Pawsitive Outcomes Implementation Plan Committee

Activity 2 – Framework

Mini-goal 1:					
Lifesaving Vision	Identify Programs Most Likely to Improve LOR	Unified, Countywide Vision & Strategic Partnerships	High Volume Spay / Neuter	Be Transparent	Reduce Animal Intake
Progressive; core values	Analyze data--past 2 yrs	Hold summit to engage & sync all involved	Ensure all adoptables leaving shelter are fixed	Include every animal in counts	Aggressive microchip campaign; return to owner without entering shelter (if fixed)
Transparency	Identify groups most likely to be euthanized	Creative partnerships - businesses, non-profits, schools, groups, etc. for foster, promotion, fundraising, and more	Low-cost and no-cost spay/neuter services available	Post pictures upon intake	Establish shelter diversion programs
Community support	Identify programs to reduce euthanasia for high risk groups	County-wide revisions - ordinances, SOPs, job descriptions, re-train	Target areas with high volume unaltered pets with low-cost spay / neuter services & info	Share the euthanasia list; have clear guidelines for euthanasia decisions	Establish finder to foster to adoption program with managed intake
Council support	Identify resources necessary to implement programs & strategies	Rebrand to Hays Co Animal Ctr; better website, technology, & better record-keeping	Require spay/neuter on second offense impound (stray pickup)	Ask for help when needed	Establish large foster program with more off-site adoptions
Lifesaving in city infrastructure	Prioritize programs & strategies to implement with available resources & impact	Build large-scale transfer program – need partners and volunteers	Mandatory spay/neuter & require permit to exempt (must renew annually)	Create a culture of life-saving	Work with law enforcement to stop backyard breeders (sales tax violations)

Mini-goal 2:					
Progressive Adoption Policies	**Increase LOR for Unsocialized Cats**	**Limit Overall Population of Stray and Homeless Pets**	**Trap, Neuter, & Release (TNR) of Cats**	**Increase Spay & Neuter**	**Increase Spay/Neuter Services**
Open to the public on Wednesdays	TNRR (trap/neuter/ rabies/return); educate & outreach (benefits of community cats)	Spend spay/neuter funds as soon as they're available for fewer kittens & puppies	Trapping	Create a program like Austin's cat shack for trapped cats	Hire second vet (full or part time) for spay/ neuter surgeries; can Maddie's Fund help?
Monthly/weekly adoption specials at all times (with support of City)	Return to Field (RTF) stray cats in good health if a caretaker is available	Additional vets to take s/n vouchers, low-cost s/n; in return, make list of recommended vets	Low-cost or free spay/ neuter	Partner with local organizations and vets to expand s/n voucher program	Hire Vet Tech to help with surgeries
Reduced fees if no special (find a vet who is less cost wise)	Expand barn cat program and increase marketing	Contract with SNAP or Emancipet for low-cost s/n & target zip codes that need it most	Assist with barn cats program	Bring in outside organizations that do mobile spay & neuter	Aggressive subsidized companion animal sterilization via grants
Simplify adoption process	When dispatched for nuisance cats, educate on the benefits of community cats & request care/support	Obtain funding to expand shelter's surgical suite; purchase mobile unit for s/n; find high-volume s/n vets	Management of cat colony caretakers	Have a "day" like San Antonio does, where hundreds of animals are fixed	Aggressive subsidized TNR program; hire part time trapper if needed, via grants
Revise adoption application	Implement cat food bank for those caring for & supporting community cat colonies	Robust outreach & education on s/n; incentives; remodel to expand s/n capacity	---	Knock on doors in the communities and share information	Work with cities and counties to criminalize backyard breeders

Mini-goal 3:					
Intake Diversion	**Significantly Increase High-Volume Low-Cost Spay/Neuter**	**Divert Stray Animals from the Shelter System**	**Work with Rescue Groups**	**Use Technology to Make Decisions & Develop Life Saving Programs**	**Increase Live Outcome**
Start a pet resource center within the community	City/county fund low-cost s/n clinics for the public several times a year at the shelter	Rebrand Animal Control to Protection; build trust; proactive model to solve root problems (fences, microchips, other resources); reunite in field	Network with full breed rescues	Use software that allows the shelter to analyze who is most at risk (who needs a targeted safety net)	Increase numbers of rescue partners, both in Texas and northern USA & Canada
Help low income families with supplies (donated food, litter, etc.)	City/county fund and contract for low-cost s/n clinics for the public at local vets	Microchip readers in the community: fire & police stations; lost & found sites (Facebook, Nextdoor, etc.)	Transport system	Analyze where the pets are coming from and target efforts	Increase offsite adoptions at all events and continuous presence in Petsmart / Petco
Implement a found foster program	Secure grant money for all low-cost s/n, either at the shelter or local providers	Train volunteers on front-line to: triage surrenders; offer alternatives, resources; educate on community cats; finder as foster; post to lost/found sites	Small breed and elderly rescue groups	Coordinate with other area shelters to transfer animals	Increased open adoption hours for shelter
Free vaccination clinics for public	Regular public education on the benefit of s/n to pets	Better network lost and found pages/sites; track reunions	Share intake photos with rescues	Create a way for people and rescues to have immediate notification of who is at the shelter and who is most at risk	Innovative marketing and animal exposure programs
---	Public awareness on availability of low-cost s/n opportunities	Educate public on ways to reduce shelter intake (resources, find fosters)	---	---	Animal behavior / training

Mini-goal 4:

Disease Prevention	Increase Transfers to Rescue Partners	Divert Owner Surrenders from the Shelter System	Comprehensive Adoption Program	Increase Adoptions	Full transparency
First 72 hours quarantine (no integration)	Identify desired criteria for high volume rescue partners	Explicitly post euthanasia protocols & statistics; resource list available to rehome or keep pet in home	Off-site adoptions	Take pets out into the community for events	Software allowing real time updates
Sanitizing or utilizing bleach within the shelter	Solicit proposals from prospective high volume rescue partners	Train volunteers on front-line to: triage surrenders; offer alternatives, resources; educate on community cats; finder as foster; post to lost/found sites	Positive adoption process/experience	Showcase animals available in multiple places online and in print media	Post photos of 100% of animals upon intake, along with location
Quarantine sick animals away from healthy animals and the public	Seek input from existing partners to make processes more efficient and effective	Staff checklist: counsel owner surrenders on financial assistance, behavior/training, rehoming, euthanasia protocols & stats	Positive and attractive adoption area	Develop pet store catteries	Monthly statistics in raw data posted online in a format that can be easily analyzed; comply with grant funder guidelines
Once an animal is in a kennel, leave it in that same spot	Self-examine current processes & procedures to revise for efficient & appropriate transfers	Volunteer help desk with similar checklist and written resources	Guardian angel program (adoption fees are sponsored/paid)	Plan weekly for each animal – what do they need to help them be adoptable	A website which is easier to navigate
Give vaccines before kenneling in stray area	Re-assess 1-2 times annually for continuous improvement	Public education on resources for keeping pets in their homes	Educating adopters on responsible pet ownership	Take animals back into the neighborhoods they were found in for events	Aggressive use of media for code reds or help needed from public

Mini-goal 5:					

Progressive Return to Owner (RTO) Policy	Increase number of pets reunited with owners	Keep Free-Roaming Community Cats Out of the Shelter (Unless to S/N for TNR/RTF)	Pet Retention Efforts	Create a PASS Program (Diversion Through Positive Alternatives to Shelter Surrender)	Disease Prevention
Return animals in the field	ACOs knock on doors, engage neighbors where found; release animals to owners without entering shelter	Hold summit to engage & sync all; educational materials for public; train staff to handle complaints	Discount fees at shelter for licensing, microchipping, and fixing	Interview & provide a resource list to people considering surrendering	Administer core vaccines upon intake
Make sure animals are chipped on first impoundment	Free licenses in low income areas; online renewals for all	Use shelter's surgical suite to spay/neuter community cats	Develop program for fending for low income families	Have supplies available to help "finders" foster lost animals instead of surrendering to shelter	Decrease length of stay (LOS) at shelter via use of fosters
Animals with second impoundment should be given a citation with fees reduced	Reduce impound fees to encourage reunification of pets and owners	Recruit/train volunteers for training, trapping, fundraising	Enforce spay/neuter	Create a dog house / fencing program to help people keep pets	Minimize shuffling of cats
Offer free tags with owner information; if found at large, can likely be returned	Require microchipping of all pets released from shelter; consider requiring chipping all pets in Hays Co.	Revise ordinance(s) to support TNR/RTF; unified county-wide; community cats classified in their own category	Give owner surrenders options for pet behavior modification / training	Have a food bank of pet food and supplies	Immediately isolate animals with symptoms of parvo or pan-leuk
Request other adoption facilities take animals back without a holding period	Refer pet owners to resources for issues (fencing, behavior, vet care, pet food, etc.)	Track data in a sample area to document the program's success; use for promotion & fundraising	---	Work with volunteers and rescues to develop a list of people who can temporarily foster found animals	Low cost rabies and shot clinics for the public to protect their companion animals

Mini-goal 6:					
Target Safety Net Programs	**Decrease Intake at Shelter**	**Prevent Pets from Getting Sick at Shelter**	**---**	**Change Animal Control Officers to Animal Resource Officers**	**Increase presence in and adoptions from western Hays County**
Have a group of volunteers that are trained & experienced in bottle feeding	Significantly increase opportunities for low cost spay/neuter surgeries	Vaccinate all animals before they entering shelter; invest in idea that all animals will live		Return in field – scan and return pets found	Off-site adoptions and presence to promote & recruit at all events in Dripping Springs
Find a trainer that will train some volunteers to work with big dogs	Require microchipping of all cats and dogs	Streamline medical evals for quick flow through system; re-assess space; creative workarounds; tour other shelters for ideas (long-term expansion)		Have the list of resources & programs available to people in the field	Work with Chamber of Commerce and businesses in Dripping Springs to promote the shelter and the animals
Identify volunteers that can maintain the care of RTF cats	Implement procedures supporting field returns by Animal Control Officers; reunite pets with owners without being processed at or through the shelter	Re-assess handling & housing of cats (especially unsocial); only move when necessary; use reclaim, foster, RTF to get them out of shelter asap		Microchip in the field	Targeted social media
Notify community if there is an outbreak of parvo	Inform the owner that the animal may be euthanized and provide alternatives to shelter surrender	Improve transparency so community can help clear cages; train staff on urgency of moving pets through system; get sponsors for medical treatment		Have a found animal map online	Reach out to scouts and 4H clubs in that area
---	Inform people surrendering pets about resources for help with problematic issues (e.g. behavioral training, low cost medical care, assistance to secure pet food, etc.)	Contract w/ more vets for certain treatments, low-cost meds; recruit fosters illness-prone (like bottle babies); vet services based on best practices; volunteers to assist with minor medical care		Post in the area lost and found groups and on Nextdoor	Put Pets of the Week or other posts in the Dripping Springs paper

Mini-goal 7:					
Increase Owner Responsibility	**Increase Pet Adoptions**	**Empower Community to Help Save Lives**	**---**	**Create Policies for Disease Control**	**Interlocal Animal Services Commission**
Adhere to local ordinances including licensing and leash requirements	Utilize staff and/or volunteers for off-site opportunities including events or sites in all communities; regular use of adoption trailer	Post pictures upon intake; allow volunteers to add bios and more photos		Get vulnerable animals out to foster	Form a consolidated county-wide team governing the animal shelter with objectives supporting transparency, live outcomes and modern sheltering practices
Taking time to show owners the responsible way to care for animals	Implement an enthusiastic marketing campaign to raise public awareness of animals available for adoption	Robust volunteer program; support and empower them; expand through university, civic and community groups		Create and train a group of medical fosters	Give power for oversight and implementation of life-saving mission to the committee
Have a few classes on teaching owners how to socialize and train their animals	Revise website to be user friendly; ;include additional information and pictures of animals available for adoption	Robust foster program; volunteers to help coordinate; make it easy to foster; bottle baby foster kits; implement finder to foster		Create protocols to contain disease and isolate animals	Look at revamping current Animal Services Advisory Commission whose mission and goals are poorly defined and perhaps, limited in scope
Have owners properly ID their pets	Put success stories on shelter's website, highlighting successful adoptions and reunions	Remove barriers and make it easy to volunteer		---	---
Make sure owners take in only the number they are able to financially support	Implement "call before kill" policy; require staff to call person who surrendered prior to euthanasia; last chance to keep / adopt	High transparency paired with aggressive outreach; post reports monthly; ask community for help when needed		---	---

Mini-goal 8:					
Increase Live Outcome to 90%	**Implement Large Scale Foster Program**	**Provide Targeted Safety Net Programs for the Most Vulnerable Shelter Pets**	**---**	**Create Large Dog Program**	**More Fosters**
Continue Return to Field (RTF) Program	Add a full or part time dedicated position to coordinate the foster program	Create foster teams w/ separate training manuals (bottle babies, seniors, behavior, long-stay pets) fosters to help increase exposure		Have a shelter protocol for working with dogs (kennel protocol)	Aggressive social media campaign
Let the community know what resources are available to them	Provide behavioral training to volunteers who foster dogs	Fundraising & foster program for rehabilitating sick & injured animals; exploit the difficult cases & success stories		Do some basic training of dogs to make them more attractive to adopters (volunteers can help)	TV presence on a weekly basis
Try and work with rescues from out of state	Utilize social media and the shelter's website to advertise foster animals available for adoption	Focus PR, outreach, and matchmaking on harder to adopt (older, long-stay, minor behavioral or health issues)		Have a match maker / advocate for each dog	Investigate whether fostering could qualify for a Girl Scout badge
Reach out to breed specific (American Staffordshire Terriers)	Emphasize foster care for: underage puppies & kittens; fearful dogs, cats; those recovering from illness/injury (including heartworm treatment)	Partner with rescues, vets, businesses, non-profits to help w/ costs, procedures, supplies. Create list to thank & promote partners helping our efforts		Large dogs should be a large percent of the foster program (36%+)	Have a recruiting presence at PetSmart / Petco etc.
Listen to shelter staff for feedback	Foster until adopt program for people who surrender a found pet; can also include citizens who want to foster euthanasia-list animals until adoption	Let people take home animals before 100% well; provide medicine, vet care, support		Analyze length of stay for each large dog and make sure enrichment is provided	Have a recruiting presence at all large events via booth

Mini-goal 9:					
Financial Resources	**Develop a Consortium of Partners**	**Targeted Safety Net Programs for Behavior Issue Animals**	**---**	**Expand Volunteer Program (Targeted Jobs & Shifts)**	**Increase Trap/Neuter/ Release (TNR) in Hays County**
Apply for grants to help build a more adequate building	Identify all possible partnerships with outside groups serving homeless or surrendered animals	SOPs for behavior evaluations; clear criteria for classifying cats eligible for foster, RTF, barn cats		Develop a list of needed jobs	Host educational how to's and train shelter staff in handling feral cats
Public awareness campaigning	Explore how partnerships with these groups may help save lives of shelter animals	Train volunteers & fosters in unsocial and/ or fear-based behavior		Create a schedule volunteers can sign up for	Change feral cat public messaging; instead of bringing to shelter, help them fix and keep
Fundraising	Invite partnerships with these groups	Use trainers to educate staff & volunteers		Create a video orientation and a jump start program	Work with businesses to provide gas cards to trappers willing to trap other people's cats
Sell shirts that say something about San Marcos and "Adopt Don't Shop"	Establish regular schedule of meetings with partner groups to facilitate effective communication and successful partnering activities	Resource handouts for pet owners wanting to surrender due to minor or preventable behavior issues; refer to Paws up as needed		Advertise the need for volunteers on social media	City and county ordinances that recognize feral cats & caregivers; endorse TNR and RTF
---	Create partner groups to address issues and opportunities to increase live outcomes for specific needs or animal groups	Work with dog trainers and experienced volunteers/fosters to assist with the harder cases		Allow volunteers to post animals, update pictures, write bio's, etc.	If needed, hire part time trapper to focus on area of largest stray intake first

	Mini-goal 10:				
---	**Make Improvements in 2014 Feasibility Study / Needs Assessment**	**Get More People to Adopt Their Pets From the Shelter**	---	**Increase Rescue Partners**	**Put a Moratorium on Killing for Certain Reasons**
	Review both and revise / update	Off-site adoption events throughout Hays Co; use adoption trailer; create list of high-traffic events; use volunteers		Vet the pets	Make it illegal to kill an animal while there are empty cages
	Re-survey citizens in San Marcos and Hays County to evaluate their commitment to infrastructure improvements	Improve online presence of all animals with pics, bios, videos; easy access to application; can use volunteers		Create expectations for tagging and picking up pets	Make it illegal to kill an animal if there's a rescue group willing to take it
	Identify estimated costs of recommended improvements	Improve shelter signage; kennel cards with more info and personality details; flyers on programs, promos, info FAQs, miconceptions (like FIV)		Have staff/volunteers reach out to breed specific rescues upon intake	Make it illegal to kill owner-surrendered animals (unless it's suffering or dangerous) without offering up the animal for adoption or transfer to a rescue group
	Prioritize improvements in keeping with data-driven priority objectives developed to increase live outcome rates	PR to increase % of people that get pets from shelters; promote shelter & pets at businesses & other partners; office fosters; walking advertisement		Develop a "board one, save two" program to allow out of state rescues to pull and transport	---
	Make infrastructure improvements	Volunteers assist with adoptions; provide resources, info; make process easy		Continue and expand the transport group which gets pets to rescue	---