




Assessing the Lifesaving Potential in Your Community



From the heart. . .



What we will Cover



- Why Do a Community Assessment
- Community Assessment Steps:
 - Determine what information is needed
 - Gather information
 - Analyze information you gathered
 - Assess challenges and opportunities
- Tips:
 - Exploring specific options
 - Creating and implementing a plan
 - Assessing progress

Why do a Community Assessment

Benefits?



Why do a Community Assessment

Benefits include:

- Best use of resources
- Gather more resources/supporters:
 - Donors/foundations
 - Government officials
 - Board of directors
 - Shelter leadership
 - Media
 - Public at large
- Strategic focus for quicker results
- Getting reluctant parties on board



Why do a Community Assessment

Desired Outcomes?



Does it have to take a long time?

Determine What Information is Needed

- Geographic focus
- Data
- Numbers of animals by meaningful categories
- Services available
- Demographic information
- Resources



Determine What Information is Needed

- Why you should consider involving others?
- Who needs to be involved?



Gathering Information: Where to obtain statistics?

- Ask shelter management
- Websites
- Annual Reports
- Formal shelter assessments
- Public officials
- Public Information Requests
- Governmental agencies
- Organizations (Maddie's Fund, NAIA)



Public vs. Private Institutions

**Gathering Information:
What animal statistics are needed?**

- Source of incoming animals:
 - Owner surrender
 - Field/stray
 - Transferred animals (in and outside area separate)
- Disposition of animals:
 - Adoption
 - Transfer (in and outside area separate)
 - Return to owner (RTO)
 - Return to Field (RTF, SNR, TNR)
 - Euthanasia
 - Lost or died in shelter, and "unknown"
- Incoming and disposition by:
 - Species
 - Age
 - Zip code of origin
 - By month



**Gathering Information:
What animal statistics are needed?**

- Surrender reasons—valuable in helping to identify needs
- Average length of stay
- Euthanasia reason
 - Space
 - Temperament
 - Health
 - Feral
 - Other



**Gathering Information:
What animal statistics are needed?**

It's important to identify:

- Unique animals. Some animals could be counted twice if transferred from one agency to another.
- Animals from outside of the designated area.



**Gathering Information:
What animal statistics are needed?**

There is no standard statistical reporting methodology

- Asilomar Accords (community matrix to classify animals)
- National Federation of Humane Societies

- Save Rate
- Live Release Rate
- Statistics per 1,000 residents (admissions, adoptions, deaths)

Benefits and drawbacks to each method

"Noses in, noses out" – Brenda Barnette



**Gathering Information:
What animal statistics are needed?**

There is no national repository of information

- Shelter Animals Count – recent effort
- Maddie's Fund
- National Animal Interest Alliance Shelter Project
- Regional data/reports such as:
 - California Sheltering Report
 - Denver Metro Animal Coalition
 - Some states' Department of Agriculture or State Veterinarian



**Gathering Information:
What other information is needed?**

Resources at the disposal of each agency

- Non-profit - IRS Form 990
 - GuideStar
 - Charity Navigator
 - National Animal Interest Shelter Project
- Government-funded facilities
 - Contracted or government run
 - Online or request budget
- Facility capacity and average occupancy levels
- Staffing levels



Analyze Information You Gathered

Look at the data in a variety of ways, such as:

- Per 1,000 residents
- Live release rate
- Save rate
- Cost per animal saved
- Assets available
- Comparisons to similar or nearby communities
- Mapping programs
- Charts and graphs
- Trend identification



Analyze Information You Gathered

Delve into area where more information may provide insight into opportunities, such as:

- Primary reasons animals are entering shelters
- Primary reasons animals are euthanized in shelters



Assess Challenges and Opportunities

Use a framework to review and discuss challenges and opportunities:

- SWOT analysis: Strengths, Weaknesses, Opportunities and Threats
- PEST analysis: Political, Economic, Social and Technological factors

This will give you an opportunity to:

- Examine all the facts – without assigning blame
- Create a climate of accountability



Assess Challenges and Opportunities

Define the challenges and opportunities within your community.

- Highlight recurring themes
- Consider possible actions and explore their expected results/impact
- Identify most impactful actions
- Identify questions



Assess Challenges and Opportunities



“Efficiency is doing things right; effectiveness is doing the right things.”

- Peter Drucker

Tips for Creating Your Plan: Set specific objectives

Goals may include:

- Percentage live-release-rate
- Per 1,000 resident shelter admissions, adoptions, deaths
- Saving all the healthy animals, then treatable animals



Tips for Creating Your Plan:
Strategies to overcome obstacles & make the most of opportunities

- Targeted spay/neuter approach
- Programmatic formula to execute prescribed programs
- Balancing intake, shelter flow, and positive outcomes
- Increase out flow, reduce intake



“Lifesaving Impact Test”

Tips for Creating Your Plan:
Strategies to overcome obstacles & make the most of opportunities

Research programs that have worked well in other places:

- Increasing pet adoptions
- Pet retention/surrender mitigation
- Managed admissions
- Improving shelter care and flow
- Accessible OR targeted spay/neuter
- TNR, RTF/SNR
- RTO
- Pet ID and reunification programs
- Partnerships
- Expanding foster care capacity / kitten nursery
- RFP for animal services includes benchmarks
- New developments



Is there potential to increase adoption?

A 2009 study conducted by the Shelter Pet Project found that **17 million American households plan to acquire a pet within the next year.**



Is there potential to increase adoption?

Animal Adoptions in Shelters per Thousand People

- Albemarle County, VA sustained adoptions at over 22 per 1,000 residents.
- Washoe County, NV sustained adoptions at over 20 per 1,000 residents for past 7 years
- Colorado, all shelters combined, performed 17 adoptions per 1,000 people in 2013
- Monmouth County, NJ, and Kitsap County, WA, had an adoption rate of 14 per 1,000 people.



Is there potential to increase adoption?

Communities in Virginia - 2013

- Fluvanna Co. 97% save rate 14 PTR adoptions
- Albemarle Co. 96% save rate 23 PTR adoptions
- Powhatan Co. 96% save rate
- Rappahannock Co. 96% save rate
- King George Co. 91% save rate
- Fairfax Co. 90% save rate
- Augusta Co. 83% save rate 11.5 PTR adoptions
- Arlington Co. 80% save rate
- Rockingham Co. 47% save rate 9 PTR adoptions



Statistics from Virginia Dept of Agriculture

Where should we put resources?

U.S. pet-ownership estimates from the APPA for 2012 Dogs

- 83.3 million—Number of owned dogs
- 47 %—Percentage of households that own at least one dog
- 70 % —Percentage of owners with one dog
- 20 % —Percentage of owners with two dogs
- 10 % —Percentage of owners with three or more dogs
- 1.47—Average number of owned dogs per household
- 20 % —Percentage of owned dogs adopted from animal shelters**
- \$231 —Average annual amount spent by dog owners on routine vet visits
- 83 % —Percentage of owned dogs who are spayed or neutered**
- Even—Proportion of male to female owned dogs

Demonstrating the Value of Pet Adoptions
Scott Trebatowski Jacksonville Animal Care and Protective Services

A New Look at Animal Adoptions:
 Advanced Calculations

<ul style="list-style-type: none"> • Dogs (one time costs): • Add \$680 Puppy ◦ \$1750 Fencing ◦ \$ 285 Dog House ◦ \$ 45 Crate ◦ \$ 225 Initial Misc. Exp. ◦ Add \$2305 First Year ◦ Add \$ 680 Puppy 1st yr 	<ul style="list-style-type: none"> • Cats (one time costs): • Add \$464 Kitten ◦ \$ 225 Cat Condo ◦ \$ 30 Carrier ◦ \$ 153 Initial Misc. Exp. ◦ Add \$ 408 First Year ◦ Add \$ 464 Kitten 1st yr
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Demonstrating the Value of Pet Adoptions
Scott Trebatowski Jacksonville Animal Care and Protective Services

A New Look at Animal Adoptions:
 Cumulative Effects

• <i>Ten Year Economic Impact</i>	
◦ 2002: \$ 5,030,000 x 10	\$50,300,000
◦ 2003: \$ 5,719,500 x 9	\$51,475,500
◦ 2004: \$ 5,166,000 x 8	\$41,328,000
◦ 2005: \$ 4,681,500 x 7	\$32,770,500
◦ 2006: \$ 10,273,500 x 6	\$61,641,000
◦ 2007: \$ 8,463,000 x 5	\$42,315,000
◦ 2008: \$ 10,192,500 x 4	\$40,770,000
◦ 2009: \$ 12,060,000 x 3	\$36,180,000
◦ 2010: \$ 13,488,000 x 2	\$26,976,000
◦ 2011: \$11,236,250 x 1	\$11,236,250
◦ TEN YEAR	\$394,992,250
TOTAL:	
• \$394,992,250 x 67% = \$23,699,535 in sales tax alone	


Demonstrating the Value of Pet Adoptions
Nevada Humane Society Washoe County
 Economic Impact of Pet Adoption

<p>Dogs (annual average)</p> <ul style="list-style-type: none"> \$254 Food \$96 Treats \$148 Toys \$368 Veterinary care \$159 Medications \$66 Grooming \$273 Boarding/Pet Sitting \$332 Miscellaneous Total: \$1,696 per Dog 	<p>Cats (annual average)</p> <ul style="list-style-type: none"> \$220 Food \$47 Treats \$126 Toys \$226 Veterinary care \$53 Medications \$255 Pet Sitting/Boarding \$178 Miscellaneous Total: \$1,105 per Cat
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Sources: American Veterinary Medical Association, American Pet Product Manufacturers' Association, Bloomberg Report, ASPCA, HSUS.

Demonstrating the Value of Pet Adoptions
 Nevada Humane Society Washoe County
Economic Impact of Pet Adoption
 Total Nevada Humane Society Pet Adoptions in 2011:
 9,340 (all animals)

3,560 Dogs X \$1,696 = \$6,037,760
5,491 Cats X \$1,105 = \$6,067,555



Annual Economic Impact:
\$12,105,315

Average Life Expectancy of a Pet: 11 years

Total Economic Impact:
\$133,158,465

Demonstrating the Value of Pet Adoptions



The Value of Pet Adoption

- Service to the community:
 - Economically
 - Socially: Benefits children, families, single people and seniors
- Help humane organizations fulfill their purpose of saving animals' lives




Is there potential to reduce admissions?

Tipping Point 2013: Radically rethinking our response to cats

Dr. Kate Hurley
 UC Davis Koret Shelter Medicine Program
www.sheltermedicine.com
www.facebook.com/sheltermedicine



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www.sheltermedicine.com

Benchmarks


How do euthanasia and save rates in your community compare to others?

Euthanasia Rates

- Community shelters euthanize about 12.5 animals per 1,000 people - HSUS, 2009
- 7.8 animals per 1,000 residents - Maddie's Fund, 2009

Save Rates

- Average: 58% - Maddie's Fund, 2009



Benchmarks

Calculating and Understanding Save and Live-Release Rates

What is Your Rate? Understanding the Asilomar Live Release Rate, ASPCA Live Release Rate and Save Rate

- National Federation of Humane Societies, March 2011

Explains:

- What you can learn from each way of analyzing data
- How to calculate the rates
- Provides additional insights into data collection, reporting and analysis



Tips for Creating Your Plan:

Consider taking on a Big Hairy Audacious Goal

- Gets stakeholders "out of thinking too small"
- Create a sense of urgency



What does success look like?

Tips for Creating Your Plan:

Define steps/goals to get you there:

- SMART—specific, motivational, accountable, relevant, timely and tangible
- Goals may fall into different categories, requiring governmental action, agency action or needing outside support
- Limit to 5 goals



Create an action plan:

- Be aware of unintended consequences
- Be flexible
- Assign tasks and due dates to individuals

"When everyone is accountable, no one is accountable."

Tips for Implementing Your Plan



Tips for Implementing Your Plan:

Leader needs to create and communicate an inspiring vision

- Engage and inspire people with a positive vision of where we're headed,
- Share issues/challenges,
- Explain how we can overcome them,
- Tell people what they can do to help



"People don't remember what you say, they remember how you make them feel."

- Maya Angelou

Tips for Implementing Your Plan:

- Focus on the fun and rewarding aspects of this work
- Touch hearts -- don't lecture

"Enthusiasm is contagious. Start an epidemic."

- Don Ward



Assess Progress

- How is it going?
- What adjustments need to be made?

Make Adjustments



Saving More Lives in Your Community



RESOURCES – email to request full list with links

Companion Animal and Chicago Communities: A Strategic Assessment for the City of Chicago, March 2010 DePaul University. Funded by Best Friends. (2008 –10)

Community Assessment: Indianapolis Animal Welfare April 2008

HSUS Shelter Advocate Tool Kit (2012)

Community Assessment and Planning for the Humane Movement by Aimee St. Arnaud for Best Friends Animal Society

What is Your Rate? Understanding the Asilomar Live Release Rate, ASPCA Live Release Rate and Save Rate National Federation of Humane Societies

Shelter Animals Count

California Sheltering Report

Virginia Department of Agriculture and Consumer Services Online Animal Reporting

Asilomar Accords

Maddie's Fund No Kill Progress Searchable Database

National Animal Control Association staffing recommendations

National Animal Interest Alliance Shelter Project (opposition group)



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Expanding the lifesaving community for animals
