

Proactive Community Animal Control



Your Presenter

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www.scanimalshelter.org

www.nacenet.org



Open Door: Open Heart

Serving Santa Cruz County's Neediest Animals



Santa Cruz County Animal Shelter

- **Open door admission shelter**
- Intake approx 6,500 animals a year



Field Services Division

- Respond to approx 11,000 calls for service a year
- 24 hour emergency response
- Provide proactive community services



Based on Community Policing Model

Defined as “a philosophy that promotes organizational strategies, which support the systematic use of partnerships and problem-solving techniques, to proactively address the immediate conditions that give rise to public safety issues such as crime, social disorder, and fear of crime.”

– US Department of Justice



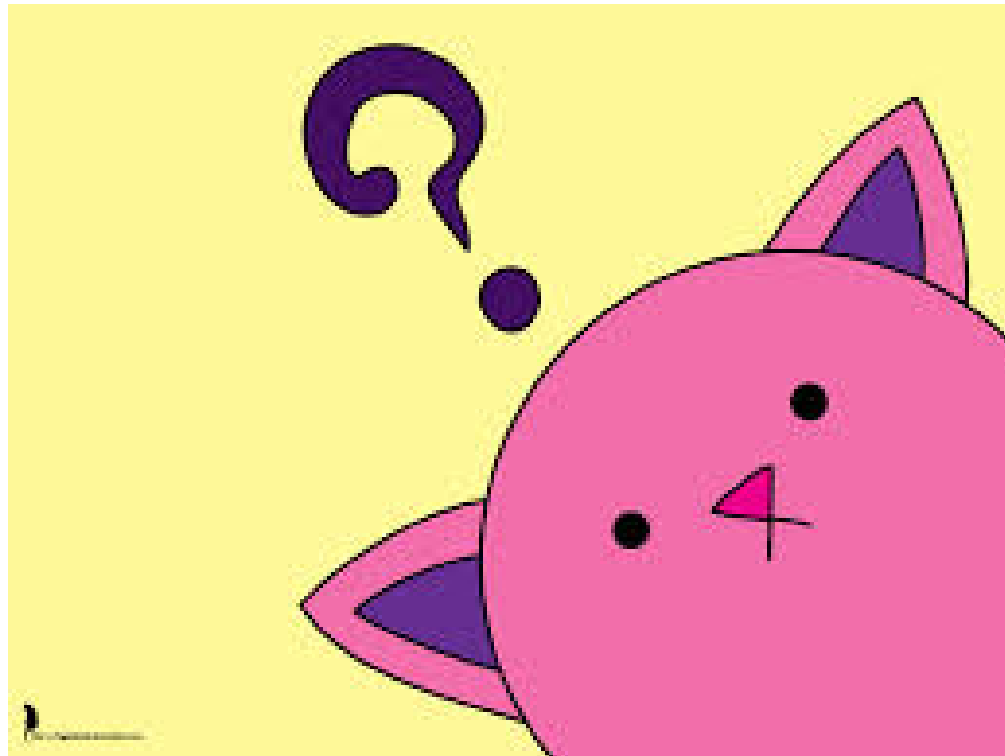
What is Community Animal Control?

- Same as Community Policing, but with an emphasis on a community's animal issues
- Varies from jurisdiction to jurisdiction



Community Animal Control

- First, identify the problems and problem locations
- **Then ask “How can these problems be resolved?”**



Preventative Patrols

- City of Watsonville, CA – 10 areas patrolled for one year
- Officers spoke with residents BEFORE there were issues



Preventative Patrols

- Pick targeted areas
- Drive through locations slowly, windows down



Preventative Patrols

- Stop and speak to people in a friendly manner



Preventative Patrols

- Officers acted less law enforcement and more educational
- Officers provided bilingual educational material BEFORE there were issues



Preventative Patrols



Preventative Patrols

- Impoundment rates fell
- Spay/Neuter compliance went up
- Community viewed Animal Control as helpful and came to our shelters for education



Door to Door Campaign

- Targeted areas in City of Watsonville
- Maps generated by 911 Center
- Foot patrol of areas



Door to Door Campaign

- Officers dress in polo shirts without badges
- No enforcement action unless egregious animal neglect/cruelty found



Children-Specific Items

- Junior Law Enforcement Badge Stickers
- Tattoos
- Toys to play with their animals



Door to Door Campaign

- Knock on EVERY door in targeted areas
- Meet apartment managers beforehand and set up community meeting



Door to Door Campaign

- Focus on intact animals, dogs running loose and animal neglect and cruelty
- Provide free items (toys, dog houses, etc)



Door to Door Campaign

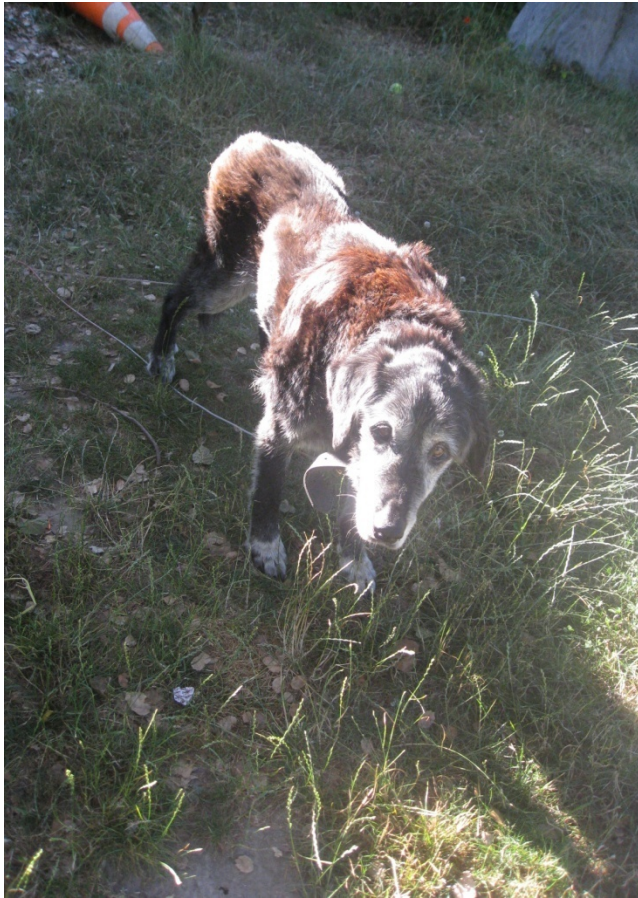
- DO NOT FOCUS ON LICENSING
- Work with the community to resolve what is truly important for the ANIMALS



Door to Door Campaign



Door to Door Campaign



Door to Door Campaign



Door to Door Campaign

- Dogs removed from tethers
- TNR colonies started
- Dogs and cats provided routine vaccinations and veterinary care
- All WITHOUT enforcement action



Door to Door Campaign

- Gave away free dog houses
- Provided hundreds of free Kongs and other enrichment toys for backyard dogs
- Provided hundreds of free collars, tags, leashes and bowls
- All items were donated through media campaigns



Door to Door Campaign

- People have begun to view Animal Shelter as community resource
- Officers have begun providing community oriented services daily



Day to Day Work

- 1 compartment in each ACO truck filled with free items
- Flea medications, bowls, leashes, collars, tags, food, enrichment toys, runners, etc



Day to Day Work



Day to Day Work



Grants

- \$22,500 to purchase dog houses and dog trolleys – ASPCA
- \$86,000 for spay and neuter of cats in Watsonville – Petsmart Charities
- \$15,000 spay/neuter - CA Department of Agriculture



Planned Pethood

- Provides access to high quality, low-cost spay/neuter services for ALL resident dogs, cats, and rabbits of Santa Cruz County



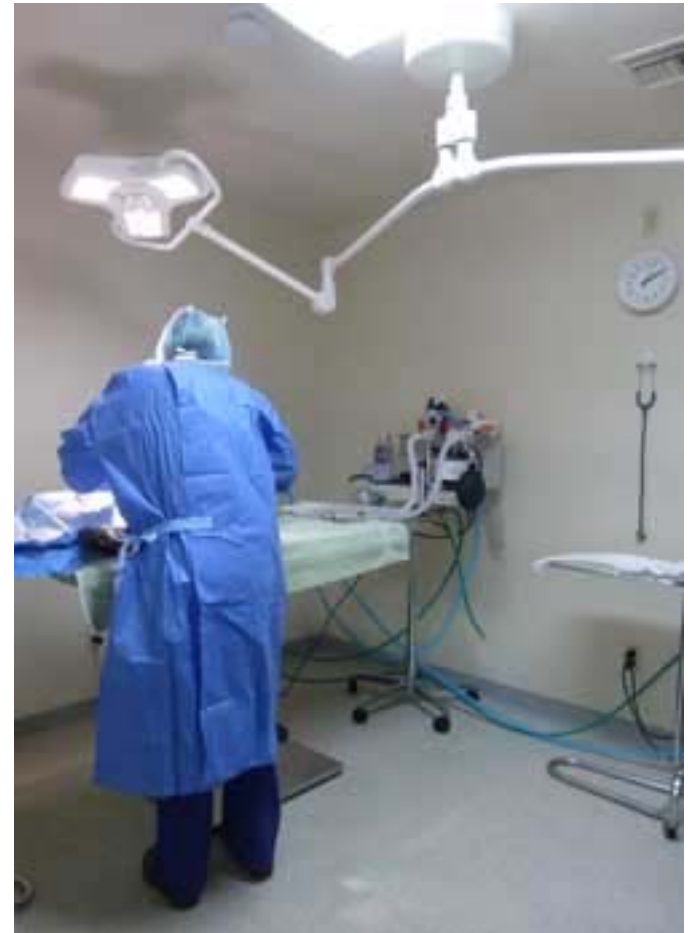
Planned Pethood

- No income requirements
- Program pays for itself
- Program can also make money!



Planned Pethood

- Average cost of supplies and material with veterinarian's salary
- Charge for additional required services:
 - rabies vaccination
 - dog license
 - microchip



Planned Pethood

Spay or Neuter Surgery Costs:

- Dog \$100
- Cat \$50
- Rabbit \$75
- Animals over 100 lbs, in heat, pregnant or cryptorchid – add \$20
- Animals over 7 years of age are required to receive a blood panel for an additional \$55



Planned Pethood

Fees for Additional Required Services:

- Microchip ID including registration \$25
- License for altered dog \$29
- Rabies vaccination (dogs and cats) \$10

Actual Cost:

- Microchip \$5 (plus immediate return if ever impounded)
- License - Full Profit
- Rabies \$2



Planned Pethood

- Fix-a-Pit and Chihuahua Program
- Fee for all Pitbulls and Chihuahuas is \$50.00
- ***Approximately 33% of dogs that enter the Santa Cruz County Animal Shelter locations are either Pit Bulls or Chihuahuas***



Low Cost Clinic

- Friends of Watsonville Animal Shelter
- Follows Planned Pethood Model

150A Pennsylvania Drive

Low Cost Spay & Neuter Clinic

Sponsored by FOWAS

A PLANNED **PetHood** Location



Low Cost Spay/Neuter

- Friends of Watsonville Animal Shelter and Friends of Santa Cruz County Animals
- Low income requirement
- Provide vouchers for low income residents



Engage the Media

- Press Releases
- Press Conferences
- Ride-alongs with reporters



Engage the Media

New Animal Services program takes educational angle

Posted: 02/05/2011 01:30:35 AM PST

WATSONVILLE -- Since Feb. 1, Animal Services officer Shauna Urratio has purposely tried to strike a less imposing figure.

Instead of hair pulled into a slicked-back ponytail, she lets her dark mane loose. Instead of the typical tan, formal collared shirt officers wear, she dons a dark blue short sleeve polo shirt. She still wears the standard green pants, but her badge is less conspicuous and her utility belt is not carrying as many intimidating items.

The metamorphosis is all part of a new pilot program by Santa Cruz County Animal Services designed to focus on education and community outreach as opposed to simply responding to complaints and violations.

"This is about showing the more friendly side of Animal Services," Urratio said. "We want to educate the community about the services and special deals available."



Outreach

- Newsletters
- Social Media
- Websites



Newsletters



LAST MONTH
AT THE SHELTER!

123

PETS REUNITED
WITH OWNERS



210

ANIMALS ADOPTED



271

ANIMALS SPAYED
OR NEUTERED



Website

Number of Pets Reunited with Owners

October 2013 - 95

September 2013 - 89

August 2013 - 110

July 2013 - 94



Facebook

- Success stories
- Thankful Thursday
- Field Services Friday
- Adoptable animals
- Upcoming events



Community Meetings

- Partner with local law enforcement
- Shelter or Animal Control specific



Community Meetings

- Engage non profit groups
 - can be animal related or just within community



Events

- Brings people to the shelter
- Partner with local community groups for adoption specials

VALENTINE'S WEEKEND ADOPTION EVENT

Saturday Feb. 11, 2012 | 2200 7th Ave.



meet your match



We have DOGS, CATS, and RABBITS who can't wait to meet you!
And we're offering SPECIAL VALUES for our pet-loving community.

PROFESSIONAL PET PHOTOGRAPHY: 10 AM - 2 PM

VACCINES AND MICROCHIPPING: 1 PM - 4 PM

NAIL CLIPPING FOR DOGS: 1 PM - 4 PM

HALF-PRICE ADOPTIONS ALL DAY: 9 AM - 5:30 PM

The Center for Animal Protection and Education (CAPE), one of the Santa Cruz County Animal Shelter's valued "placement partners," will be joining us with adoptable dogs from their organization. Don't miss this extra special chance to "meet your match" and learn more about our community partners! (www.apeanimals.org)



Events

- Make it a fun family event
- Holiday specific, location specific or just because



MEOW Luau

kitten & cat adoption event!

Saturday, July 23, 2011 • 11 am - 3 pm

Join us at the Santa Cruz County Animal Shelter for our joint adoption event where local organizations work together to find homes for the cats and kittens in our community.

During this event all kitten and young adult cat adoption fees are \$75. The adoption fee for all cats over 4 years of age is \$50. Enjoy refreshments, raffle prizes, a bake sale and more!

HOSTED BY: Santa Cruz County Animal Shelter
2200 7th Ave., Santa Cruz > www.sccanimalshelter.org

PARTNER ORGANIZATIONS

- Animal Friends Rescue Project (AFRP) > www.animalfriendsrescue.org
- Animal Shelter Relief (ASR) > www.animalshelterrelief.org
- Project Purr > www.projectpurr.org

For more info, please visit www.sccanimalshelter.org



BAGELS & Bunnies

The Santa Cruz County Animal Shelter, the Rabbit Haven and the Bagelry will join forces to find homes for rabbits!

Click [HERE](#) for more information!

Halloween Hoe-Down

Sunday, October 30, 2011
1:00 pm to 4:00 pm
Santa Cruz County Animal Shelter
2200 7th Avenue



Join us to support your community animal shelter in this Fall Festival of Fun!

sccanimalshelter.org



Halloween Hoe-Down



Halloween Hoe-Down



Dog Jam



Dog Jam



Healthy Dog Shots Fair

- Held in lower income area of County
- Provide:
 - Free routine vaccinations
 - Rabies shots
 - Microchips
 - Collars and leashes
 - Training advice



Healthy Dog Shots Fair



Healthy Dog Shots Fair

- Uniformed animal control officer
- Police Cadets and CSO's
- Dog trainers
- Veterinarians



Healthy Dog Shots Fair

- 350 dogs given rabies shots, routine vaccinations and microchipped
- Hundreds of leashes, collars, flea medication, food and enrichment toys provided



Healthy Dog Shots Fair

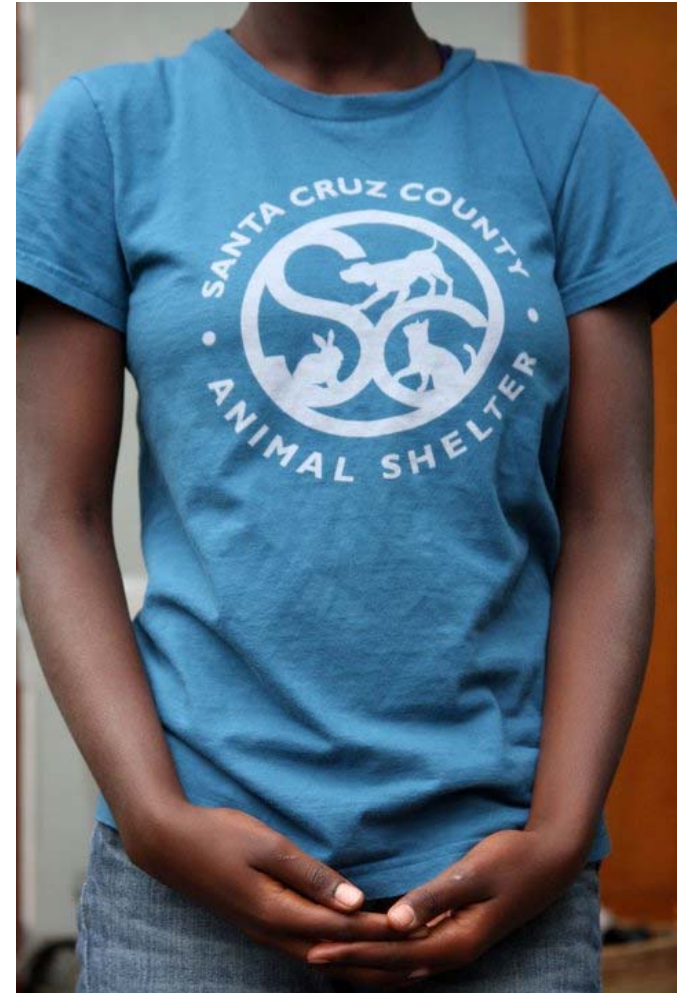
- Free training advice
- 30 dogs provided low cost spay/neuter
- All services and items donated by local veterinarians, pet stores, etc



Promotional Material



Promotional Material



Community Fundraising

- Woodstock Pizza
- Peets Coffee
- Local Breweries
- Human Race
- Churches, Synagogues or other places of worship



Fundraising



Human Race



Questions?

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Related ASPCApro Webinars

aspcapro.org/webinars

Does Spay/Neuter Have a People Problem?

Hiring the Right People for Your Culture

Smile! You're Saving Lives