

LifeLine

ANIMAL PROJECT
at Fulton County Animal Services

City of Atlanta Public Safety and Legal Administration Committee Work Session on Animal Services

November 1, 2018

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Expanded Services for City of Atlanta

- City of Atlanta – Fulton County 2017-2018 IGA for expanded services
 - Commenced August 1, 2017
 - Direct result of a collaborative effort between the Fulton County Manager and the Chief Operating Officer for the City of Atlanta
 - Expanded animal control field services
 - Enhanced targeted community engagement
- Leveraged Funds
 - City of Atlanta financial contribution of \$135,000
 - LifeLine philanthropic support (to supplement community outreach service delivery)

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2017-2018 IGA Requirements

- Enhance Field Operations Services
 - COA to invest in 100 additional field service officer hours per week for patrols, prevention and programming
- Increase hours of full service field operations
 - Patrols to begin in the targeted area starting at 7am
- Target Areas
 - Areas with a high volume of stray/loose, public nuisance & dog-at-large calls
 - GIS analysis and mapping

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2017-2018 IGA Requirements

- Increase Community Engagement
 - Target locations for increased services based on:
 - Areas identified as “resource deserts” for pets and pet owners
 - Areas with high volume of stray/loose, public nuisance & dog-at-large calls for service
- New Community Outreach Director will utilize the “Pets for Life” model
 - Builds relationships in underserved communities through strategic, positive grassroots community engagement
 - Provides free veterinary care, including spay/neuter, services and information

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Animal Control Field Services

- Respond to 1,000 calls for service in City of Atlanta every month
- Provide 24-hour services, 365 days a year
 - Incoming calls for service are answered and dispatched 24 hours a day, 7 days a week
 - After-hours emergency services from 10pm – 6am
- Enforce animal-related County ordinances
 - Animal neglect and cruelty
 - Anti-tethering
 - Public nuisance, dangerous/vicious animals
 - Animals at large
- Provide assistance to police and fire departments

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Animal Control Field Services

- Investigate and present all ordinance violation cases in court for prosecution
- Provide support for pet owners in need
 - Free pet food
 - Free runners to assist owners with compliance with anti-tethering ordinance
 - Free straw for dog houses in winter
 - Referrals to LifeLine's Pets for Life program for free veterinary care, spay/neuter, dog houses
- Speak at neighborhood meetings and schools on bite prevention and animal safety

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Call Priorities

- Prioritization of calls and required average response time specified in contract by Fulton County
- 45 minute average response time required:
 1. Animal attacks/dog bites
 2. Injured animals
 3. Public safety agency emergency calls (police and fire assist)
- 4 hour average response required:
 4. Bite quarantine violations
 5. Cruelty to animals (elevated to 45-minute priority by LifeLine)

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Call Priorities

- 24 hour average response time required:
 6. Animals in custody
 7. Loose animals, dogs at large
 8. Animal welfare checks
- All incoming calls are answered and dispatched 24/7 by Fulton County 911 operators as of 8/30/2018

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City of Atlanta Field Officer Deployment

Time of Day	Current Total COA Field Officers	Added Since 8/1/2017 IGA	Additional COA Field Officer Hours
6 am - 7 am	2	2	2
7 am - 8 am	3	1	1
8 am - 6 pm	6	2	20
6 pm - 7 pm	4	1	1
7 pm - 12 am	2		
12 am - 6 am	1		

Additional COA field officer hours: 24 hours daily, 120 hours weekly



City of Atlanta Field Officer Deployment

Time	Current Total COA Field Officers	DeKalb County Field Officers
6 am - 7 am	2	1
7 am - 8 am	3	1
8 am - 6 pm	6	4
12 pm - 6 pm	6	5
6 pm - 7 pm	4	3
7 pm - 10 pm	2	3
10 pm - 12 am	2	1
12 am - 6 am	1	1
Population	472,522	734,871



City of Atlanta Field Service Activity

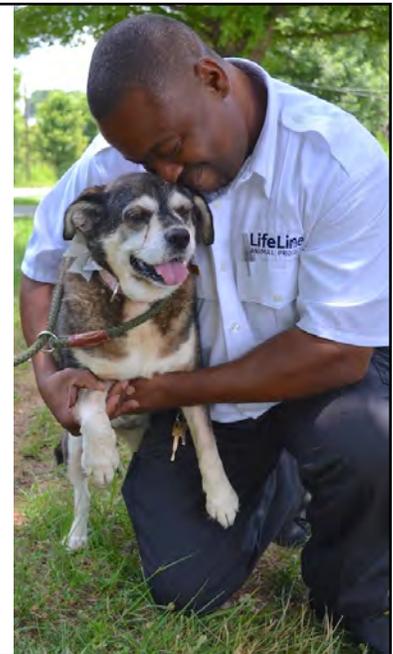
Total Service Calls City of Atlanta

August 1, 2017 – July 31, 2018

11,758

August 1, 2016 – July 31, 2017

10,965

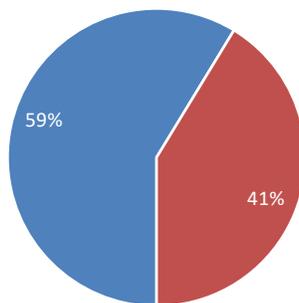


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City of Atlanta Field Service Activity

Citations and Warnings Cruelty, Tethering, Nuisance and At-Large



■ City of Atlanta - 1,221 ■ All Other Jurisdictions - 859

Significant Citations and Warnings City of Atlanta

August 1, 2017 – July 31, 2018

1,221

Issued by previous vendor, 2012

729

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Enhancements to Call Taking Services

- On August 30, 2018, call taking services were transitioned to a public safety answering point (PSAP) center
- Calls for service from the public as well as our public safety partners are being processed 24/7/365
- Over 1,189 calls were processed from 8/30/2018 to 9/30/2018
- The average time to process a call and assign it to a field unit is 2 minutes and 36 seconds

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Enhancements to Dispatch Services

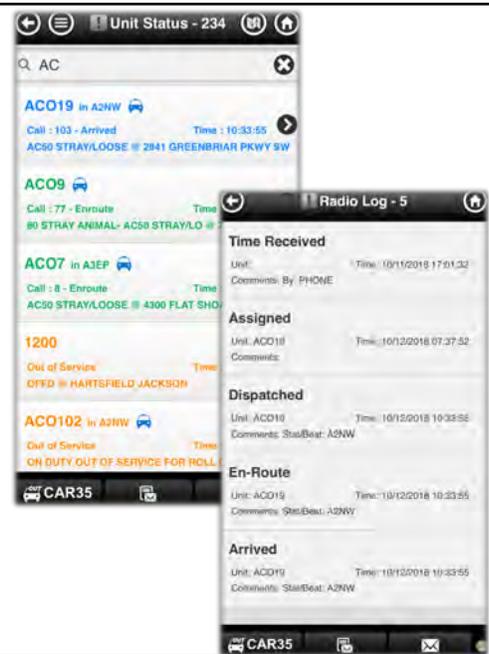
- On August 30th, dispatch services were transitioned to a public safety dispatch center
- A dedicated public safety dispatcher is overseeing the radio dispatch and computer aided dispatch (CAD) process 24/7/365
- Over 1,312 calls for service were processed and dispatched from 8/30/2018 to 9/30/2018

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Enhancements to Dispatch Services – Mobile CAD

- Allows real time access to CAD calls for service
- Field units receive detailed CAD call information on their mobile device including full narratives and notes
- Field units are now able to put themselves en-route/arrived/ cleared from the mobile CAD application



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Enhancements to Dispatch Services – Mobile CAD

- GPS and location services
 - Allows dispatchers to see location of the units in real time
 - Field units recommend for calls are now driven by GPS, and CAD response plans
 - The most appropriate unit is being dispatched
 - Field units can request instant assist at a specific location during perilous situations via one button



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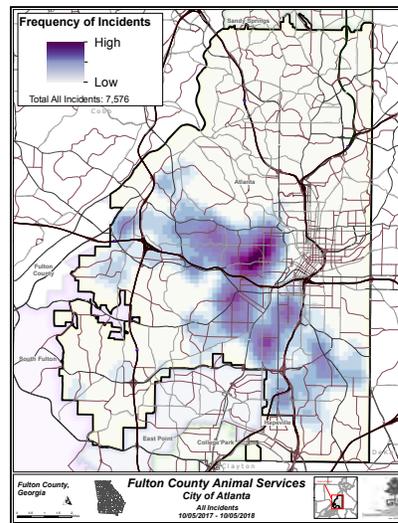
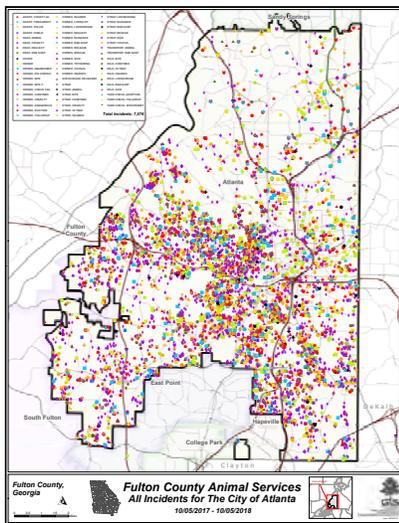
Record Management System (RMS)

- Enhancing the RMS by taking the system to a mobile platform
- We will be able to conduct adoptions at off-site locations in real-time
- Our veterinary staff will be able complete medical tasks with a touch of a button
- Field Services Officers will be able to look up license information and add images to a record
- Supervisors and managers will be able to review and manage processes while they are away from their desktop computer

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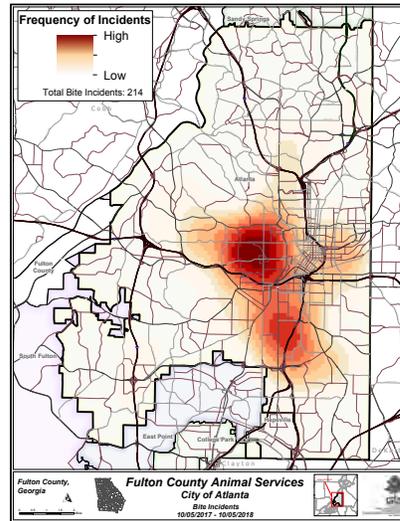
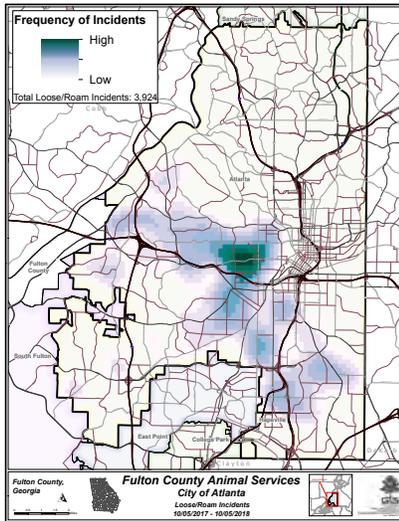
Targeting Field Services and Outreach



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Targeting Field Services and Outreach



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“Pets for Life” Community Outreach

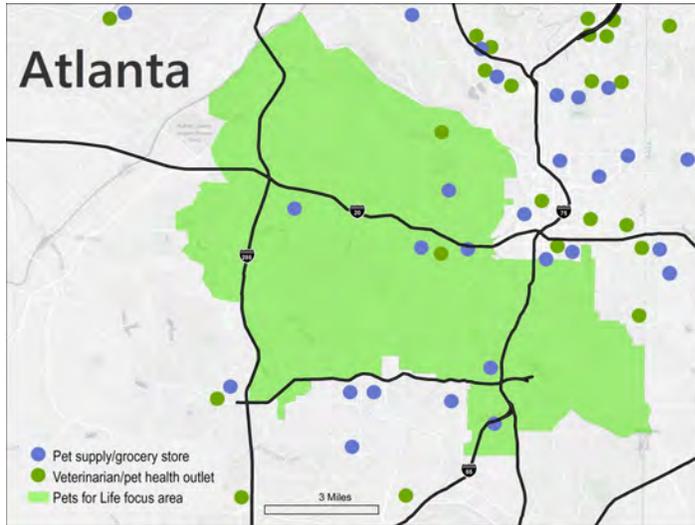
- Targeted grassroots community outreach
 - Areas identified as “resource deserts” for pets and pet owners
 - Areas with high volume of stray/loose, public nuisance & dog-at-large calls for service



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Pets for Life Focus Area



Atlanta: pop. 472,522
 Median HHI: \$46,485
 Percent below Poverty: 25%

Pets for Life Zip Codes

30318: 53,622
 Median HHI: \$39,002
 Percent below Poverty: 33%

30310: 27,775
 Median HHI: \$22,861
 Percent below Poverty: 38%

30314: 21,045
 Median HHI: \$23,649
 Percent below Poverty: 37%

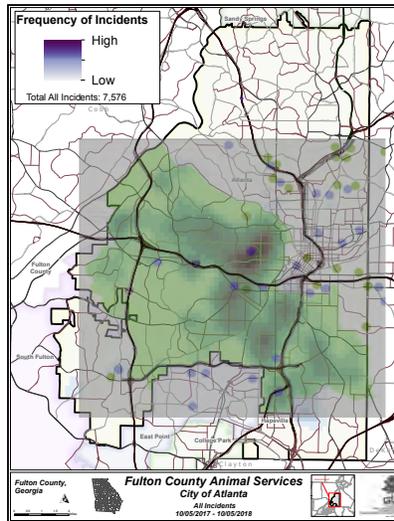
30315: 33,248
 Median HHI: \$20,951
 Percent below Poverty: 44%

30311: 36,074
 Median HHI: \$27,651
 Percent below Poverty: 36%

30331:
 Median HHI: \$19,478
 Percent below Poverty: 43%



Targeting Field Services and Outreach



Pets for Life Program Highlights

- Comprehensive, consistent engagement
 - Door-to-door visits with community members to offer assistance, provide ongoing information about pet care
 - Pets for Life outreach center located at 809 Hollywood Rd NW, Atlanta 30318
 - Field officers participate in outreach and make referrals to help owners stay in compliance with ordinances



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Pets for Life Services

- Services provided:
 - Free veterinary care, spay/neuter, vaccinations, medications and microchips
 - Free transportation to veterinary clinics
 - Free rabies vaccination clinics weekly at FCAS shelter
 - Free pet supplies, leashes and collars
 - Free dog houses, crates and runners
 - Ongoing contact and information



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Pets for Life Year One Results	
285	New clients met through proactive PFL outreach
892	New clients who contacted PFL and referrals
1,499	Free spay/neuter surgeries completed
2,701	Conversations with existing and new clients
10,617	Medications/services provided
96	Pets returned to their owners from the shelter
149	Dog houses provided
160	Runners provided to stop tethering
87%	Completion rate of pets who had surgery after clients chose to spay/neuter (goal is over 80%)
78%	Conversion rate of unaltered pets who had surgery (goal is over 75%)



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Healthy Pets Events

- Held twice a year in City of Atlanta parks
 - Spring – Washington Park
 - Fall – Perkinson Park (partnering with Council Member Joyce Sheperd)
- Attendees receive
 - Free microchips
 - Free vaccines
 - Free spay/neuter voucher
 - Free food, leashes & more



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Healthy Pets Events

	Fall 2017	Spring 2018	Fall 2018
PETS HELPED	775	691	803
VACCINATIONS	1,233	1,214	1,454
MICROCHIPS	385	436	435
SPAY/NEUTER VOUCHERS	460	388	466



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Leveraging Funding

Funding – Pets For Life Year One	
City of Atlanta	\$ 20,000
Maddie's Fund	150,000
Baker Foundation	50,000
Private LifeLine Donor	99,069
Fix GA Pets	10,000
Private Foundation	49,044
HSUS	9,975
Total Funding	\$ 388,088

Expenses – Pets For Life Year One	
Spay/Neuter Clinics	\$ 157,896
Fulton County Shelter Clinic	20,400
Additional Veterinary Care	58,566
Supplies	30,430
Transport Expenses	2,837
Rent	18,000
Salaries	111,295
Total Expenses	\$ 399,425

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Shelter Operations

- Animal control field services are provided 24 hours a day, 365 days a year
- Shelter operating hours are for pet adoptions, animal reclaims and animal intake from citizens bringing animals to the shelter
- Shelter hours
 - Monday – Friday 11:00 am – 7:00 pm
 - Saturday – Sunday 11:00 am – 6:00 pm



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Shelter Hours Comparison

Fulton County 54 hours/week Monday – Friday 11:00 am – 7:00 pm Saturday – Sunday 11:00 am – 6:00 pm	Clayton County 47.5 hours/week Monday – Friday 8:00 am – 4:00 pm Saturday 8:00 am – 3:30 pm Closed Sunday	Cobb County 43 hours/week Tuesday – Saturday 9:30 am – 5:30 pm Sunday 2:00 pm – 5:00 pm Closed Monday	Gwinnett County 40 hours/week Monday – Wednesday 11:00 am – 6:00 pm Thursday 11:00 am – 8:00 pm Friday – Saturday 11:00 am – 4:00 pm Closed Sunday
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Shelter Operations

- 7,000 – 8,000 pets enter shelter each year
- Monthly reduced-fee and fee-waived adoption promotions
 - All pets spayed or neutered, vaccinated and microchipped
- Over 3,000 pets adopted in 2017
- Over 2,200 pets transferred to rescue partners
- 85% shelter lifesaving rate in 2017
 - Lifesaving up 143% from previous vendor
 - 1,015 euthanized in 2017, primarily for aggressive behavior



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Shelter Intake Statistics

August 1, 2017 – July 31, 2018

Intake Category	All Fulton County	City of Atlanta	COA % of Intake
Stray	5,317	3,383	64%
Owner Surrender	1,334	797	60%
Field Enforcement Action	1,391	1,170	84%
Other	73	68	93%
Total	8,115	5,418	67%

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Animal Control Costs

Adequate funding for animal care and control costs:

\$7 to \$9 per capita annually

International City/County Management Association & National Animal Control Association, 2011

2018 ICMA recommended funding estimate:

\$7.87 to \$10.12 per capita

(Consumer Price Index (CPI) average inflation rate 2011-2018 = 1.69%)

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Animal Control Costs

City of Atlanta Population 472,522 (2016)

Pet Population 242,440

COA Animal Control Expenditure (2017)

\$2,135,000

\$4.52 per capita

43-55% below ICMA recommended funding level

Animal Control Expenditure (hypothetical)

\$3,000,000

\$6.35 per capita

19-37% below ICMA recommended funding level

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Animal Control Costs

LifeLine FCAS Profit & Loss	Jan - Dec 17
Income	
3000 · Contract Fees	\$ 2,482,500
5000 · Program Fees	632,908
Total Income	\$ 3,115,408
Expense	
6700 · Supplies	\$ 400,778
7200 · Salaries & Related Expenses	2,342,498
7500 · Personnel Expenses	68,033
7700 · Management/Support	360,000
8100 · Operating Expenses	54,050
8200 · Occupancy Expenses	57,924
8300 · Travel & Meeting Expense	13,019
8400 · Insurance	181,741
8500 · Administrative Expenses	71,891
8600 · PR/Marketing/Development	8,402
9000 · Outside Veterinary Expense	52,192
Total Expense	\$ 3,610,528
Net Income	(495,120)

LifeLine Subsidization of
Fulton County Animal Services and
Pets for Life COA Community Outreach

FCAS Operating Loss	\$ 495,120
Pets for Life	<u>\$ 379,425</u>
Total	\$ 874,545

Questions?

