

Memorandum



DATE April 22, 2016

TO Honorable Members of the Quality of Life & Environment Committee: Sandy Greyson (Chair),
Tiffinni A. Young (Vice Chair), Rickey D. Callahan, Mark Clayton, Philip T. Kingston, B. Adam McGough

SUBJECT **Dallas Animal Services Update**

On Monday, April 25, 2016, you will be briefed on Dallas Animal Services Update. A copy of the briefing is attached for your review.

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



Joey Zapata
Assistant City Manager

Attachment

c: Honorable Mayor and Members of the City Council
A.C. Gonzalez, City Manager
Warren M.S. Ernst, City Attorney
Craig D. Kinton, City Auditor
Rosa A. Rios, City Secretary
Daniel F. Solis, Administrative Judge
Ryan S. Evans, First Assistant City Manager

Jill A. Jordan, P.E., Assistant City Manager
Eric D. Campbell, Assistant City Manager
Mark McDaniel, Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Sana Syed, Public Information Officer
Elsa Cantu, Assistant to the City Manager – Mayor & Council

Dallas Animal Services Update

Quality of Life & Environment
Committee

April 25, 2016



Purpose

- To provide an update on the progress of the Targeted Initiative as briefed to the Quality of Life & Environment Committee on October 26, 2015
- Introduce the C.A.R.E Program for Southern Dallas



Hiring Update

KEY POSITIONS	Hires	Vacancies Remaining
Animal Services Officers	17	2
Sr. Animal Services Officer	5	0
Animal Keeper II	5	2
Crew Lead	2	1
Totals	29	5

- 34 Total Staff Hired Since November 1, 2015
- Joining the Team in April 2016: 10 Additional staff
 - Manager II-Field, Senior ASO, Coordinators
 - Animal Keepers, Customer Service Representative
- Continued Recruiting Enhancements
 - Job Fairs, Trade Ads and Double Fills
 - Relationship with Veterinary Technician School
 - Working with HR and Civil Service to Increase Applicant Pool



Technology Update

- Linked software between DAS and 311 for better reporting
 - Went live in February 2016
 - Provides ability to track a service request until the outcome of the animal or call
 - Officers can manage daily activity within one system (Chameleon)
 - 311 calls dispatched directly to the Officer in the field



Technology Update

- Additional cameras provided to officers for enhanced case documentation
- Address verification module added to database to improve targeted reporting capabilities
- Migrated the DAS website to a state-of-the-art hosting platform for content update efficiencies and mobile-friendly responsiveness



Technology Update

- Introduced new computers on wheels (C.O.W.'s) in shelter, allowing real time updates to records throughout the shelter
- Installed fiber optics at the shelter to improve network connectivity and performance
- Initiated a Technology Assessment to provide an external evaluation of systems and recommended technology updates to improve performance and division efficiency



311 Call Center Updates

- Refined service request types in support of enhanced call response
- Updated call scripting and questions for 311 agents to ask to better align call response with citizen expectations
- Updated call priorities in support of interface and enhanced service delivery
- Began pilot of automated customer response emails to provide customer notifications and expectations



Outreach & Marketing Updates

- Designed and installed van wraps to improve officer visibility in the field and serve as rolling publicity in the areas served



Outreach & Marketing Updates

- Updated literature & informational hand-outs to improve citizen education and outreach

Low Cost Spay/Neuter and Vaccination Resources



DALLAS ANIMAL SERVICES
 1818 N. Westmoreland, Dallas, Tx 75212
 214-670-8246 dallasanimalservices.org

LOW COST PET VACCINATION CLINICS- No appointment necessary
 9:00am to 12:00 noon All pets must be on leash or in a carrier

January 16, 2016	February 20, 2016	March 12, 2016
April 16, 2016	May 21, 2016	June 18, 2016
July 16, 2016	August 20, 2016	September 17, 2016
October 15, 2016	November 19, 2016	December 17, 2016

DALLAS COMPANION ANIMAL PROJECT

972-498-8800 www.dallasanimals.org

LOW COST SPAY/NEUTER & LOW COST VACCINATIONS

Appointment Required – Call for information



For residents of Dallas that live in the following zip codes:

75201	75202	75203	75204	75207	75208	75209	75210
75212	75214	75215	75216	75217	75218	75219	75220
75224	75227	75228	75231	75232	75233	75235	75236
75238	75241	75243	75244	75246	75247	75249	75253
75211	75223	75237					



HILLSIDE VETERINARY CLINIC
 6150 E. Mockingbird Lane, Dallas, Tx 75214
 214-824-0397 www.hillsidevetclinic.org

LOW COST PET VACCINATION CLINICS- No appointment necessary
 Sundays, 2-5 pm All pets must be on leash or in a carrier.



SPAY NEUTER NETWORK
 972-472-3500 or 817-423-5500 www.spayneuternet.org

LOW COST SPAY/NEUTER & LOW COST VACCINATIONS
Appointment Required – Call for information



SPCA OF TEXAS
 214-742-7722 www.spcatx.org

LOW COST SPAY/NEUTER & LOW COST VACCINATIONS
Appointment Required – Call for information



Your Pet: Your Responsibilities

Be a responsible pet owner. It's good for your pet, and it's the law in Dallas!

Your job as pet owner doesn't end when we put out food and scoop the litter. When we adopt a pet, we're adding a four-legged member to the family. And, like any family member, your new pet should be treated with love, kindness and compassion.

Pet Adoption- We always have a wonderful selection of dogs and cats available at our facility, and we look forward to helping you bring the joy of a new pet into your life. Call the Dallas Animal Services at 214-670-8246 to learn about our special events. Visit us at 1818 N. Westmoreland Road, Dallas, Texas 75212 or the Everyday Adoption Center located within the PetSmart at 18821 Colt Road, Dallas, Texas or online at www.dallasanimalservices.org to view our adoptable pets.

Vaccination and Registration- Dogs and cats must be vaccinated against rabies and wear a City of Dallas registration tag. Dallas Animal Services will issue your pet's tag when you provide the vaccination certificate from your veterinarian. The annual registration fee is \$7 for spayed or neutered animals, and \$30 for unaltered animals. Senior citizens may register up to three (3) altered animals at no charge.

Spaying and Neutering- Dogs and cats six (6) months or older must be spayed or neutered, with certain exceptions as outlined in Chapter 7. If you have an intact Animal Permit for an animal, it does not have to be sterilized. The requirements for Intact Animal Permits are outlined in Chapter 7; the permit costs \$100 per animal, per year.

Confining Your Pet- Animals must be confined to their owner's property. If your dog is confined outside, even for just a short time, it must have a fenced yard or other structure that will prevent it from escaping. Within this area, each adult dog must have at least 150 square feet of space. Also, each dog must have access to food, shelter and water. Pet cats are always safer and healthier indoors!

If you see a loose pet, please report it to 3-1-1 or 214-670-5111.

Pet Limits- Pet owners living in a single-family, detached house may have up to six (6) cats, dogs, or a combination of cats and dogs. If you live in an apartment, condominium, or other residence with a common wall, the limit is four (4).

Walking Your Dog- When you're walking your dog, always have it on a leash- even in a public park. It's against the law to walk your dog off-leash unless you're at a specifically designated dog park. And remember your "doggie bags"- since dogs can't scoop their own poop, their humans are required to do it!

Tethering- It is against the law to chain or tether a dog unless you meet certain requirements.

Animal Cruelty- Animal cruelty is a felony in Texas. Dallas Animal Services enforces state statutes as well as city laws against animal abuse, neglect, abandonment and cruelty. If you suspect animal cruelty or neglect, please report it to 3-1-1 or 214-670-5111. If you witness animal abuse, report it to 3-1-1.

Pets and Pick-up Trucks- It's against the law to carry an animal in a flat bed or pick-up truck unless the animal is in a carrier that's secure as outlined in Chapter 7.

Dangerous Dogs- The city can impose additional requirements on owners of dangerous dogs, including the removal or destruction of a dog that has killed or seriously injured a human. Dallas Animal Services conducts hearings and administers penalties and restrictions in dangerous dog cases.

Selling or Auctioning Animals- It is against the law to sell, raffle or auction a live animal as a prize. This includes roadside sales of puppies, kittens and other animals, as well as any type of raffle, drawing or other fundraising event.

Retrieving Found Pets- City Code makes it illegal to keep or re-home a pet without first filing a found report with Dallas Animal Services. The finder must make a reasonable attempt to find the owner.

Animal Bites- A person bitten by an animal should report the incident to 311. Dallas Animal Services will then investigate the report.

Roosters- Roosters are illegal in the City of Dallas.

Report a Concern- Please call 311 or 214-670-3111.

Dallas Animal Services

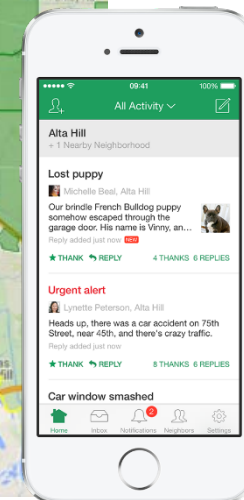
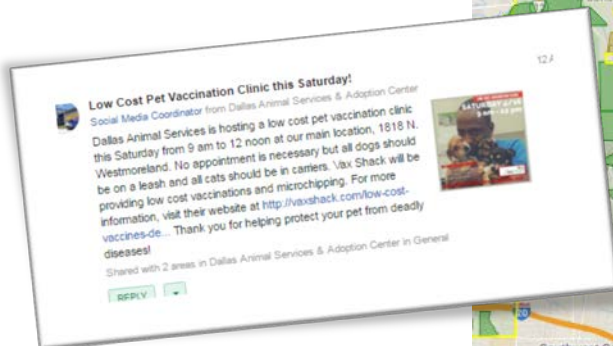
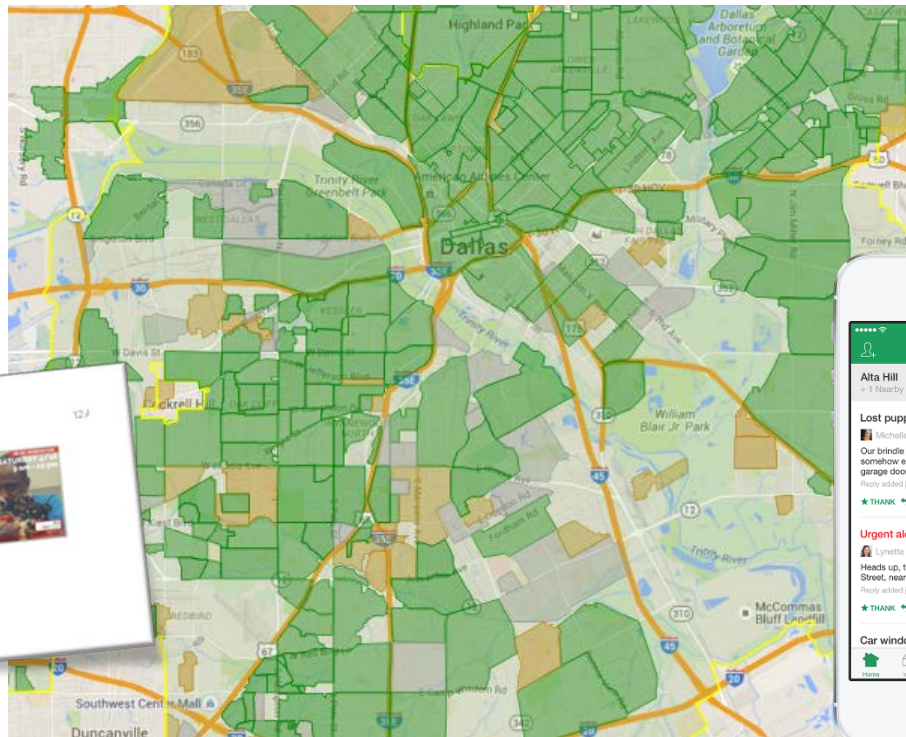
1818 N. Westmoreland Road, Dallas,
 Texas 75212

www.dallasanimalservices.org



Outreach & Marketing Updates

- Nextdoor.com campaign to connect neighborhoods with the resources and information they need specific to their locations
 - Nextdoor.com can reach more than 85,000 people in the City of Dallas
 - Can be targeted by zip code, council district or neighborhood
 - Can solicit feedback and measure effectiveness via statistics provided by nextdoor.com for replies, "thanks" and direct messages



Outreach & Marketing Updates

DAS Social Media Channels and Website

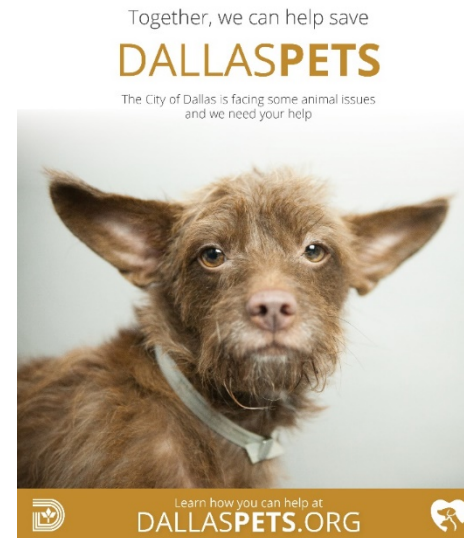
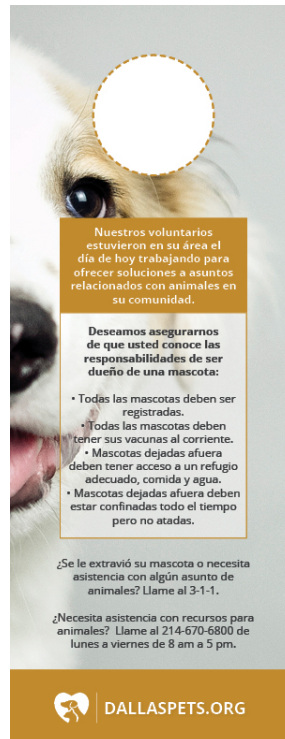
- Promotes awareness of the program and its role as a long-term, sustainable solution to the loose dog problem in Southern Dallas
- Live broadcasts of neighborhood events and promotional videos highlighting programs available to citizens
- Encourages the entire community to get involved
- Website makes resources and information available online 24/7



Outreach & Marketing Updates

DallasPETS.org

- Worked with the City PIO to create and launch the DallasPETS campaign
 - Focuses on providing resources and information through social, digital and traditional communications



Enhanced Enforcement Civil Citations

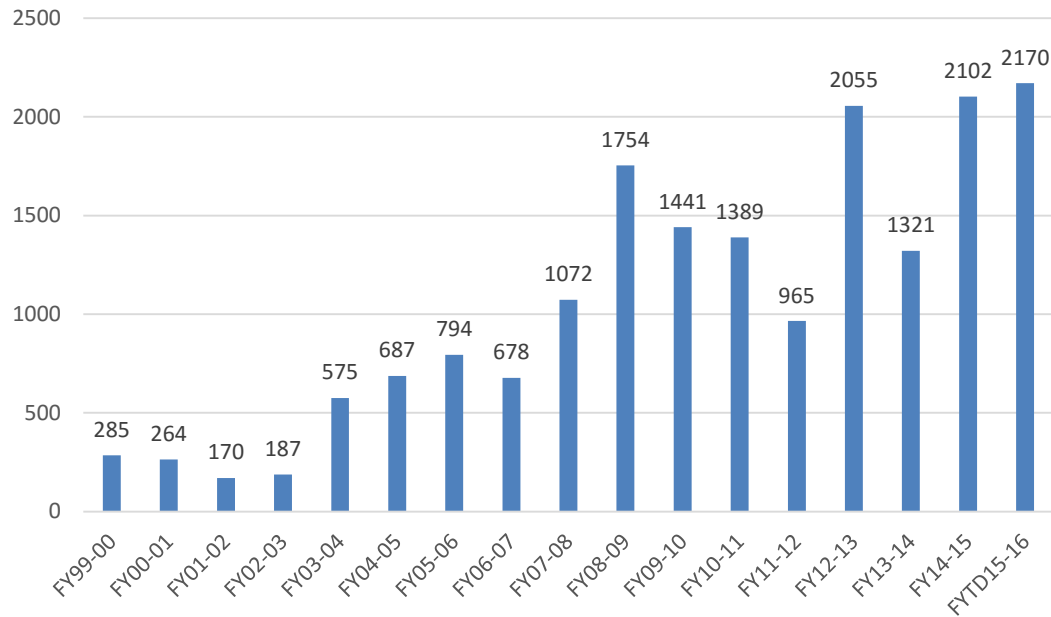
- Launched pilot program on February 17, 2016
- Officers DO NOT have to appear in court
 - Results - more time in the field
- Citations can be posted if citizen is not at home
 - Results – increased officer call response
- An Administrative Fee of \$39 and percentage of the fines collected creates a fund for sustainable resources to help indigent pet owners come into compliance with ordinances
- Coming in 2017
 - Creation of the Animal Welfare Fund (similar to the Tomorrow Fund)

*Low cost services available to citizens
to gain compliance!*



Enhanced Enforcement Citations

Number of Citations Issued

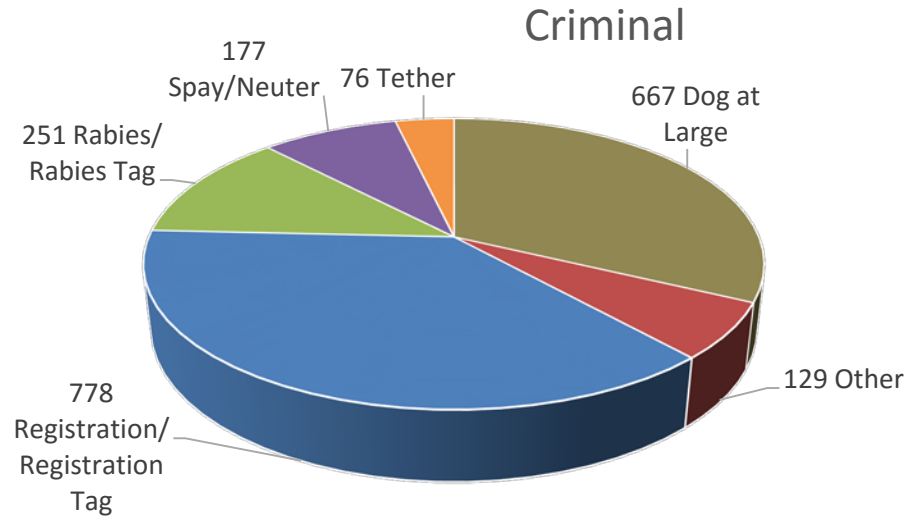
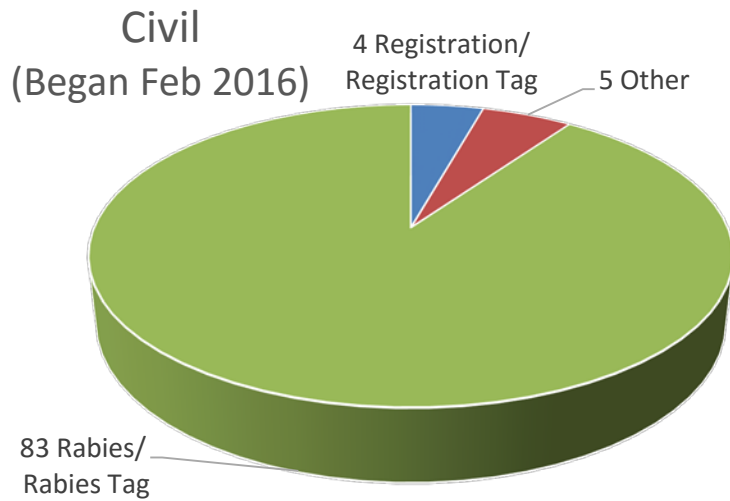


Civil and Criminal Citations by Fiscal Year

*FYTD15-16 through March 2016



Citation Types



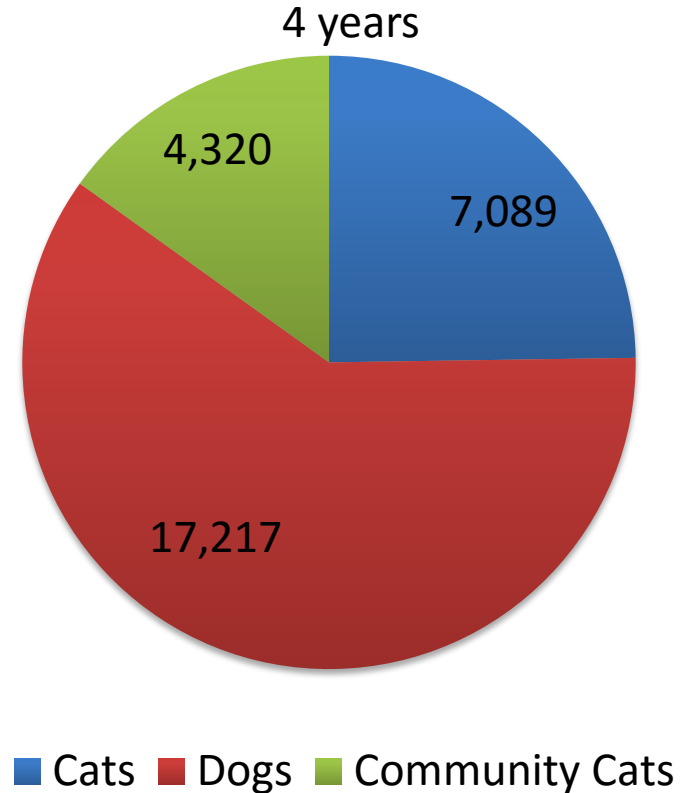
*November 1, 2015 – March 31, 2016



Big Fix For Big D Update

- Currently serving pet owners and caretakers of community cats in 75211, 75217, and 75227
- Zip codes selected based on 311 calls, dead animal pick-up and surgeries per household during Years 1-3 of Big Fix
- Targeting large dogs, community cats and young pets (<6 months old)
- Current year goal of 4,864 surgeries
- All animals are vaccinated; all pets are registered with City
- More than \$450,000 in direct services this year!

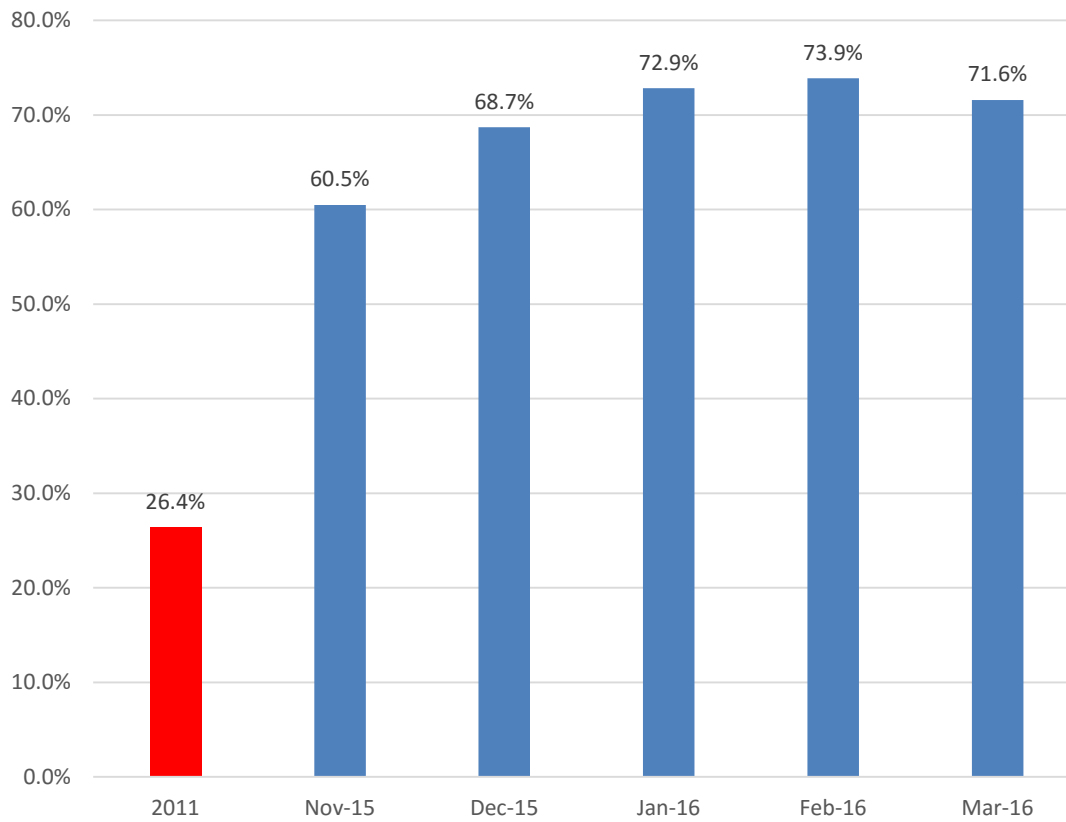
Project-to-Date Performance



Dallas Animal Service Update



Live Release Rate (adoptions, transfers, and redemptions)



*Dogs and Cats Only



Targeted Initiative Overview

- November 2015 through March 2016
- Deployed existing resources to identified targeted areas for a one month period
- Had a minimum of two trucks patrolling the areas at least twice per week, as available
 - Priority response maintained citywide
 - Rotation of resources through the identified areas
- Focused on enforcement of loose and stray dogs
- Surveyed residents at beginning and end of period to capture residents' concerns and gauge progress



Targeted Initiative Results

District 4

	April – Sept 2015		November 2015
	6 Month Totals	Monthly Average	
Service Requests	83	14	68
% High Priority Calls	34%	n/a	29%
Priority Response Times	108 minutes	n/a	75 minutes
Intakes	42	7	55
Citations	9	2.5	39
Newly Registered Animals	13	2	4
Outreach Events	0	0	1 event/30 neuters



Targeted Initiative Results

District 3

	April – Sept 2015		December 2015
	6 Month Totals	Monthly Average	
Service Requests	79	13	40
% High Priority Calls	24%	n/a	25%
Priority Response Times	54 minutes	n/a	42 minutes
Intakes	31	5	43
Citations	4	0.6	35
Newly Registered Animals	11	2	20
Outreach Events	0	0	1 event / 33 neuters



Targeted Initiative Results

District 5

	April – Sept 2015		January 2016
	6 Month Totals	Monthly Average	
Service Requests	52	9	28
% High Priority Calls	26%	n/a	0 received
Priority Response Times	35 Minutes	n/a	n/a
Intakes	25	4	24
Citations	2	.3	24
Newly Registered Animals	12	2	6
Outreach Events	0	0	1 event / 31 Neuters



Targeted Initiative Results

District 8

	April – Sept 2015		February 2016
	6 Month Totals	Monthly Average	
Service Requests	58	10	6
% High Priority Calls	33%	N/A	17%
Priority Response Times	46 Minutes	N/A	N/A
Intakes	24	4	24
Citations	1	0.2	53
Newly Registered Animals	13	2	15
Outreach Events	0	0	1 event / 32 Neuters



Targeted Initiative Results

District 7

	April – Sept 2015		March 2016
	6 Month Totals	Monthly Average	
Service Requests	40	7	12
% High Priority Calls	31%	N/A	17%
Priority Response Times	64 Minutes	N/A	32 Minutes
Intakes	37	6	24
Citations	1	0.2	8
Newly Registered Animals	5	0.8	14
Outreach Events	0	0	1 event / 9 Neuters



Targeted Initiative Results

Survey Totals

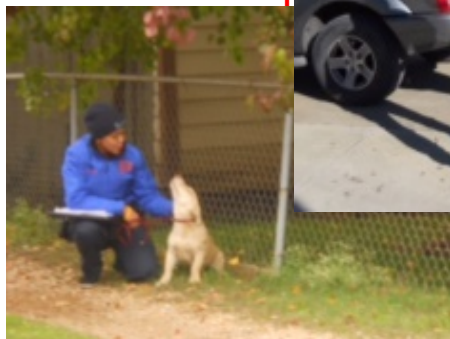
Statement	Opening Survey Average Response	Closing Survey Average Response
Too many loose dogs affect the quality of life in my neighborhood	Strongly Agree	Somewhat Agree
Most loose dogs in my neighborhood are owned by (or being fed) by neighbors	Somewhat Agree	Neither Agree Nor Disagree
I have personally reported loose dogs to the City using 311	Neither Agree Nor Disagree	Somewhat Agree
The City responds effectively to loose dog problems in my neighborhood	Neither Agree Nor Disagree	Somewhat Agree
To improve quality of life, my neighborhood needs more low-cost services to help people with their pets, eg: spay/neuter, vaccination	Somewhat Agree	Somewhat Agree
To improve quality of life, my neighborhood needs more loose dogs picked up	Somewhat Agree	Somewhat Agree
The targeted initiative has been helpful	n/a	Somewhat Agree



Targeted Initiative Results

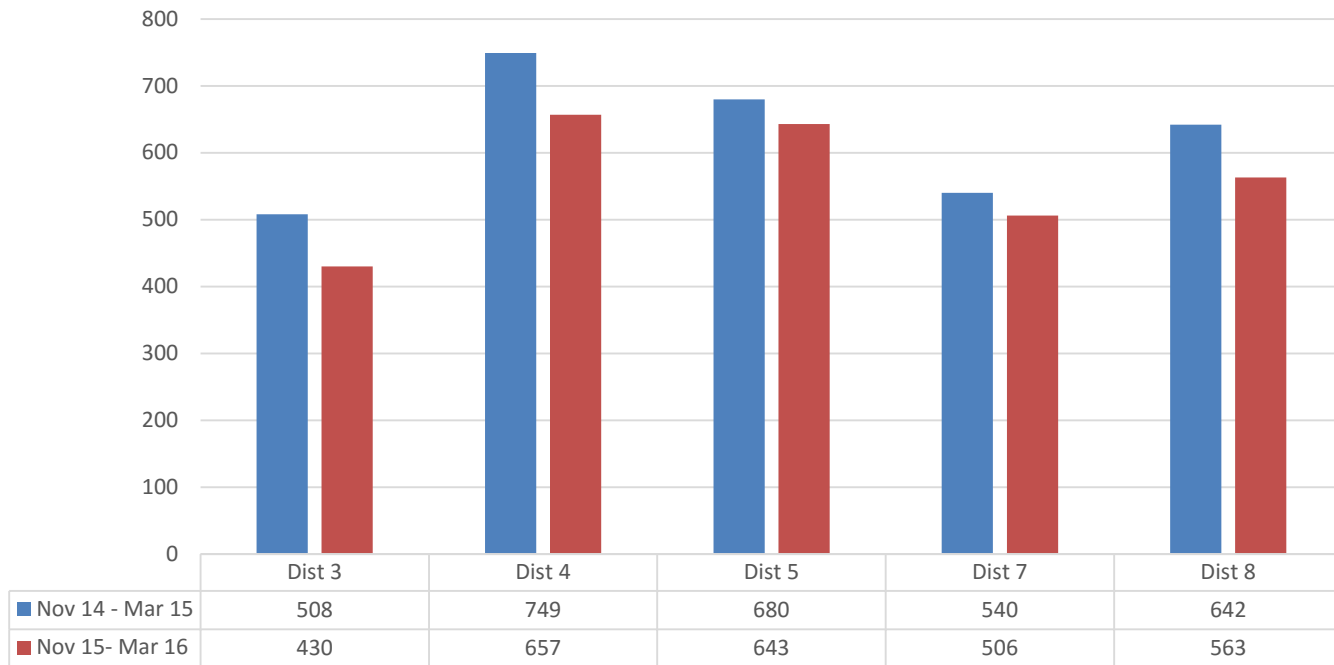
Totals

- 170 intakes
- 159 citations
- 59 newly registered animals
- 5 outreach events and 135 neuters
- 815 violation notices
- 935 proactive calls
- 2,947 packages of education material
- 1,245 citizens contacted
- 1,648 hours walking
- 704 hours enforcing



Loose Dog Calls

Targeted Initiative Districts

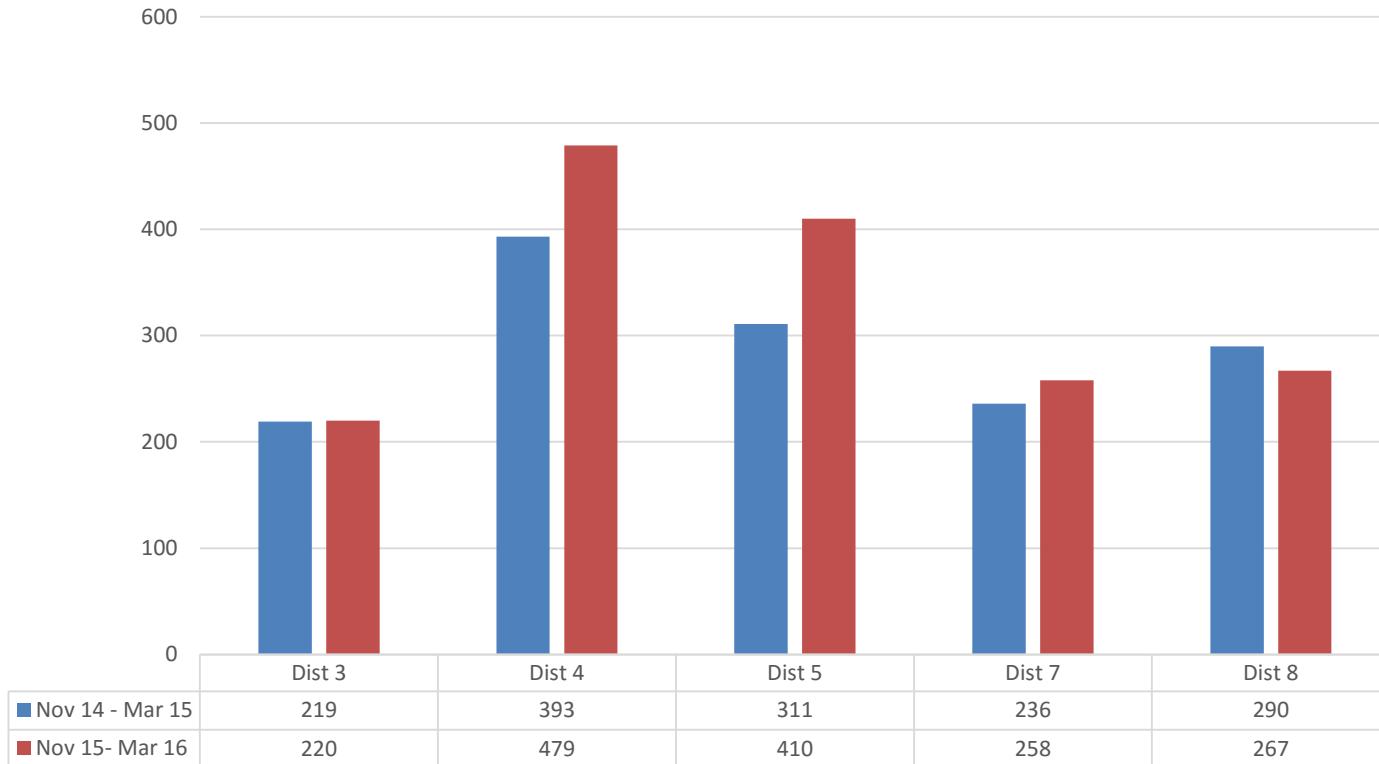


11% Decrease in Loose Dog Calls in Targeted Initiative



Loose-Owned Dog Calls

Targeted Initiative Districts

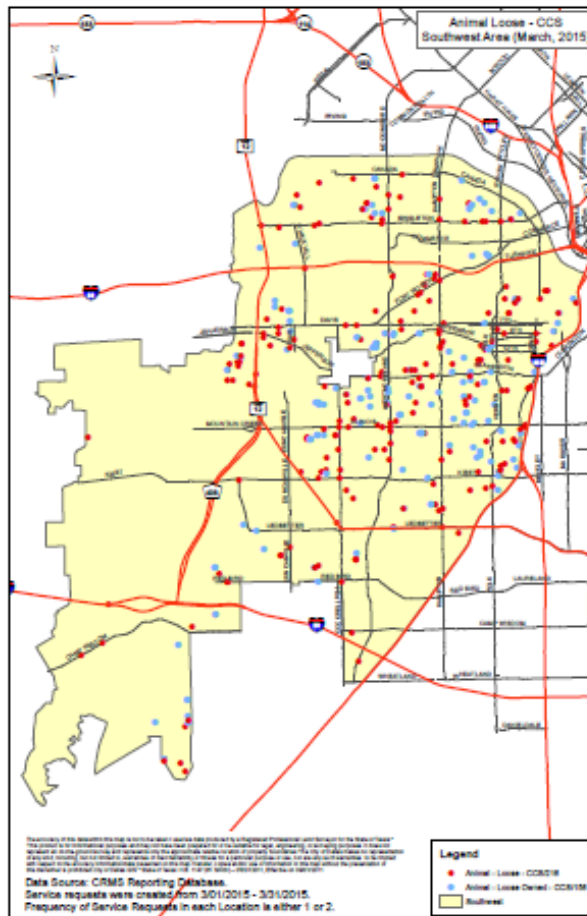


11% Increase in Loose-Owned Dog Calls

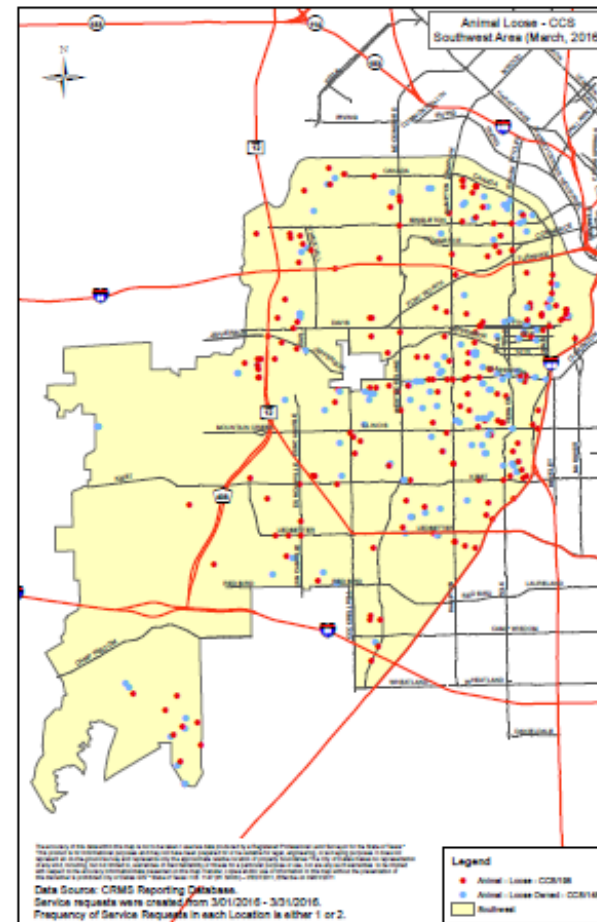


Loose Dog Maps

Southwest Area



March 2015

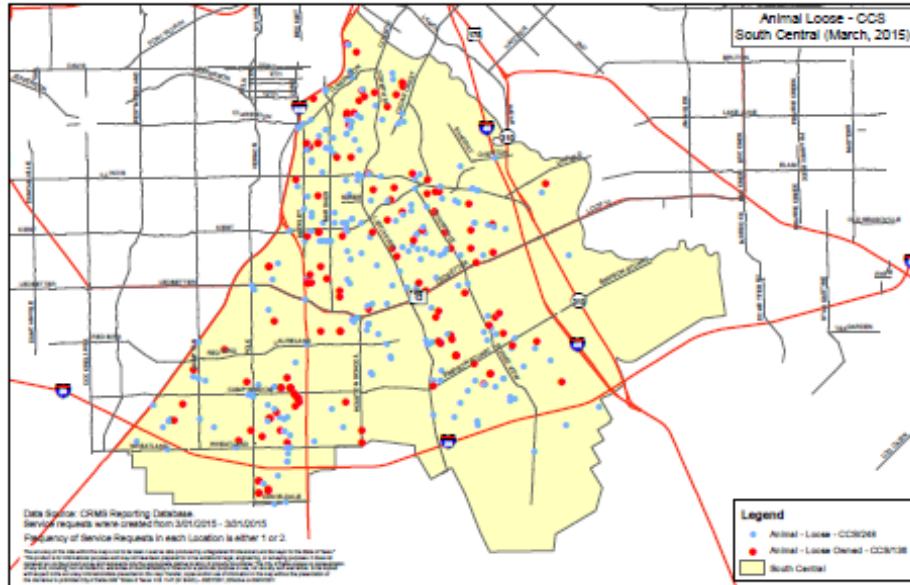


March 2016

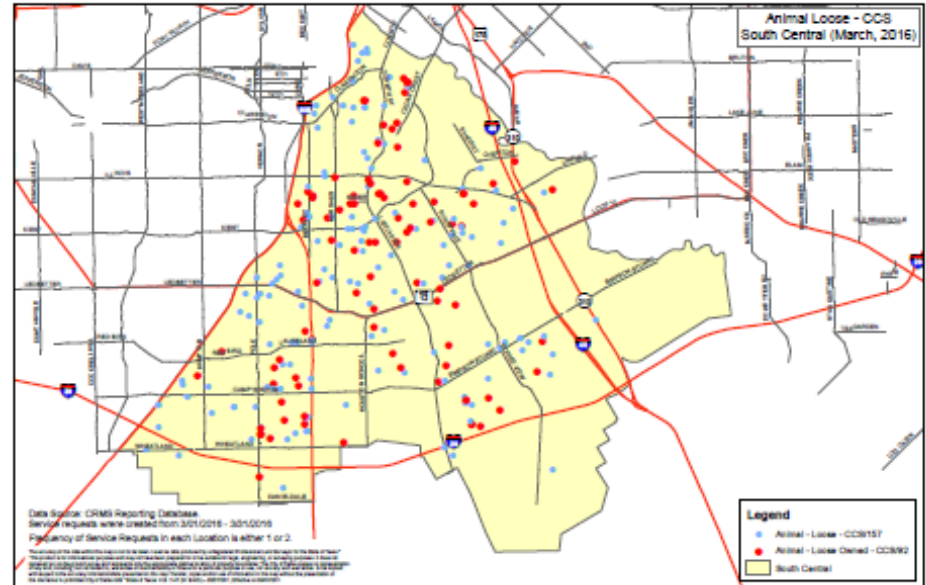


Loose Dog Maps

South Central Area



March 2015

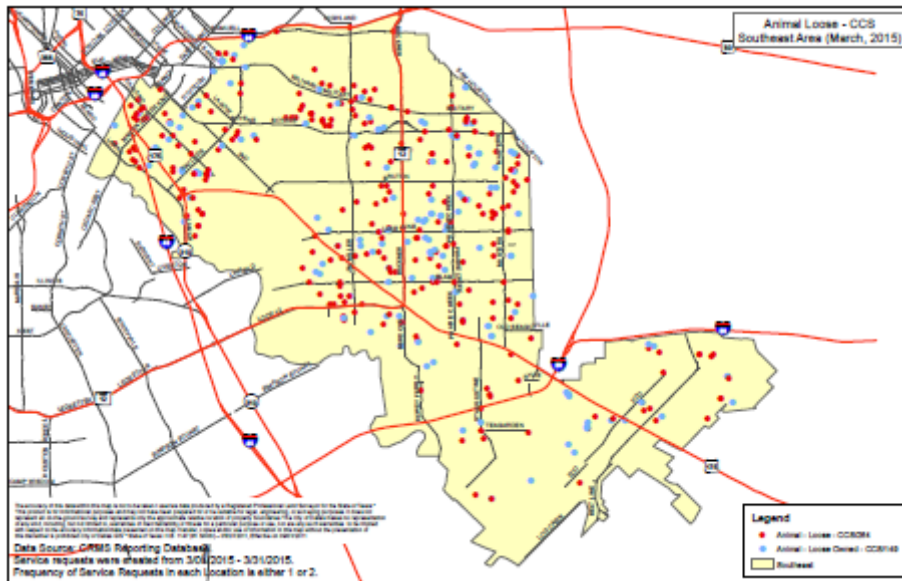


March 2016

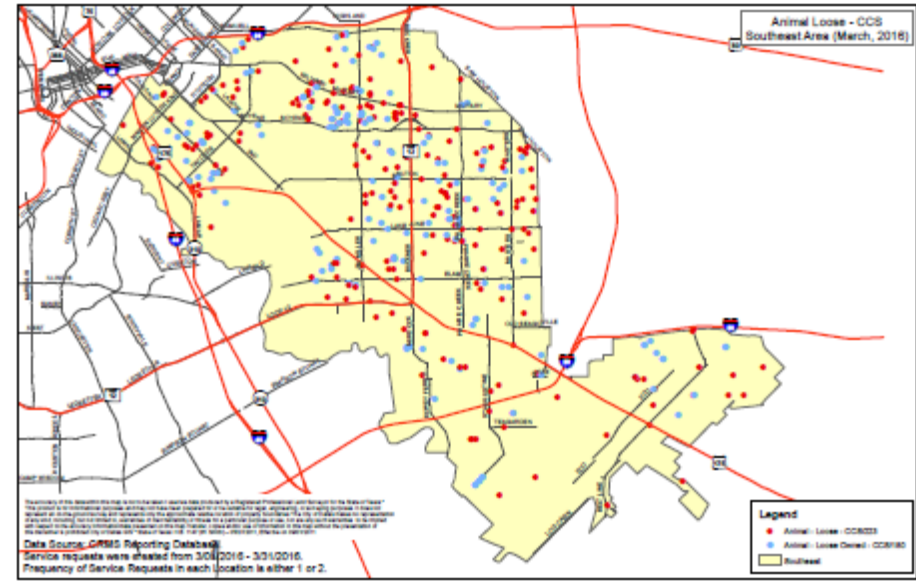


Loose Dog Maps

Southeast Area



March 2015



March 2016



C.A.R.E. Program (Community Animal Resource Effort) for Southern Dallas

- Taking what was learned during the Targeted Initiative, the new C.A.R.E. program will work in areas with the highest volume of animal issues through the use of:
 - Citizen feedback
 - Data
 - Stray animal extraction
 - Enforcement
 - Education (new)
 - Pet care products and services (new)



C.A.R.E. Program for Southern Dallas

HIRING UPDATE

- Manager
- 4-Animal Service Officers
- 2-Coordination
- Data Entry (Interviewing)
- Veterinarian



C.A.R.E. Program for Southern Dallas

PROGRAM OVERVIEW

- Weekly & Monthly Service Request Volume Analysis
- Sustained presence five days per week
- Education & Outreach
- Patrols
- Reporting & Evaluation
- Ongoing Community Support



C.A.R.E. Program for Southern Dallas

THE AREA SELECTION PROCESS

- Data analyzed from the neighborhoods with the highest volume and concentration of animal issues
- Calls for service are mapped by volume into census tracts
 - Census tracts are approximately 4,000 people
 - Each month, approximately 2 census tracts are worked
 - Areas are approximately 4 – 5 times larger than the Target Initiative areas



C.A.R.E. Program

Education & Outreach

- Goal
 - Education and outreach to connect residents with DallasPETS and available resources
- Actions
 - Teams of 8-10 volunteers will walk approximately 30 hours the first week of the project in each of the areas
 - Volunteers will educate citizens on Chapter 7 ordinances
 - Share resources to assist in compliance while capturing community data on people and their pets



C.A.R.E. Program

DAS Patrols

- Goal
 - Keep pets in their homes by educating on compliance and offering resources
- Actions
 - Conduct two-week patrol by Animal Services Officers approximately 3 weeks following volunteer team and remove stray animals from the streets
 - Issue citations for loose-owned animals and other citations for violations
 - Educate citizens on Chapter 7 ordinances and share resources to assist in compliance
 - Partner with ongoing S.M.A.R.T. Sweeps in hot spots to reduce loose dogs



C.A.R.E. Program

Community Support

- Goal
 - Provide an ongoing support presence, resources and reporting on progress at the community levels through partnerships with city agencies and initiatives, civic groups and associations
- Actions
 - Attend community meetings, homeowner associations, crime watch meetings, civic groups, etc. to provide updates on progress
 - Maintain ongoing dialogue with residents
 - Conduct surveys, discussions of relevant issues, and conduct trainings in the initiative areas



C.A.R.E. Program Partnerships

- Big Fix for Big D
 - Free neutering resources
- City of Dallas Public Information Office– DallasPets.org
 - Educational campaign
- Dallas Companion Animal Project
 - Free and low cost resources to pet owners
 - Medical care assistance program
- Low cost wellness resources
 - Hillside Veterinary Clinic
 - TCAP and Vaxx Shack



C.A.R.E. Program Partnerships

- Spay Neuter Network
 - Neutering resources, transports & outreach
 - Pet wellness clinics
- SPCA of Texas
 - Targeted outreach program in 75211
 - Neutering & wellness resources
- Sponsor adoptions
 - Programs to keep pets in homes
- Volunteers & community members
 - Outreach and education



C.A.R.E. Program

Measuring Success – Service Requests

Metrics	Goal
Citizens Calls for Service	Increase by 100% initially, gradual reduction over time
Proactive Calls for Service	Increase by 50% initially, gradual leveling
% of High Priority Calls	Decrease by 50% initially, gradual leveling
Loose owned calls	Increase by 75% initially, gradual reduction over time
Loose dog calls	Increase by 50% initially, gradual reduction over time



C.A.R.E. Program

Measuring Success – Field Services

Metrics	Goal
Citations	Increase by 500% initially, gradual reduction
Violation notices	No baseline
Intakes	Increase by 400% initially, gradual reduction
Outcomes per calls for service	No baseline
Violation Notice Compliance Ratio	No baseline



C.A.R.E. Program

Measuring Success - Other

Metrics	Goal
Free & low cost neuters	40 per month
Registrations	Increase by 500% initially, gradual reduction
Community meetings attended	4 per month
Number of community partners	10
Number of pet resources (free pet care products and services)	200 per month



C.A.R.E. Program

Measuring Success - Outreach

Metrics	Goal
People educated	250
Survey results	Increased satisfaction
Volunteer hours	200 per month



Next Steps

- Report results back quarterly to the Quality of Life & Environment Committee and the Animal Advisory Commission

