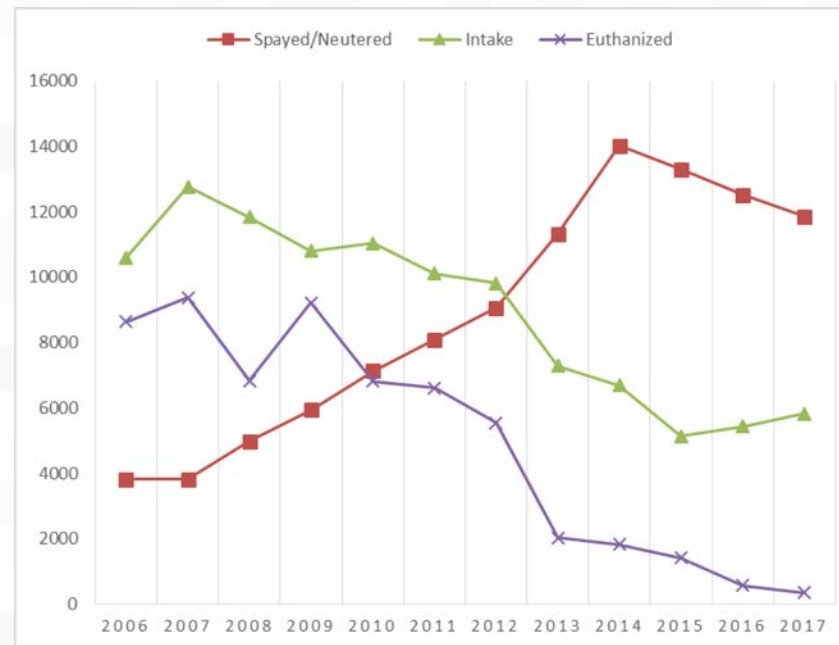
Community Cats



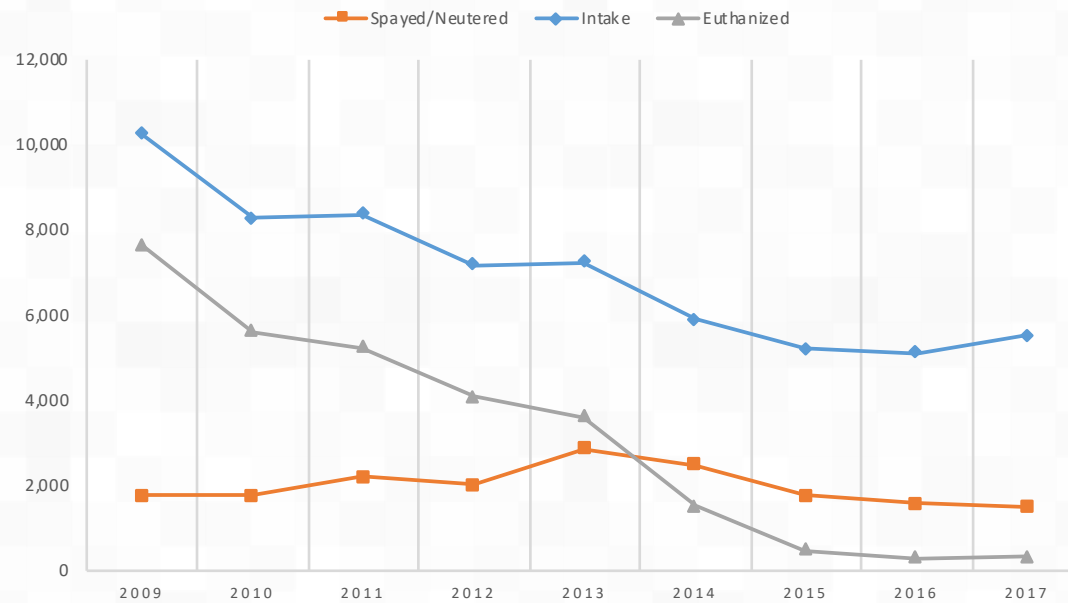
JACKSONVILLE, FLORIDA



WACO, TEXAS



HUNTSVILLE, ALABAMA



COMMUNITY MINDED ENFORCEMENT

Santa Cruz County Animal Shelter, California

Providing assistance instead of citations in underserved areas

Turning high intake areas into low intake areas

MANAGED ADMISSIONS



**Managed Admissions means
helping pet owners in ways
other than a shelter intake**

MANAGED ADMISSIONS

Recent ASPCA study found 80%+ pet owners did not want to surrender but did not have **access** to resources they needed

How can we help you keep your pet or place your pet directly into another home?

STAR PUPIL: BREVARD SHERIFF'S OFFICE, FLORIDA

Year 1 of Managed Intake (Surrender Mitigation) helped 80% of the owners keep or place their pets

*In other words, shelter intake decreased by **80%** in the owner surrender category*

JACKSONVILLE, FLORIDA

Recruit Good Samaritans as foster volunteers at intake so thousands more into foster care each year

Maddie's 2015 Survey



RETURN TO FIELD

(friendly or feral)

RTF

No such thing as a 'stray' cat

Defined as spay/neuter/ear tip/rabies vaccinate and return to original location where *already* cared for

Why displace a cat and use resources to rehome when they already have a home?



RTF

Positives in Community

Increased community immunity
against rabies

2015 CDC report showed
incidence of rabies in cats
nationwide decreasing



RTF

Positives in Community

Stops population growth/colony prevention

Less wildlife affected

Virtually eliminates complaints



RTF

Positives at Shelter

Decreased cat intake

Less competition for cats in adoption

More resources for dogs and returns cats home!



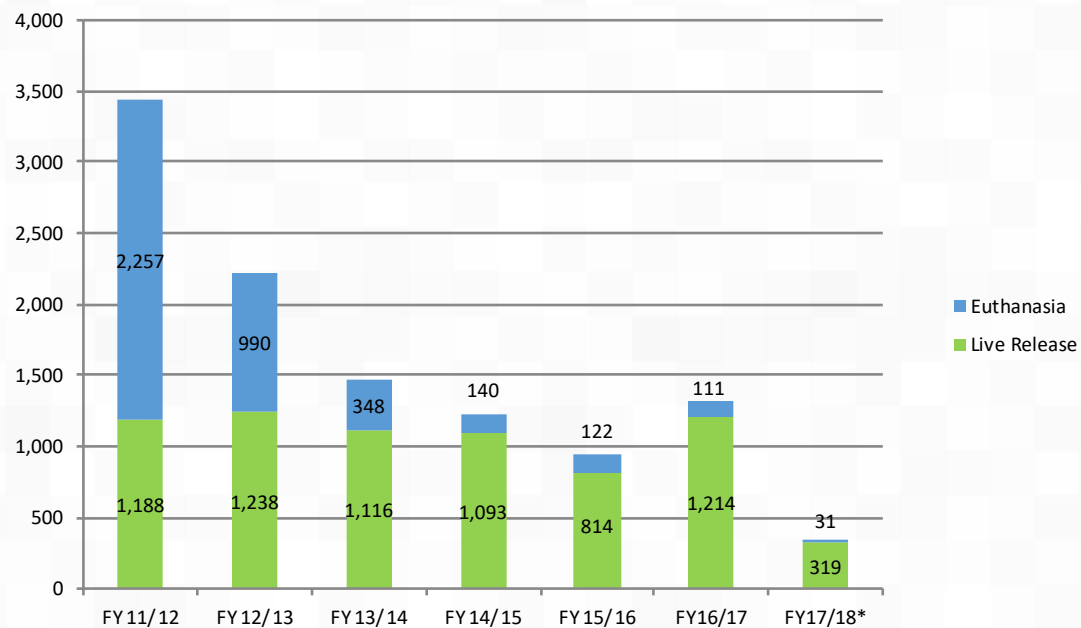
RTF

Positives at Shelter

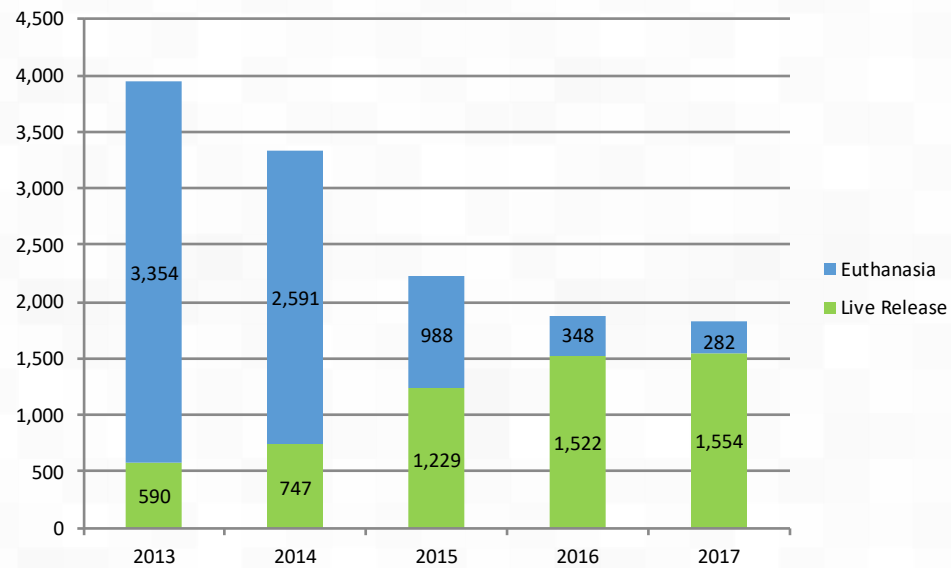
Eliminates euthanasia as
population control

Cheaper than admit/adopt or
admit/euth (ACC&D data
pending)

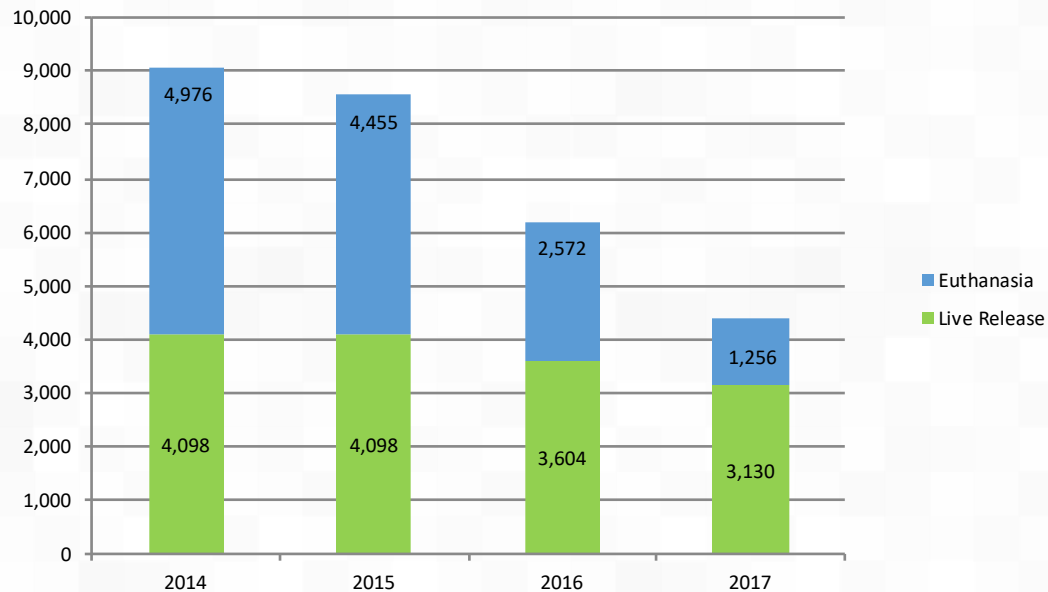
OUTCOME FOR CATS: WACO, TEXAS



OUTCOME FOR CATS: NASHVILLE, TENNESSEE



OUTCOME FOR CATS: GREENVILLE, SOUTH CAROLINA



**Nothing decreases the number
of community cats as much as
targeted TNR and RTF**



SHELTER POLICIES

THE PLAN OF ACTION TO LIVE OUTCOME

LENGTH OF STAY IN THE SHELTER

Correlates with negative consequences:

Overcrowding

Stress for animals and people

Exposure to disease

Decreased life saving potential

Reactive use of resources



RETURN TO OWNER

Attempts to reunite in field

Posting pictures in real time

Lost & Found outreach

Allow public to view all animals,
even if on stray hold

OPEN CONVERSATIONAL ADOPTIONS

Adopters Welcome by HSUS

144 million family pets, **6-8** million pets in shelters each year,
small percent of those victims of cruelty, neglect,
abandonment

Trust that most people coming to your shelter to adopt are
good~the odds are in your favor

OPEN ADOPTIONS

Making the best possible match

Relationship building, conversational adoptions

Fee waived or low adoption fees

Adoption counseling, follow up and assistance

FOSTER AND ADOPTION AMBASSADORS

2015 Maddie's Fund Survey and new Pet Assistant App

Showcasing pets outside the shelter highlights their true personalities

Empowering volunteers to make permanent placements

Must have open adoption philosophy

TRANSFER PARTNERSHIPS

May be 501c3 rescue groups or other shelters

Mutual Respect~protocols that work for everyone

Streamlined easy communication/process, No fees to transfer

Partners must embrace open adoption philosophy

