



# Animal Services Update



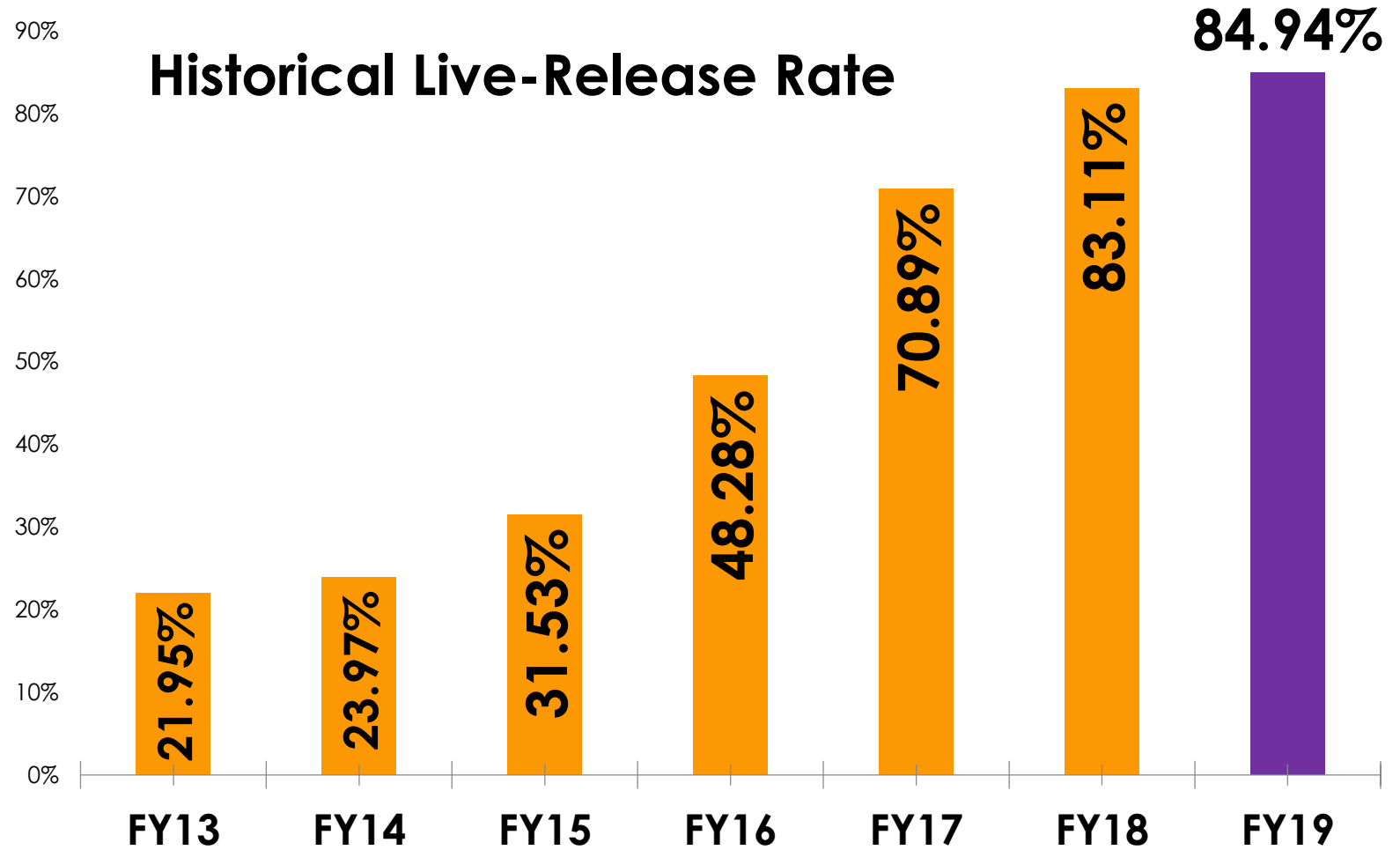
**Strategic Goal 8 - Nurture and Promote a Healthy, Sustainable Community**

**Paula Powell, Director**



# Where We Were

## Historical Live-Release Rate



TOGETHER WE WILL SAVE MORE LIVES  
ADOPT • FOSTER • VOLUNTEER • DONATE



# That Was Then, This is **NOW**

# 23,615

**animals euthanized in 2013**



# 21,724

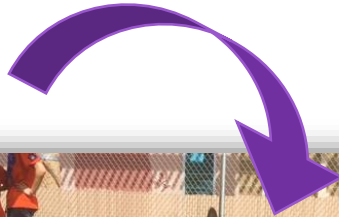
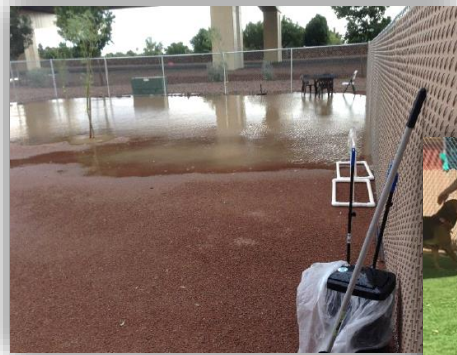
**animals **SAVED** in 2019**



TOGETHER WE WILL SAVE MORE LIVES  
ADOPT • FOSTER • VOLUNTEER • DONATE



# That Was Then, This is NOW



## Shelter gets closer to goal of no-kill status



A dog awaited adoption at the city's Animal Services shelter last year. PHOTOS BY MARK LANGRISH / EL PASO TIMES

## Higher percentage of animals spared euthanasia

Elida S. Perez  
El Paso Times  
USA TODAY NETWORK - TEXAS

A higher percentage of shelter animals found homes in December than at the same time the past three years, propelling the city closer to reaching a no-kill status.

Officials on Tuesday said the shelter's live release rate — which counts the animals that are spared from euthanasia by being adopted, returned to their owners or sent to other adoption organizations — reached 80 percent in the month of December.

That's higher than the 73 percent rate in December 2016 and 64 percent in December 2015, city figures show.

Interim animal services director Paula Powell said adopters, transferes, volunteers, pet fosters and more community partners, as well as off-site adoptions, contributed to the higher



Kittens await adoption at Animal Services of El Paso.



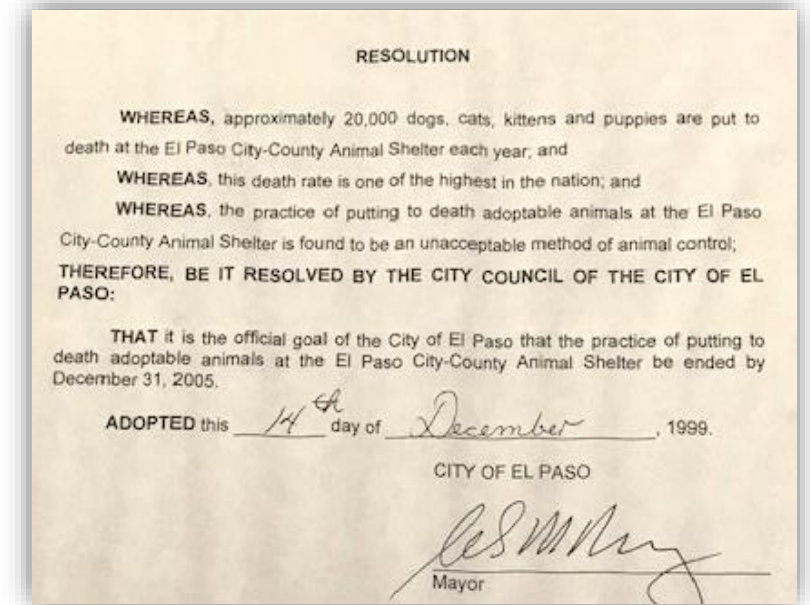
## TOGETHER WE WILL SAVE MORE LIVES

**ADOPT • FOSTER • VOLUNTEER • DONATE**



# From Vision, To Plan, To **Action**

- City-County resolution to end the killing of adoptable animals by 2005 **(1999)**
- Community calls for a major shift in how Animal Services operates **(2015)**
- Leadership listened to the communities calls for lifesaving change, resulting in the creation of a shelter reform taskforce **(2015)**
- A comprehensive reform plan consisting of proven best practices was created and later approved by City Council **(2016)**
- A renewed taskforce consisting of current leadership is assigned with the goal of implementing, enhancing and updating the initial reform plan with input from the community, ASAC, partners, and current department workforce **(2017)**
- Animal Services has first monthly live-release rate of 90% or higher **(February 2018)**





# 20 IN 2020 | POWER IN THE VISION

# Initiative #20

Continue no-kill shelter effort leading to 90% live-release rate by December 2020

# 90%

is a benchmark, however,  
not every community is  
the same



## No-Kill Definition:

A place where all healthy and treatable animals are saved, and where only unhealthy and untreatable animals are euthanized. (Maddie's Fund)

TOGETHER WE WILL SAVE MORE LIVES  
ADOPT • FOSTER • VOLUNTEER • DONATE



# Vision/Mission/Values

## **Vision:**

*El Paso will be the leader in animal welfare.*

## **Mission:**

*Deliver exc**EP**tional services to support a high quality of life for our pets, ensuring their 5 freedoms.*

## **Core Values:**

**Professionalism**

**Accountability**

**Willingness to help those in need of shelter, food, care and love.**

**Service**

**TOGETHER WE WILL SAVE MORE LIVES**

**ADOPT • FOSTER • VOLUNTEER • DONATE**



# Strategic Goals

## Goal 1

Reduce the number of pets entering Animal Services.

## Goal 4

Increase positive outcomes for pets in our community.

## Goal 2

Provide healthier pets.

## Goal 5

Increase social awareness of animal welfare in our community.

## Goal 3

Provide safe, comfortable living conditions for pets in our care and community.

## Goal 6

Provide a safe environment for employees and opportunities for professional development.

TOGETHER WE WILL SAVE MORE LIVES  
ADOPT • FOSTER • VOLUNTEER • DONATE



# ASAC Strategic Plan

## ANIMAL SHELTER ADVISORY COMMITTEE

### — MISSION —

The Animal Shelter Advisory Committee will advise, support and advocate the wellbeing of all animals in the El Paso community.

### — VISION —

El Paso will be the leader in animal welfare.



### — KEY FOCUS AREAS —

- Support the City of El Paso's initiative to reach and sustain a 90% or greater live-release rate by 2020.
- Engage ASAC members on best practices in Animal Health and Welfare.
- Promote education and engagement in Animal Health and Welfare.
- Research and advise on effective ordinances and policies to improve overall health, welfare and safety for animals.
- Work in concert with animal welfare organizations, El Paso Animal Services, EPVMA and regional governmental entities to develop and recommend proactive and progressive disease control measures.
- Foster the development and collaboration of partners to meet our mission.
- Advance population stability practices in our community.

TOGETHER WE WILL SAVE MORE LIVES  
ADOPT • FOSTER • VOLUNTEER • DONATE



**Lowest Jul/Aug Intake**



**Highest # of Adoptions In a Single Month (AUG) 1,020**



**Lowest # of Owner Surrenders 1,255**



**Highest # of Returns to Owner 4,541**



**Highest # of Returns to Owner in Field 1,967**

# 2019 Records



**Highest # Volunteer Hours 26,934**



**Lowest # of Euthanasia 3,074**



**Most # of Animals Microchipped 15,925**



**Highest # of TNR Cats in single month AUG 572**



**Highest # of Surgeries in single month Jul 1,505**

**TOGETHER WE WILL SAVE MORE LIVES**  
**ADOPT • FOSTER • VOLUNTEER • DONATE**



# Data Driven Strategic Plan – Goal 1

Reduce the number of pets entering Animal Services

Performance Measures:	2018	2019	% Change
	FY	FY	
• Reduce stray intake by 15%	23,519	23,050	-2%
• Increase spay/neuter efforts by 20%	15,405	12,689	-21%
• Reduce adoption return rate by 1%	666 (7.19%)	592 (6.88%)	-13%
• Increase by 20% RTOs in the field	1,315	1,641	20%



# Goal 1 - Reduce the number of pets entering Animal Services

 Reclaim fees waived within first 48hrs

 Neighborhood Canvassing

 Fire station microchip scans

 Animal Services Prime

 Field Operations – engagement rather than enforcement

 Microchip events

 Animal Protection Partner Academy

 Tag List Intake Protocol

 Pet Finder Map



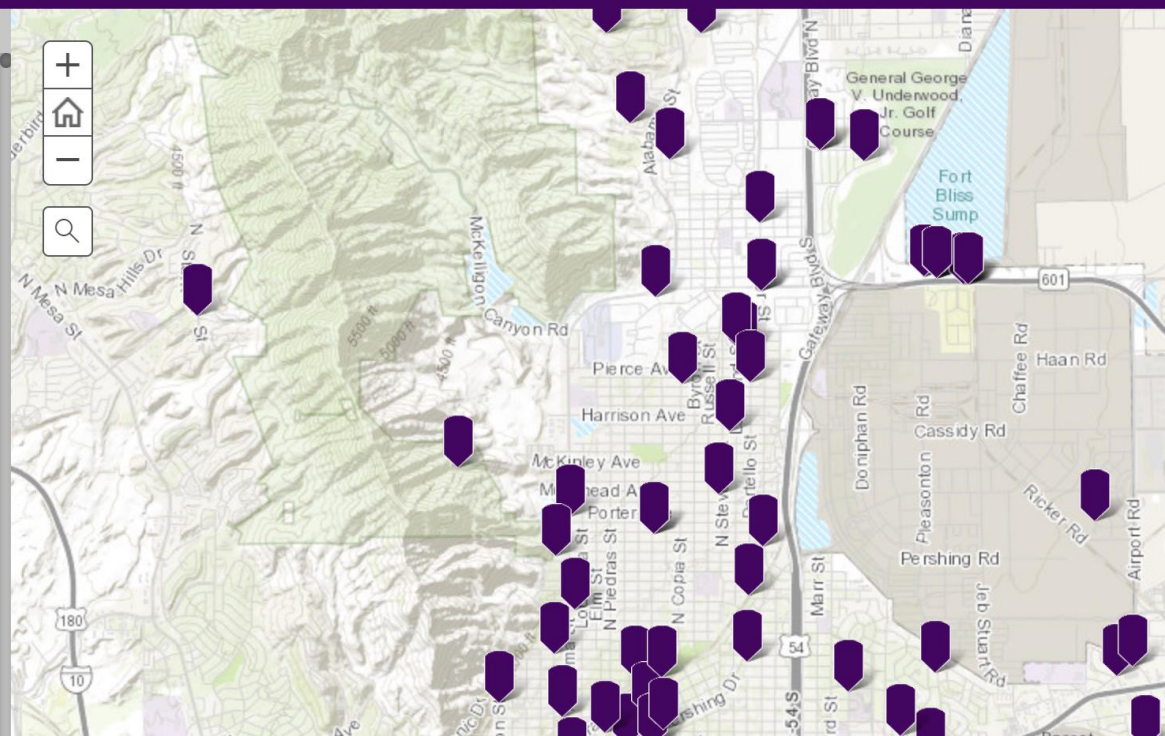
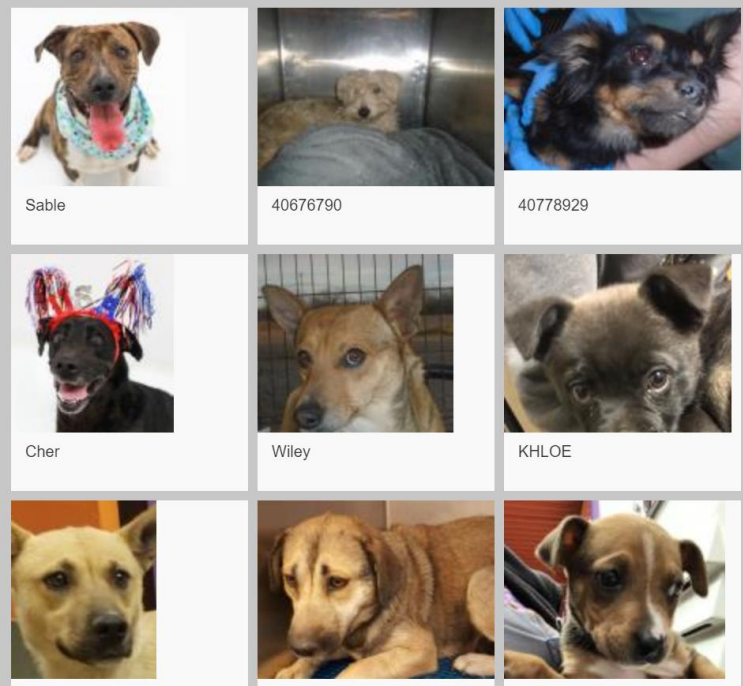
TOGETHER WE WILL SAVE MORE LIVES  
ADOPT • FOSTER • VOLUNTEER • DONATE



# Interactive Pet Finder Map

**PET FINDER**  
 Instructions: Explore by clicking below to search in a particular area or review the thumbnail list to search by name.  
 Found Pets are animals found by the community or by Animal Protection Officers. If you believe one of the found pets might be yours, please visit us at the shelter.  
 Lost Pets are lost reports made by pet owners. If you believe you might have found a Lost Pet, please contact us at 212-PAWS. If you have lost a pet and want to file a report, please call 311.  
 Disclaimer: The status of any animal is always subject to change. Please visit the shelter in person for more information.

- [Dog Found Report](#)
- [Cat Found Report](#)
- [Dog Lost Report](#)
- [Cat Lost Report](#)

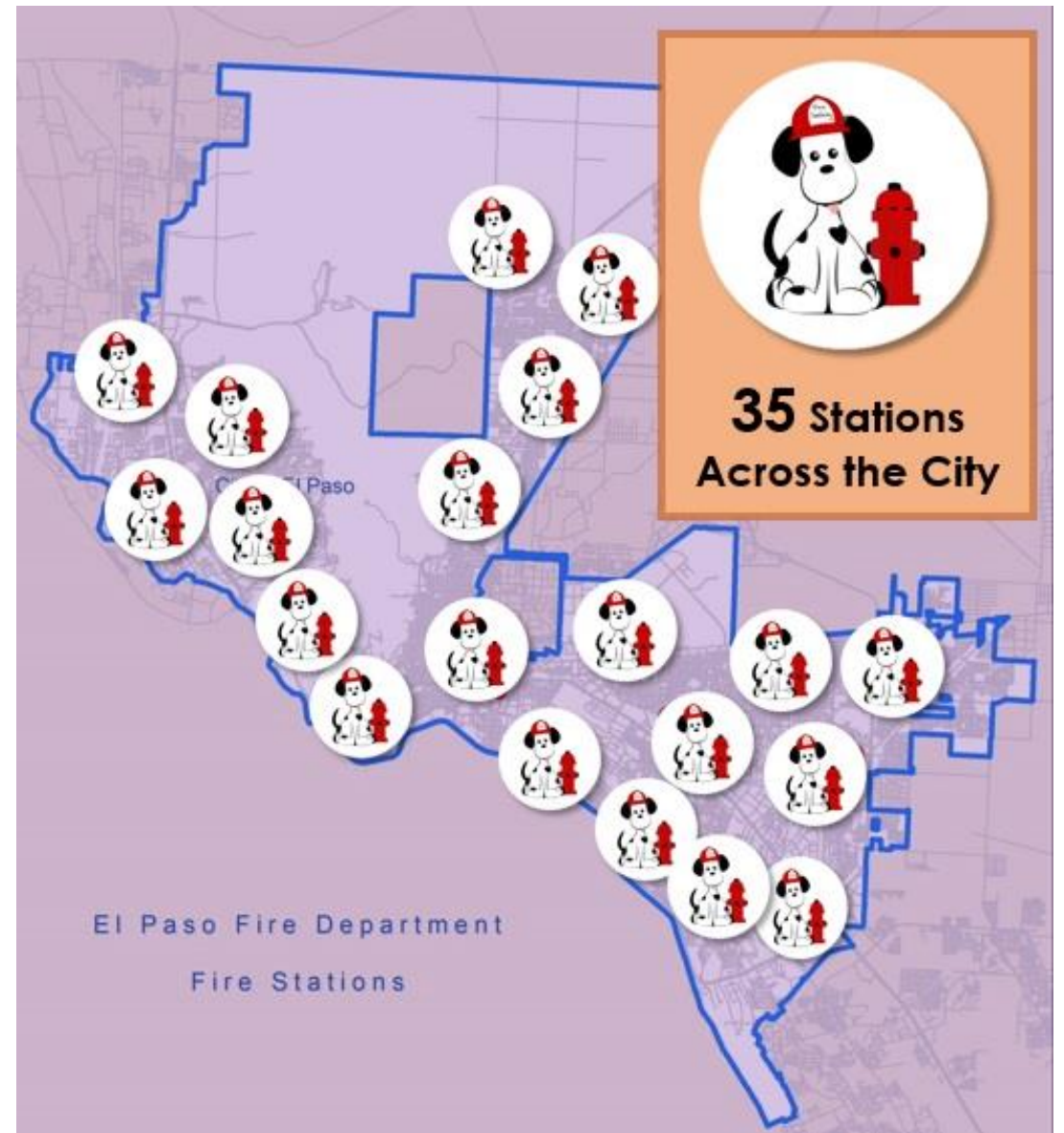


**TOGETHER WE WILL SAVE MORE LIVES**  
 ADOPT • FOSTER • VOLUNTEER • DONATE



# EPFD Fire Station Opportunities

- 35 Fire Stations throughout El Paso-  
Established March 2019



TOGETHER WE WILL SAVE MORE LIVES  
ADOPT • FOSTER • VOLUNTEER • DONATE



# Data Driven Strategic Plan – Goal 2

## Provide healthier pets



Performance Measures:	2018	2019	%
	FY	FY	Change
• Reduce euthanasia due to infectious disease by 25%	2,159	1,758	-23%
• Reduce the number of adoptions returned due to illness by 10%	666	566	-18%
• Increase vaccinations of publicly owned animals by 15%	1,585	2,484	36%
• Reduce kitten and puppies euthanized or died in our care by 10%	854	1,329	36%
• Increase # of surgeries by 10%	13,815	14,486	5%

TOGETHER WE WILL SAVE MORE LIVES  
 ADOPT • FOSTER • VOLUNTEER • DONATE



## Goal 2 - Provide Healthier Pets

-  Euthanasia Decisions Protocol
-  Vaccination upon intake
-  Behavior Evaluations
-  Cat Respiratory Treatment Protocol
-  Dog Diarrhea Protocol
-  Population Management
-  Sick Quarantine rooms
-  Parvo Protocol
-  Dog Respiratory Disease Protocol
-  Participation in Daily Rounds
-  New Spay/Neuter van
-  Abscesses, Wounds and Skin Infection Protocol
-  Ringworm Protocol
-  Enhanced Medical Procedures
-  Pain management post surgery
-  Offsite vaccine clinics/events
-  Contracted relied Vets
-  Disease control via cleaning changes
-  EPVMA Partnership

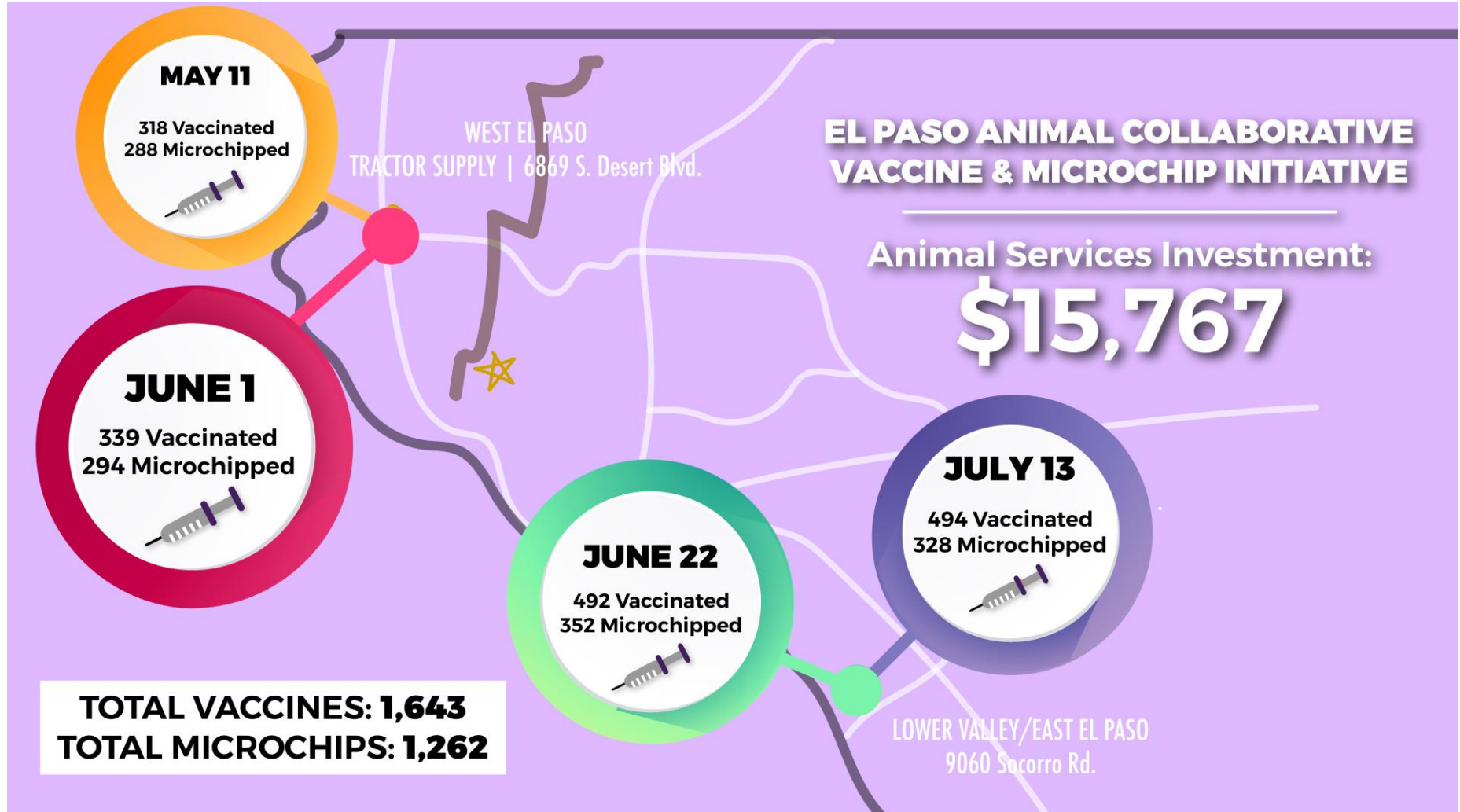
TOGETHER WE WILL SAVE MORE LIVES  
ADOPT • FOSTER • VOLUNTEER • DONATE



# Goal 2: Provide Healthier Pets



Stemming from the ASAC Strategic Plan developed this year



TOGETHER WE WILL SAVE MORE LIVES

ADOPT • FOSTER • VOLUNTEER • DONATE



# Data Driven Strategic Plan – Goal 3

Provide safe, comfortable living conditions for pets in our care and the community

Performance Measures:	2018	2019	%
	FY	FY	Change
• Increase the number of microchips administered by 10%	14,268	17,757	20%
• Increase the square footage by 25%	22,688.85	31,428.85	38.5%
• Increase cats released as part of Community Cats program by 16%	4,860	4,755	-2%
• Ensure Secret Shopper Facility Score of 94% or higher (monthly). Increase annual average by 2%	92%	91%	-1%
• Increase general enrichment by 10%	35,697	72,374	51%



TOGETHER WE WILL SAVE MORE LIVES  
 ADOPT • FOSTER • VOLUNTEER • DONATE



# Goal 3 - Provide safe, comfortable living conditions for pets in our care and the community

- 🐾 Deep cleaning protocol
- 🐾 Intake process change for disease control
- 🐾 Animal movement
- 🐾 48 outdoor kennels for large dogs
- 🐾 Outdoor Catio
- 🐾 Enhanced/increased enrichment
- 🐾 Healthier food

- 🐾 Cat Adoption room entrance
- 🐾 Coated all kennel floors w/pool paint
- 🐾 Portable kennel/trap accountability
- 🐾 Daily reporting changes
- 🐾 First ever comprehensive manuals
- 🐾 Added storage sheds to maximize space



TOGETHER WE WILL SAVE MORE LIVES  
ADOPT • FOSTER • VOLUNTEER • DONATE



# Data Driven Strategic Plan – Goal 4










Increase positive outcomes for pets in our community





Performance Measures:	2018	2019	%
	FY	FY	Change
• Reduce the length of stay by 10% (include foster period)	14.5	19.9	37.24%
• Reduce the length of stay by 10% (exclude foster period)	8.7	12.2	40.23%
• Live Release Rate - 90% (original goal 80%)	83.11%	84.94%	1%
• Increase # of animals transferred out by 10%	3206	3,830	16%
• Increase in Rescue Partners by 30%	4	17	76%
• Increase Return to Owner by 25%	3,872	4,758	19%
• Increase Adoptions by 20%	9,262	8,660	-7%
• Increase Foster completions by 20%	2,957	4,661	57.6%

TOGETHER WE WILL SAVE MORE LIVES  
 ADOPT • FOSTER • VOLUNTEER • DONATE



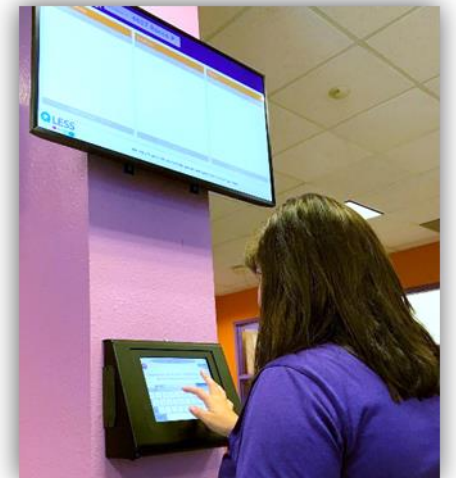
# Goal 4 - Increase positive outcomes for pets in our community

-  **CATZ (Cats at the Zoo)**
-  Pet Finder Interactive Map
-  Transport program enhancement
-  Adoption event process
-  Customer service counter redone
-  Wayfinding and signage
-  Queue system
-  Community Foundation partnership
-  School partnerships – PIMA, Clint, Jefferson, EPCC and Socorro

-  Better photos in PetPoint
-  Agreement with Ft. Bliss
-  American Pets Alive and Best Friends Partnership
-  Increase in rescue partners to include flights as means of transport
-  **Finder to Foster Program**
-  Digital Health Certificates
-  Enhancements to Foster Program



TOGETHER WE WILL SAVE MORE LIVES  
ADOPT • FOSTER • VOLUNTEER • DONATE





# Data Driven Strategic Plan – Goal 5

Increase social awareness of animal welfare in our community

Performance Measures:	2018	2019	%
	FY	FY	Change
• Establish baseline for traditional media interactions	-	496	-
• Increase social reach of Facebook posts by 5%	3,277,787	3,403,270	4%
• Increase volunteer hours by 5%	25,867	31,460	18%
• Increase the # of special events away from the Shelter by 20%	50	98	49%
• Increase grant awards by 5%	\$ 289,700	\$ 718,080	60%

TOGETHER WE WILL SAVE MORE LIVES  
 ADOPT • FOSTER • VOLUNTEER • DONATE



# Goal 5 - Increase Social Awareness of animal welfare in our community

- 🐾 Strategic Plan developed
- 🐾 First ever ASAC Strategic Plan
- 🐾 Targeted marketing
- 🐾 Increased/enhanced social media
- 🐾 Enhanced Volunteer Program
- 🐾 New, more engaging website
- 🐾 Customer Service surveys
- 🐾 Relationship building w/partners
- 🐾 Infographic reporting
- 🐾 Thank You/Sympathy cards

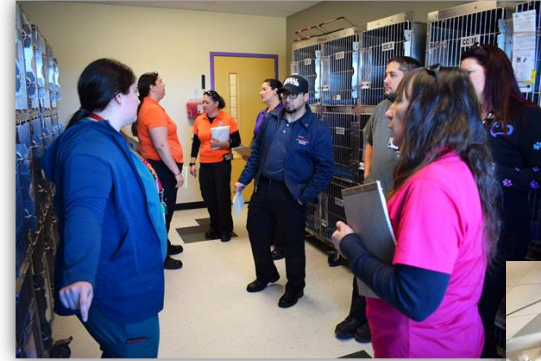


TOGETHER WE WILL SAVE MORE LIVES  
ADOPT • FOSTER • VOLUNTEER • DONATE



# Goal 6 - Provide a safe environment for employees and opportunities for professional development

- 🐾 Compassion Fatigue training
- 🐾 Targeted safety training
- 🐾 Safety walkthroughs and follow-up
- 🐾 Emergency plans
- 🐾 Peer Support Group
- 🐾 Customer Service Guidelines
- 🐾 Emergency shelter pop-up plan
- 🐾 Increased grant awards for staff development
- 🐾 Department reorganization





## Goal 6 - Provide a safe environment for employees and opportunities for professional development

Project	Assigned	Start Date	Status
Bathing Parvo dogs to aid in shedding virus	Paulina Nuñez	August 28, 2019	Started
Clicker Classes	Mason Castillo	August 28, 2019	Started
Online Foster Orientation/Class	Michele Anderson	August 28, 2019	Started
"We Will Rallyies" for public behind the scenes access	Rose Janice	August 28, 2019	Started
Promotional videos during playgroups	Kyla Young	August 27, 2019	Started
Matchmakers pick dogs to work with and make adoptable	Kyla Young	August 25, 2019	Started
Treat Distemper through Fosters	Paulina Nuñez	August 28, 2019	Started
Video Orientation + Training	Andrea Read	October 1, 2019	Started
Rabies, flea/tick, de-wormer and heatworm treatment on intake	Nick Saldivar	August 28, 2019	Developing

TOGETHER WE WILL SAVE MORE LIVES  
 ADOPT • FOSTER • VOLUNTEER • DONATE



# Grants Awarded

**\$500,000 – Petco CATZ Adoption Center**

*Cats at the Zoo*

**\$125,000 – Petsmart Charities**

clinic equipment donation

**\$75,000 – Petsmart Charities**

Free S/N and vaccination program

**\$10,000 – Maddie's Fund Innovation Grants**

**\$7,000 – Banfield Foundation**

**\$5,150 – Maddie's Fund Apprenticeships**

**\$500 – Fort Bliss Spouses Association**



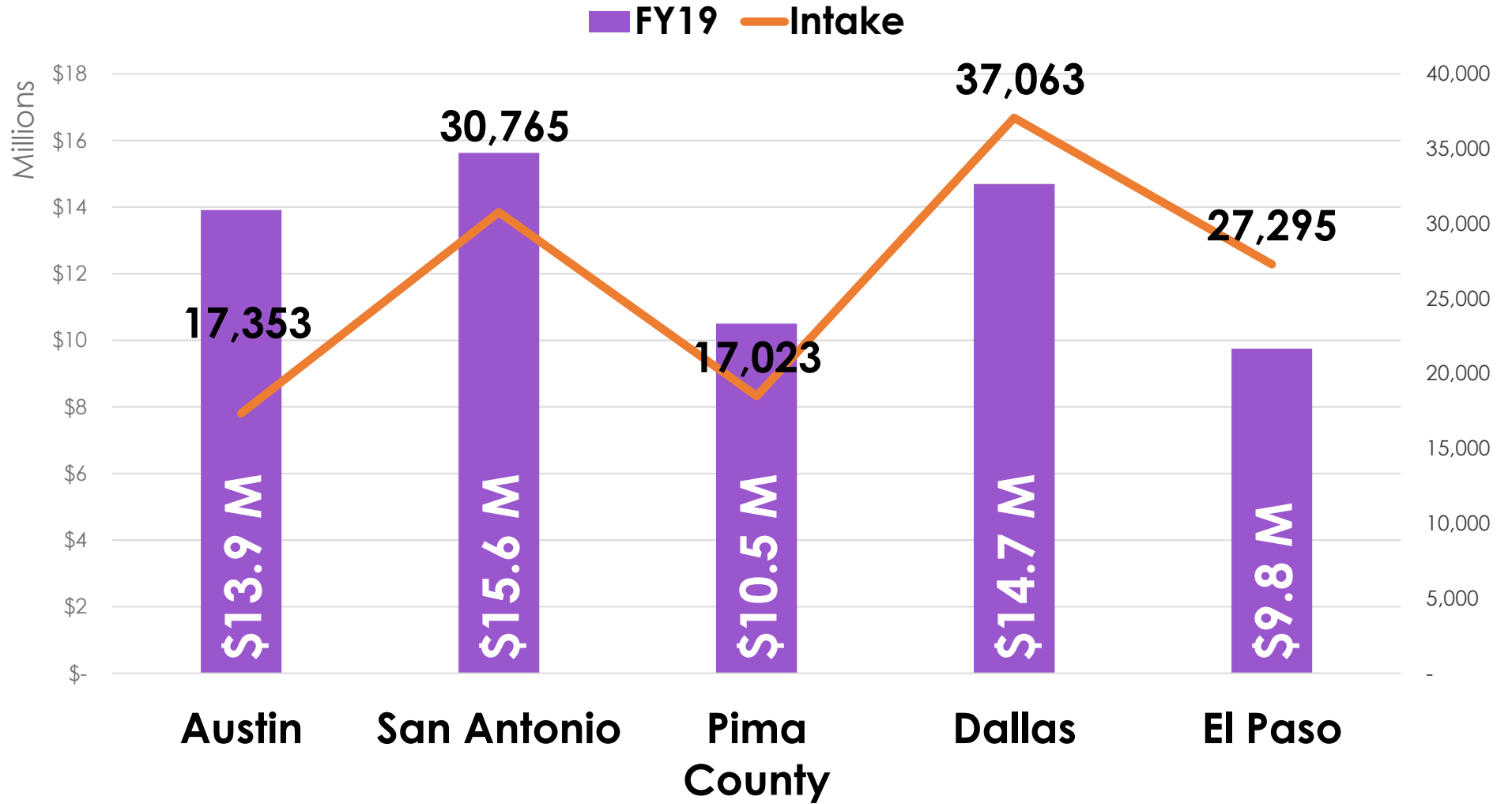
**\$722,650 Total**

TOGETHER WE WILL SAVE MORE LIVES  
ADOPT • FOSTER • VOLUNTEER • DONATE



# Comparison to NO-Kill Cities

## Intake v. Adopted Budget



TOGETHER WE WILL SAVE MORE LIVES  
ADOPT • FOSTER • VOLUNTEER • DONATE



# SIX FOR SIX

SIX NEEDS TO ACHIEVE FINAL 6% TO REACH NO-KILL BY DECEMBER 2020

**1**

An illustration of a male veterinarian in a white coat and stethoscope, examining a small cat. The background is a solid orange circle.

**Hiring & Retaining Veterinarians**

**2**

An illustration of a yellow building with blue windows and a green tree in front. The background is a solid purple circle.

**Increasing Physical Capacity for Care**

**3**

An illustration of a person kneeling on one knee, interacting with a dog. The background is a solid purple circle.

**Opening a Staffed Behavior Center**

**4**

An illustration of a person walking a dog on a leash. The background is a solid orange circle.

**Enhancing Adoption, Foster & Transport Programs**

**5**

An illustration of a female veterinarian with glasses and a stethoscope, holding a syringe, next to a dog. The background is a solid purple circle.

**Enhancing Vaccine, Microchip & Spay/Neuter Programs**

**6**

An illustration of two hands shaking in a firm grip. The background is a solid orange circle.

**Community & Regional Partner Involvement & Inclusion**

TOGETHER WE WILL SAVE MORE LIVES

ADOPT • FOSTER • VOLUNTEER • DONATE

# ANIMAL SERVICES CAPITAL NEEDS

Animal Housing	\$8.2 million
HVAC / Ventilation	\$932,372
Medical Houses	\$1.4 million
Transport Vehicle	\$364,000

**TOTAL PROPOSED CAPITAL INVESTMENT**  
**\$10.9 million**



**NO-KILL** BY DECEMBER 2020