

# Louisville Metro Animal Services

Jessica Montgomery, Executive Director

## Louisville Metro Council Presentation

October 14, 2015



DEPARTMENT OF  
**ANIMAL  
SERVICES**

# A story of compassion





**This is Lucy.....**





436 animals call LMAS home

# **Our mission – Our reason for being here**

The Department of Animal Services has a fundamental mission to protect public health and safety, ensure the humane treatment of animals and provide quality, professional service to the public. LMAS will serve as an authority in animal welfare by creating and preserving a safe and humane community for both people and animals. LMAS strives to eliminate the euthanasia of adoptable animals in Louisville Metro through education, community engagement, enforcement and leadership efforts.

# LMAS Core Values

- **Animal Care & Sheltering** - To ensure the health, wellness and humane care of the animals in the care and custody of the Department of Animal Services.
- **Field Services, Enforcement, & Rescue** - To protect and serve the citizens and animals of Louisville Metro through response, education, collaboration and enforcement.
- **Community Engagement** - To educate and inform the public of all ages about animal-related issues including responsible pet ownership, the humane treatment of animals and adoption. Engage the community through education, collaboration and volunteerism to support animal welfare.
- **Animal Adoption & Placement** - To care for the homeless and abandoned animals in our care and custody and to secure a permanent, loving home for every healthy adoptable animal in our care.
- **Administrative & Licensing** - To provide quality, professional customer service to the citizens of Louisville Metro.

# LMAS stats for October 13, 2015

Manslick Facility		Animal House	
dogs	177	dogs	31
cats	247	cats	58
rabbits	12	rabbits	4
others	0	others	0
	436		93
<b>529</b>			

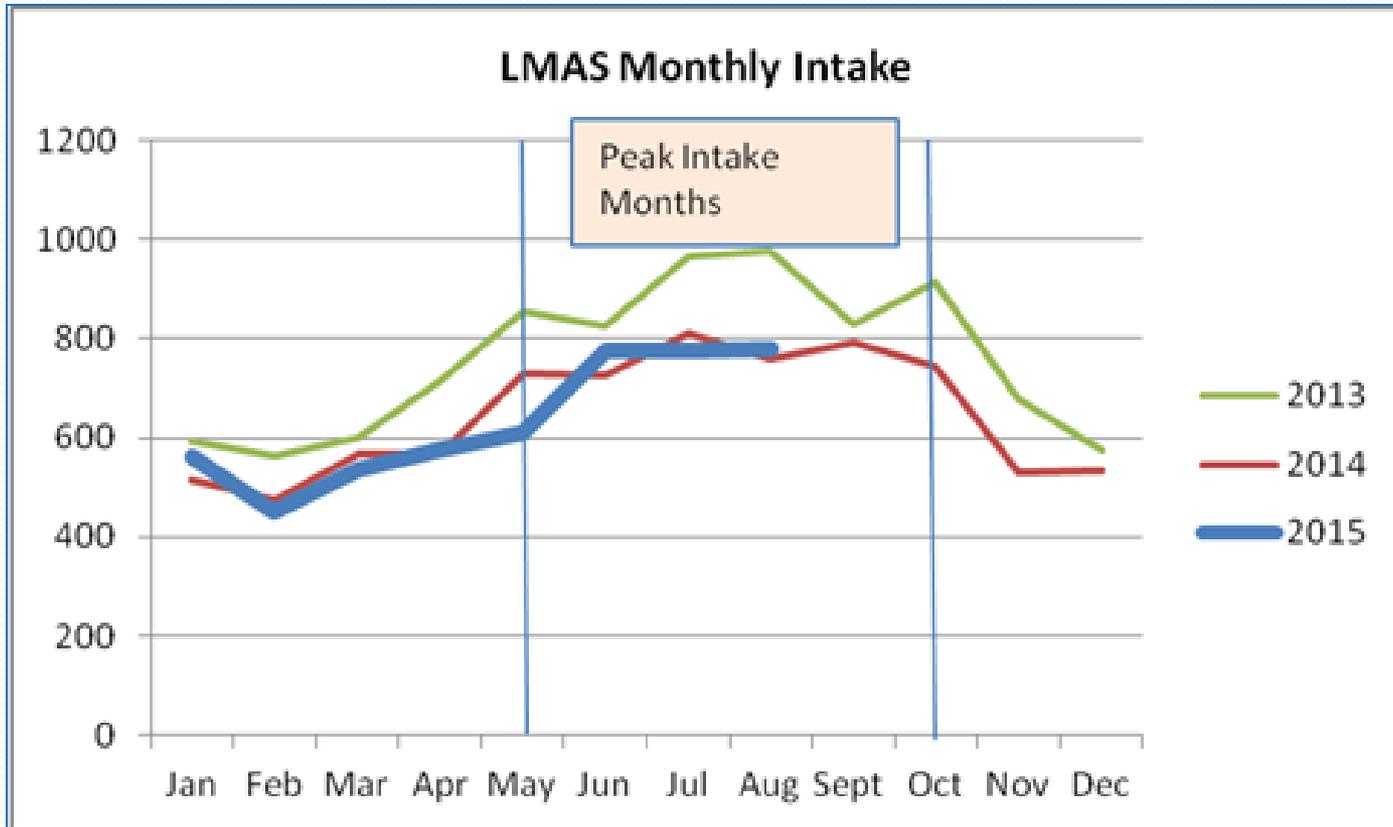
# Where are they call coming from?

## Quarterly Intake for 8/1/2015 to 8/31/2015

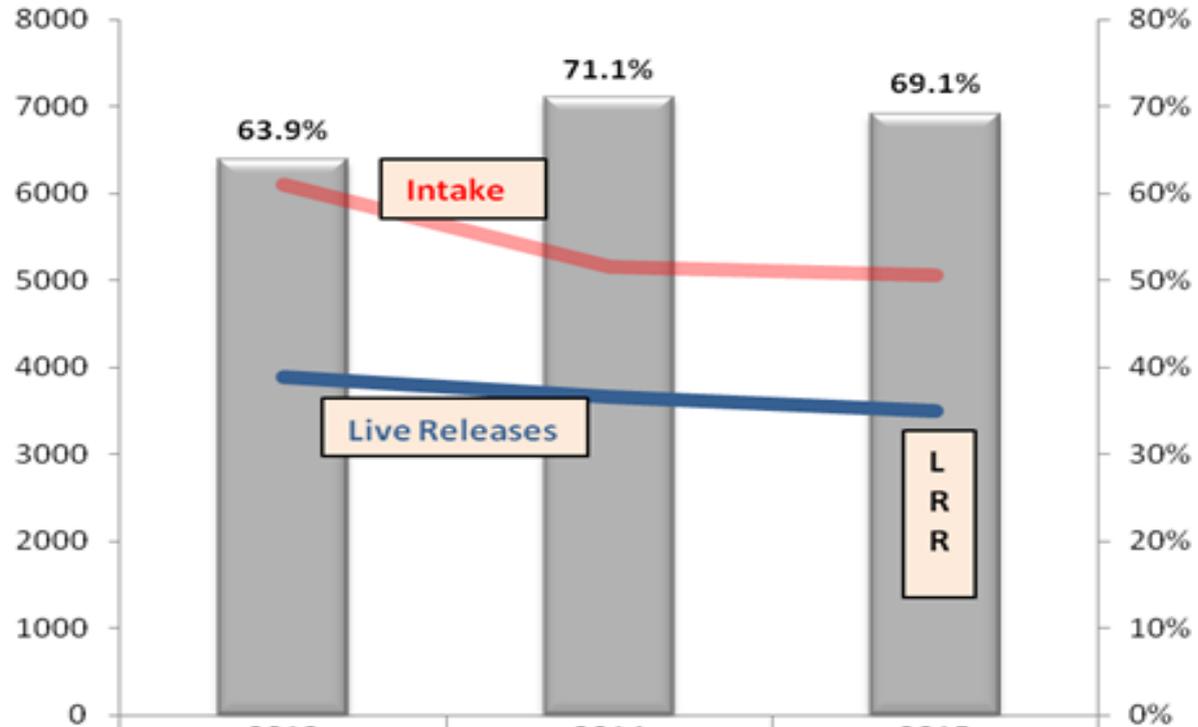
7/2015	40202	6	
7/2015	40203	10	
7/2015	40204	8	
7/2015	40205	3	
7/2015	40206	8	
7/2015	40207	5	
7/2015	40208	17	
7/2015	40209	2	
7/2015	40210	9	
7/2015	40211	9	
7/2015	40212	15	
7/2015	40213	7	
7/2015	40214	28	
7/2015	40215	40	
7/2015	40216	39	
7/2015	40218	11	
7/2015	40219	18	
7/2015	40220	3	
7/2015	40223	2	
7/2015	40228	10	
7/2015	40229	12	
7/2015	40242	1	
7/2015	40245	1	
7/2015	40258	3	
7/2015	40272	29	
7/2015	40291	15	
7/2015	40299	5	
<b>Total:</b>	<b>315</b>		7/2015

**Snapshot:  
Stray cats for August 2015**

# Trend

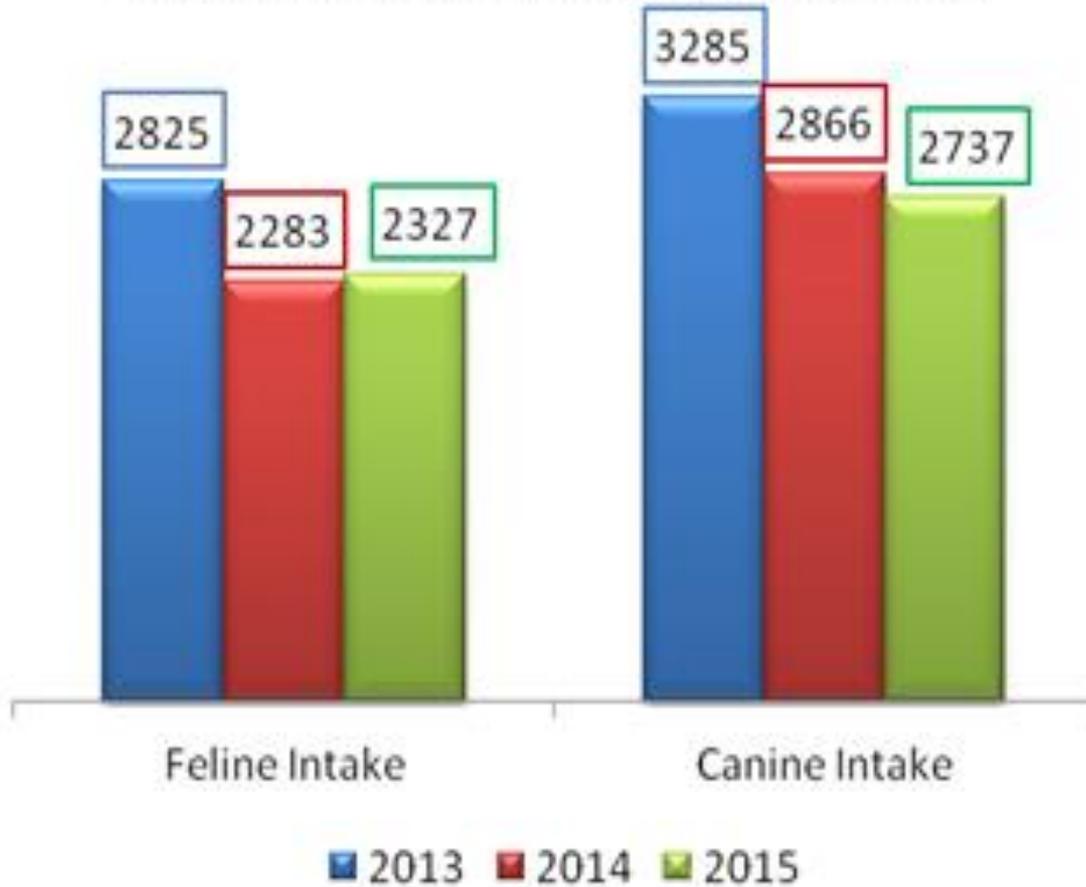


**LMAS Live Release Rate, Live Outcomes and Intake  
YTD January through August**



Live Release Rate	63.9%	71.1%	69.1%
Live Releases	3895	3661	3501
Intake	6098	5149	5064

## LMAS YTD Jan/Aug Intake, by Species



	YTD Aug		
	<u>2013</u>	<u>2014</u>	<u>2015</u>
Feline Intake	2825	2283	2327
Canine Intake	3285	2866	2737

# Guidelines for Standards of Care in Animal Shelters

## — The Association of Shelter Veterinarians - 2010

### **Facility Design and Environment**

- Shelters must provide an environment that is conducive to...animal health.
- And include sufficient space for the shelter operations as described in this document

### **Population Management**

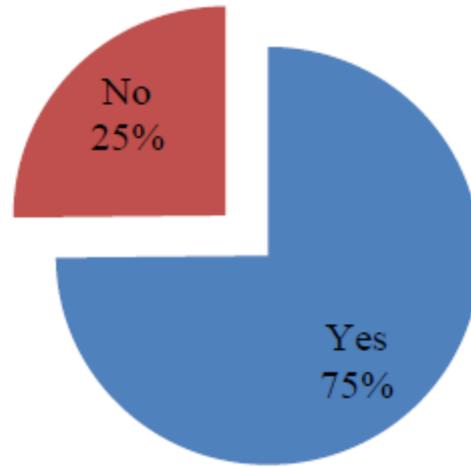
- Capacity for Care – every shelter has a maximum capacity for care .... based on appropriate housing units, staffing, programs, total number of reclaims, adoptions, transfers

### **Behavioral Health and Well-being**

- The structural and social environment, as well as opportunities for cognitive and physical activity are important for all animals

# Why?

## LMAS Adopters Indicating Interaction



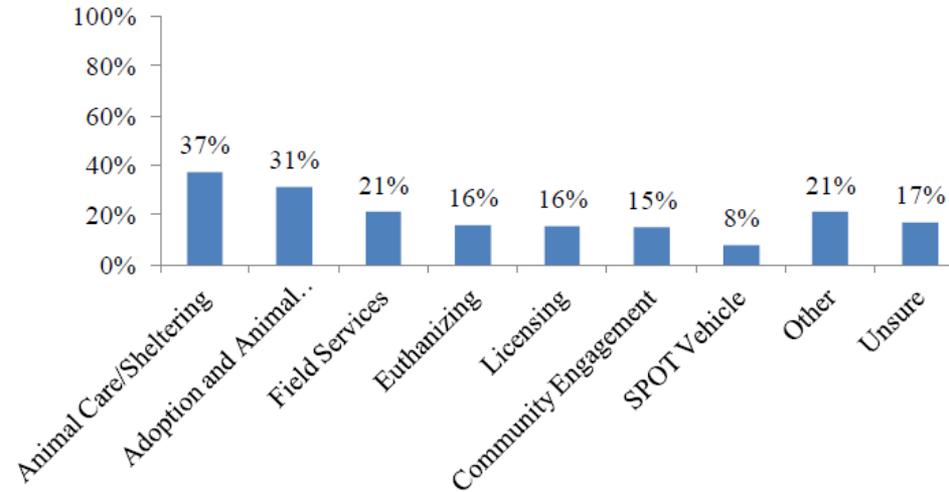
	Non LMAS Adopters	Non- Adopters	Current Owners	Recent Owners	Likely Owners
Interact with LMAS – Yes	41%	47%	57%	37%	55%

	Adopters - Overall	Non-Adopters	Current Owners	Recent Owners	Likely Owners
<b>Top Three Reasons for Interaction</b>	1. Adopt an animal 2. Turn in stray 3. Paperwork for adoption	1. Turn in stray 2. Information 3. Lost pet	1. Turn in pet 2. Adopt an animal 3. Bites, attacks, loose animals	1. Adopt an animal 2. Lost pet 3. Volunteer	1. Adopt an animal 2. Turn in a stray 3. Lost pet

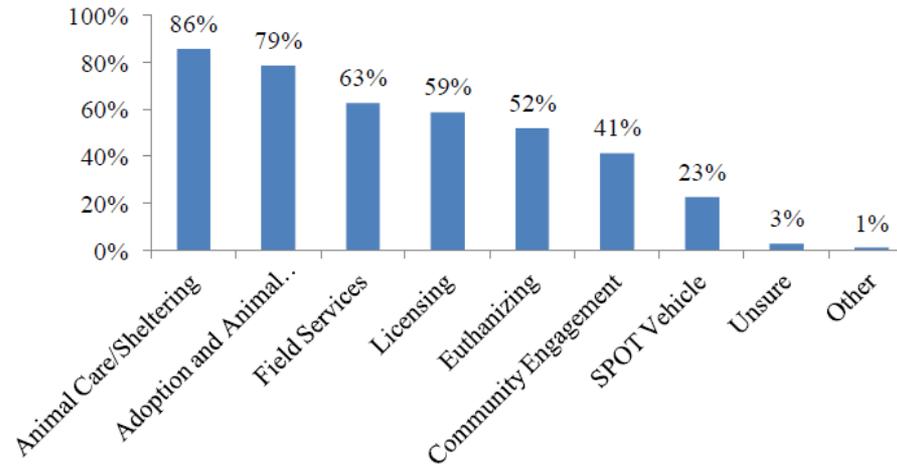
	LMAS Adopters	Non LMAS Adopters	Current Owners	Recent Owners	Likely Owners
<b>Aware Animal House Adoption Center is part of LMAS</b>	85%	46%	48%	46%	56%



### Awareness of LMAS Services - Current Owners



### Awareness of LMAS Services - LMAS Adopters

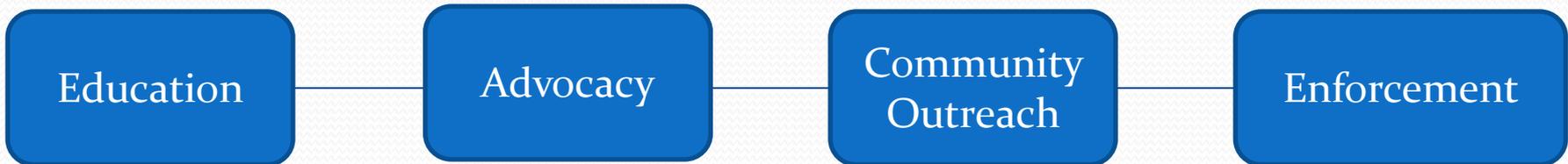


# Why?

- Lack of understanding about LMAS
- Unsure of our ability to fulfill our mission = unaware of what we do
- Public condemns agency and yet lines up every day to surrender animals to our care – symptom of apathy
- It is a community issue = enhance education/awareness

# LMAS is – part of the compassionate city goal

	Baseline Year-to-Date Sept 2011	Current (Year 3) Year-to-Date Sept 2015	Difference
<b>Total Live Release Rate (LRR)</b>	48.5%	69.1%	20.6 pct pts
<b>Canine LRR</b>	67.7%	70.8%	3.1 pct pts
<b>Feline LRR</b>	29.5%	67.2%	37.7 pct pts



- (1) reduced intake for both cats and dogs
- (2) working with KHS and ACA on life-saving programs:
  - a. LMAS felines returned to the field working with Alley Cat Advocates
  - b. Transition of felines transferred out to non-partners – who are now going to KHS
  - c. transfer of canines from LMAS to KHS
- (3) more LMAS feline adoptions as a % of feline intake

# What are we doing to help?



Since 2013 – over 800 animals transported to rescue partners up North



Adoption Specials for military members and select animals



Working with rescue partners



Community outreach & educational programs



Adoptions and Fosters



# Animal Control Officers

ensuring public safety and humane treatment of animals

- Mobile Data Terminals
- Cruelty and Neglect Cases
- Free Ride Home
- Lost & Found



# Getting the Word Out





**What can we do together?**

# Dramatic Changes - SUMMARY

LMAS has increased the LRR from 48% (2011) to 69% (Oct. 2015)



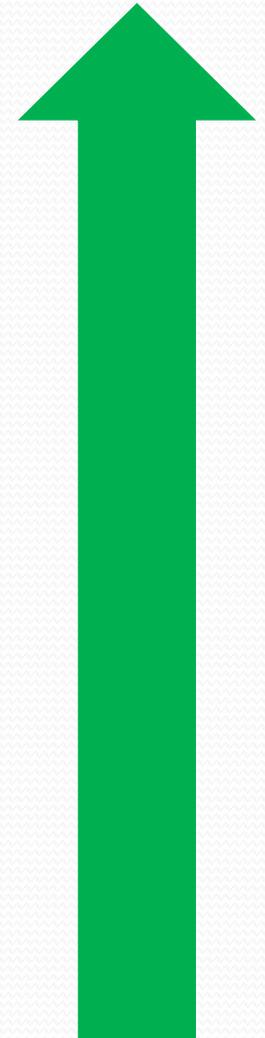
Reduction in animal intake through partnerships, owner retention programs and community engagement



Public perception is getting better.

\*(Animal Adopter Report, 2013)

- 60% positive commentary \*
- Comments: staff is professional, efficient, genuinely care about animals, LMAS has a valuable mission \*
- Social media presence reflects positive comments



# Appendix

# ASPCA Data

	Baseline Year-to-Date Sept 2011	Current (Year 3) Year-to-Date Sept 2015	Difference
<b>Total Live Release Rate (LRR)</b>	<b>48.5%</b>	<b>69.1%</b>	<b>20.6 pct pts</b>
Canine LRR	67.7%	70.8%	3.1 pct pts
Feline LRR	29.5%	67.2%	37.7 pct pts
Total Intake	8978	5626	-3352
Canine Intake	4479	3037	-1442
Feline Intake	4499	2589	-1910
Live Release Programs with Partners:			
Canine Transfers Out to KHS	304	273	-31
Canine T-O to KHS as % of LMAS Canine Intake	7%	9%	2 pct pts
Feline Transfers Out to KHS	536	458	-78
Feline T-O to KHS as % of LMAS Feline Intake	12%	18%	6 pct pts
Felines Returned to Field with ACA	1	625	624
<b>Total LRR without Partner Programs</b>	<b>39.2%</b>	<b>45.0%</b>	<b>5.8 pct pts</b>
Canine RTO	861	579	-282
Canine RTO as % of Canine Stray Intake	32%	29%	-3 pct pts
Canine Adoptions	975	702	-273
Canine Adoptions as % of Canine Intake	22%	23%	-1 pct pt
Canine Transfers Out to Non-Partners	923	596	-327
Canine T-O to NP as % of Canine Intake	21%	20%	-1 pct pt
Feline RTO	57	41	-16
Feline Adoptions	630	553	-77
Feline Adoptions as % of Feline Intake	14%	21%	7 pct pts
Feline Transfers Out to Non-Partners	416	85	-331
Feline T-O to NP as % of Feline Intake	9%	3%	-6 pct pts
Canine Euthanasia	1300	784	-516
Canine Euth as % of Canine Intake	29%	26%	-3 pct pts (improvement)
Feline Euthanasia	2788	529	-2259
Feline Euth as % of Feline Intake	62%	20%	-42 pct pts (improvement)

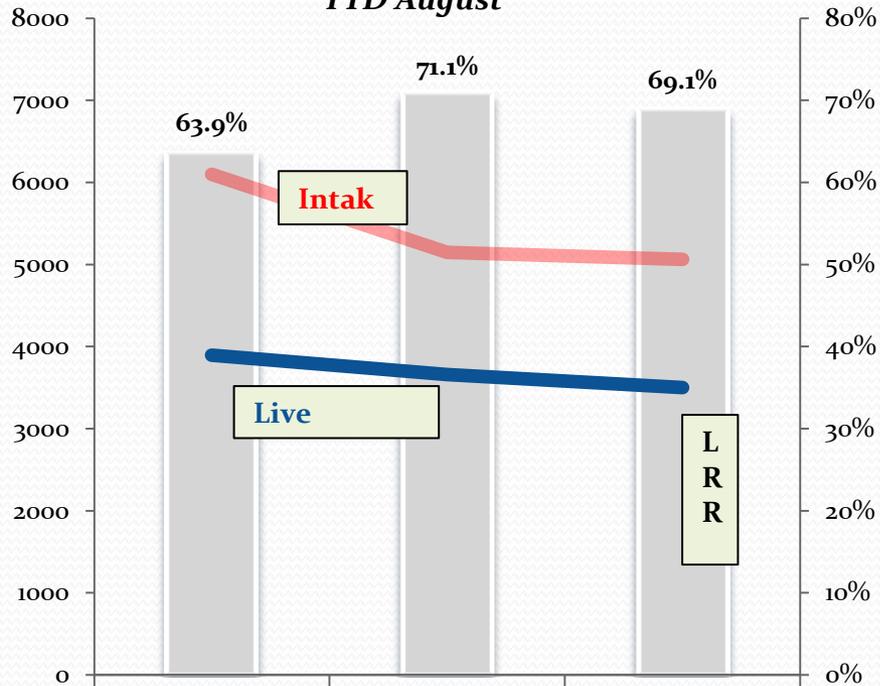
A lot of the numbers where we are going down are due to the fact that intakes have decreased.

# 2013 Survey

# Deeper Dive into the Stats

INTAKE	April	May	June	July	Aug	Sept	Oct
2013	716	856	826	964	977	829	912
2014	567	730	726	810	758	793	745
2015	578	610	775	775	779	---	---
<b>LIVE RELEASE RATE</b>	<b>April</b>	<b>May</b>	<b>June</b>	<b>July</b>	<b>Aug</b>	<b>Sept</b>	<b>Oct</b>
2013	70.4%	54.9%	53.9%	60.7%	53.7%	63.1%	61.7%
2014	67.5%	60.0%	70.0%	69.6%	68.1%	72.6%	71.7%
2015	72.5%	63.8%	61.4%	68.5%	55.3%	---	---
Reflects more animals still in care than Aug 2014 and higher euth							
<b>TRANSPORT</b>	<b>April</b>	<b>May</b>	<b>June</b>	<b>July</b>	<b>Aug</b>	<b>Sept</b>	<b>Oct</b>
2013	105	121	90	74	97	63	67
2014	59	99	55	63	70	93	76
2015	87	57	88	112	53	---	---
<b>Transfers to KHS</b>	<b>April</b>	<b>May</b>	<b>June</b>	<b>July</b>	<b>Aug</b>	<b>Sept</b>	<b>Oct</b>
2013	85	77	57	106	72	94	173
2014	92	104	194	177	143	128	170
2015	109	105	107	91	14	---	---
Jun 2014 -- Start of concerted effort by KHS to pull more felines from LMAS							
<b>ADOPTIONS</b>	<b>April</b>	<b>May</b>	<b>June</b>	<b>July</b>	<b>Aug</b>	<b>Sept</b>	<b>Oct</b>
2013	154	134	136	158	161	135	162
2014	133	144	156	165	159	170	127
2015	101	114	135	169	189	---	---
<b>EUTHANASIA</b>	<b>April</b>	<b>May</b>	<b>June</b>	<b>July</b>	<b>Aug</b>	<b>Sept</b>	<b>Oct</b>
<b>(OWNER REQ/NON OWNER REQUESTED)</b>							
2013	130	239	329	328	395	313	365
2014	129	165	171	203	192	217	201
2015	107	123	205	228	217	---	---
<b>END COUNTS</b>	<b>April</b>	<b>May</b>	<b>June</b>	<b>July</b>	<b>Aug</b>	<b>Sept</b>	<b>Oct</b>
2013	432	555	564	569	653	645	559
2014	n/a	n/a	347	383	435	556	558
2015	393	471	552	540	651	---	---
I'm not confident that these end counts include foster animals							

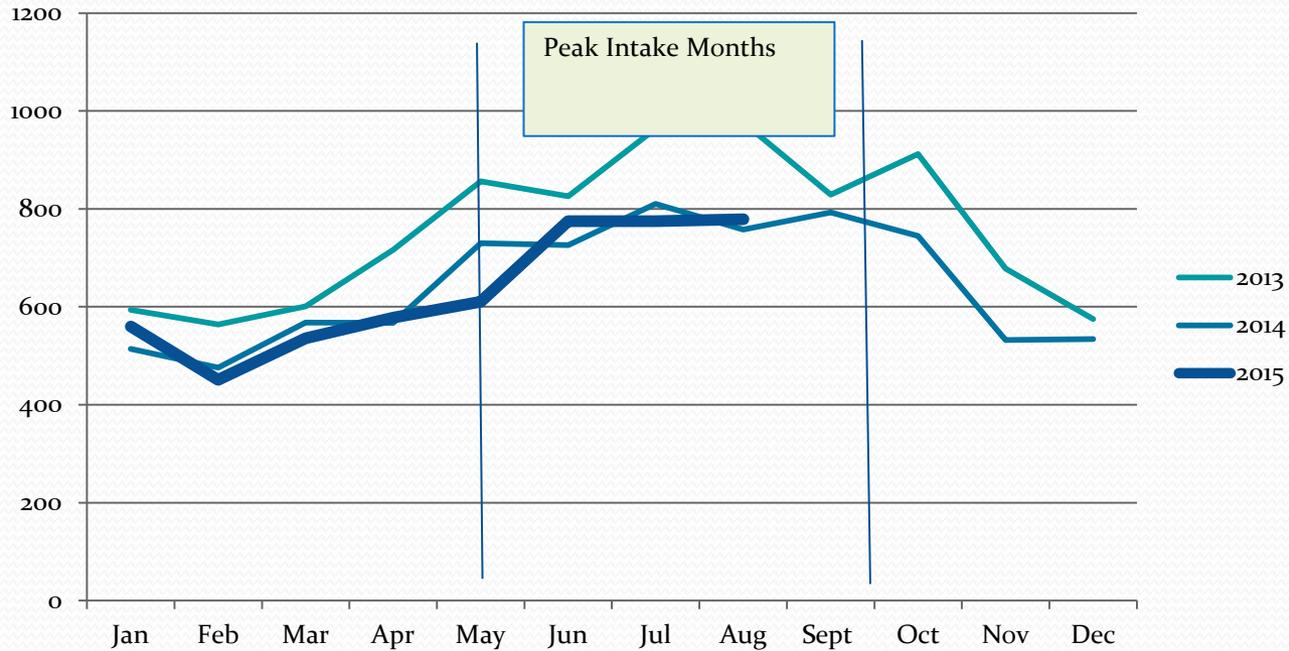
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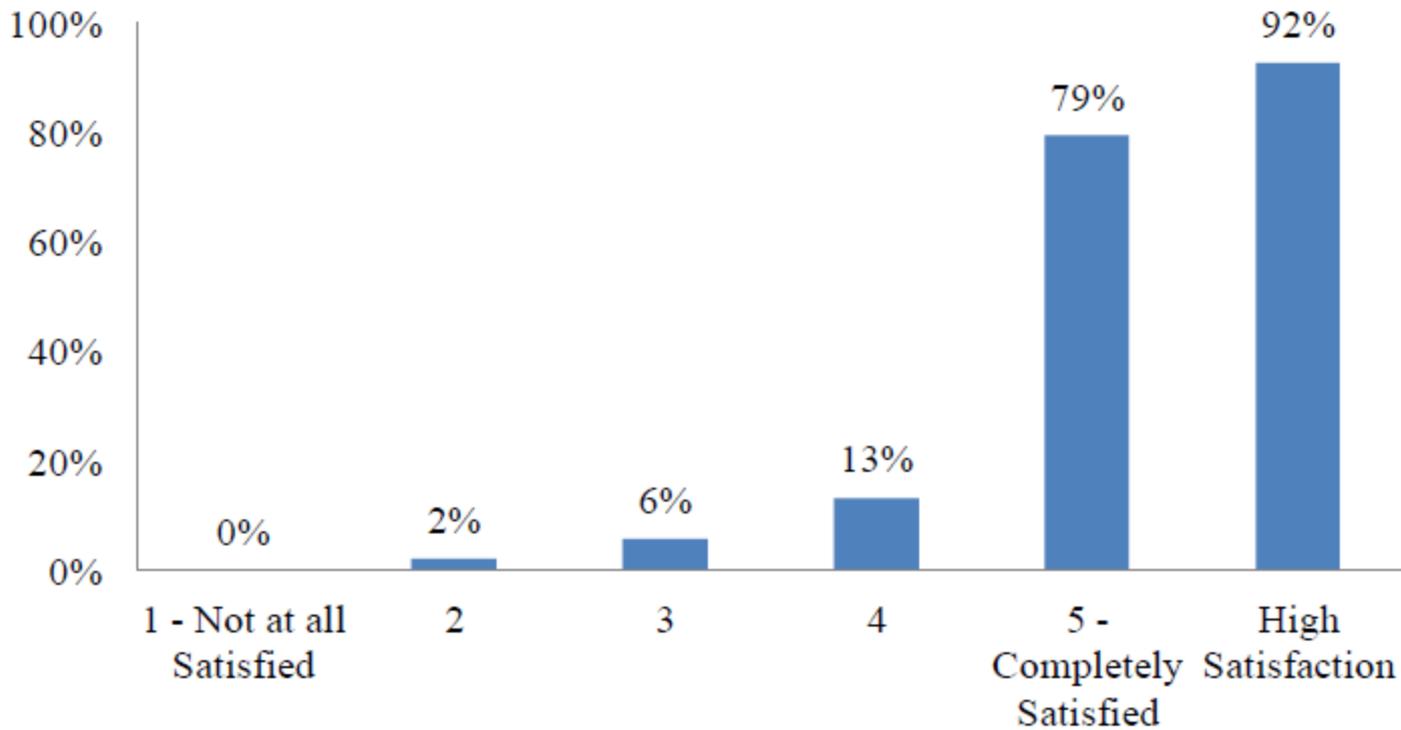
	2013	2014	2015
Live Release Rate	63.9%	71.1%	69.1%
Live Releases	3895	3661	3501
Intake	6098	5149	5064

### LMAS Monthly Intake



	Monthly Intake											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
2015	560	451	536	578	610	775	775	779				
2014	514	476	568	567	730	726	810	758	793	745	532	534
2013	594	564	601	716	856	826	964	977	829	912	678	575

## Overall Satisfaction - LMAS Adopters



# Proposed Fee Increase

# Fee Increase History and Request

## METRO ANIMAL SERVICES FY16 FEE INCREASE

### FY14

TYPE	# SOLD	COST	DOLLAR'S GENERATED
3YR LICENSE	4358	24	\$ 104,592.00
3YR SENIOR LICENSE	1172	12	\$ 14,064.00
1YR ALTERED LICENSE	44403	9	\$ 399,627.00
LICENSE ASSIST	14	0	\$ -
LICENSE MULTI-PET	1105	7	\$ 7,735.00
LICENSE - PPD	6	250	\$ 1,500.00
1YR LICENSE SENIOR	7218	4.5	\$ 32,481.00
1YR LICENSE UNALTERED	2311	50	\$ 115,550.00
<b>TOTAL LICENSE REVENUE</b>			<b>\$ 675,549.00</b>
1YR RABIES	2775	8	\$ 22,200.00
3YR RABIES	374	12	\$ 4,488.00
DAPP	1090	20	\$ 21,800.00
FVRCP	397	20	\$ 7,940.00
BORDATELLA	682	10	\$ 6,820.00
PYRANTEL	1385	15	\$ 20,775.00
<b>TOTAL VACCINE REVENUE</b>			<b>\$ 84,023.00</b>

### FY15

TYPE	# SOLD	COST	DOLLAR'S GENERATED
3YR LICENSE	4412	24	\$ 105,888.00
3YR SENIOR LICENSE	1098	12	\$ 13,176.00
1YR ALTERED LICENSE	53350	9	\$ 480,150.00
LICENSE ASSIST	18	0	\$ -
LICENSE MULTI-PET	937	7	\$ 6,559.00
LICENSE - PPD	9	250	\$ 2,250.00
1YR LICENSE SENIOR	7353	4.5	\$ 33,088.50
1YR LICENSE UNALTERED	2335	50	\$ 116,750.00
<b>TOTAL LICENSE REVENUE</b>			<b>\$ 757,861.50</b>
1YR RABIES	2552	8	\$ 20,416.00
3YR RABIES	214	12	\$ 2,568.00
DAPP	1149	20	\$ 22,980.00
FVRCP	431	20	\$ 8,620.00
BORDATELLA	1082	10	\$ 10,820.00
PYRANTEL	1615	15	\$ 24,225.00
<b>TOTAL VACCINE REVENUE</b>			<b>\$ 89,629.00</b>

# Fee Increase Projections

## PROJECTED FY16

TYPE	# SOLD	COST	DOLLAR'S GENERATED
3YR LICENSE	4412	27	\$ 119,124.00
3YR SENIOR LICENSE	1098	13.5	\$ 14,823.00
1YR ALTERED LICENSE	53350	10	\$ 533,500.00
LICENSE ASSIST	18	0	\$ -
LICENSE MULTI-PET	937	9	\$ 8,433.00
LICENSE - PPD	9	275	\$ 2,475.00
1YR LICENSE SENIOR	7353	5	\$ 36,765.00
1YR LICENSE UNALTERED	2335	60	\$ 140,100.00
<b>TOTAL LICENSE REVENUE</b>			<b>\$ 855,220.00</b>
1YR RABIES	2552	10	\$ 25,520.00
3YR RABIES	214	15	\$ 3,210.00
DAPP	1149	25	\$ 28,725.00
FVRCP	431	25	\$ 10,775.00
BORDATELLA	1082	20	\$ 21,640.00
PYRANTEL	1615	20	\$ 32,300.00
<b>TOTAL VACCINE REVENUE</b>			<b>\$ 122,170.00</b>

# Where does Louisville Rank?

Rank	City	2013 Pop	1 Yr Altered	1Yr Unaltered
1	New York	8,405,837	\$ 8.50	\$ 34.00
2	<a href="#">Los Angeles</a>	3,884,307	\$ 20.00	NA
3	<a href="#">Chicago</a>	2,718,782	\$ 5.00	\$ 50.00
4	Houston	2,195,914	\$ 20.00	\$ 60.00
5	Philadelphia	1,553,165	\$ 16.00	\$ 40.00
6	<a href="#">Phoenix</a>	1,513,367	\$ 17.00	\$ 42.00
7	<a href="#">San Antonio</a>	1,409,019	\$ 5.00	\$ 50.00
8	<a href="#">San Diego</a>	1,355,896	\$ 15.00	\$ 50.00
9	<a href="#">Dallas</a>	1,257,676	\$ 7.00	\$ 30.00
10	<a href="#">San Jose</a>	998,537	\$ 20.00	\$ 60.00
11	<a href="#">Austin</a>	885,400	\$ -	\$ -
12	Indianapolis	843,393	\$ -	\$ -
13	Jacksonville	842,583	\$ 20.00	\$ 20.00
14	San Francisco	837,442	\$ 21.00	\$ 52.00
15	<a href="#">Columbus</a>	822,553	\$ 18.00	\$ 35.00
16	<a href="#">Charlotte</a>	792,862	\$ 10.00	\$ 30.00
17	<a href="#">Fort Worth</a>	792,727	\$ 12.00	\$ 12.00
18	<a href="#">Detroit</a>	688,701	\$ 10.00	\$ 15.00
19	<a href="#">El Paso</a>	674,433	\$ 10.00	\$ 10.00
20	<a href="#">Memphis</a>	653,450	\$ -	\$ -
21	<a href="#">Seattle</a>	652,405	\$ 27.00	\$ 47.00
22	Denver	649,495	\$ 15.00	\$ 15.00
23	Washington	646,449	\$ 15.00	\$ 50.00
24	<a href="#">Boston</a>	645,966	\$ 6.00	\$ 17.00

25	Nashville	634,464	\$ 6.00	\$ 6.00
26	Baltimore	622,104	\$ 10.00	\$ 30.00
27	<a href="#">Oklahoma City</a>	610,613	Fees not available	Fees not available
28	Louisville	609,893	\$ 9.00	\$ 50.00
29	<a href="#">Portland</a>	609,456	\$ 25.00	\$ 30.00
30	<a href="#">Las Vegas</a>	603,488	\$ 10.00	\$ 25.00
31	<a href="#">Milwaukee</a>	599,164	\$ 12.00	\$ 24.00
32	<a href="#">Albuquerque</a>	556,495	\$ 6.00	\$ 6.00
33	<a href="#">Tucson</a>	526,116	\$ 15.00	\$ 60.00
34	<a href="#">Fresno</a>	509,924	\$ 12.00	\$ 50.00
35	<a href="#">Sacramento</a>	479,686	\$ 20.00	\$ 75.00
36	<a href="#">Long Beach</a>	469,428	\$ 20.00	\$ 95.00
37	<a href="#">Kansas City</a>	467,007	\$ 10.00	\$ 10.00
38	<a href="#">Mesa</a>	457,587	\$ 17.00	\$ 42.00
39	Virginia Beach	448,479	\$ 7.00	\$ 10.00
40	<a href="#">Atlanta</a>	447,841	\$ 10.00	\$ 25.00
41	<a href="#">Colorado Springs</a>	439,886	\$ 15.00	\$ 30.00
42	<a href="#">Omaha</a>	434,353	\$ 26.00	\$ 51.00
43	<a href="#">Raleigh</a>	431,746	\$ -	\$ -
44	<a href="#">Miami</a>	417,650	\$ 27.00	\$ 55.00
45	<a href="#">Oakland</a>	406,253	\$ 10.00	\$ 100.00
46	<a href="#">Minneapolis</a>	400,070	\$ 25.00	\$ 50.00
47	<a href="#">Tulsa</a>	398,121	\$ 5.00	\$ 5.00
48	<a href="#">Cleveland</a>	390,113	\$21-\$41	\$21-\$41
49	<a href="#">Wichita</a>	386,552	\$ 28.00	\$ 46.00
50	<a href="#">Arlington</a>	379,577	\$ 7.00	\$ 30.00

# What does LMAS do with the fees?

73% General Fund  
27% Fees charged

Operating expenses  
Cost of animal care  
Cost of licenses, medication etc  
Building fund  
Programs/services  
Adoptions/Fosters  
Educational programs