



City of Dallas

Director's Update

Animal Advisory Commission

January 26, 2023

MeLissa Webber, Director
Dallas Animal Services
City of Dallas

DAS' Principles & Defining Success

Dashboard of Performance to Date

Q1

Oct 2022 –
Dec 2022

Q2

Jan 2023 –
March 2023

Q3

April 2023 –
June 2023

Q4

July 2023 –
Sept 2023

DAS Principles



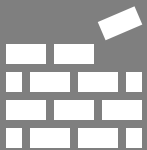
Public Safety

To prioritize public safety in all actions and decisions.



Compassion

To lead with compassion and empathy in all interactions and decisions regarding humans and animals.



No Shortcuts

To always do what is right and best for Dallas pets and people, not what is easiest.

BE DALLAS90.
PUBLIC SAFETY • COMPASSION • NO SHORTCUTS



The Values of Service



Empathy

We demonstrate compassion by listening and understanding.



Ethics

We believe in being transparent, open and honest.



Excellence

We are committed to continuous improvement.



Engagement

We seek intentional connection in our communities.



Equity

We understand the diverse needs of the community we serve.

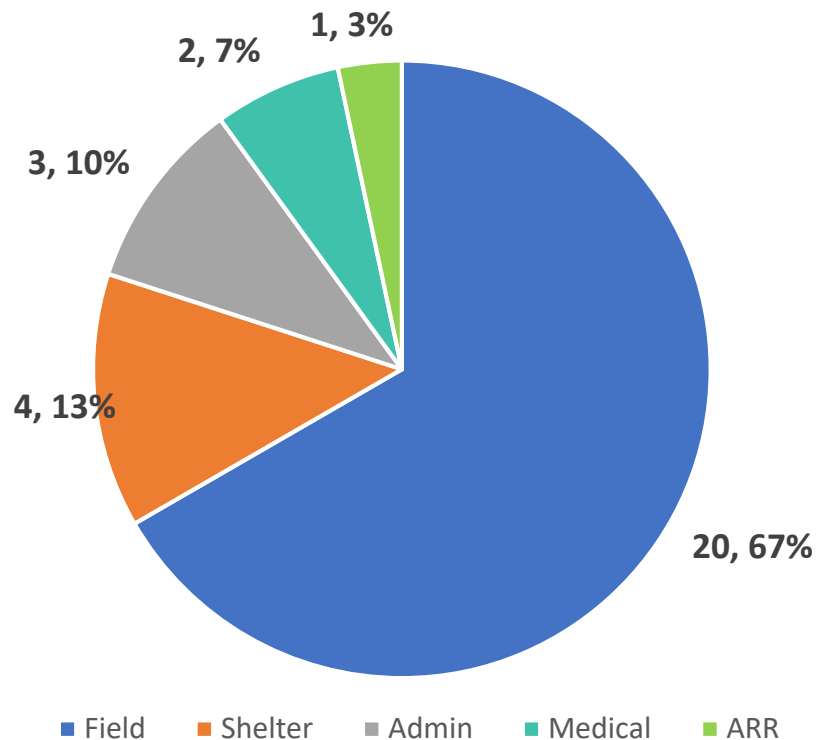
- At the City of Dallas, we are committed to building a Service First culture.
- Service First is delivering Responsive and Proactive service that meets the needs of Dallas citizens - 365 days a year!
- Building a Service First culture is guided by our core values of Empathy, Ethics, Excellence, Engagement, and Equity.



DAS Staffing Challenges



Staff Vacancies by Unit



- Efforts to improve recruiting:
 - Job Fairs
 - ASO Hiring Incentives
 - Higher COD minimum wage
- Efforts to improve retention:
 - ASO RTO/RTH quarterly bonus
 - Updated organizational chart
 - Additional internal data and operational discussions
 - Increased training opportunities
 - Compassion fatigue and burnout
 - Conflict management and de-escalation
 - Management and leadership skills

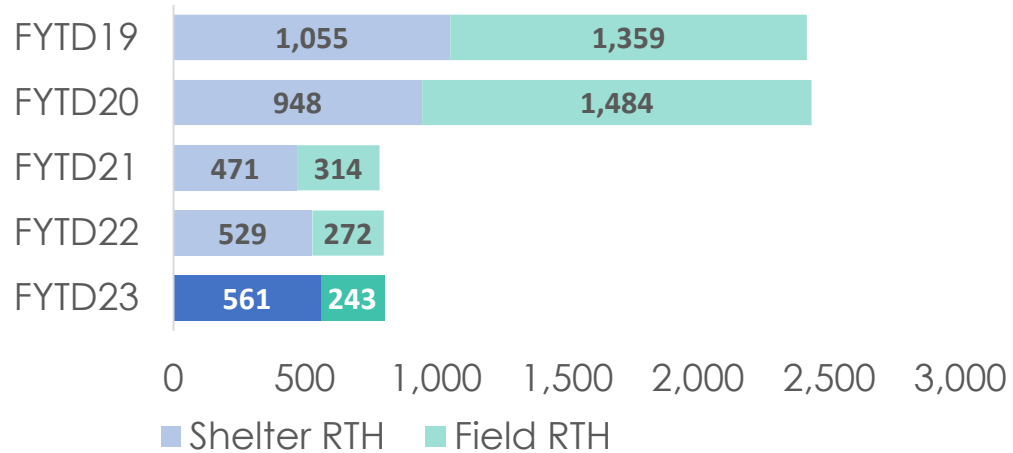


FY23 Dallas 365 Performance Measures



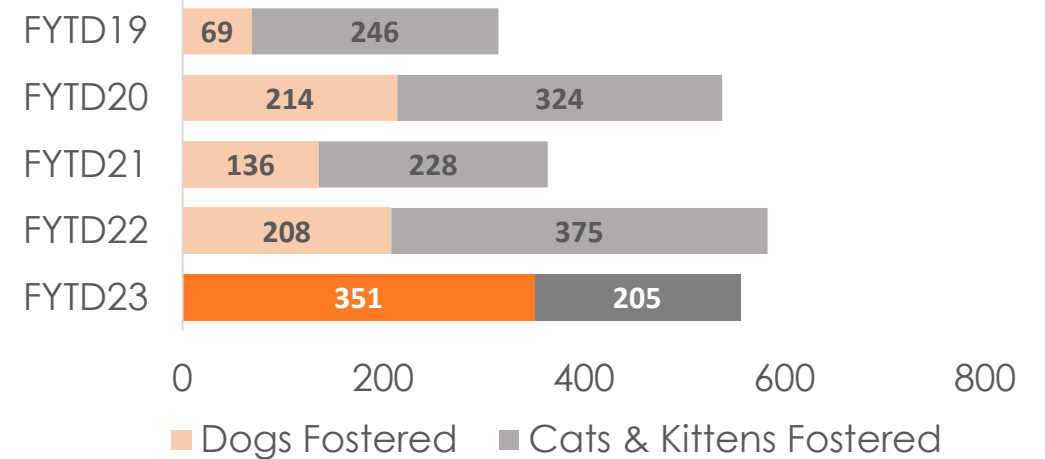
✖ Achieve Dog 40% Return-to-Home Rate

FYTD23
20.4% → GOAL
40%



✖ Increase in Dogs & Cats Fostered

FYTD23
-5% → GOAL
+5%

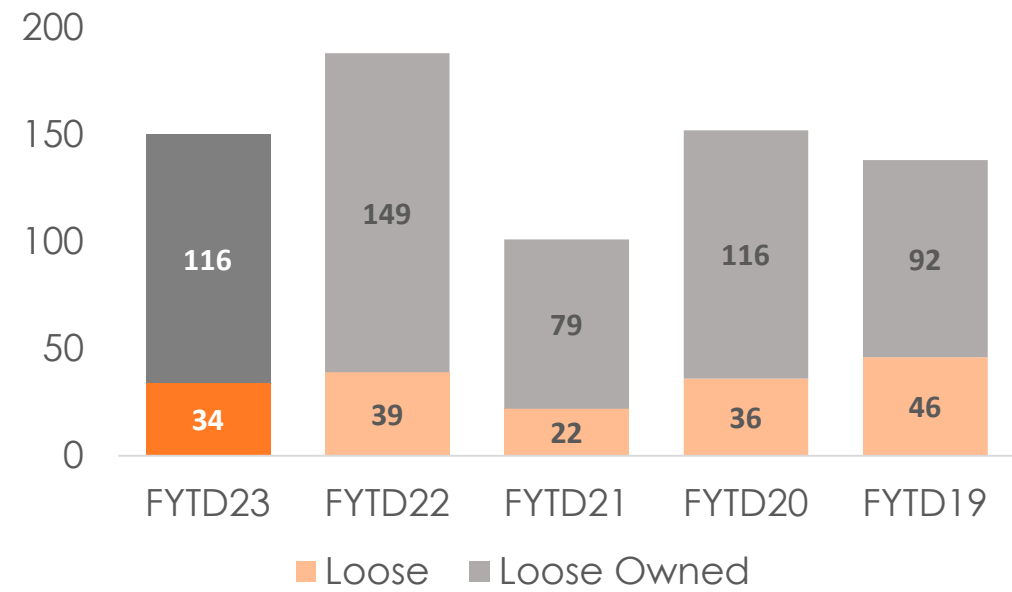
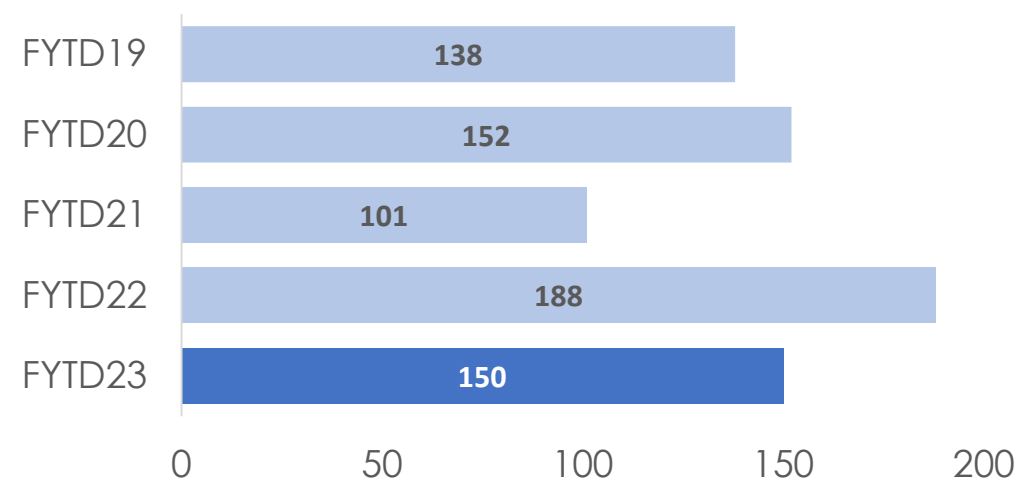


FY23 Dallas 365 Performance Measures



Maintain Loose & Loose Owned Dog Bites

FYTD23
-20% → GOAL
+0%

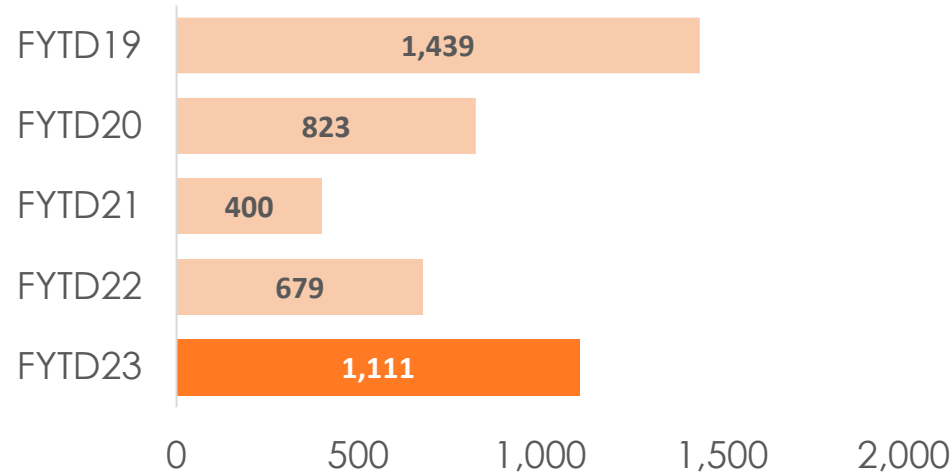


FY23 Dallas 365 Performance Measures



Decrease in Non-live Dog & Cat Outcomes*

FYTD23
+64% → GOAL
-5%



Hold 1 Additional Free Vaccine Clinic in Southern Dallas

FYTD23
0 GOAL
1

- First Event Planned for April
 - Hosted at DAS
 - Free vaccines in partnership Operation Kindness
 - Free spay/neuter in partnership with Spay Neuter Network

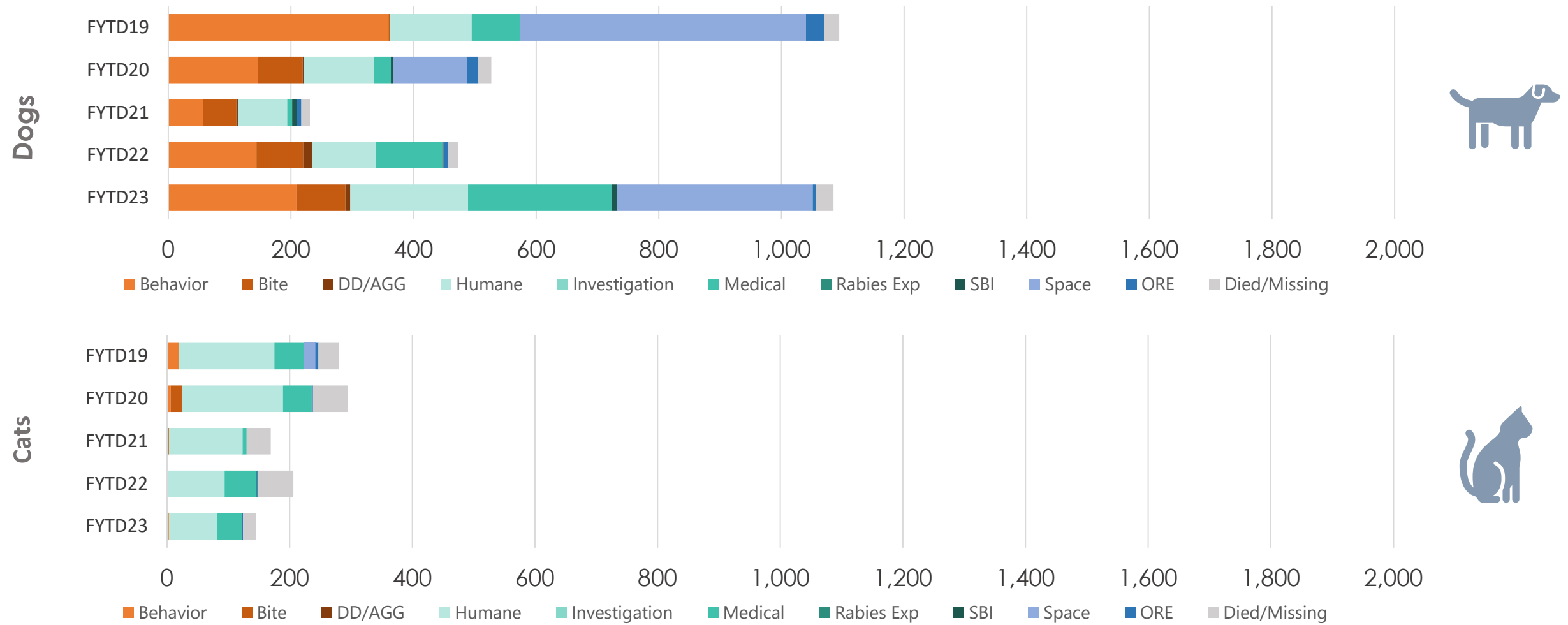


*Dog and cat outcomes only.

FY23 Dashboard of Performance



Non-Live Outcome Reason by Species

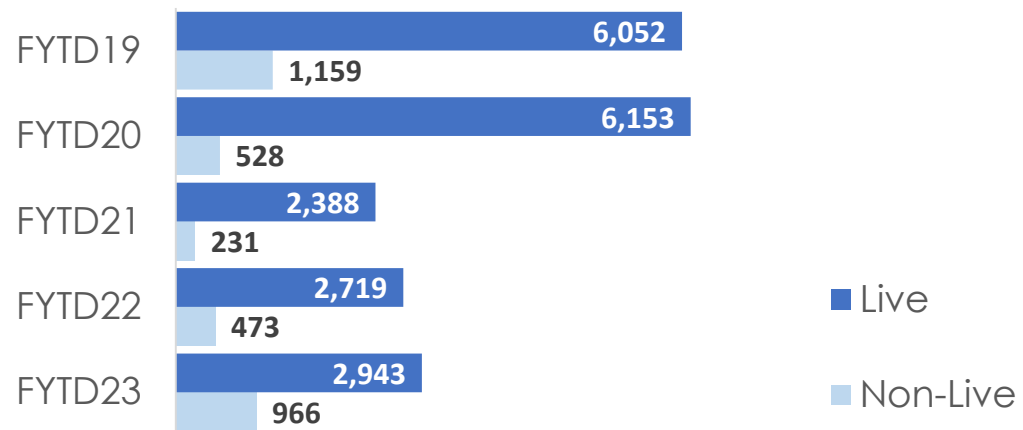


FY23 Dashboard of Performance

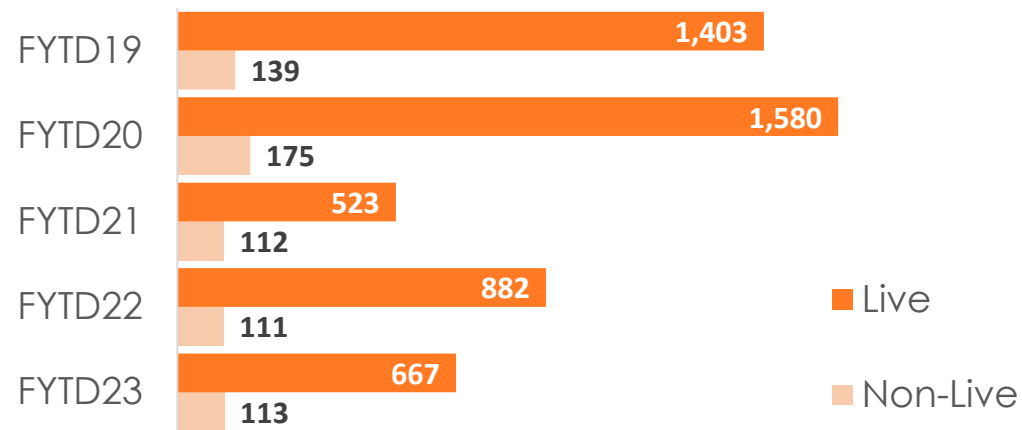


Outcome Comparison by Species

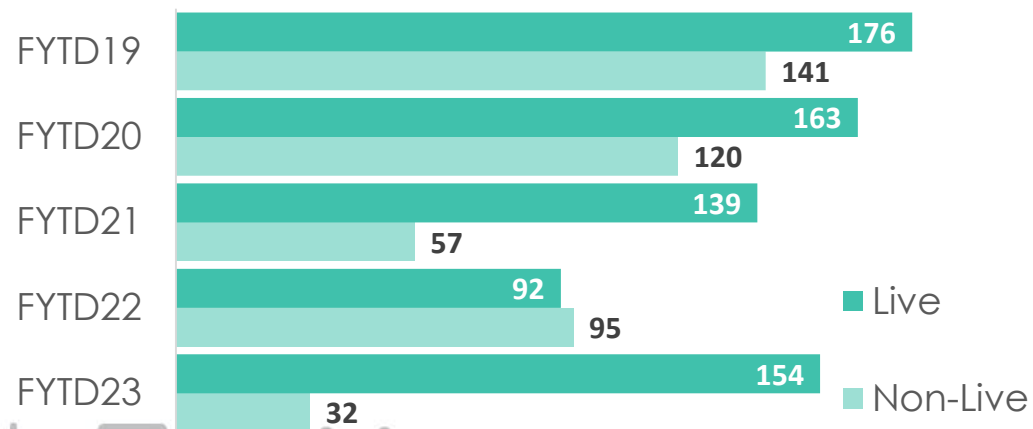
Dogs



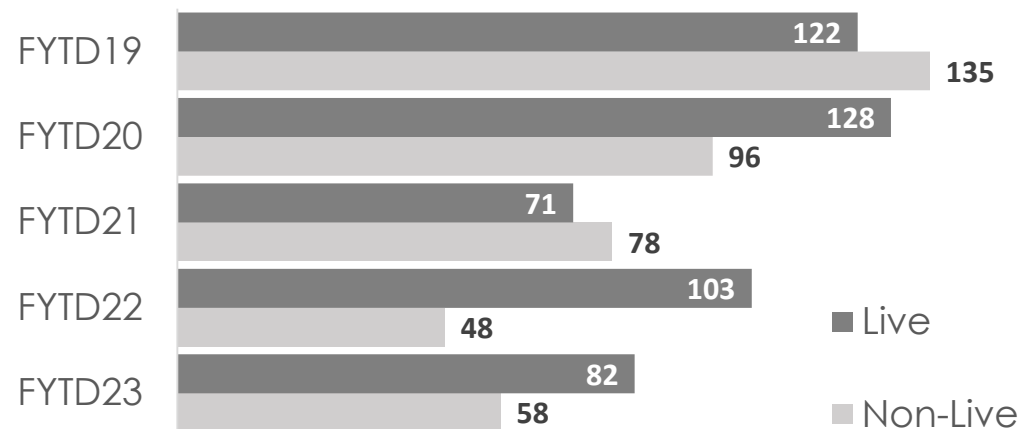
Cats & Kittens



Neonatal Kittens



Others

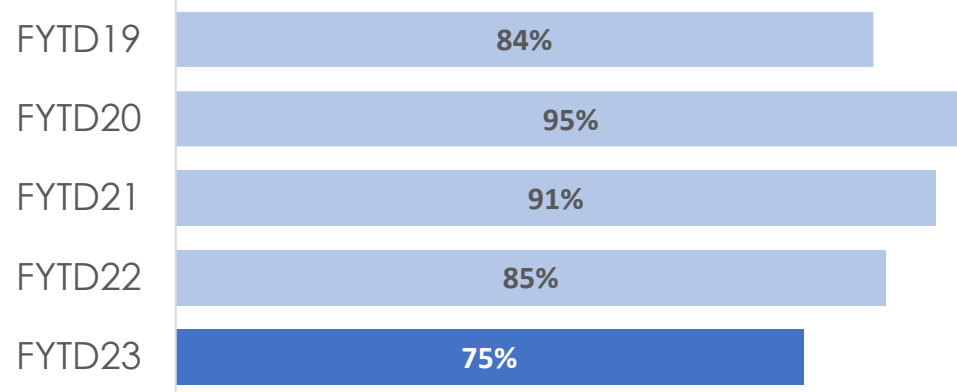


FY23 Dashboard of Performance

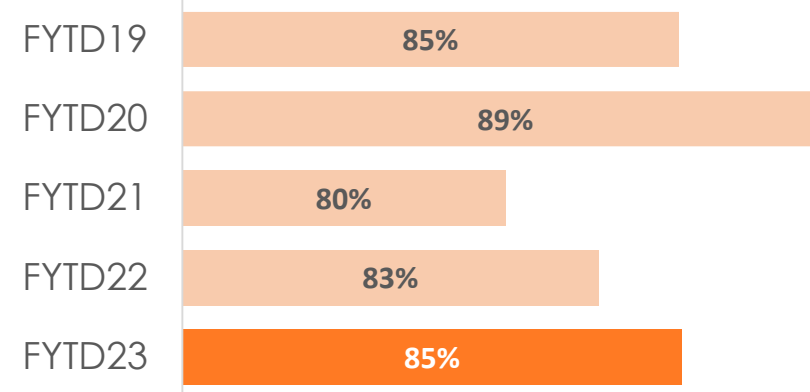


Live Release Rate by Species

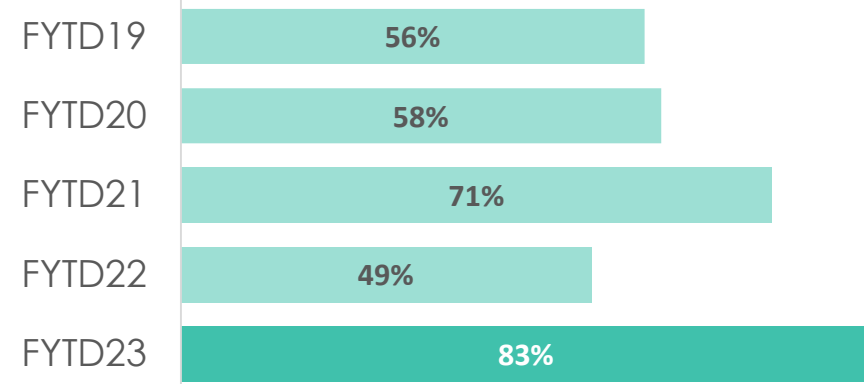
Dogs



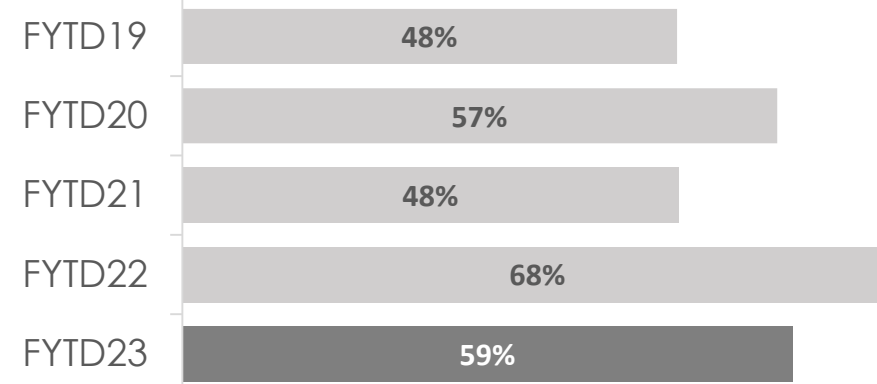
Cats



Neonatal Kittens



Other



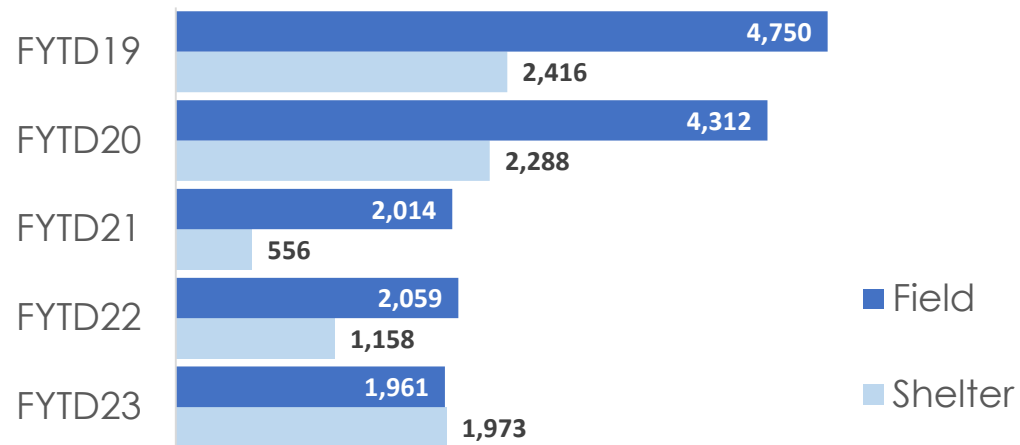
Live Release Rate of cat consists of Adult cats, kittens and neonates.

FY23 Dashboard of Performance

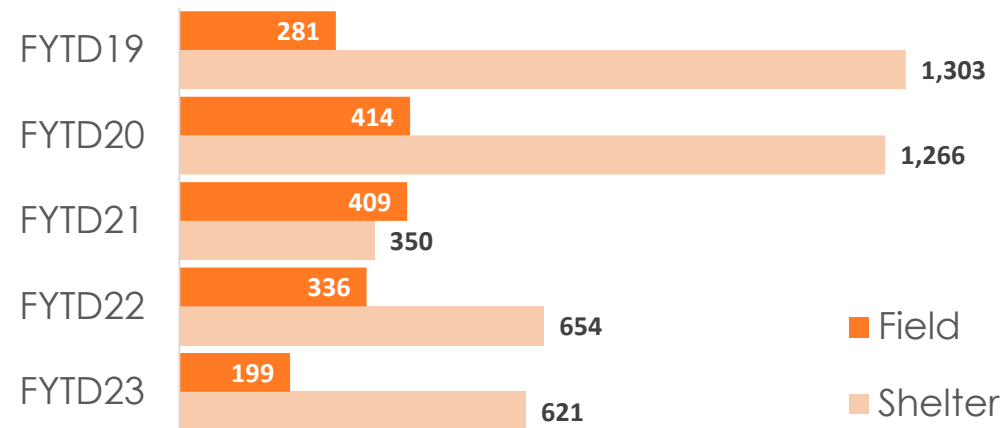


Total Intake by Species

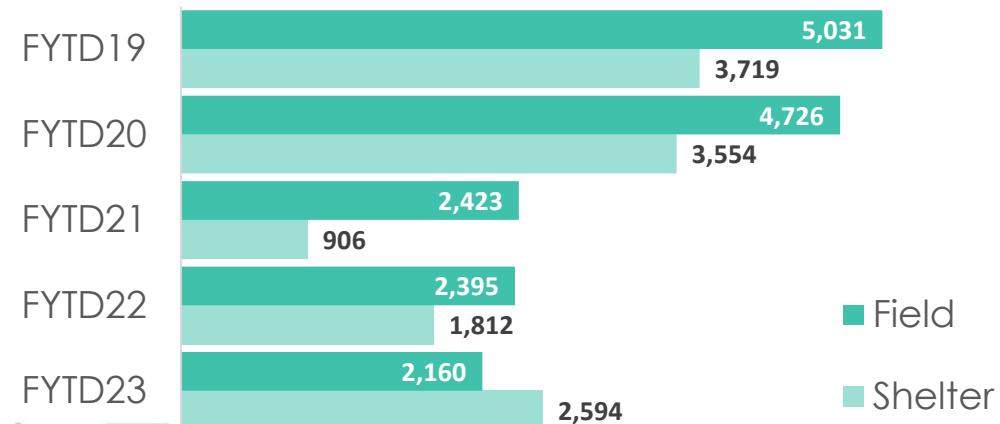
Dogs



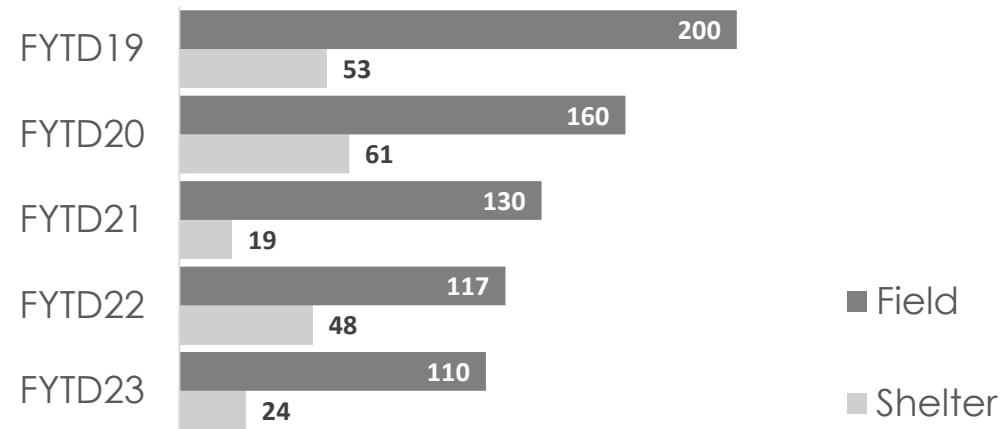
Cats



Combined Dogs & Cats



Other

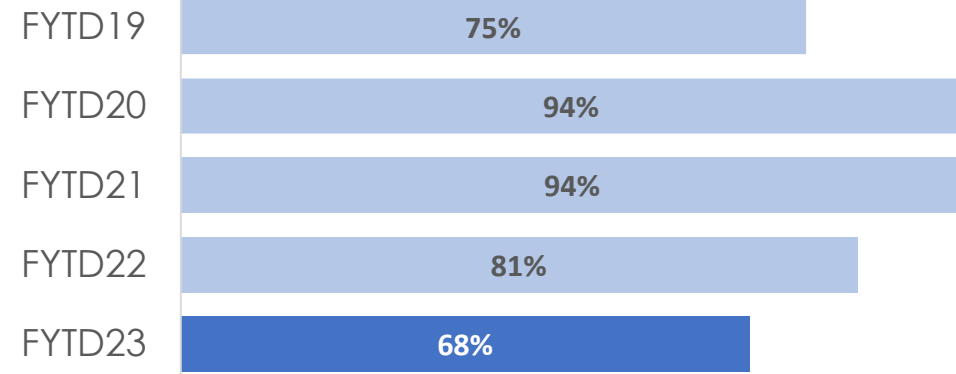


FY23 Dashboard of Performance

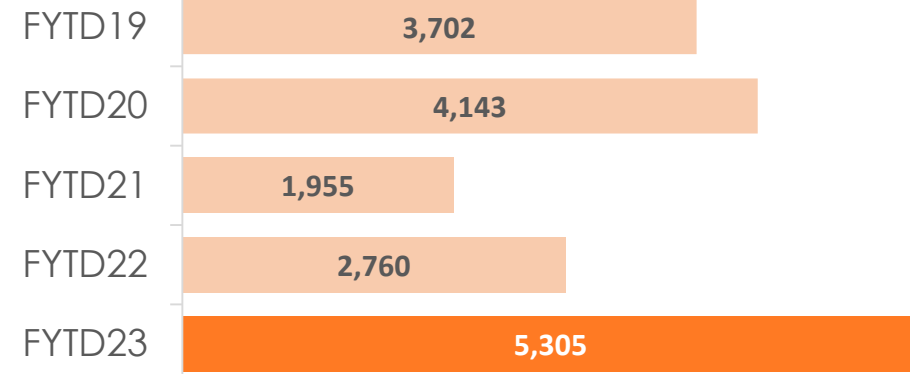


Field Activities

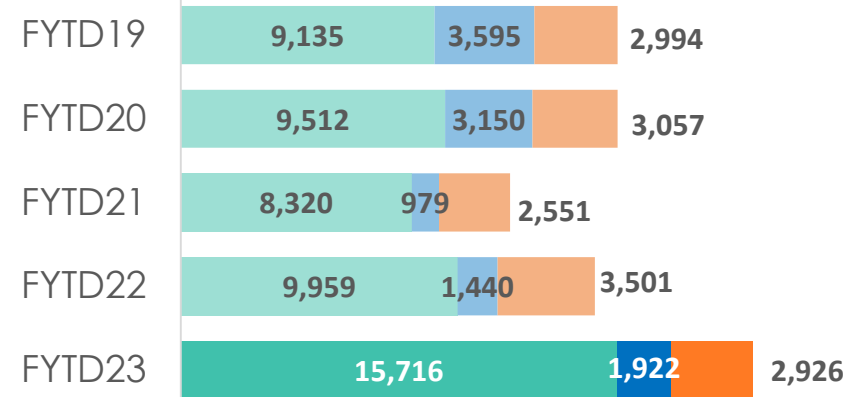
SR Timely Response Rate



Loose & Loose Owned Service Requests



Service Request Type

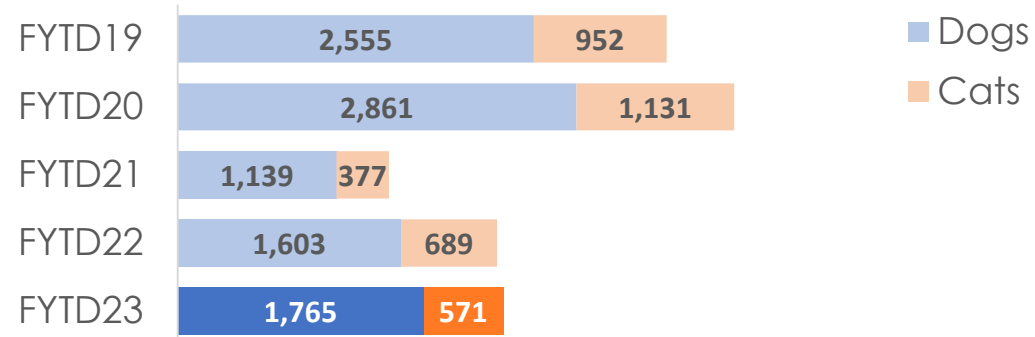


FY23 Dashboard of Performance

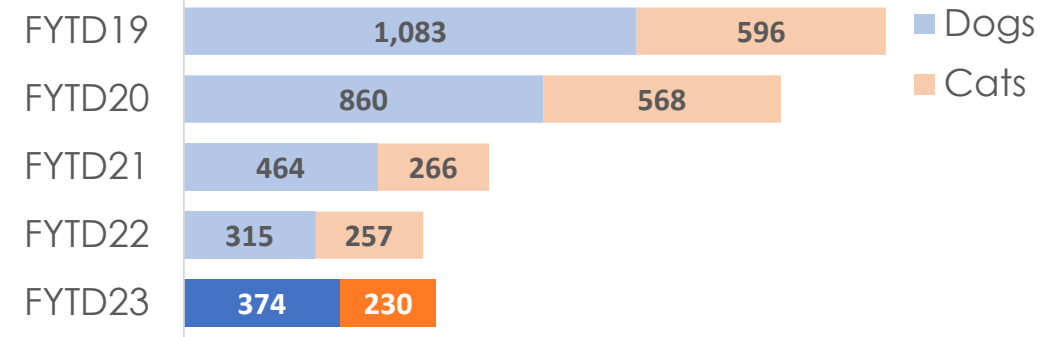


Shelter Operations

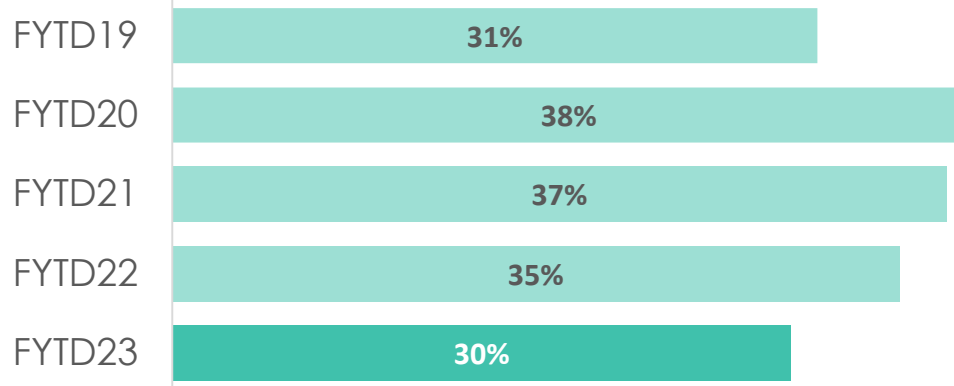
Dogs & Cats Adopted



Dogs & Cats Transferred to Rescue



Dogs Chipped at Intake

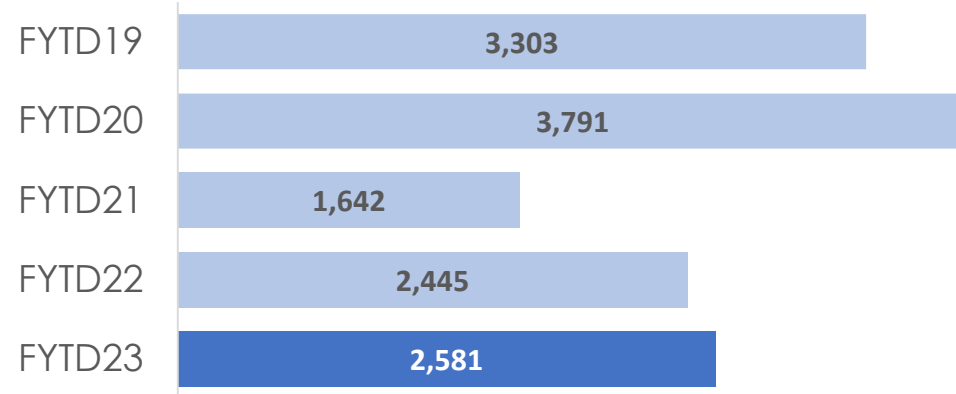


FY23 Dashboard of Performance

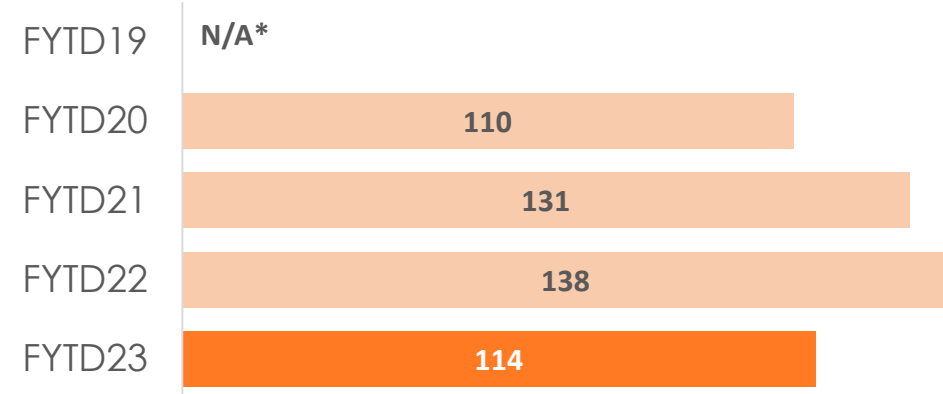


Medical Treatment

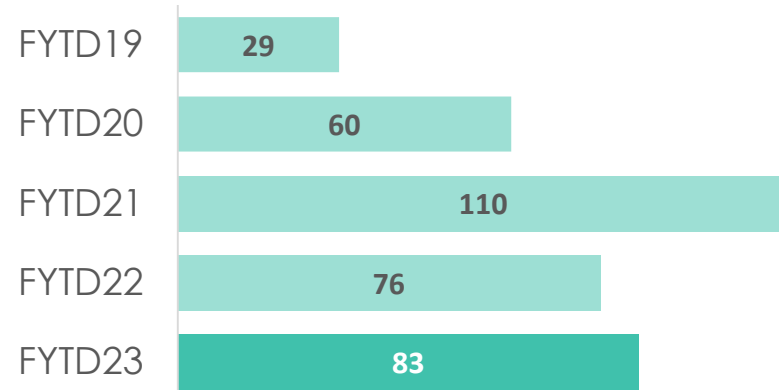
Spay & Neuter Surgeries



Specialty Surgeries



Heartworm Treatment



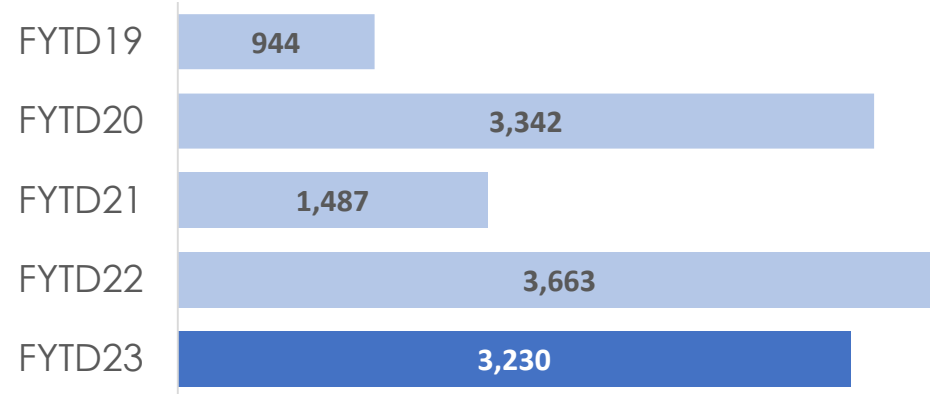
*DAS started tracking Specialty Surgeries from FY 2020.

FY23 Dashboard of Performance

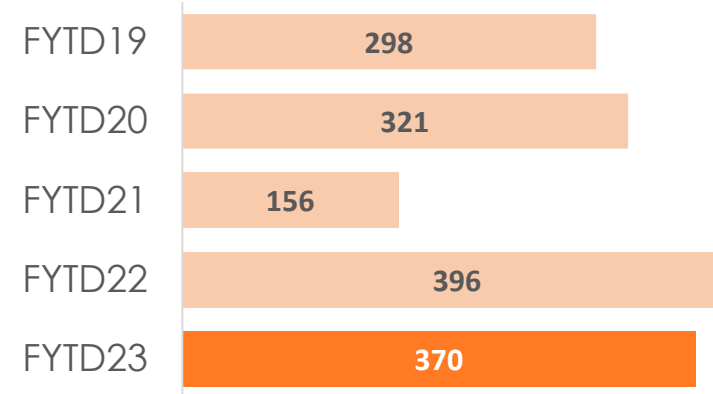


Volunteer Program

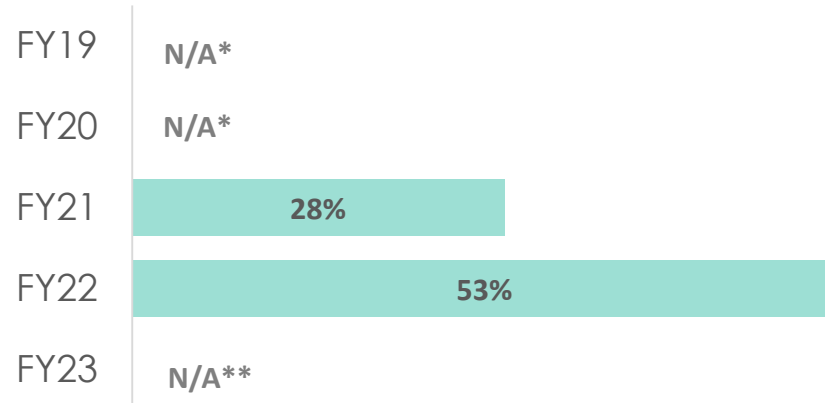
Volunteer Hours



Volunteer Individuals



Volunteer Retention

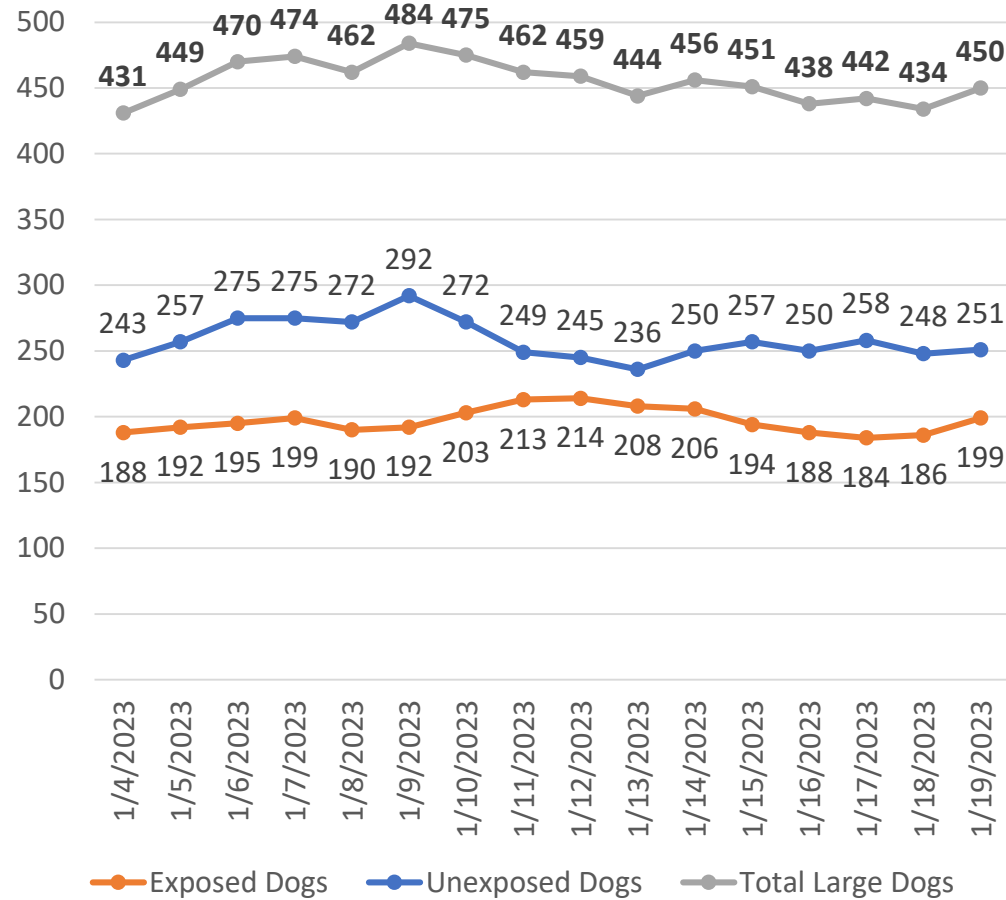


*DAS implemented a new, more accurate retention calculation in FY21 based on the data from the Better Impact database. As a result, data prior to FY21 is inconsistent. **Retention rate is calculated once at the end of the FY.

Overcoming Illness



Clean Break Progress: Large Dog Population Over Time



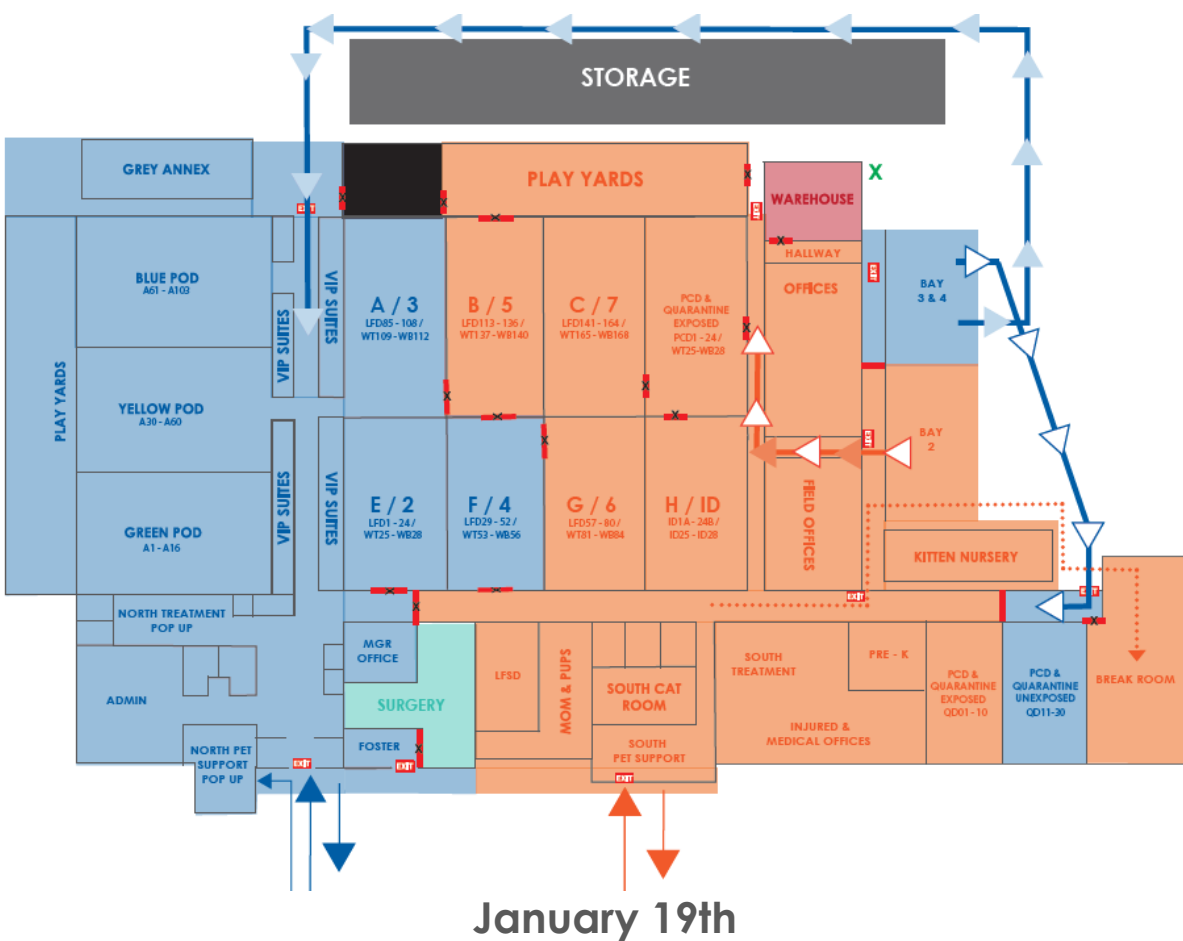
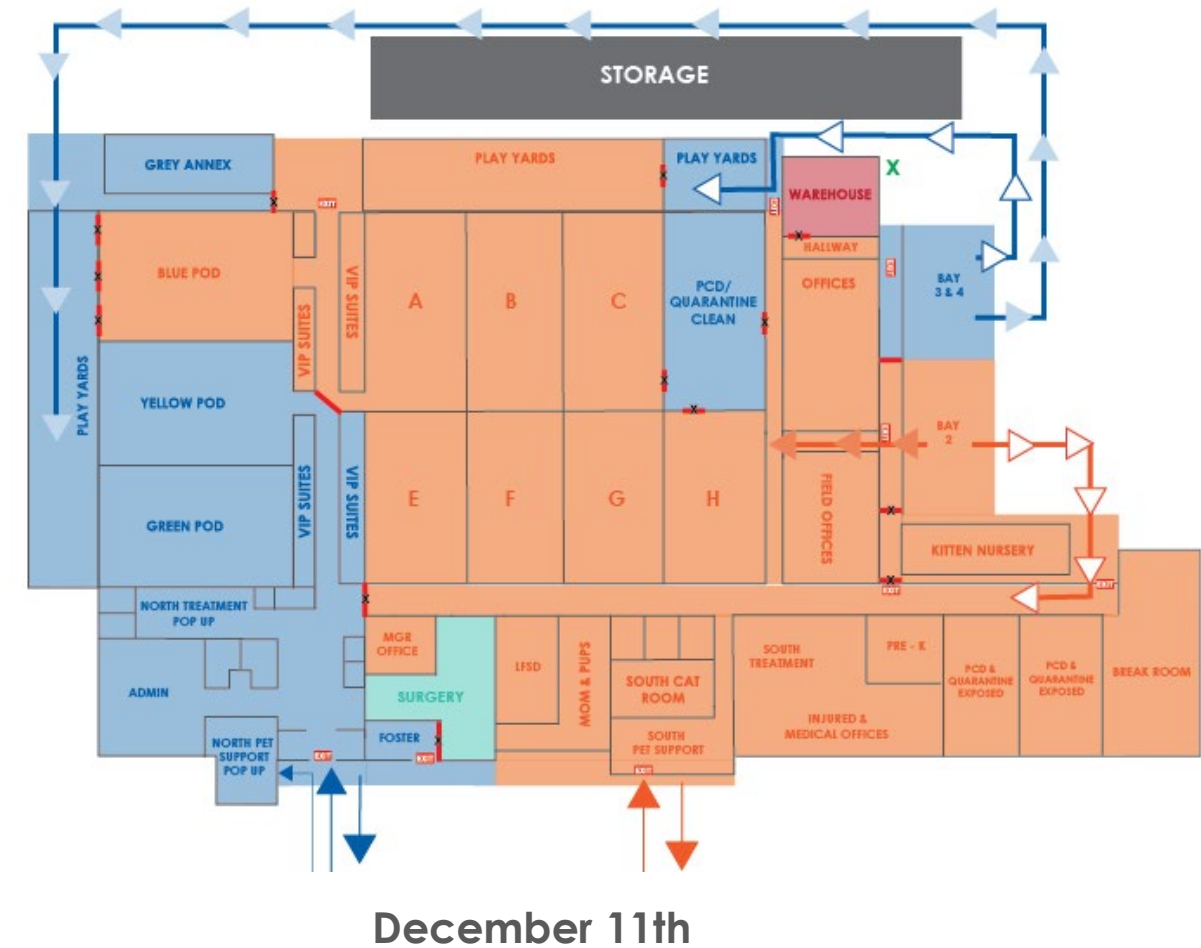
- Clean Break Progress
 - Partnering with Dr. Sandra Newberry of University of Wisconsin – Madison
 - DAS is the largest shelter unable to stop intake that she's worked with to create a clean break
 - Clean break established on 12/11/22
 - Exposed population outcomes slowing
 - \$150 foster and rescue incentive still available for exposed dogs



Overcoming Illness



Clean Break Progress: Map Progression



Task Force Updates



- Ordinance Task Force Updates:
 - Areas of focus include:
 - Removing the 72-hour stray hold on cats
 - The stray hold for Community cats, kittens, and nursing moms are being covered under phase III of the DAS recommended ordinance updates.
 - Coyote Management Plan
 - Proposed addition to Chapter 7-3 to include provisions on prohibitions in the feeding of no owned animals (outside of allowances) and wildlife
 - Dangerous Dog Audit Recommendations
 - Changes to the ordinance to address findings during the recent audit, definition, and legislative updates
 - Ordinance Committee recommendations
 - DAS is working closely with the AAC ordinance committee to identify areas in which we can move certain ordinance recommendations through with support and education



Task Force Updates



- Support Task Force Updates:
 - Efforts to secure ongoing Pet of the Week feature underway
 - Established need for updated Marketing Plan to reinvigorate BeDallas90 campaign
 - Task Force support needed
 - Working to compile free and low-cost spay/neuter and vaccine clinic calendar for City Council newsletters
 - Researching billboard marketing
 - Creating an outreach material repository for AAC members



Media Coverage



Dallas Animal Shelter offers \$150 to fosters in effort to stop canine flu outbreak

By Lori Brown | Published December 9, 2022 | Updated 10:48AM | Dallas | FOX 4 |

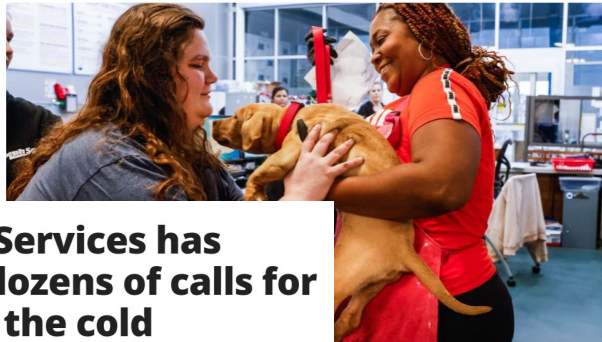


Dallas Animal Shelter offers \$150 to fosters in effort to stop canine flu outbreak
The Dallas Animal Shelter needs to get 150 dogs out of its facility as quickly as possible because of an increase in canine flu and respiratory infections.

NEWS

Dallas Animal Services extends \$150 incentive to fosters, halfway to 'clean break'

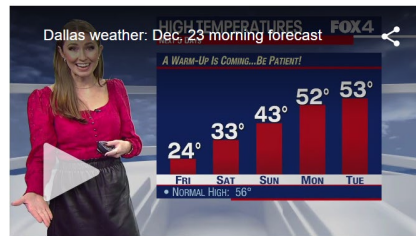
The shelter is still looking to find homes for 188 dogs through adoption, fostering or rescue placement.



ted her at the Dallas Animal Services in Dallas on Friday, Dec. 9, weekend that have recently been exposed to illness. The goal Adoption and foster program starting Friday. (Lola Gomez /

Dallas Animal Services has responded to dozens of calls for animals left in the cold

By FOX 4 Staff | Published December 23, 2022 | Dallas | FOX 4 |



Dallas weather: De
Subzero wind chills are
will take for tomorrow.

• #150for150 Coverage

- [Dallas Morning News](#)
- [Fox 4](#)
- [CBS 24](#)
- [Culture Map](#)
- [Fox 4 Follow Up](#)

• Winter Weather Response Coverage

- [Fox 4 News](#)

• Staff Death Threats Coverage

- [Fox 4 News](#)



Community Support



- Outcome Support:
 - #150for150 campaign success
 - Foster & Rescue incentive extension
 - Funded by Friends of DAS
 - Increased out-of-state transfers
- Pet Support:
 - Extending Fix It Ticket Program with SNN



Director's Focus Items



- Current Director priorities include:
 - Overcoming Canine Influenza (CIV)
 - DAS Partnership Coalition
 - RFP for Village Fair Property
 - DAS Building Master Plan
 - Reinvigorating Community Engagement Through BeDallas90



APPENDIX

Department Contacts



- Executive:

- MeLissa Webber, Director – Animal Services
MeLissa.Webber@dallas.gov / (214) 670-8898
- Whitney Bollinger, Assistant Director – Animal Services (Admin & Shelter)
Whitney.Bollinger@dallas.gov / (469) 404-2842
- Paul Ramon, Assistant Director – Animal Services (Field & Medical)
Paul.Ramon@dallas.gov / (214) -412-9046
- Jillian Appelbaum, Executive Assistant / Commission Coordinator
Jillian.Appelbaum@dallas.gov / (469) 515-1069

- Administration / Business:

- Loren Wilson, Manager - Business
Loren.Wilson@dallas.gov / (469) 520-1625
- Sarah Sheek, Manager – Community Engagement
Sarah.Sheek@dallas.gov / (214) 412-4592
- Marlo Clingman, Public Information Coordinator
Marlo.Clingman@dallas.gov / (214) 960-9061

- Field:

- Ann Barnes, Asst. General Manager - Field
Ann.Barnes2@dallas.gov / (469) 515-0908
- Sandy Castillo, Manager – Animal Field Services
Sandy.Castillo@dallas.gov / (214) 587-4039
- Dayanara Castillo, Manager – Animal Field Services
Dayanara.Castillo@dallas.gov / (214) 470-9668
- Daniel Alvarado, Manager – Animal Field Services
Daniel.Alvarado@dallas.gov / (972) 768-3640

- Shelter:

- Vacant, Asst. General Manager – Shelter
- Jennifer Turner, Manager – Animal Shelter
Jennifer.Turner@dallas.gov / (469) 559-2959
- Erika Bennet, Interim Manager – Animal Shelter
Erika.Bennett@dallas.gov / (469) 858-5698
- Lauren Hernandez, Interim Manager – Animal Shelter
Lauren.Hernandez@dallas.gov

- Medical:

- Michael Burk, Manager – Veterinary Services
Michael.Burk@dallas.gov / (214) 412-9046
- Anthony Hernandez, Manager – Animal Services
Anthony.Hernandez@dallas.gov / (214) 670-9501



Requested Rescue Definition



- Definitions of a Rescue:
 - Broadly used legal definition:
 - **Animal rescue organization** means any not-for-profit organization which has tax- exempt status under Section 501 (c) (3) of the United States Internal Revenue Code, whose mission and practice is, in whole or in significant part, the rescue and placement of animals in permanent homes.
 - Definition in DAS WKI's
 - **Rescue Partner** (aka Affiliate): local, regional and national animal welfare organizations that transfer animals into their organization from DAS

