

2020 UPDATE: YEAR 1

Priority 1: Promote Live Release

Goal One: Increase animal adoptions

- Partner with entities that will work with ARC to promote animal adoptions.
 - January 25: HEAL Kick Off Fun Run with ARC dogs
 - March 14: Fetching Lab Brewery Dog Adoption Event
 - July 16: ARC was awarded a 500 Free Microchip grant from Found Animals for COVID relief.
 - July 25: Dog adoption event at Kroger's in League City
 - Oct 31: Fetching Lab Brewery Adoption Event
 - Nov 7: Turkey Alley Holiday Market – Kemah – Dog Adoptions
 - Dec 5: Christmas Alley Holiday Market – Kemah – Dog Adoptions
- Continue to recruit and invite rescue groups to sign up with ARC to assist with the live release of impounded animals.
 - Continued in 2020 by Amber and Caroline
- Explore and implement affordable ways that will result in increased animal adoptions.
 - January 9-10: ARC offered \$15 adoptions on all pets, funded by Sponsor A Heart
 - February 6-8: ARC offered \$10 Dogs/Cats and \$20 Puppies/Kittens, funded by Sponsor A Heart
 - February 18: ARC offered All Dogs for \$15, funded by Sponsor A Heart
 - February 22: ARC offered \$10 Adoptions - All Dogs over 6 months of age, funded by Sponsor A Heart
 - March 6-7: ARC offered \$7 Adoptions – All Adult Dogs and Cats, funded by Sponsor A Heart
 - April 8-17: ARC offered half priced adoptions for COVID-19 fosters as a thank you, funded by Sponsor A Heart
 - June 6: ARC hosted a “Foster Party” and offered \$10 adoptions, funded by Sponsor A Heart
 - June 17-20: ARC offered half price adoptions on all regular prices cats and kittens, funded by Sponsor A Heart
 - June 27: ARC offered half price adoptions on all regular prices cats and kittens, funded by Sponsor A Heart
 - July 4: ARC offered half price adoptions on all regular prices cats and kittens, funded by Sponsor A Heart
 - July 11: ARC offered all dogs for a low \$10 adoption fee, funded by Sponsor A Heart
 - July 14: ARC offered all cats and kittens for \$10, with the code phrase “kitten overload”, funded by Sponsor A Heart
 - Aug 1: Clear The Shelters National Adoption Event start date
 - Freebies and Goody Bags offered all month long from sponsors
 - Reduced adoption fees, funded by Sponsor A Heart
 - Aug 7-8: ARC offered \$10 adoptions on all pets, funded by Sponsor A Heart
 - Sept 5 and 8: Adoption Special: Under 6 months = \$20, Over 6 months = \$10 (Dogs and Cats), funded by Sponsor A Heart
 - Sept 19: Adoption Special: \$10 All Cats/Kittens, funded by Sponsor A Heart
 - Oct 9-10: Adoption Special: Under 6 months = \$20, Over 6 months = \$10 (Dogs and Cats), funded by Sponsor A Heart
 - Nov 10: Veteran's Day Special – All Adoptions are \$5 with a military, funded by Sponsor A Heart
 - Nov 25: Flash Sale: BOGO: All Regular Priced Cats/Kittens were offered for \$42.50, funded by Sponsor A Heart
 - Dec 5: Adoption Special: Dogs/Cats \$10 and Puppies/Kittens \$20, funded by Sponsor A Heart

- Dec 11th and Dec 17th: ARC Low Cost Pet Vaccine Clinics, funded by Sponsor A Heart
- Seek funding to sponsor animal adoptions.
 - Completed as needed via Facebook
- Continue and explore new programs that assist with animal adoptions (e.g. Senior Program, Black Animal Program, Heal A Heart, Sponsor a Heart).
 - Working Cat Program, Cuddle Shuttle, Borrow A Dog
- Review and coordination of return to owner program (e.g. animal identification, outreach in field service procedures, instructions on website etc...).
- Promote adoptable animals via social media, advertisement and other marketing events.
 - Completed on daily basis on Facebook
- Increase live release by 3% each year
 - Completed for 2020; ongoing effort
- Consider hiring a full time Adoption Counselor to reduce returns and increase adoptions

Goal Two: Promote Foster Program

- Continue to recruit and invite foster families to sign up with ARC to assist with the live release of impounded animals.
 - Regular posts on Facebook to recruit
 - June 6: ARC hosted a “Foster Party”
- Further develop guidance plans for the foster program; work with foster families to promote animal adoptions (informing foster families of offsite adoptions, etc.)
 - Information packets created in 2020 to assist fosters with medical concerns
- Explore Good Citizen Program to encourage finders to keep animals in their homes until adopted/rescued.

Goal Three: Partner with Rescue Groups

- Continue to identify and invite new rescue groups to sign up with ARC to assist with the live release of impounded animals.
 - Continued in 2020 by Amber and Caroline
- Continue to build productive relationships with animal rescue groups that will help to promote ARC goals and objectives.
 - Completed almost daily in 2020 by Amber
- Promote animal rescue through outreach and education.
 - Regular posts on Facebook
- Explore options to begin mass transports to other organizations and/or States
 - January 14: ARC dog transport to Helen Woodward Animal Center in California (28 dogs)
 - February 11: ARC dog transport to Helen Woodward Animal Center in California
 - March 18: ARC dog transport to Helen Woodward Animal Center in California
 - April 15: ARC cat transport to Helen Woodward Animal Center in California
 - May: ARC started a partnership with Rescued Pets Movement (RPM) to move ‘hard to adopt’ animals to rescue groups in northern states. The fees are paid by generous donors.
 - May 13: ARC cat transport to Helen Woodward Animal Center in California
 - July 16: ARC organized a dog transfer to San Diego, CA. (24 dogs, most were from local rescue agencies)

- Sept 21: Storm Beta Evacuation: 10 cats and 33 dogs transferred to Houston Humane Society for temporary housing
- 2020: ARC also sent animals out of state with help from Houston PetSet and Rescued Pets Movement.

Goal Four: Explore A Return To Field Program

- Explore options to return trapped cats back to the field
 - Due to COVID in 2020, we followed guidelines by the National Animal Care and Control Association to limit the number of cats picked up, unless urgent, to prevent over-crowding and to prepare for shelter shutdown.
- Continue to promote the Working Cat Program
 - Completed in 2020 via Facebook and flyers

Priority 2: Promote Responsible Pet Guardianship

Goal One: Promote Spay or Neuter of Pets

- Community outreach through public education
 - Completed in 2020 via Facebook and flyers
- Collaborate with partners to promote affordable spay/neuter options
 - Galveston County Empty Shelter Project, ARC assists with finding qualified citizens
- Case management activities to increase responsible pet guardianship (e.g. follow-up activities to insure that spay/neuter occurs).
 - Completed weekly by the ARC's Administrative Assistant / Clerks

Goal Two: Increase Awareness regarding Pet Registration in Galveston County

- Educate citizens on requirement regarding pet registration within the county
 - Completed daily in 2020 by Animal Control Officers and shelter staff to customers and citizens
- Collaborate with local veterinarians to explore options for collection of registration fees
- Continue to promote and encourage microchipping
 - Completed in 2020 via Facebook and with every adoption and every return to owner

Goal Three: Educate Public on Responsible Pet Guardianship

- Offer information on website and social media
 - Completed daily on Facebook
 - January 31 - Feb 1: ARC offered Valentine Pet Photos to the public
 - February 15: "Movies and Meows", 6 – 8pm, Romantic Comedy Movie w/Cats
- Develop brochure on pet guardianship
- Explore options of pet owner citizenship training/seminars.
- Carry out outreach in schools of Galveston County for responsible pet guardianship.

- Community outreach about the importance of vaccinations
 - Animal Control Officers and shelter staff discuss vaccines with customers and citizens almost on a daily basis.
- Continue to host and promote the ARC's low-cost public pet vaccine clinics
 - Completed monthly
- Enhance marketing techniques for communication (flyers, media, social media)

Goal Four: Surrender Intervention

- Post resource list on website of entities (rescue groups, referrals) to assist pet guardian with other options.
- Create list of referrals or alternatives for owner turn ins, (e.g. listing on website, social media, brochure, etc.)
- Educate public through outreach activities on surrender intervention.
- Consider hiring a full time Surrender Intervention Coordinator
- Explore ways to reduce the overall intake
 - Followed COVID guidelines in 2020
 - Surrender intervention
 - Managed intake
 - Rehoming solutions

Priority 3: Enhance Community Collaboration

Goal One: Collaborate with area entities:

- Explore ways to use area entities to assist with County Registration compliance.
- Educate the public about the "shelter world" environment via social media
- Continue to explore entities to partner with to promote live release and/or funding.
- Continue to partner with the local city governments to educate the public.
 - ⊖ Quarterly meetings with all participating cities and County.
- Create a 501c3 non-profit organization (ARC Pet Allies)
 - ⊖ Completed in 2020
- Work with local Veterinary Medical Association for collaboration of veterinarians to provide in kind or discounted services (spay/neuter, microchip, and provide rabies vaccine to adoptable animals).
- Continue to recruit veterinarians to assist with vetting animals for adoption fairs

Goal Two: Expansion of Volunteer Program

- Continue to improve the volunteer program to assist with animal adoptions, fostering, surrender interventions and live release programs.
- Create online applications, forms and schedules to increase participation.
 - Completed in 2020
- Continue to recruit and train volunteers to assist with ARC activities.
 - Completed in 2020; within COVID guidelines.

Priority 4: Enhance Animal Resources, Strengthen Business Practices, and Build a Professional Workforce

Goal One: Explore options to develop spay/neuter suite at ARC.

- Seek available funding (i.e. grant funds) that can support the development of a surgery suite at the ARC.
 - ARC Pet Allies was officially formed in 2020
- Continue to host and promote the ARC's low-cost pet vaccine clinics to raise funds for the surgery suite.
 - Completed monthly in 2020
- Consider full time veterinarian and surgical staff for the surgery suite
- Consider a public wellness clinic, once the surgery suite is successful
- Create a 501c3 non-profit organization (ARC Pet Allies)
 - Completed in 2020
- Increase the fund balance reserve for emergencies
- Consider changing the part time vet tech to full time to match the daily needs of the ARC

Goal Two: Cremation Services

- Continue to cross train employees on crematory process.
- Continue to promote the cremation service program to offer to public.

Goal Three: Track trends in deficiencies, compliance reports, and audits related to ARC.

- Monitor through internal audits, state audits, and quality assurance processes and make recommendations to address deficiencies and noncompliance.
 - No audits performed in 2020 due to COVID
- Continue to review shelter data and intake numbers
 - Posted monthly to webpage in 2020
- Create a list of shelter needs every year and submit to the Advisory Committee.
 - Completed in 2020 in budget meetings

Goal Four: **Evaluate and make recommendations to reduce employee-related injuries, accidents, and related agency expenses.**

- Examine employee related injury trends over past several years (incidents and agency cost)
- Recommendation to address trends, including specific trainings for preventable incidents
- Continue training initiatives to improve the safety of employees, public, and the animals

Goal Five: **Evaluate and make recommendations to improve financial reporting, tracking of animals, inventory, and management of special programs that promote animal adoption.**

- **Continue to reconcile shelter software counts with actual physical counts in shelter**
 - **Completed daily by ARC Manager**
- **Explore additional grant funding**
 - July 16: ARC was awarded a 500 Free Microchip grant from Found Animals for COVID relief.

- **Continue to provide monthly reports showing the number of incoming and outgoing animals so as to monitor trends, etc...**
 - **Completed monthly in 2020; posted on webpage and presented in each ASAC meeting**

Goal Six: Assess and evaluate public/customer feedback regarding the quality of services by ARC staff in all areas.

- Develop assessment tools that are user friendly and available for public
 - Developed online volunteer/foster applications
 - Created online volunteer orientation video
- Create a satisfaction survey for the public to use to express their comments/concerns.
- Continue to explore ways to make recommendations to improve the quality of customer services.

Goal Seven: Develop employee training programs that are specific to each position

- Orientation of roles and responsibilities for each position.
 - Completed with each employee in 2020
- Effective communications with public members and best practices for excellent customer service.
- Develop competencies for new employees
- Explore options for training of each position (local training, DVD, website, etc...)
- Continue to work with entities that can assist with animal training or education, ACO basic course, etc...). (moved here from above)
- Continue to implement continuing education section in staff meetings
 - Review of animal diseases, identification, sanitation, outbreak control and management, surrender intervention techniques, courtroom etiquette, etc...).
 - Completed for 2020 in staff meetings

Goal Eight: Continue efforts to recruit and retain qualified employees.

- Continue to provide a healthy and positive work environment.
 - Ongoing effort from management
- Continue to support employees for growth within the organization.
 - Ongoing effort from management
- Review employee turnover and retention data and present to the Advisory Committee
- Review and update standard operating procedures.
 - Started in 2020, not completed

Priority 5: Improve Animal Control and Field Operations

Goal One: Provide safe environment for the community

- Continue to conduct animal sweeps in areas of concern, including Bolivar.
 - Completed in 2020 on a schedule
- Continue to explore ACO trainings and continuing education.
 - Limited in 2020 due to COVID

- Create a recommended schedule for vehicle upgrades.
 - GCHD has this completed for all GCHD vehicles
- Educate the public on Public Health and Safety concerns regarding animals (social media, media, etc.)
 - Completed in 2020 via Facebook
- Explore ways to promote a “One Health” idea between the public and animals

Goal Two: Continue to explore ways to improve response time of calls

- Monitor response times through quality assurance tools and internal audits.
 - Completed monthly in 2020

Goal Three: Educate public on Animal Services policy and codes as it relates to animal control

- Outreach and education at schools, public events and via social media.