

Pawsitive Outcomes Implementation Plan - Draft 5



Goal: Increase the Live Outcome Rate to 90% within 5 Years

Vision: An entire community dedicated to protecting animals and saving lives

San Marcos Regional Animal Shelter

Objectives	
1	Ambitious spay/neuter efforts
2	Progressive adoption initiatives
3	Reduce animal intake/shelter diversion strategies
4	Transparency
5	Un-socialized cat solutions (including TNR/SNR programs)
6	Increase rescue/transfer outcomes
7	Control/prevent illness and disease at the shelter
8	Robust volunteer program
9	Unified/countywide vision and strategic partnerships
10	Robust foster program
11	Community involvement and empowerment
12	Target safety net programs

Pawsitive Outcomes Implementation Plan - Draft 5

History:

On December 12, 2018, San Marcos City Council directed staff to develop a plan to achieve a 90 percent live outcome rate at the San Marcos Regional Animal Shelter within five years. To help save more animal lives at the shelter, a committee was established by city staff and stakeholders at the beginning of 2019 and tasked with developing the plan to present to Council on June 18, 2019.

About the Committee:

The Pawsitive Outcomes Implementation Plan Committee is made up of 20 members representing various groups and organizations within Hays County. There are two representatives from each group: Hays County, City of Kyle, City of Buda, Mutt Strutt, Hays County Animal Advocates, PALS, PAWS, the Animal Shelter Advisory Committee, shelter staff and shelter volunteers.

Process:

Over the course of several months, the committee met approximately twice monthly to learn from each other and to discuss possible solutions. In between meetings, the committee members completed additional activities which would eventually lead to the creation of the first draft. The committee reviewed similar strategic plans from other shelters and also received a presentation customized for San Marcos by Target Zero/Maddie's Fund. Citizen feedback has been received at the three public input meetings, through the community online survey, and email. All of that will be considered not just by the implementation plan committee, but also by the San Marcos City Council and the governing bodies of our regional partners.

The Pawsitive Outcomes Implementation Plan is designed for incremental progress so that funding, process changes, and program development can hopefully occur at the same pace. In the plan, certain strategies have been identified as low-cost/high-impact. Others have been classified according to ease or difficulty of implementation, length of time until impact, and estimated cost.

As a regional partnership, additional meetings have been held so that all government partners can discuss and improve operations, contract language, cost sharing, and a unified front in addressing the pet overpopulation issue in Hays County.

Community Involvement:

Pet overpopulation is a community problem which must be addressed with the commitment and dedication of the community.

Pawsitive Outcomes Implementation Plan - Draft 5

Objective 1: Ambitious spay/neuter efforts	
a.	Provide responsible owner assistance (for s/n, training, fencing, food, vet care, etc.)
b.	Keep free-roaming cats out of the shelter ** (pending participation from other government partners)
c.	Develop a consortium of partners (for education/awareness, S/N voucher distribution and acceptance)
d.	Increase public awareness
e.	Analyze data to target strategies (target areas where the most strays/litters are found)
** = controversial issue	

Objective 2: Progressive adoption initiatives	
a.	Create/hire 3 new positions (Adoption Initiatives Coordinator and two Adoption Techs)
b.	Streamline the adoption process* (policy/procedure revisions)
c.	Foster and finder to foster program
d.	Create a large dog program
e.	Animals to be showcased even while on stray hold or awaiting medical, with an adopter waitlist *
f.	Animal behavior/training program (better prepare animals to be adoptable; train the trainer, use volunteers)
g.	Increase public awareness
h.	Analyze data to target strategies
* = low-cost/high-impact	

Pawsitive Outcomes Implementation Plan - Draft 5

Objective 3: Reduce animal intake/shelter diversion strategies	
a.	Provide responsible owner assistance for pet retention (referrals/resources for s/n, training, fencing, food, vet care)
b.	Encourage microchipping, data updates, and use of scanners throughout the county *
c.	Keep free-roaming cats out of the shelter ** (pending participation from other government partners)
d.	Create a large dog program
e.	Update “Animal Control” to “Animal Protection”
f.	Increase awareness/use technology to provide owner tips, online tutorials, online posting/network of lost/found
g.	Finder to foster program
h.	Analyze data to focus efforts
* = low-cost/high-impact	
** = controversial issue	

Objective 4: Transparency	
a.	Post photos upon intake
b.	Keep intake open/expand capacity (improvement/expansion at current facility and possible satellite centers)
c.	Use technology to make intake and details accessible online
d.	Moratorium on euthanasia for certain reasons
e.	Open selection adoptions/waitlist
f.	Ensure accurate record-keeping
g.	Count every cat and dog euthanized

Pawsitive Outcomes Implementation Plan - Draft 5

Objective 5: Un-socialized cat solutions (including TNR/SNR/RTF programs)**	
a.	Keep free-roaming cats out of the shelter TNR/SNR/RTF** (pending participation from other government partners)
b.	Barn cat program
c.	Analyze data to target strategies
d.	Increase public awareness on the benefits of barn cats, SNR/TNR/RTF *
e.	Increase Vet Tech staffing
* = low-cost/high-impact	
** = controversial	

Objective 6: Increase rescue/transfer outcomes	
a.	Use technology to coordinate efforts (online forums, email, networked system)
b.	Develop a consortium of rescue/transfer partners
c.	Implement an animal behavior/training program
d.	Increase Vet Tech staffing
e.	Ensure disease control and vaccinations

Pawsitive Outcomes Implementation Plan - Draft 5

Objective 7: Control/prevent illness and disease at the shelter	
a.	Make building/environment improvements and expand capacity
b.	Increase Vet Tech staffing
c.	Expand/involve Veterinary partners
d.	Incorporate Veterinary interns
e.	Partner with drug companies
f.	Refine protocols and procedures
g.	Expand foster program (foster, finder to foster, and train fosters to take medical cases) *
* = low-cost/high-impact	

Objective 8: Robust Volunteer Program	
a.	Tiered volunteer program *
b.	Create job descriptions (ex: volunteer photographers) *
c.	Volunteers post pictures (if allowed) *
* = low-cost/high-impact	

Pawsitive Outcomes Implementation Plan - Draft 5

Objective 9: Unified/countywide vision & strategic partnerships	
a.	Keep intake open/expand capacity (improvement/expansion at current facility and possible satellite centers)
b.	Develop a consortium of partners to involve and empower the community
c.	Network with surrounding shelters for available space
d.	Analyze data countywide to target strategies

Objective 10: Foster program	
a.	Use technology/social media to recruit and train fosters
b.	Add a dedicated position (Foster Coordinator)
c.	Foster to adoption program *
d.	Focus on at-risk/special needs populations (large dogs, neonatal kittens, medical cases, seniors)
e.	Add dedicated position to develop foster program
f.	Finder to foster program *
g.	Animal behavior/training program specific for fosters
h.	Analyze data to target strategies
i.	Develop a foster medical fund
* = low-cost/high-impact	

Pawsitive Outcomes Implementation Plan - Draft 5

Objective 11: Community involvement and empowerment	
a.	Use technology for community involvement
b.	Provide responsible owner assistance for pet retention (referrals/resources for s/n, training, fencing, food, vet care)
c.	Update “Animal Control” to “Animal Protection”
d.	Develop a consortium of partners
e.	Increase public awareness
f.	Encourage microchipping, data updates, and use of scanners throughout the county *
g.	Analyze data to target strategies
h.	Tiered volunteer program
* = low-cost/high-impact	

Pawsitive Outcomes Implementation Plan - Draft 5

Objective 12: Target Safety Net Programs	
a.	Bottle feeding volunteers and fosters
b.	Create a large dog program
c.	Promotions of the long-stay animals *
d.	Fundraising for medical cases
e.	Partner with rescues and vets
f.	Train volunteers to work with unsocial and fear-based animals ** (pending liability/risk assessment by all partners)
g.	Add dedicated positions (Foster Coordinator and Rescue Coordinator)
* = low-cost/high-impact	
** = controversial	