

Board Briefing

Animal Services

March 29th, 2011



Purpose of today's Board Briefing

- Provide an update on the preliminary analysis concerning Shelter Dreams: Multnomah County's project to build a new shelter in the City of Portland
- Request Board direction to proceed with a formal feasibility study



Revisit outcomes from Nov. 18, 2010 Board Presentation

- Redirect efforts and resources away from a partially-funded adoption center to a permanent shelter facility sited in Portland
- Focus fund development efforts on Multnomah County’s long-term capital need for a permanent shelter
- Complete further analysis for building a permanent shelter in Portland





Who are we?

Our mission is to protect the health, safety, and welfare of people and animals in Multnomah County.

Public Service and Responsibility

1. Provide animal services for all jurisdictions in Multnomah County.
2. Manage the county's **only public animal shelter** for lost, injured, sick, abandoned, dangerous, and unwanted animals.
3. Provide public safety to the citizens in our communities
4. Protect animals from abuse and neglect
5. Enforce and promote responsible pet ownership
6. Reunite lost pets with their owners
7. Place animals into new forever homes

We are challenged to sustain essential services within limited resources, inadequate facilities, and growing demands.

Preliminary Analysis of Current Shelter

1. Physical facility

- MCAS shelter is a tier 3 County Bldg. built in 1968
 - City-County Task Force recommended a new shelter
 - 2007 Facilities Master Plan recommended shelter replacement
- Operational impact
 - Insufficient space to adequately care for animals.
 - Undersized hospital difficult for sustaining animal health
 - Cramped and crowded public areas inadequate to accommodate customers and pets
 - Cramped and crowded employee spaces inadequate to maximize productivity.



Preliminary Analysis of Current Shelter

2. Poor access

- 80% of customers live in the City of Portland
- Portland is 16 miles from shelter
- Limited access to public transit
 - 4 miles from the closest Max stop, $\frac{3}{4}$ mile to bus – no sidewalks/lights.
- MCAS officer response times compromised by location

3. Limited visibility and awareness to location and services



Potential Benefits of a Permanent Shelter Located in Portland

1. Increased public awareness and visibility
2. Better public access to service
3. Increased revenue with more licensed pets
4. More pets reunited with their owners
5. More pets adopted into new forever homes
6. Better response times for officers
7. Create an enriching experience for the public and their pets
8. Attract new community partners and volunteers
9. Increased public and private support
- 10. Reduced euthanasia**





Animal Services Taskforce 2009

The Board and Portland City Council chartered the Animal Services Task Force to study, evaluate options, and make recommendation for appropriate, viable animal service levels, priorities, and sustainable funding to ensure continued service into the future.

1. Findings

- Grow license compliance using incentives/benefits thru marketing
- Good customer service leads to community support

2. Recommendations and Implementation

- Raise pet license fees to fund restored services (in FY2011 budget)
- Restore neighborhood service (in FY2011 budget)
- Enhance license compliance (in FY2011 budget)
- Marketing and re-branding (in FY2011 budget)
- Establish Spay/neuter fund (in FY2011 budget)
- **Provide greater proximity and access to a modern animal shelter**
(Budget note FY'11)

Current Efforts

Animal Services Division Strategic Plan for 2015

Five strategic initiatives with cross-functional planning teams

1. Customer Service: Improve experience at all touch points
2. Licensing: Increase Compliance
3. Education: Responsible Pet Ownership
4. Fundraising and Development: “Shelter Dreams”
5. Life Saving: Reduce Euthanasia





Recent Accomplishments

1. 30% Increase in pet license compliance this year
 - \$50,000/month in licensing revenue over the website
2. 85% live release rate for dogs (highest in history)
3. 20% reduction in euthanasia at the Troutdale shelter since FY2007
4. Cattery adoption room constructed with private funds
5. Accredited hospital remodeled with private funds
6. Over \$100,000 anticipated in private funds by year end (85K as of February)
7. 250 active in-shelter volunteers = 34,000 hours = 16 FTE last year
8. Over 1,000 animals transferred last year to shelter partners
9. Performed more than 600 spay/neuter surgeries & health checks for low-income families this year.

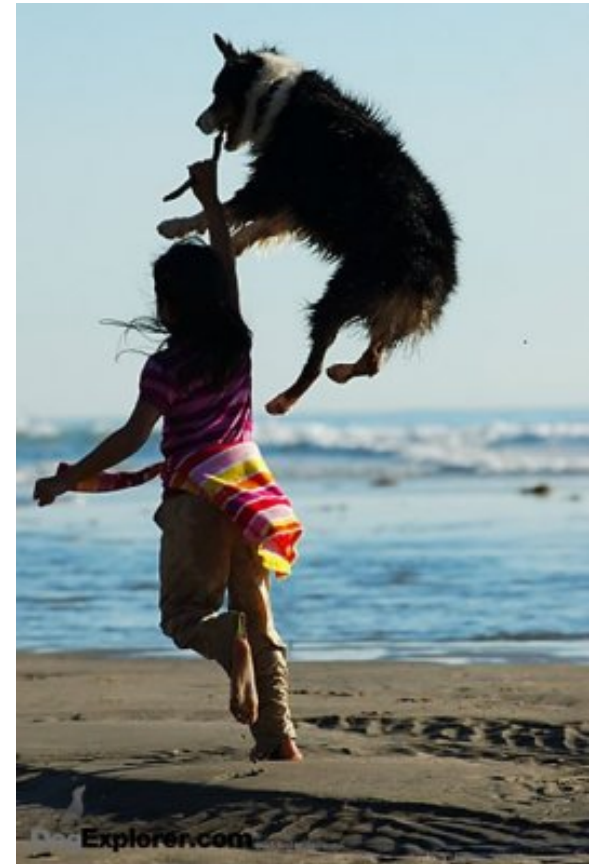
Next Steps

Further analysis for developing a permanent shelter

1. Launch formal feasibility study

- Identify core demographics
- Identify community values
- Identify unmet community needs
- Identify funding model
- Test arguments for funding thresholds
- Measure awareness of programs and services
- Measure consumer experience
- Measure consumer perception
- Gauge the level of community support

2. Board Briefing on results and strategies



Board Briefing on “Shelter Dreams”



Questions?



Do we have Board direction to proceed with a formal feasibility study?