Board Meeting
April 23, 2014
I. Operational Report
   a. Data
   b. Recent initiatives
   c. Fundraising
   d. Communications

II. Medical Report
   a. 3 Month Review
   b. Q&A

III. Public Comment
Outcomes – Year 2013

Cats & Dogs

Intakes including Euth Req: 30,264

Outcomes including Euth Req: 30,136

- New Hope: 14,883
- Public Adoption: 6,148
- Euthanasia: 4,843
- Euthanasia Req: 1,279
- DOA: 1,149
- Died in Shelter: 306
- RTO/RTC: 1,528

2014 – 1st Quarter

January-February-March 2014
Live Intake
Q1 2013 vs. Q1 2014
Cats & Dogs

2013: 5,493
2014: 5,907

Up 7%

- Seized
- Return
- Euth Req
- Stray
- Owner Surrender
Placements
Q1 2013 vs. Q1 2014
Cats & Dogs

2014 - 1st Quarter

Q1 2013
New Hope 2,776
Public Adoption 1,422

Q1 2014
New Hope 3,130
Public Adoption 1,366
Euthanasia
Q1 2013 vs. Q1 2014
Cats & Dogs

Q1 2013
Euthanasia: 575
Live Intake: 5,493

Q1 2014
Euthanasia: 580
Live Intake: 5,907
Strategic Plans

1. Reduce Animal Inflow
   - Admissions department modeled on the Adoptions department
   - 3 counselors in MACC and BACC; 1 in SIACC; 1 supervisor
   - Focused on gathering more comprehensive information
   - Emphasis is on:
     - Improved direct animal placement
     - Surrender prevention
     - Deferred intake
2. Improve Infection Control Through Best Practices

- Addition of more PPE stations (in every room that houses animals)
- Move toward true isolation; only those with certain clearance and training permitted
  - Access limited as much as possible
- Isolation rooms to be cleaned during the daytime (BACC to begin next week)
- Visible signage in each room
- Supervisor rounds to monitor compliance
- New hire training & staff/volunteer training
3. Expand Capability to Place Animals

A. Behavior: *Holistic understanding of animals and their well being with more informed placement decisions*
   - Click for Quiet/ Quiet Kennels – rolling out to staff and volunteers to promote good, customer friendly behavior for dogs and provide additional enrichment. Staff and volunteers training through May
   - Daily meeting between enrichment facilitators, adoption counselors and animal care officers to discuss dogs in adoptions, in order to share observed behaviors pertinent to facilitating best adoptions
   - Weekly meetings with New Hope

B. Foster
   - In-house bottle baby training for AC&C staff and Fosters
   - Focused recruitment of additional Fosters at dog parks; pet stores; corporations
   - Expand scope of Foster network through flyers; Facebook campaign; vet offices; pet supply stores
   - Expand Fosters for large dogs
3. **Expand Capability to Place Animals** (con’t)

C. **Adoptions – Mobile Adoption Center**

- AC&C Mobile Adoption Vehicle Launch Event - *Feb 9, 2014*
  
  DOG – 5    CAT – 7

- Fenwick Keats Event - *February 22, 2014*
  
  DOG – 3    CAT – 7

- Petco - *February 28, 2014*
  
  DOG – 2    CAT – 6

- Fenwick Keats Event - *March 15, 2014*
  
  DOG – 4    CAT – 3

- Vans Event - *March 22, 2014*
  
  DOG – 4    CAT – 1

- Petco - *March 28, 2014*
  
  DOG – 1    CAT – 3

- Bronx - *April 5, 2014*
  
  DOG – 1    CAT – 4

- Fenwick Keats Events - *April 12, 2014*
  
  DOG – 2    CAT – 3

- Carrol Gardens – Brooklyn - *April 13, 2014*
  
  DOG – 1    CAT – 2

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TOTAL Feb 9 – April 13, 2014 = 59

DOG – 23    CAT – 36
2014 – 1st Quarter

January-February-March 2014

3. Expand Capability to Place Animals
   (continued)

C. Adoptions – Mobile Adoption Center

Find us at www.nycacc.org/Events.htm

• Saturday, April 26
  Adoption event with Garber Hardware, 12-4pm
  710 Greenwich Street, b/w 10th & Charles Streets, NYC

• Saturday, May 3
  Blessing of the Animals Adoption Event, 11am-2pm
  Staten Island

• Saturday, May 10, 12-4pm
  Adoption event with Fenwick Keats Realty
  45 7th Avenue – between 13th and 14th Streets, NYC

• Saturday, May 17, 12-4pm
  Adoption Event with the Manhattan Veterinary Group (VCA)
  80th Street & 2nd Avenue, Manhattan

• Saturday, May 24, TBD
  Adoption event with promotion of book on adoptions
  Scholastic Store, downtown Manhattan

• Saturday, April May 31 & Sunday, June 1, 12-5pm
  Maddie’s Fund Adoption Days
  Union Square, NYC

• Saturday, June 7, 12-4pm
  Adoption event with Fenwick Keats Realty
  Broadway and West 80th, NYC

• Saturday, June 14, 12-4pm
  Richmond Hills Neighborhood Association Adoption Event
  Richmond Hills, Queens

• Saturday, June 21, 12-4pm
  Adoption event with Garber Hardware
  710 Greenwich St, b/w 10th & Charles Streets, NYC

• Friday, June 27, 4-7pm
  Adoption Event at PetCo Union Square
  Union Square, NYC
2014 – 1st Quarter

January-February-March 2014

Adoption Promotions - YTD

GOAL: 10,000 adoptions in 2014
4. Improve External Orientation & Reputation

A. ACC Rescue & Community Outreach

Abandonment of 45 cats rescued by AC&C field officers from an eviction in Harlem

- Owner was evicted and abandoned 45 cats in an apartment
- AC&C field officers provided food and water and have been working to remove cats incrementally (approx. 6 at a time)

B. Proactive Community Animal Control

- Respond to complaints from City Council Members; Mayor’s Alliance; Humane Society of US; NYC residents
- Referrals to NYPD
- Education & Counseling
- Partner with ASPCA’s Cruelty Intervention Advocacy Program (large scale; hoarding cases)
5. Improve Fundraising Capabilities

• Development Team
• Develop targeted funding efforts
• Donations and contributions motivated by strong message
• YTD Results:
  • **Third Party events:** $61,446.00
    
    **Net Totals:**
    • **January:** Birthday Bash in SI: **$1,326.00**
    • **February:** The Companion Project’s Dancing For The STAR: **$15,000.00**
    • **March:** ART to the RESCUE: **$42,638.00**
  
  • **Direct Mail:** $41,737.00
    • 3 ongoing Direct Mail Appeals
    • 2 more planned for April, May, June re: NY’s Kindest campaign
    • Email campaign planned for May
  
  • **Online Donations:** $20,166.00
  
  • **471 new donors since January 2014**
Don’t forget…

Spring Fling
Friday, May 9th
7-9pm

To purchase tickets, visit
www.nycacc.org
6. Building the AC&C Brand through Proactive Communications, PR, Media

A. New York’s Kindest 2014 Campaign

Objective: Raise awareness to garner more adoptions, volunteers & donations; and goodwill

Budget: $30,000  |  Value: $200,000+

Tactics:
- Facebook, Radio, TV, Subway platforms, phone kiosks, cinema screens and lobbies (started March), Google, reconnecting visitors to AC&C website

Timing: December 2013 to June 30, 2014

Strategies:
- Free media placements with paid media to supplement campaign
- Reach target across multiple touch points
- Develop a highly targeted, flexible & cost efficient media plan which can be optimized to maximize ROI
- Weigh activity towards “kitten season” (March - August)
- AC&C to integrate NYK into other activities
A. New York’s Kindest 2014 Campaign (continued)

As seen on the streets of NYC…
A. New York’s Kindest 2014 Campaign (continued)

...Online

 Adopt a Furry Friend
nycacc.org

Visit Animal Care & Control of NYC today to give a loving home to a furry friend in need!

Be One of NY’s Kindest
nycacc.org

Volunteer at Animal Care & Control of NYC. Help give shelter animals a new leash on life!

$20 Feeds a Hungry Pup
nycacc.org

Be one of NY’s kindest. Show your love for shelter animals and donate to AC&C of NYC today!

...on the Radio

1010 Wins, TPMG
2014 – 1st Quarter

A. New York’s Kindest 2014 Campaign (continued)

...and in Theaters near you!

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<th>20 Cinema Lobbies</th>
<th>5 Cinema Screens</th>
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<tr>
<td>19th St. East 6 New York</td>
<td>Linden Blvd. Multiplex Cinemas Brooklyn</td>
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<td>34th Street 14 with IMAX New York</td>
<td>Edgewater 16 Multiplex Edgewater</td>
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<td>84th Street 6 New York</td>
<td>Concourse Plaza Multiplex Bronx</td>
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<td>Village 7 New York</td>
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B. Building awareness of AC&C’s unique role in NYC
2014 – 1st Quarter

Happy Tails

Bishop

Marseille

Jasmine

Jenkins

Tummy

January-February-March 2014
STATUS AND DIRECTION OF AC&C MEDICAL DEPARTMENT
Status and Direction of AC&C Medical Department

Delivering an outstanding level of veterinary medical care with great efficiency is multilayered:

• Veterinarians
• Licensed Veterinary Technicians (LVT)
• Veterinary Assistants
• Animal Handlers (ACT)
• Animal Care Officers (ACO)
Developing an optimal level of care:

- Commitment to the training and counseling of our dedicated individuals
- Acquisition and continued growth of skills (Continuing Education)
- Accountability at all levels
Planning for the future continues the focus on:

• Animal comfort
• Reducing disease levels
• Increasing Live Release Rate
• Staff education
  (Veterinarians, LVT’s, Vet Assistants, ACT’s, ACO’s)
Status and Direction of AC&C Medical Department (continued)

Future Progress Also Involves Other Areas:
• Partnering with area veterinarians who will provide lower cost veterinary medical care options to our New Hope Partners

• Evaluating purchasing options: reducing the cost of necessary medical supplies to maintain optimal levels of animal health and welfare in our shelters

• Development of a teaching program in shelter medicine for veterinary students and LVT students: exposes a new generation to an increasing knowledge base and cultivates high personal/professional sensitivity toward shelter animal medicine
2014 – 1st Quarter

January-February-March 2014

THE FIRST THREE MONTHS
2014 – 1st Quarter

The First Three Months

Weekly In-Shelter Meetings with Full-Time AC&C Veterinarians:

• Week in review
• Veterinary-Level Morbidity & Mortality Report
• Set and Reinforce Standards of Care
• New Pain Management Protocol: pharmacologic, symptomatic, and enrichment practices to enhance existing approach
• Questions and Comments
• Assured Medical Director Availability When out of Shelter

January-February-March 2014
Weekly Shelter Visits:

- Meet with Medical Supervisors and Medical Clerks: programmatic matters
- Interact with LVT’s/Vet Assistants/ACT’s
- Overlap with Operations Staff: Disease Reduction Initiative
- Medical Director’s Clinical Veterinary Role
LVT Quality Assurance/Quality Control Program:

- Oversight by newly created position: LVT Quality Assurance/Quality Control Coordinator (LVT QA/QC)
- Provides performance assessments and improvement recommendations as needed
- Recommends proper CE opportunities for professional development
- Instruction regarding CDS Recordkeeping (for LVT’s, Euthanasia technicians, Medical Supervisors, and Medical Clerks).
- Instruction regarding Inventory Management: advises Medical Supervisors, Medical Clerks and LVT’s about proper ordering procedures and inventory management.
- The LVT QA/QC: based at SIACC and travels to BACC and MACC
Monthly Morbidity & Mortality Report:

- Present and moderate Management discussion at Headquarters
- Designed to advise Management about key medical issues in the shelters
- Like the Veterinary-Level M&M, Assists in the Present and Future Design of Medical and Operations Departments’ Activities to Reduce Illness, Injury, Pain and Suffering
Lecture Series for Non-Medical Staff:

• Builds a strong foundation for understanding and meeting challenges to shelter animal health and welfare
• “Recognizing Illness, Injury, Pain, and Suffering in Companion Animals”
• “Common Shelter Infectious Diseases and How Vaccines Work”
• In development: “The Fix: A Complete Tour of Spay and Neuter Surgeries”
• “How We Work: The Anatomy of AC&C’s Medical Department”
Lecture for LVT’s and Certified Euthanasia Technicians:

- “Humane and Scientific Concepts in Animal Euthanasia”
- Other concepts in discussion with LVT QA/QC Coordinator
Public Dialogue

- Access to Medical Director: *via* texting gatekeeper, response by telephone and written communication
- Commitment to Public: exploring additional ways to educate and inform the public
- Submitted Questions from Public Prior to Board Meeting