

# The Next Challenge: Sustaining No Kill Communities



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- Physical size: 476 square miles
- Human population: 101,136 (2008)
- Number of households: 36,420 (2000)
- Estimated pet population
  - Dogs 25,567
  - Cats 28,844 (excludes feral/free roaming)
- Annual shelter intake: 2,000 cats, 1,000 dogs
- Per capita funding: \$1.50



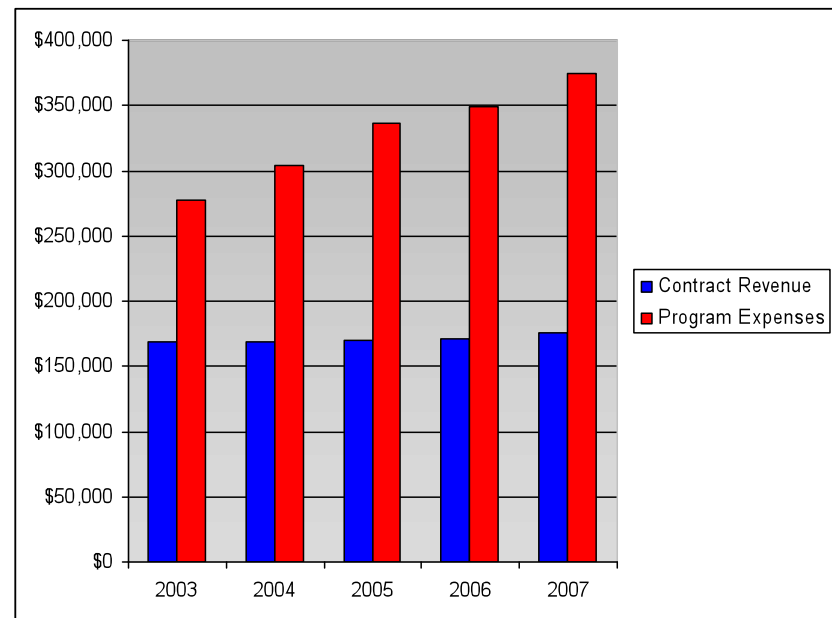
- Resolved to become No Kill in 1999
- Achieved success in 2001
- Maintained 92% or better live release rate for 9 years

# Number 1 Challenge



# Government Obstacles

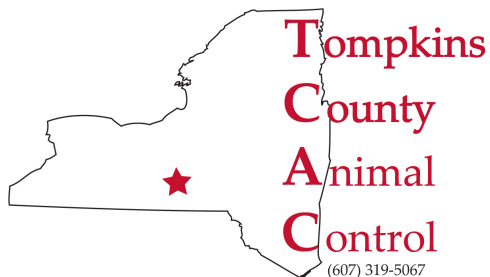
- Local: Animal Control Contracts
  - \$1.50 per capita oughtta cover it, no?
  - We're not paying extra for No Kill!
  - But our town only has a *few* dogs!
  - I'll just hire a dog catcher...



# Government Obstacles

## Working out Animal Control Contracts

- What law requires/associated costs
- Separate contract/agency budgets
- Economy of scale
- Fire station analogy
- Advisory Board



# Government Obstacles

- County Support
  - Threatened annually
    - Representatives change
    - Budget cuts
  - Cat control??? Are you kidding us?
    - Why don't we just shoot them...

How can you convince the County to care about cats?



# Government Obstacles

## Garnering County support

- What is their responsibility?
- What issues do they care about?
- Identify an ally
- Create an opportunity for collaboration that works for you and looks good on them



SPCA and County Partnership 2010: S/N and rabies vaccination for stray and free roaming cats





# Financial Challenges

- Economic disaster of 2009!
  - Prioritize
    - Suspend non-revenue producing extras
    - Increase prevention efforts
  - Reorganize
    - Cross-train staff
    - Mind the details
  - Public Relations
    - Focus on the positive
    - Ask for help



# Community Challenges

## Bad PR

- You killed my dog!
- You won't take and keep all my feral cats!
- You denied my adoption application!
- You gave me a ticket!

## Counteract with good PR

- Branding
- Print/Radio/TV/Social media
- Personal appearances



# Community Challenges

Every Summer: Too many animals!

- Foster families
- Volunteers
- Cornell University Shelter Medicine Program
- Annex/Off site events
- Rescue Groups





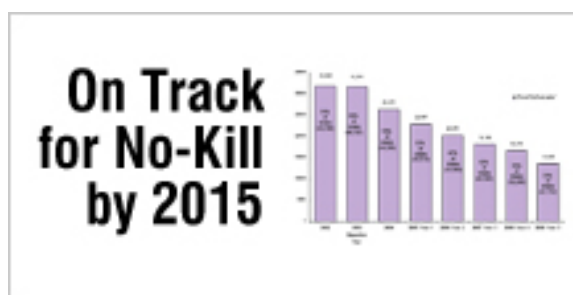
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- Physical size: 303 square miles (5 boroughs)
- Human population: 8, 214, 426 (2007)
- Number of households: 3,021,588 (2000)
- Estimated pet population
  - Dogs 1,779,000
  - Cats 1,673,000 (excludes feral/free roaming)
- Annual shelter intake: 28,000 cats, 13,000 dogs
- Per capita funding: \$ . 89



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- In 2005, received Maddie's Fund grant, launched 10-Year Plan to become No Kill
- By 2009, steadily reduced euthanasia to 33%, ahead of targets

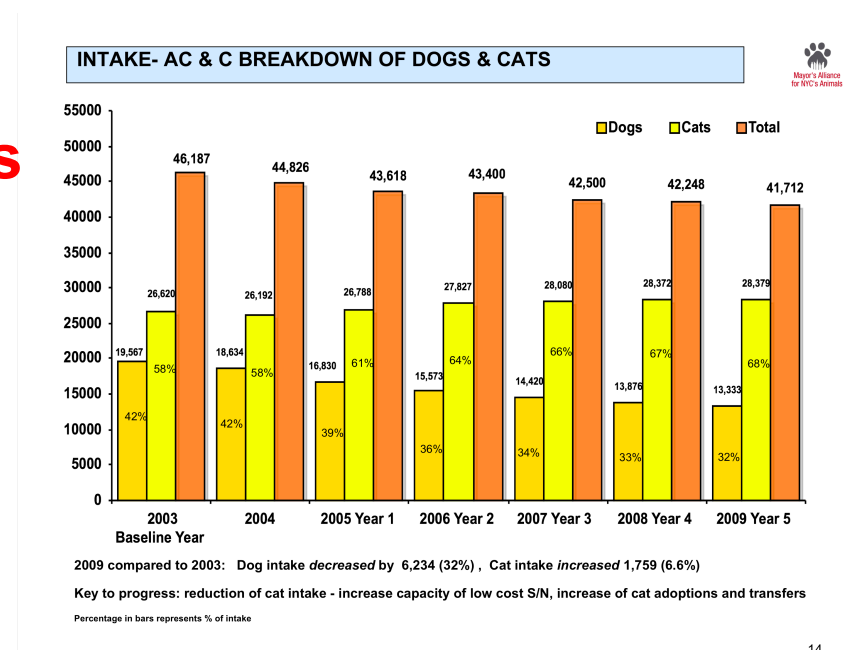


# Number 1 Challenge



# Community Cats

- Each year since 2005, Year 1 of our project, overall intakes have been reduced slightly.
- Intakes of dogs has been reduced from 16,830 in 2005 to 13,333 in 2009.
- But **intakes of cats has risen each year**, from 26,788 in 2005 to 28,379 in 2009.



# Community Cats

- New York City Feral Cat Initiative
  - Promotes community-wide TNR
  - Provides training, financial support and hands-on / coaching
  - Needs more funding to expand spay/neuter for community cats





# Large Mixed-Breed Dogs

## Challenges

- Vertical living
- Unfriendly landlords / co-op and condo boards
- Transportation



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# Public Housing Restrictions

May 2009: New York City Housing Authority (NYCHA) revises pet policy

- Reduced weight limit from 40 to 25 pounds
- Banned Pit Bulls, Rottweilers and Dobermans



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# Public Housing Restrictions

## Scope of problem:

- NYCHA Housing accounts for 8.4 % of NYC's rental apartments
- Home to 4.8 % of NYC's population
- 334 public housing developments with 178,556 apartments, housing approximately 403,665 authorized residents
- 654,657 New Yorkers are served by NYCHA's Public Housing and Section 8 Programs
- If NYCHA were a city, it would rank 20<sup>th</sup> in population size in the US



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# Public Housing Restrictions

Consequences of revised policy:

- 241 dogs relinquished to AC&C (April 1, 2009 - April 6, 2010)
  - 72 killed
  - 137 transferred to rescue partners or adopted
  - 24 returned to owner
- Those dogs took up space that could have been used by other dogs
- Lost adoptions to potentially thousands of NYCHA households



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# Health of Dogs & Cats at AC&C Shelters

Large urban shelter with annual intake of  
about 42,000 cats and dogs

## Challenges:

- Budget cuts
- Medical Director
- Effect on rescue partners



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# Transport

- Wheels of Hope Transport vans have been crucial to moving animals out of AC&C shelters to partner rescues
- In 2009, our 4 vans transported almost 7,000 animals
- Need to ensure we can sustain transports for future



# Consistent Adoption Locations

- Retail space and construction in NYC is extremely expensive
- Limited open space for events
- Depending on the kindness of strangers...



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# Mobile Adoption Vans!





# QUESTIONS?

