

Animal Control Reform

Domestic Animal Division

Established as early as 1910 in populated areas of the world, Animal Control was initiated to remove animals from public streets, whether they were a nuisance, menace or danger to the public. Very brief holding areas were provided to permit pet guardians allotted time to retrieve their pets, prior to euthanasia.

100 years later, old and outdated methods are still in partial function. Methods updated in the early 60's, are not cost effective and in this day and age, are titled inhumane, endorsed by public opinion.

Part in part, this is a business plan, based on the successful nine years of function in Calgary, Alberta, Canada. This is a city larger than San Jose, CA. and smaller than Dallas, Texas.

It's success rate, has received recognition and is studied by governments in North America today.

The traditional methods of animal control has been costly. Too many intakes, too many that require care and maintenance, not enough space for holding periods and too many deaths. Reverse roles to Public Improvement! The system documented in this guideline, reverses roles by placing emphasis on responsible pet ownership and law enforcement emphasis, on humane animal control.

Under the present outdated system,

- public compliance has been unsuccessful.
- Euthanasia numbers were/are considered, successes in a system that is not cost effective.
- Cut backs were/are inevitable.
- Employment opportunities - nil.

Regression has been a burden.

The document, is to provide your Animal Control facility with the tools to encourage responsible pet ownership and become self sustainable.



People Friendly
Educational

Community
Leaders



Animal Control Facilities and Shelters are experiencing high numbers of intakes and budget cuts. Through a workable business plan and enforcement of new laws, self sustainability can be achieved. You can create additional funds to utilize in programs that assist pet owners to comply with laws, while creating employment. The efforts will gain you recognition.

- Low Cost Spay Neuter Clinic(s)
- Low Cost Veterinarian Clinic(s)
- In School Educational Program(s)
- Payment Plans or Optional Payment Sources for Pet Licensing Fees
- First Time Free Delivery/Return of a Lost Pet

The New System, is People Friendly, Educational and demonstrates Community Leadership. All of which is expected through a government based service.

The importance of your business plan's success and initiation, relies on statistics, area assessments of issues, incentives that provide means of reforming your public and a workable communication with Media.

What is needed comes first, how, is what follows. Place Vision into Actions.

In general, most Animal Control Facilities, feel like they are the dumping grounds for people's irresponsible ways and in a sense, statistics show that's what they've become - in a system that is basically run by the people. You know too well that too many animals are dispensable, replaceable and reproduced without care of consequence - there are no laws that respect any different, hindering the battle of continuous intakes daily, weekly.... costly and dis-functional, chaotic and un-resolvingly - routine day in and day out.

By Changing the System Through Role Reversal, enacting New Laws regarding the definition of Responsible Pet Ownership and Law Enforcement, Earns You Not Only Public Recognition, it Earns You Financial Gains.

Change how your public views You and Gain their Support through Leadership! Create a healthier work atmosphere, be the leader of a Team that exercises compromise. To win over the Animal Lovers, you'll gain everything your AC Needs.

Consider and Create a Business Plan based on your Areas' Demographics. Be enlightening, be sincere, offer solutions and generate revenue.

Create a Mission Statement

Your Mission statement needs to reflect the importance of a healthy and safe environment for people and pets. It requires humane treatment of animals, while encouraging the value of responsibility for pet guardians.

General Area Issue Assessment:

Whether your assessment is based on lower income brackets or higher income brackets, general questions and answers begin the assessment process.....

How many animals enter your animal control facility, annually?
What is your highest season?

Does your animal care facility receive a lot of puppies and kittens?

If so, you want to consider education and promotion of the many health benefits that spaying and neutering offers. To achieve compliance, you must offer the a services for your public to comply.
(see methods of funding pg 9-10)

Does your animal care facility receive a lot of injured or battered animals?

If so, you want to strengthen laws pertaining to animal

abuse so that you may pursue cases to hinder abuse.

Does your animal care facility remove a high number of strays off the streets?

If so, you want to create a public friendly system that sees a rise in pet licensing, so that animals can be returned to their owners, without ever having to set foot in your facility.

Doing so, avoids the high cost of manpower to pick them up and return them to the facility.

Labour intense employment, is costly.

Intakes require a labourer to do the paperwork and filing. They are required for the care and maintenance of intakes.

Behaviour assessments are required, as well as medical assessments, to ensure a healthy environment while the animals are in care in your facility.

Additional supplies - including gas for your vehicles, office supplies, medication or food and accessories all tally the cost of intakes.

These costs can be avoided if a pet is licensed or traceable through a spay neuter ear tattoo and goes home immediately.

- Issues of Low Income Brackets

Economy cannot be blamed for abandonment, physical abuse or violence against companion animals. Fines or jail terms need to be issued in such cases. Through income, your facility can create programs in prevention.

Assessments of your area statistics and public assistance programs, further defines programs that animal control needs to initiate.

Is Unemployment high? What are the statistics on Social Assistance

funding? Are there government programs for substance abuse, anger management, seniors and/or single parents? If so, your Animal Control needs to provide assistance programs, through education and assistance.

You'd require low interval payments for licensing as well as a low cost spay-neuter program .

Pet food banks, should also be a consideration.

Contacting Pet Food Companies or local grocery store outlets, will assist in attaining additional food to distribute to those in need. Programs as such, assist with hindering new intakes and involves the community.



During assessments, target local social programs that are available to the community and utilize these departments for your program promotions.

Does Animal Control have pamphlets or posters in all local offices where there are local social programs?

What venues are available so that the public can learn more about the programs that are available to them?

Are those who are on Senior Pensions, made aware that there are programs available to low income pet owners?

Arrangements between Animal Control and Social Assistance departments, can produce notifications to be sent to locals, via postal mail with their monthly correspondence.

Network within government departments, target those in need.

- *Issues of Higher Income Brackets-*

In higher income brackets, abuse still exists. Law changes permits further association through fines. Promotion of responsible pet guardianship and events, revive awareness, where a new level of respect begins to develop.

Promote a Once a Month Adoptathon

- Place importance on adoptions of the animals in care.
- Build a website for internet identity, join petharber or petfinder to promote animals
- Place Posters in Public Areas
*Grocery Stores, Gas Stations, Library, Restaurants, Community Hall, Arena and ads in the local newspaper.



Create a Monthly Event:

- *Pet Food Drive* for pet owners of less advantage
- *Flea Market* to raise facility funds
- *Seasonal Dog Walkathon*, to promote healthy interactive pet owner relationships & sociable pets
- *Spay Neuter Awareness Supper* to raise funds for less fortunate pet owners
- *A Silent Auction* of privately donated goods or goods from local merchants.
- *Make Licensing/Fine Payments Accessible*
- Accept payments off your website, via credit

card(s), internet money transfers, or paypal

- Create a system that offers a one time fee for a lifetime license in four easy payments OR a system that accepts two payments for a one year term.
- Encourage Spay and Neuter by accepting the ear tattoo as a one year license for the first year, then renewable annually or one time only, that endures the lifespan of the pet



Allot Time for Changes:

By targeting Responsible Pet Ownership, Media is your best friend. You want your face(s) on TV, on various occasions, announcing individual new laws that pet owners will be encountering. Direct them to your website so that they may inform themselves on upcoming changes with laws pertaining to pet owners .

You won't have to ask for public opinion, or feedback, you'll get it. Make sure you have a contact form on your website - limit the characters to 500 so you aren't receiving lengthy comments. This input can guide you to the needs of your public. Take suggestions into consideration and listen to what your public feels they need.

With Law changes (ordinances /bylaws) that endorse public safety

and pets, promoted on area t.v, you're taking the first step in educating your public.

Do the same with your local Newspaper. Become a popular face in your public's eye. Demonstrate humour, compassion, yet give a strong reason for each change, each time you're represented in the public eye.

Make yourself public friendly to encourage compliance. Public relations plays a major role in compliance to laws. You want people to pay their fines, you want people to be responsible pet owners and license their pets.

You want your statistics to rise, so you generate easy income that is NOT labour intense, You want to offer clinics that people will pay for and use. You want affordable impound fine options, so that people pick up their pets and keep animals out of costly care with you. You want a partner who can take over once your job is done and begin theirs by finding new homes for unclaimed animals that were in your care.

Begin partnerships with local rescues to establish the importance of compromise when it comes to guidelines of responsible pet ownership. Promote this so as to demonstrate leadership in protecting people from animals, with respect to the fact that animals also need to be protected from people.

Offer a *Responsible Pet Ownership* reward system, that does not fine first time “offenders” when a pet is picked up as a stray. In Calgary, Alberta, Canada, if a pet at large, is licensed and the guardian is home at the time AC calls, the pet is then delivered for FREE and a warning ticket is issued. This program keeps animals out of the pound and brings them home directly! Who could ask for more!?

Reforming Your Community

With feedback received from media, your issues can be accurately assessed.

Reforming as a government run service, involves acceptance within your area to escalate compliance. While this task is not an easy task, your feedback is your strongest asset.

Through media you can *educate your public* with basic results accumulated from population statistics, demographics, income brackets and feedback you've received, to justify change and promote the benefits change will bring.

Always promote pet licensing as *a pet's ticket home* should they get lost or go astray! This too justifies compliance in a humane manner.

As leaders and paid officials, setting the pace you are expected to set guidelines as the Animal Control Services. Compliance and enforcement of is required.

Promotion of *Responsible Pet Ownership* means providing easily accessible services to pet guardians, to help them adhere to what is expected of them.

Once you've assessed the issues you face, the suggestions you've compiled, you can then progress with assisting your public to comply through programs that are needed.

2. Engaging Stakeholders:

The engagement/commitment of stakeholders is essential to the educational aspect of your programs and business plan.

- 1.) Law Enforcement - endorsed by your local government/ animal control division.
- 2.) Humane Enforcement: through your nearest SPCA, Humane Society or Shelters you work directly with
- 3.) Medical Profession Endorsement: endorsement from your area Veterinary Medical Association and area Veterinarians.

With each Stakeholder backing the law enforcement angle of a new program, your public hears the regulations of responsible pet ownership from three sources. With continual information, public awareness expands and becomes accepted.

With acceptance, the majority of people do what is right and comply.

3. Build a Process that is Workable

By networking with shelters and animal welfare groups, Animal Control strengthens its mission.

It assures public safety and the well being of animals.

Networking with other government departments ensures public education and compliance.

Offer detailed and updated information, easily accessible through your website.

Promote new initiatives and programs through other government departments and through media.

Seek endorsements from various venues as explained through Stakeholders.

Create a process that is workable and compliance builds. Define a fair system pertaining to fines so that income is generated for sustainable income.

Accommodate Pet Owners with off leash areas, to assist with pet socializing and the health benefits that arise for pets and their guardians. Provide surveillance of these parks to issue tickets for breach of park laws.

You have within your power, the ability to pull Animal Control out of the dark ages and bring it into a new era - do it!

4. Public Education:

Protect and Respect



Your Four-Legged Friends

Aside from Media promotion and public education via media sources...

Program Educators need to be engaged in visitations to elementary schools, local High Schools, Juvenile Centers and Outreach Programs.

Elementary Level Programs

- Target issues of animal birthing trees using a cartoon graphic birthing tree, visual graphics demonstrate the multiple litters that can be produced, starting with two animals that progresses up to forty animals within one year (outnumbering people in one household!) We offer copyright posters free for education only globalsn.weebly.com/documents.html
- Stress all venues that are required to find homes for newborns and how hard it can be to find homes. Begin with examples of asking friends, putting up posters, asking local vets if any of their clientele has expressed interest in adopting a younger animal, placing an ad in a local newspaper and the importance of going to see the home where any of the young ones will be placed!
- What to look for when placing an animal in a new home.
- Stress a fee for adoption to cover the cost of spaying or neutering before letting an animal 16 weeks old or older, go to a new home.

Cover Other Topics for elementary education:

-What to do if an animal is found wandering the streets

ie: caution in approaching an unknown animal.

ie: if approached by a friendly animal, check to see if the animal has any tags and what to do if they are or aren't wearing tags

ie: what to do and who to call if an animal is injured.

le: define animal abuse and who to call if an animal is being abused

Offer a list of Careers in the Animal Care Industry

Pet Groomers - Veterinary Technicians - Pet Day Care - Animal Rescue - Veterinarian - Dog Trainer - Boarding Kennel - Horse Trainer - Dog Walkers - Animal Behaviour Specialist - Pet Magazine Distributor - Animal Transport etc

-Something to take home: Fridge Magnets with your Animal Control phone number and location, or a mini pamphlet with brief notes of the program held at school - let children tell their parents what they learned. In this manner, parents also learn.

Offer Services

As a service, every Animal Control Facility, requires a plan of action.

The Business Plan, is a means of working towards self sustainability while promoting and setting examples to it's community through leadership and humane solutions. It is after all, a business.

A Mission Statement

- Vision, Defines Goal and Values

Plans of Action, after accessing community needs:

- Public Education
 - School Programs, Pamphlets, Media
- Responsible Pet Ownership
 - New Laws, Reward System
- Pet Licensing, Law Changes (Income)
 - A Pet's Ticket Home, Less Animals at the Facility, Less Manpower Use, Stricter Leash Laws, Animals at Large Laws, Firm Bite Laws
- Media
 - Awareness of Laws, Being a Public Figure, People Friendly
 - Internet friendly, informative and inviting-accepting payments for license(s) or fine(s)

Additional Services created by generated income:

- Work together with rescues to save lives
- Offer a Low Cost or Free Spay Neuter Program
- Provide health care (medical examination and vaccine) to intakes

- encourage dog parks for social activity and provide surveillance of officers on bikes or by foot, in the parks to endorse laws and issue fines for off leash, no pet license, or other that generates Income.

New Arrivals Every Day



The ultimate theme of the business plan exerts

Public Improvement

This is accomplished through five levels:

- Public Education
- Responsible Pet Ownership
- Pet Licensing, Law Changes
- Media
- Compliance

“Offering a safe environment for people and pets through public education and compliance”

The main objective to the theme, is not so much on how to accomplish it, as it is based on basic requirements of what is needed to accomplish a successful program.

Each community, based on their needs, can take what is lacking within a present day or outdated program to build up from there .

The bottom line is that pets are returned to their owners, to initially keep animals out of the pound.

Public Improvement initiatives, provoke the standards required for a staircase of new methods, with the objective geared to reformation.

5. Back Up Your System with Endorsement

Endorsement is detrimental to the success of hindering stray intakes and animal abuse

By being the long arm of the law, in a public friendly manner, always stress the importance of the service you represent and the values of your leadership.

People in general - want to do what is right, while others need a reminder that you are there for a reason.

Create campaigns through media to announce law changes before they happen.

Educate your public on the reasoning behind the new laws and express the enforcement that your AC will be doing as follow up to the law changes.

To back up your system, the public needs to be aware of your Job Description.

By doing so, you are reminding your public of what you do and why.

By stressing endorsement, some people pull up their socks, while others view it as a joke - it's your job to let those people know, the joke is on them.

While law endorsement does not always mean revenue for the AC - it can mean free helping hands for labour jobs, through community services.

Depending on the seriousness of each case, if a person cannot pay a fine, request of the ruling Judge, that any balance owing, be worked off at the AC - work it so you benefit and save finances one way or another.



6. Evaluate Program Success

Keeping records helps accumulate vital statistics that will help evaluate your performance.

- How many took advantage of your well promoted, low spay neuter events that were in existence?
- Intake totals and how many animals were returned to owners?
- How many fines were issued for second offences of pets at large?
- How many fines were issued for pets that were not licensed?
- What was the revenue from adoptions? Pulls?
- Are job opportunities arising from programs?
- How many people does it employ?

Compliance (Income)

- Statistics for Law compliance of pet licensing, how many were spay neuter ear tattoo numbers that registered, as opposed to wearing a tag -
- Law Enforcement that required fines and fine payments, outstanding fines, Income
- - Stakeholders Progress - how are the changes seeing effects with saving lives through Shelters/Rescues? Were cases reported by area Vets that resulted in arrests or fines?
- Has endorsement from your local Veterinarian Medical Association helped cases of animal abuse, shelter disease control, responsible pet ownership?

- How many articles were written in the local papers?
- How often?
- What was the feedback?
- What image did your service reflect on the public?

Public Improvement Begins with

Responsible Pet Ownership:

Responsible Pet Ownership is not based on the number of pets people may have, or breed specific laws. There is NO BSL, only individual cases of all breed types, that are mentioned in aggressive cases.

Regulations base the number of pets any household or person may have in care, on the ability to adequately take care of the animals, medically and otherwise - and that they aren't a menace or danger to your community and areas.

It is based on the ability to comply with laws.

The hindrance of breeding and unwanted births through spay and neuter, so that multiple pet households are not breeding more numbers. (shelters are full enough as it is)

It pertains to low tolerance of noise, assured cleanliness, ample food, water and space.

It pertains to medical/physical care and pet licensing.

The target is to encourage compliance because people want to do what is right for their pets. Most love them.

Exhibit a manner of leniency for first time offenders of a dog/cat at large, where upon animals that are found wearing a licence, or have a spay neuter ear tattoo registered as a license, may be returned home by an A.C. Officer, rather than taking them to the facility.

Issue a warning ticket, in compromise, while an A.C. Officer can then remind the pet guardian, face to face, of the laws and explain the fine for second, third time offenders. In this fashion, public friendliness brings awareness and communication through exertion and there are no excuses if there are future breaches.

Operations & Job Descriptions of Animal Control

Reform entails altering the job description of Animal Control Services. It requires an in depth evaluation of a service that needs updating and where the burden of responsibility of euthanasia is redirected.

There is a wide variety of resources available for you to use. All it takes is the desire to be the best and the time to seek them out. (company resources incl in document)

Basic Animal Control Public Services Job Description:

- protect people from animals
- remove dogs that are aggressive
- address issues over dog bites
- remove animals from traffic areas
- remove stray animals from the streets
- mediate issues between pet owners
- assist animals in need & reduce animal abuse

- Aggressive Dogs, Dog Bites governed by a Judge Any cases evolving due to violent aggression or aggression that leads to biting, should be reconciled through a court of law, by a Judge. In cases where an Animal Control Officer has to file proven reports of medical, the animal involved should be detained until further notice.

By diverting attention to Responsible Pet Owners, Animal Control can then direct attention to the health and welfare of animals it receives as intakes and gain revenue through law enforcement cases.

Disease Control, healthcare, efficient staffing, modern animal housing, hours of operation, public friendliness and leadership is constituted through changes of the initial job descriptions that entails the services offered by your Animal Control.

Under the new system, enlightenment prevails through compliance within a fair system directed to professional services that honour your public's needs.

It's Public Friendly Law Enforcement.

Staffing:

Animal Control Staff Members require more than office skills, knowledge of maintaining inventory. a clean driver's abstract or the willingness to learn how to kill.

You want people who are creative, energetic, not accustomed to day to day routine and want to make a difference.

Team work plays a major role in keeping your intakes down in a higher volume, you want staff with behavioural

experience, you want staff that is disease control oriented, you want people who will take a more professional outlook at the service you offer, so you reflect a professional service.

Bonding Partnerships with Animal Welfare Groups:

By working in partnerships with nearby Animal Welfare Groups, you are following your job description commitments, holding animals for a designated time, then surrendering them to organizations that rescue animals and are legally committed to readopting them into forever homes.

This partnership not only saves lives, it divides responsibility of longer term care and maintenance, that animals need to live out their lives, in new homes.

Animal Control is a Government provided service, in prevention of animals at large or animals that endanger people. Their care and upkeep is rightfully limited to such. Animal Welfare Groups, rescue animals, tend to the needy and seek adoptions for those that are in their care.

Animal Control Facility Guidelines:

Create a Motto for Your Facility! Keep in mind that animals that are not retrieved from your facility, is because there was a human relationship somewhere that over time - failed.

Set leadership through public improvement as law enforcement requires.

Hire Staff that has previous experience in dealing with the public and/or animals.

Provide Staff with updated material concerning signs of diseases and values that must be maintained in your facility.

Impound Time Limits and Fine Payments

- Acceptance of half the impound fee and maintenance fee should be honoured, complimented by a signed form that agrees to set dates for final payment(s). Assign a separate signature that agrees to the regulations that endorse default of the agreement on the committees behalf

Should the agreement of terms not be met, additional fines are administered- with a notice to pay all fines, within 30 days or a warrant will be issued for their arrest.

(It's cheaper to arrest and incarcerate a person for 3 days than it is to care and maintain an animal!!!)

- Pets with license identification should be held in Animal Control for ten (10) business days prior to apprehension .
- Unlicensed animals with no identification should be held for fourteen (14) business days.
- Animals that require immediate medical attention, are required to be treated immediately. Set a \$1,000 cap on medical emergencies, per animal.
- If further limited funding is required, publicize it through media and your website, to gain additional public support and the importance of your facility that saves lives.
- When medical emergencies arise and the animal has not been claimed within the designated time, begin networking with your animal welfare groups, so that placement of the animal is solid and does not remain in your facility.
- Follow your commitment and services description that partners with Animal Welfare Groups to reduce the numbers of animals on death row and contract surrenders to rescues to carry out their job description, defined in their non profit licensing.

During that time lapse in your care, healthier animals must undergo a basic health and behavioural assessment. Animals that are deemed adoptable, should then become

available for adoption by the public once they become legal property of your facility.

- Adoption period should entail an additional stay of 14 days if space is limited prior to surrendering to a non profit rescue group and up to a 3 months stay, if space is available.
- If a new home has not been found, prior networking with animal welfare groups, is essential for notification that placement is required, once the time limit ends.

Animals deemed vicious, should be assessed by more than one behaviour specialist, especially in legal cases where the animal has been seized, for a Judge to decide the future of the said animal.

- Owners should be permitted the right to hire personal assessors, for their case.
- Assessors must be documented with you. They must submit a certificate of qualification that you verify and photo copy for your records. Make note of the time in your facility and the time they leave.
- Make a definition between animals that show signs of fear as opposed to being - dangerous.

If an animal shows fear, have someone spend time to overcome their fear and accept their new situation.

Hours of Operation:

For people to comply to pet licensing or to retrieve their pets, hours of operation must accommodate the majority of working class people. By doing so, you avoid future complications, "if" impound term ends and the animals legally become the property of your facility. By catering to the rights of people who cannot make it from Mon-Fri 9-5, you help keep animals out of your care.

Run your public service from Monday 12:00 p.m. 7 p.m.

Close for facility maintenance from 2 p.m. - 4:30 p.m.

Tues. 7 a.m. - 7 p.m.

Close for facility maintenance from 1 p.m. - 4:30 p.m.

Wed. 10 a.m. - 7 p.m.

Close for facility maintenance from 2 p.m. - 4:30 p.m.

Thurs. 10 a.m. - 7 p.m.

Close for facility maintenance from 2 p.m. - 4:30 p.m.

Fri. 12:00 p.m - 7 p.m.

Close for facility maintenance from 2 p.m. - 4:30 p.m.

Sat. 9 a.m. - 5 p.m.

Close for facility maintenance from 12 p.m. - 1:00 p.m.

Open Sundays is optional, but recommended.



Facility Healthcare:

Healthcare and disease control are your biggest challenges.

While the facility is not open to the public everyday, the animals require attention 7 days a week.

Facility maintenance and dis-infection is priority every day of the year.

If at first, you are not staffed to meet these obligations, through word of mouth and media, seek out volunteers.

Offer benefits to Volunteers, with a staff Volunteer T-Shirt and apparel to wear while at your facility. Due to health concerns, insist that Volunteers change at work and that either you or they, are responsible for laundry of their facility apparel. Under no conditions should they wear their Volunteer apparel to work or wear it home.

Spot Check maintenance of cages is required hourly and major wash out, is required first thing in the morning and last thing at night.

- Specialty Products should be used to disinfect your main animal areas - not-- bleach products, . Bleach products are effective for cleaning mops, rags, buckets and preparation areas. The reason for this is because bleach mixed with animal urine, creates a highly toxic gas - [please research this topic.](#)
- Specialty products are designed to wipe out bacterial menaces from your environment. Many stipulate the removal of animals prior to cleaning their area(s) this can be done through alternating cages when it comes to cats and potty break, out times for dogs.

Virkon Disinfectant:: We personally recommend **Virkon**, (made by Dupont) that is frequently used in Veterinarian Clinics and other animal facilities.

<http://veto.naccvp.com/view.php?u=country&p=msds&prodnum=1234168>

the link provides all bacterias and strains that virkon kills.

Effective against:: Canine Parvovirus:: Feline

Calicivirus:: Feline Panleukopenia Virus :: Feline Rhinotracheitis Virus - the results keep your facility clear of disease that are common in animal facilities.

Steel Water bowls and food dishes if possible, are the easiest to keep disinfected, are non porous and can withstand extreme heat or cold.

Bedding: Animals should never sleep on a cold cement or wired floor - if the purchase of Kuranda beds is not possible at this time, request bedding/blankets from local second hand stores and residents as donations.

Kuranda beds are standard for most animal facilities. Kuranda permits animal facilities to set up an account to receive Kuranda beds by Donors at discount prices and offers discount packages for animal facilities.

<http://kuranda.com/> washable elements, easy to keep disinfected.

Mandatory Spay Neuter for Adoptions:

Animals that are in the process of adoption, must be spayed or neutered by the facility prior to release. If you don't already have a local Vet on contract, promote your contract need in the local newspaper to accept quotes.

Vaccinations are essential and should also be included in your fee.

Licensing: could be included for up to 6 months. This way you are certain that the animal is traceable.

Adoption Fees:

The importance of a working partnership with a Veterinarian or local clinic pays off when it comes to keeping your adoption fees as low as possible to encourage adoptions

- exceptions can be made for animals entering your facility that are already spayed or neutered. Make sure that upon adoption that the spay neuter tattoo is registered in your files, under it's new adopters name. Vaccines will still be required and implemented into your fee.
- Partial Licensing fee should also be implemented into your fee. **NO Animal should leave your facility without a License** (if the adoption is local)

Home Checks are required to assure the home is one of a responsible pet owner and to assure that the animal does not end up back in the pound.

Facility Upkeep/Maintenance:

In regards to the building's state, general maintenance and upgrading are essential to disease control.

Areas where animals are kept, require individual air vent systems, with outdoor air take.

This system, prevents any spread of viral infections or bacterias that could create medical havoc.

Should there be an outbreak in one area caused by an intake, it is not spread throughout the entire facility and is contained in the one area.

It is easier to isolate 10 animals and keep them under surveillance, than it is to isolate 40-50 and keep them under surveillance.

It also helps eliminate the need for euthanasia.

Through a progressive program that generates income, the possibilities of having a new building built or seeking overdue upgrades, becomes within reach.

For example, with cat licensing in effect - and no limits per the number of pets any one residence may obtain, when following the guidelines of responsible pet ownership - one household that obtains 3 cats and a dog - would cost approx \$85. to license annually. That's one household!

Whether your district contains 10,000 or 300,000 pet owners - the additional revenue multiplies quickly. Through endorsement of leash laws, animals at large and pet licensing, generated income becomes available to do needed renovations or commence other needed programs.

By demonstrating to your peers that your efforts are showing financial gains, compliance and enforcement are on the rise, accessing further funding for your facility needs, becomes more acceptable in consideration. Once your facility can show books that eliminate the high costs of intake maintenance or euthanasia, funding can be used in other needed areas, such as a new facility or needed repairs.

If funding falls a little short, don't hesitate to seek the donation of hours through local tradesmen. Get the work done any way you can, to bring your facility up to par.

Pet Licensing:

CATS and Dogs should require mandatory licensing. The majority of stray animals that enter animal control facilities, are not necessarily dogs! Most facilities have more cats than dogs, which means cats have no traceable ID or guardian that represents them!



This needs to be changed so that cat owners are accountable to their pet's actions and should they be submitted to animal control, have a ticket home! Cats at large - should also entail a fine.

Offer a one time license number that is renewable annually or for a lifetime basis.

In example offer:

* spayed or neutered cat - \$12.00 annual or \$120 for life. (should the cat pass away during that year, permit a transferable license for another spayed or neutered cat)

*unspayed or un-neutered cat - \$20. annual

*spayed or neutered dog - med. size \$23 a yr or \$230 for life (should the dog pass away during that year, permit a transferable license for another spayed or neutered dog)

*unspayed or un-neutered dog - med size \$35 a yr

*spayed or neutered dog - lrg size \$25 a yr or \$250 for life (should the dog pass away during that year, permit a transferable license for another spayed or neutered dog)

Cats like dogs can be happy outside, enjoying the sun,

butterflies and grasshoppers from inside an ample outdoor pen! (Instructions on how to leash a cat with a harness is wise so your public is not tying up their cats with a rope and neck collar - too many accidents occur and precaution helps pet owners avoid accidents)

Too many cats are victimized by being trapped, shot, poisoned, or even worse, by neighbours who do not appreciate their gardens tore up by cats or having cats kill the lovely birds they so enjoy feeding in their own yards... It is their right.

Wildlife lives in every county, town and city.

Cats are often victims to wildlife (or even larger birds) By cats going outdoors in pens, they are protected from other elements that your public may not even know about.

Cat owners need to be recognized through licensing to keep cats out of the facility and placed back into the homes they came from.

Offer first time delivery accompanied by a warning ticket should a cat come into your care through an AC Officer while out and about.

Educate Cat Owners on the many advantages of outdoor pens. Offer tips to build one off your website to make your point clear while offering a solution.

Licensing plays an important role that gives a pet a permanent identification and ties that pet to it's guardian(s).

If a pet is found wandering the streets and there is no license, then the odds of that animal being retrieved from the facility, are close to nil.

With a Pet License, it takes one phone call and the cat or dog is home! Again, if it's a first offence, delivery is free!!

Provide a variety of means for Licensing Payments to simplify the payment process:

-Internet - through the Animal Control Website

- accept email money transfer payments
- accept payments through PayPal
- accept debit card payments
- accept credit card payments

Promotion of Pet Licensing:

Campaigning a Pet Licensing program should begin with local newspapers and t.v. Media.

Introduce the program, it's costs and when it comes into effect.

Request for volunteers or canvassers to begin the footwork, door to door.

Door to Door Campaigning: Assists with Compliance, should start generating instant income (payable by check or cash) and helps your service be more public friendly - it works.

<http://www.niagarafallsreview.ca/ArticleDisplay.aspx?e=2787626>

Have representatives canvass - with simple introductions such as

“Hi, I'm “so and so” I don't mean to interrupt you, but I was wondering if you have any pets?”

If the resident asks who wants to know, then the representative can introduce them self as a representative of local Animal Control and that there's no problem, they are simply there to notify pet owners, what is available to them.

Some people may answer immediately without question and announce they have 2-3 pets.

If this is the case, then your rep can begin the introduction and inquire if the pet owner would like to pay for licensing immediately to get the ball rolling. If they can't, your rep makes note that a notification be sent in the mail.

Some people may deny having any pets, when suddenly a kitty wanders to the door or a barking dog presents them self from the backyard... again your rep makes a note of this and a notification can be sent.

Get the edge on your public and be public friendly, while endorsing the law.

Make Your Presence Known.

Supplies for the Animals



Pet Food Companies such as Hill's, Purina and IAMS, offer New Pet Owner Kits to animal facilities that prove they do adoptions.

Your facility should have no problem in this area.

Once the paperwork is completed, you can then offer a free kit to new Pet Owners.

These kits usually have a couple

of pet toys, a bag of food and a redeemable coupon for their next purchase.

While this is a bonus that gives something back into the community, these companies also offer discounts for animal care facilities.

Making the phone calls to verify who will give you the better deal, plus bonus packages of food donations, will determine who you set up an account with.

Many facilities to this day, purchase their pet food at local stores, where the purchases are more expensive.

This day to day or week to week method, finds many animal care facilities in peril! Who can afford the cost? In the long run, you benefit through a merchant account with a pet food company that is cost effective.

If additional food is required, request your local food bank to do a pet food drive. Any access can be submitted back into the community for those of low income or in need.

When attaining kits for new pet owners, be sure to slip in an information sheet of tips for new pet owners, along with pet licensing information and briefs about the laws pertaining to pet owners. It's an additional source of education and information that makes your presence predominant.

Sales of Pet Supplies:

Pet foods, leashes, collars, pet toys, pet sweaters and or coats.

Having stock on hand encourages sales.

New Pet Owners, sometimes forget to bring a leash or collar or sometimes both! Having reasonably priced merchandise, encourages sales of immediate items. With endorsement of indoor animals, pet coats and sweaters for colder areas, can be a good sales item, especially when taking the time to educate people on how effects of below zero temperatures effect indoor conditioned animals. Knowledge opens the door to sales.

The Importance of Volunteers and or Foster Homes

While working in partnership with local area rescues, it is equally important to have a Volunteer and Foster Home network.

Volunteers are especially handy during times of special events, when extra hands are needed so that your staff may attend to other matters.

Foster Homes are especially needed in cases of a medical emergency or physical injury arises.

Some facilities have volunteers come in just to sit with the animals and pay them attention.

Animals who are in a strange place, surrounded by other animals, noise, smells, cramped quarters (as opposed to a backyard they may be used to), can get very stressed.

When stress occurs, they are more apt to get depressed or get sick. By having a couple of people around, to talk to them, pat them and keep them company, has been known to relieve stress levels and is a preventative to depression and disease.

If you have people who will do things like this, let them!

Sometimes, the simplest of gestures can go a long way and help your staff free up time, for other needed chores or public interaction.

By becoming more public friendly, your facility invites Volunteers and Fosters who want to help.

In the long run, this will help gain more donations of pet supplies and needed items.

It helps network more animals into forever homes, it creates a positive chain by word of mouth and brings more successful outcomes, all the way around.

Make sure your website has a wish list of things you need. Connect with Affiliate Companies to offer the products you need, off your website. As you become more public friendly, the more your facility will receive.

Don't regard helpers as - nosey parkers - listen to suggestions, especially if you can have the work done for free!!! Make it work for you!

In Summary

Power point the questions because the answers are at your finger tips.

Keeping records like any other business, permits serious review and provides your public with the statistics they have a right to.

What is the population, unemployment rates per ratio, property value and taxes.

Then question

At the rate that pets are intakes at the pound annually (for whatever reason, whether stray, injured or surrendered), calculate that according to your resident population. Intake numbers are very high aren't they?

There is a projection that is Politically correct. It all sounds great having responsible pet ownership initiative programs - demonstrating public leadership BUT are they in function, properly promoted and do they work?

If they don't - you need to seek further compliance and promotional campaigns

How much did the campaign cost to promote the initiatives - the pr? Your answer should be close to nil if done correctly.

The Guide is distributed to facilities that are in dire need of reformation.

If you or any of your staff consider this Guide to be too much work, then it's time to step down.

The outline of this program is to save money, to save jobs and to save animals.

As an employee, it is your job to bring your facility out of the dark ages and into the new area of Animal Control.

Leadership, compliance, lesser intakes, more adoptions, partnerships with animal welfare groups and less responsibility over the irresponsibility of pet owners.

Device a system that holds people responsible to their own actions - no "ifs" , "buts" or "maybes".....

With a fluctuating economy, it is essential that Animal Control facilities become more productive in services and more cost effective.

If this system does not appeal to you nor do you appreciate the urgency for change and like things the way they are - you will be sadly surprised that there are many out there that will gladly take your job(s) and be a breath of fresh air, in a stagnet system.

Reform is taking place all over North America because there is a need to do so.

Running an Animal Control facility is not just about staffing or office experience. It's about public relations, because you need the public in too many ways to mention, to make everything fall together.

It's about being assertive, it's about creative ventures to create campaigns and bring positive attention to the care and maintenance of animals.

Courses should be required to be employed in Animal Care

- Basic Business Course
- Animal Sciences
- Animal Training
- Animal Behaviour
- Disease Control
- Animal Nutrition Certificate
- Health Awareness Certificate

and nothing less!

There is a huge misconception that "anyone" can run an Animal control facility, based on the fact that they were or are a pet owner, love animals and this misconception has been the base to failure.

As in any other job, knowledge is the key. Animal Control is no different.

You have to be the service expected by the name title of your business.

Animal Control

Visit our Website for more information

<http://nkau.weebly.com>

If you require assistance, please use the contact form, leave a phone number to be contacted at (no extensions please)

Eyes are on every Animal Control facility, seeking reform. Should that not happen, tax payers and the voices of global endorsement, will soon follow.

by NKAU & AASK Services - 30 years of No Kill Status
For: No Kill Advocates Union Org. - Ab. Canada
Networked with thousands of shelters of like mind.
Endorsed by a Nine Year Program in Function that works.