



**presented by Aaron Asmus, Cat Adoption Team
Sharon Harmon, Oregon Humane Society**



Animal Shelter Alliance of Portland



- Founded 2008 as coalition.
But...Portland's different...

<http://www.youtube.com/watch?v=AVmq9dq6Nsg>





Animal Shelter Alliance of Portland



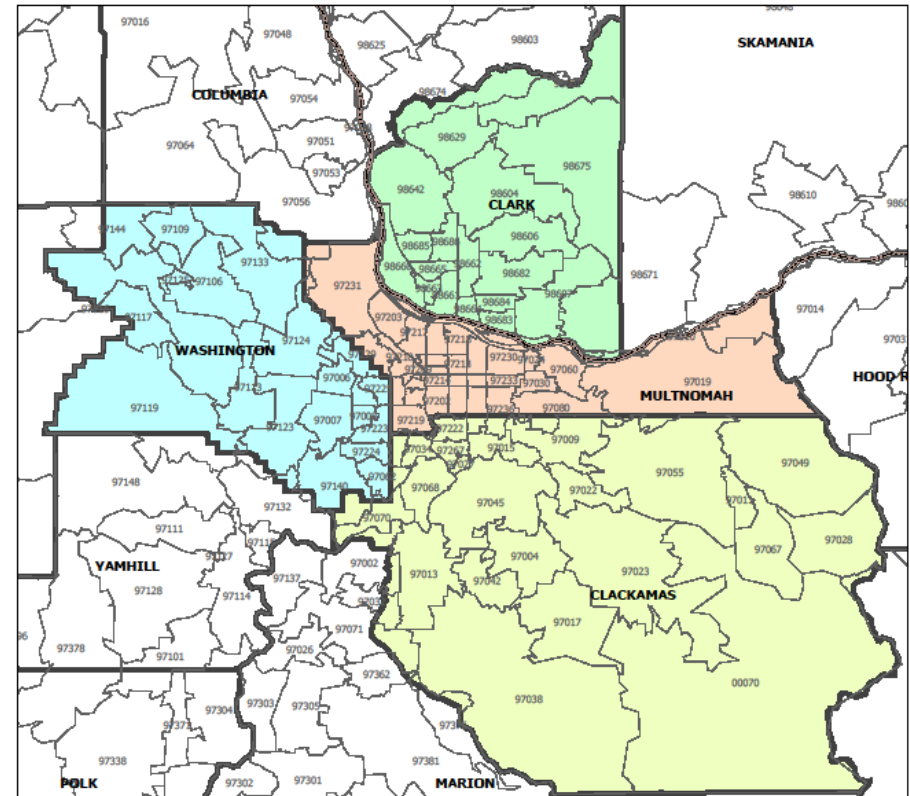
- Alliance for Contraception in Cats and Dogs
- Cat Adoption Team
- Clackamas County Dog Control
- Feral Cat Coalition of Oregon
- Humane Society for Southwest Washington
- Multnomah County Animal Services
- Oregon Humane Society
- Washington County Animal Services
- Portland VMA
- Oregon VMA
- SW Washington VMA

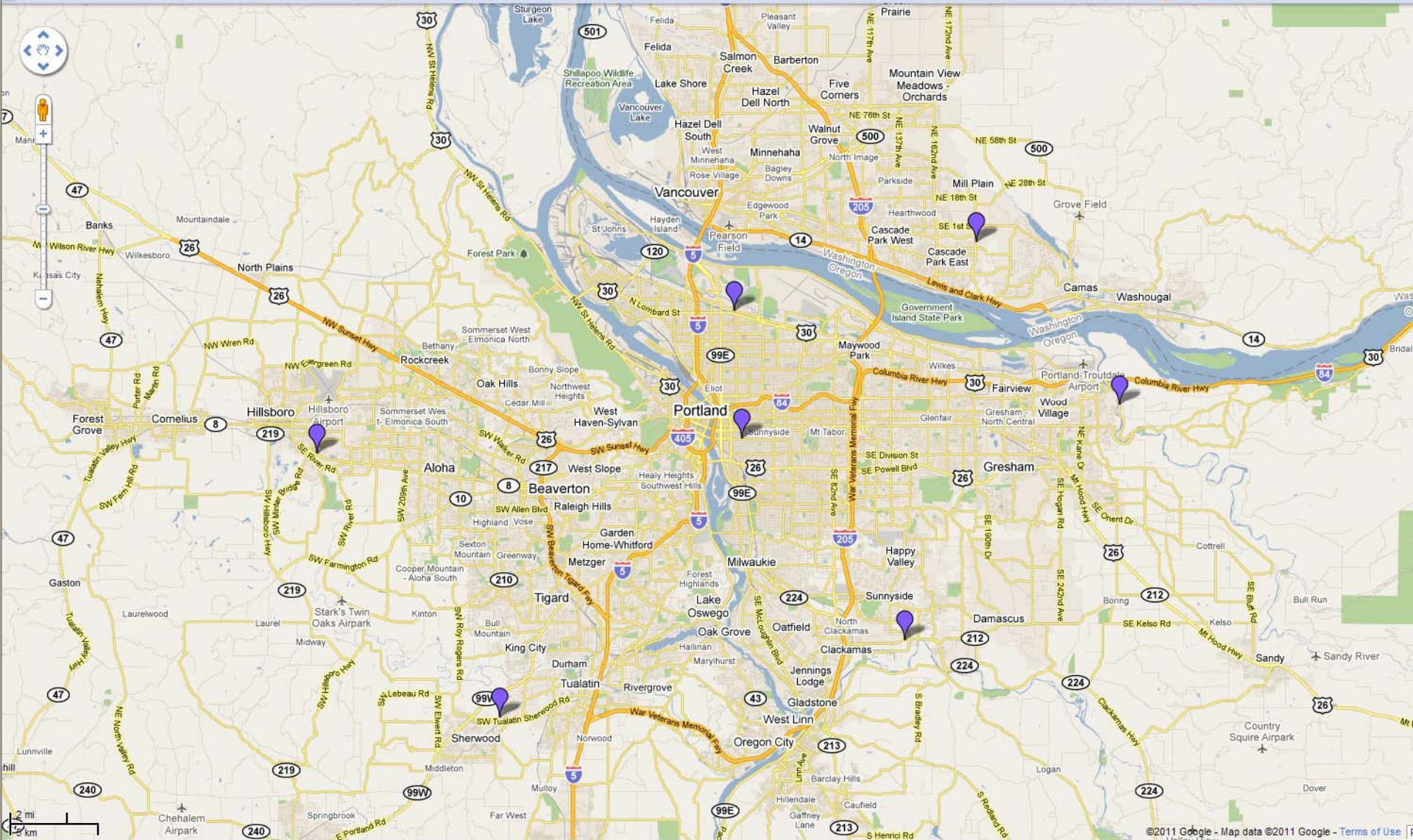


ASAP coalition area



- 3727 square miles
- 4 counties
- Larger than Delaware and Rhode Island
- 2 million people
- 182K people below poverty line
- 996K cats and dogs, plus 101K ferals







How it works



- ASAP
- Monthly meetings
- Less formal governing structure
- Oregon Humane Society is fiscal agent
- Several committees, many members contribute in a variety of ways





The topic is cats...but where to begin?



- Data analysis; the first big lift
 - 5 different software systems
- Initial goal focused on intake resulting in euthanasia





We have a plan, now what?



- 2007 CATNIP Trial Run
 - Looked to our records and determined the zip codes with the highest intake resulting in euthanasia, 97206 and 97266
 - Pilot project with a mobile clinic



We learned a lot...



- Much needed in the way of process improvement
- 770 cats
- Communication challenges
- Each spay cost \$149 – our cost!!
- Results were promising though
- 23% reduction in euthanasia

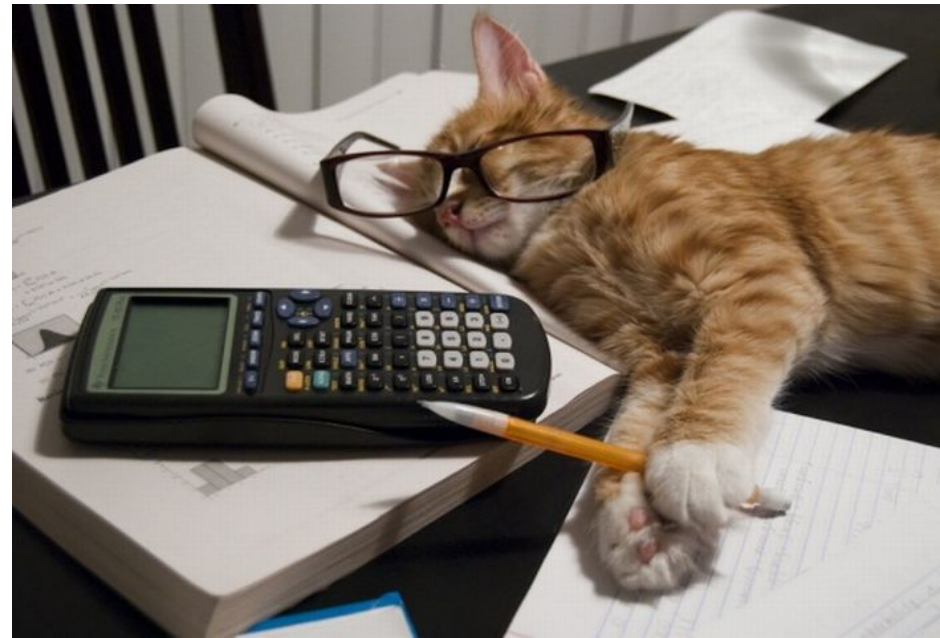
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Accountability to the Accountants



- Setting the numerical goals
 - Surgical target number
 - Project budget
 - Baseline SN
 - Determining the human demographic





Setting numerical goals



- Big kudo's to Joyce Briggs!
- Steal the wheel, don't reinvent it!
 - Many thanks to Peter Marsh and the work of shelters in NH, UT, FL
- Establishing the feline population
- New information helped identify owners of cats likely to contribute to cat overpopulation
 - JAVMA 4/09



How did we come up with the number?



Marsh's data indicate that shelter admissions can be reduced by 25-30% when a community:

- SN five more pets / 1,000 people, targets indigent owners for 5 years
- Increase feral cat sterilization by 1.25 cats per 1000 people.

Using Marsh's formula:

- Given 3/4 euthanasia are cats, we based our target on increasing feline spay/neuter by 3.75 per 1000 people (7,500 surgeries for the 2 million people in greater Portland metro) targeting indigent owners, plus 1.25 per thousand additional feral cat surgeries (2,500 surgeries). Bonus program, ASAP will subsidize 3,000 surgeries annually for low-income Portlanders who are not on public assistance.
- **13,500 additional spay and neuter surgeries above baseline**



Pet Population for Dummies



Number of Households: Divide the population by 2.5

<http://2010.census.gov/2010census/data/>

Dogs: Number of dog-owning households = $.372 \times$ total number of households

Cats: Number of cat-owning households = $.324 \times$ total number of households

To calculate the number of animals in your community

Dogs: Number of dogs = $0.632 \times$ total number of households in your community

Number of dogs = $1.7 \times$ number of dog-owning households

Cats: Number of cats = $0.713 \times$ total number of households in your community

Number of cats = $2.2 \times$ number of cat-owning households

Or just use the handy calculator

http://www.avma.org/reference/marketstats/ownership_calculator.asp



Selling the plan



- Veterinarians
- Boards
- Staff
- Volunteers
- Donors





From the Frying Pan to the Fire

- **ASILOMAR!!!!**

Healthy. Treatable. Manageable. Unhealthy. Rehabilitatable. Unmanageable.



But really, that was a good thing

- We can play well in the litter box...
- Increased reliance on each other
- ASAP as a priority
- Internal modernization
- Playing to strengths

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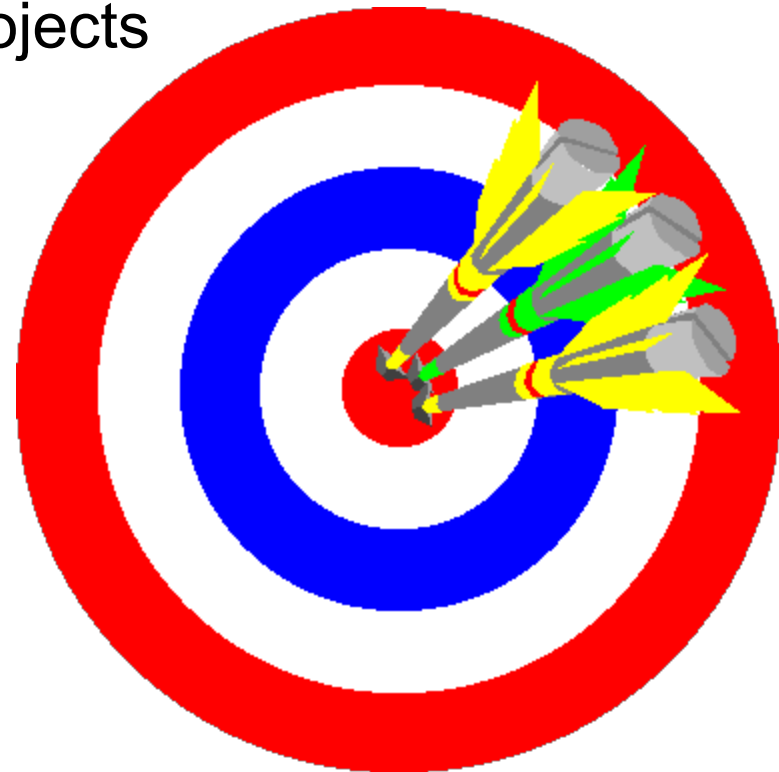




With the Who and the Where out of the way... now comes the How



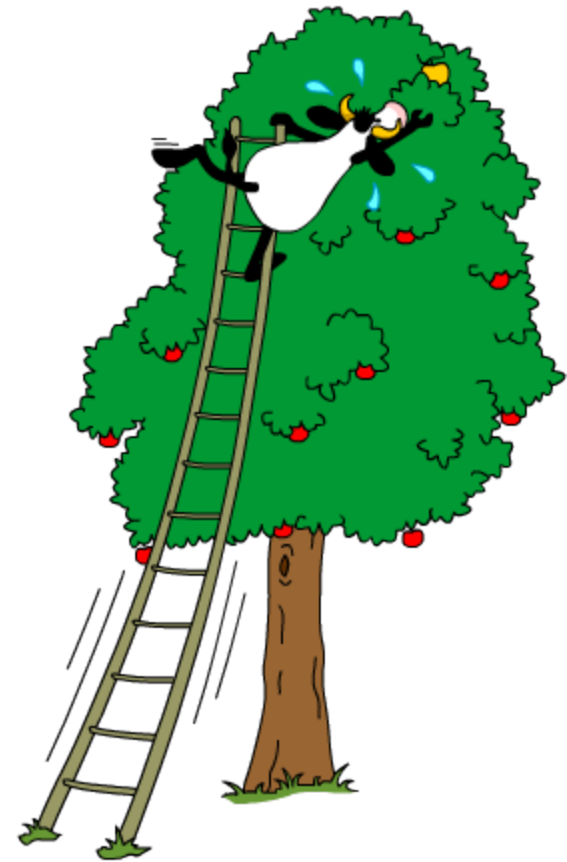
- Targeting begins
 - Allied service providers
 - Social services
 - Food banks, homeless projects
 - Craigslist
 - Flyers
 - Facebook
 - Agency Websites
 - Cat Advocates





What's in it for them?

- Low hanging fruit
- Convenience
- What's it gonna take?





Dateline March 2010



- Soft launch
- Uncovered infrastructure gaps
- Aligning expectations with reality and other step on a rake moments





More learning occurred..



- Process refinement
- Centralized scheduling module
- More staff/volunteer support

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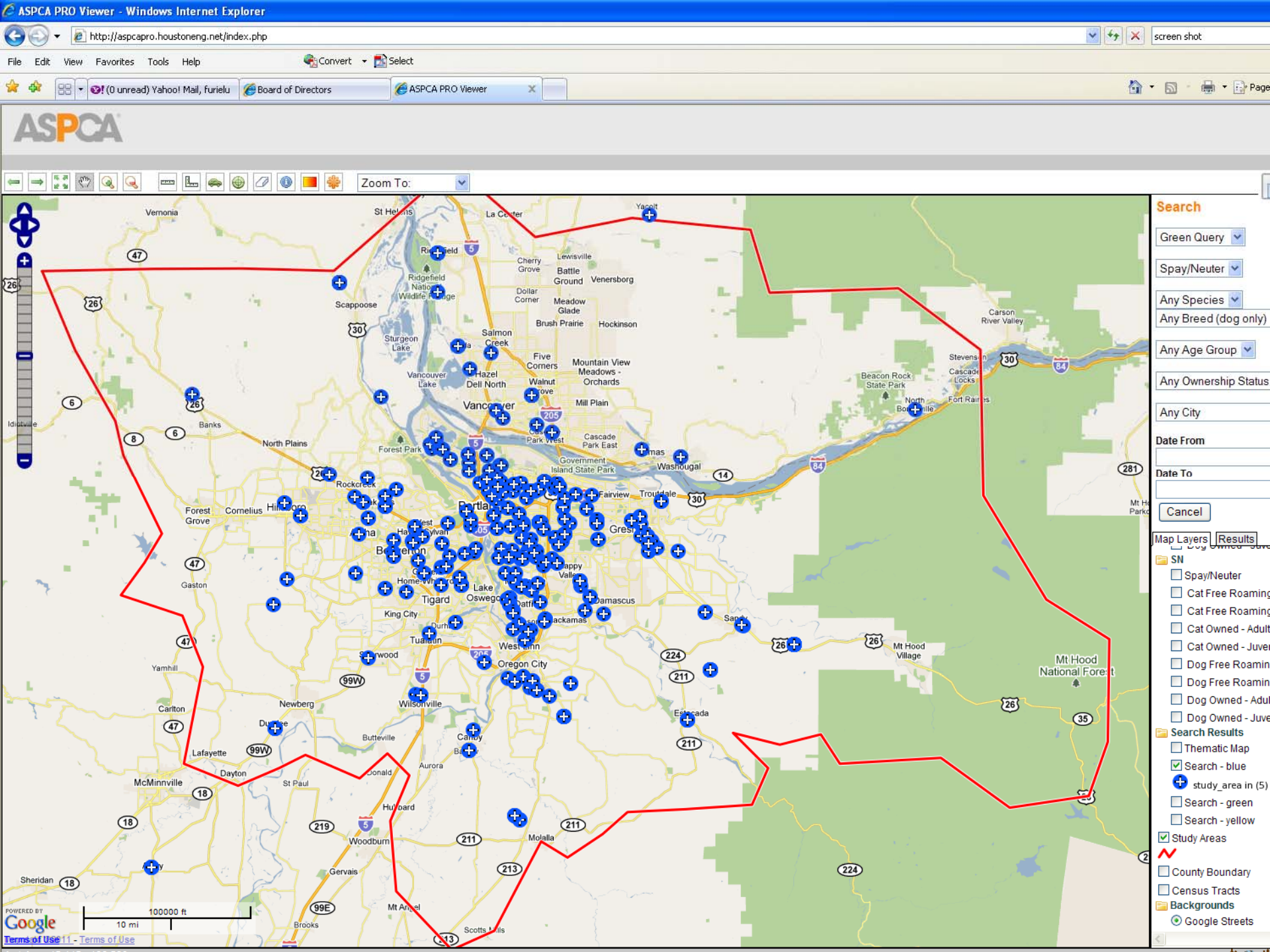


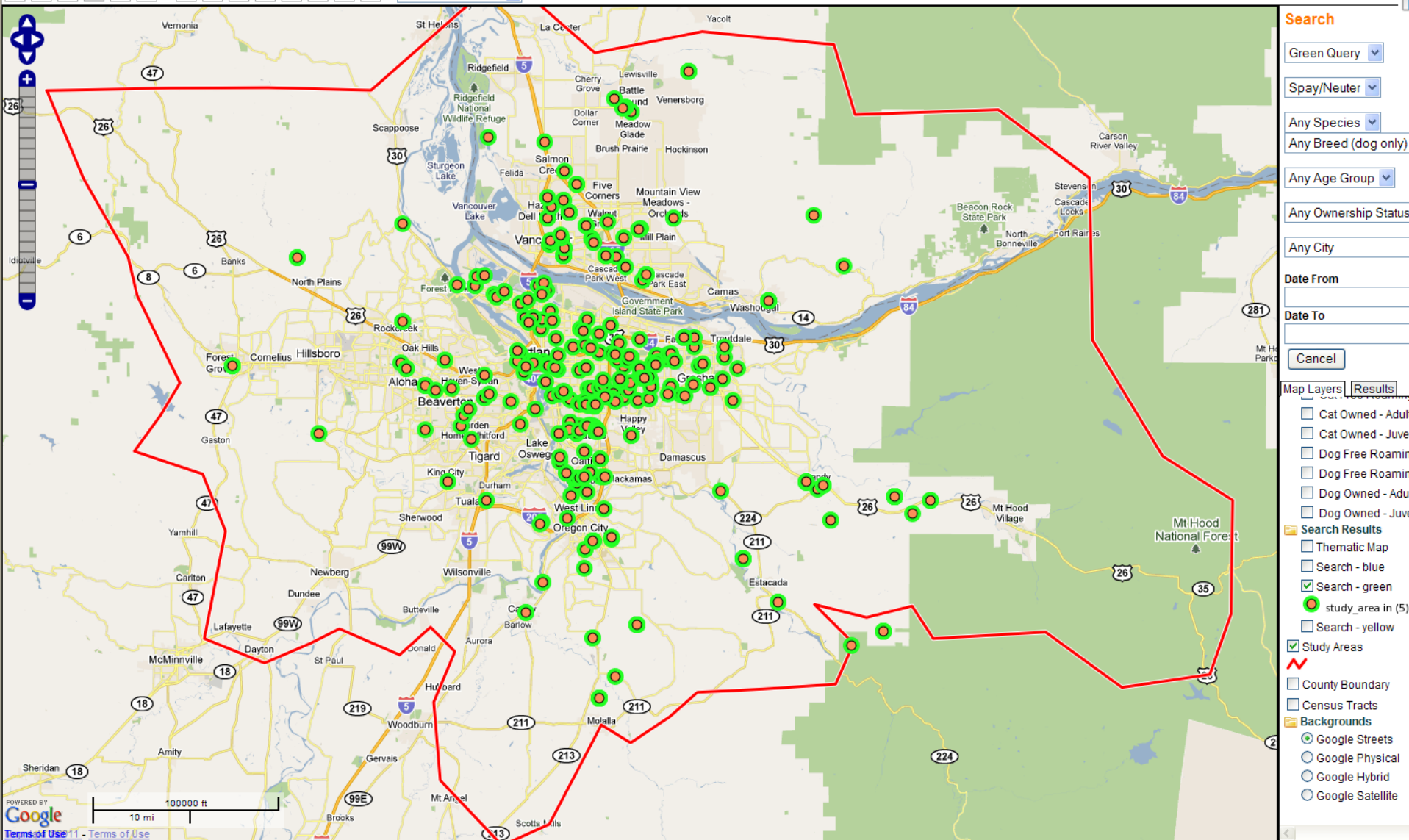


Inspect what you expect



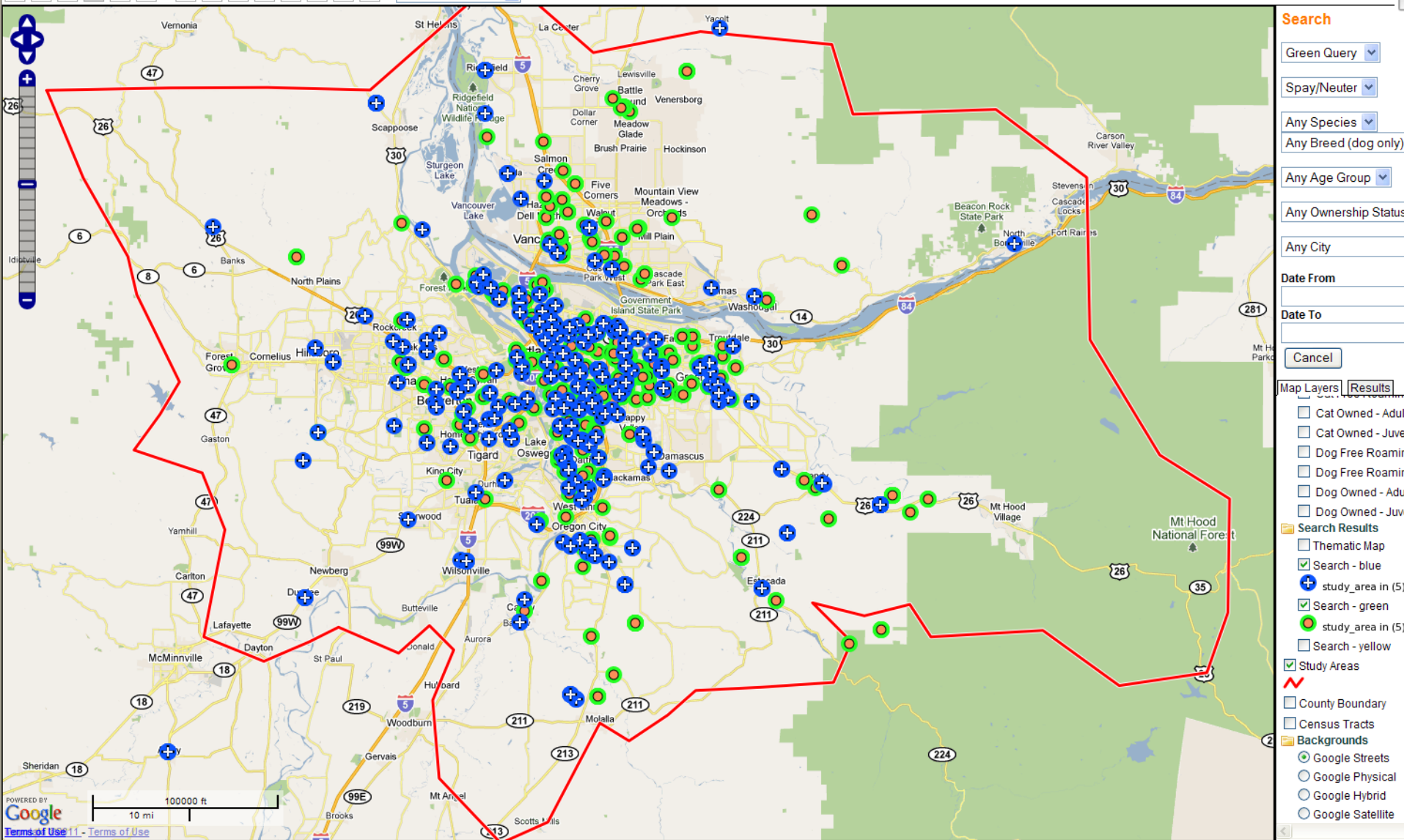
- Did we achieve our goals?
- How will we know?

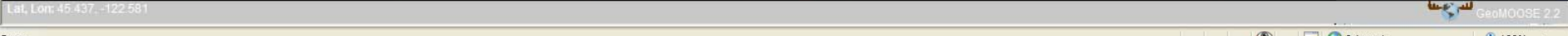




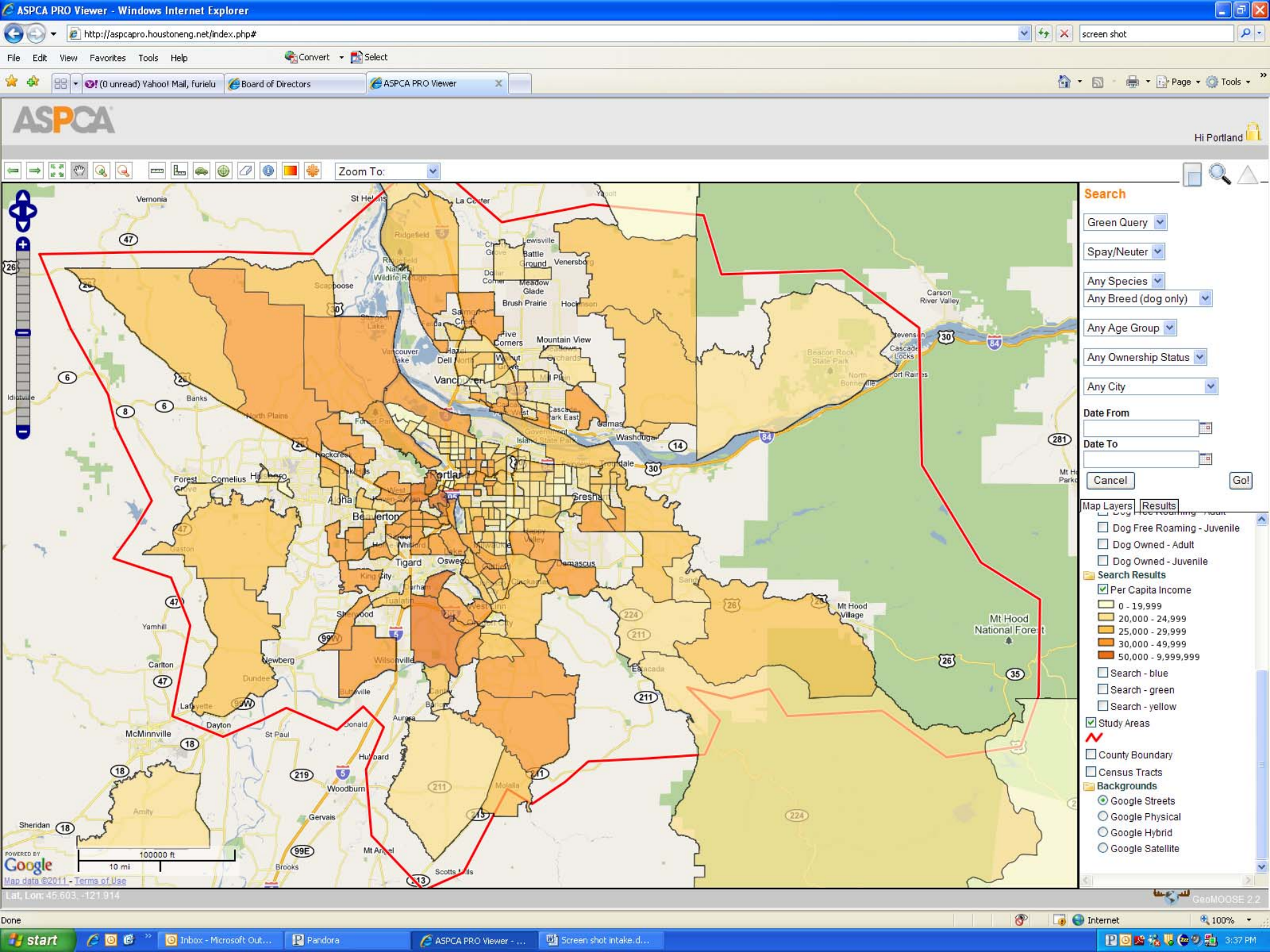


Zoom To:





	Free Roaming	Owned	Unk
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Hi-tech is cool but is it necessary?

- If the intent is to reduce shelter intake, then focus on the people who bring you the cats
 - Your model may need an intervention by the data Guru's at the ASPCA

Or you can try a direct approach, as in direct mail

- For OHS, only 3% of Spay and Save clients had surrendered cats

switch





Drum roll please



For all the effort, what are the first year results?

- 5479 surgeries above baseline volume
- Scheduling software in full use
- Volunteer force substantial
- Regular transfers



Off the ground and purring



- 2006-2010 accomplishments
- Cat intake down 8%
- Euthanasia down 39%
- Adoptions up 8%
- Transfers up 24%
- Per capita euthanasia rate drops to 4.1

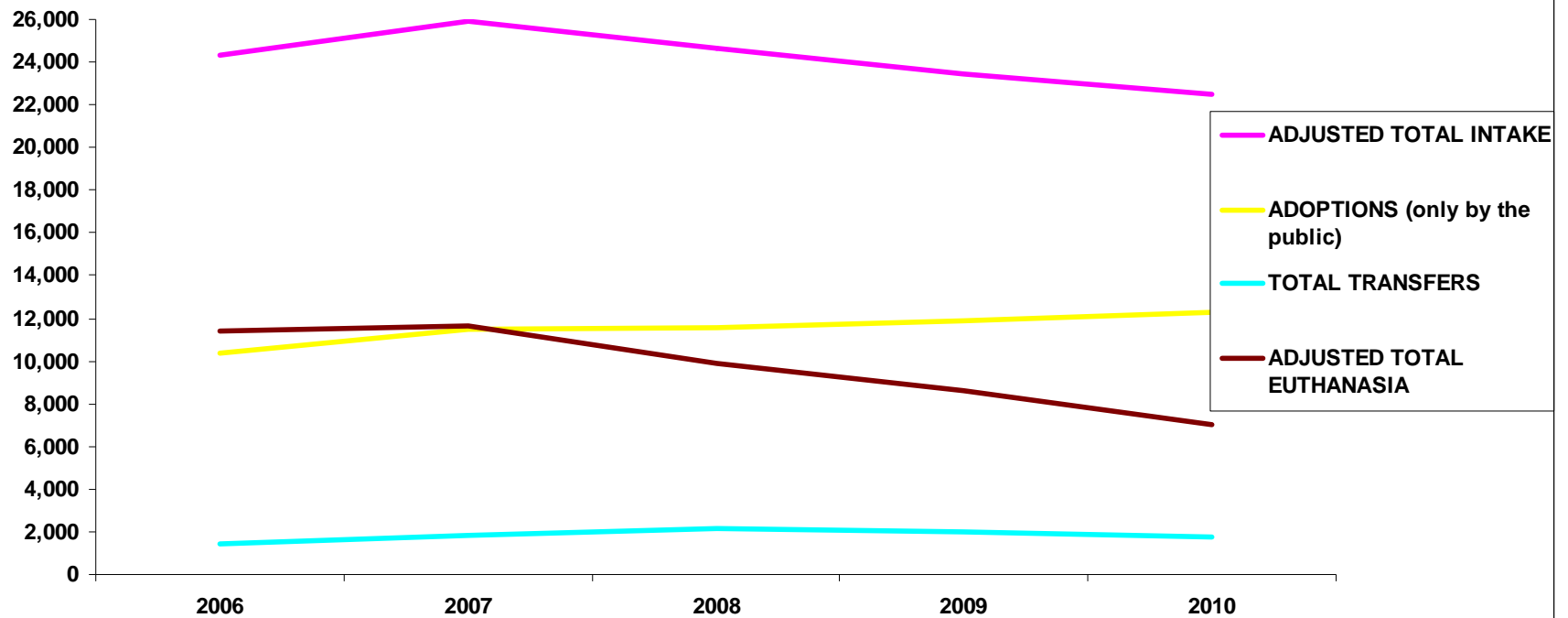




Results since ASAP inception



Animal Shelter Alliance of Portland Community Statistics - Asilomar





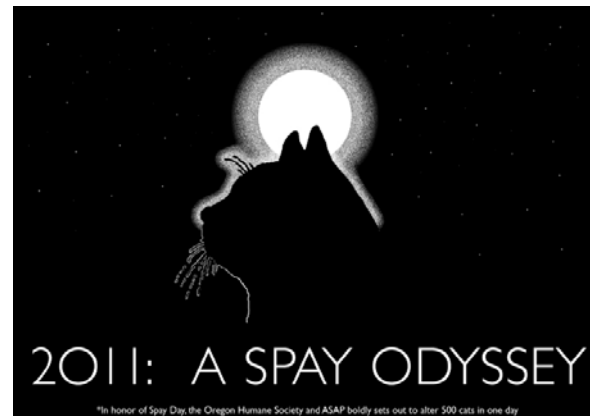
Events



- 2010
Elect to Spay



- 2011
A Spay Odyssey



- Next Event
Spay it Forward, focusing on kittens



SPAY & SAVE

Spay/Neuter your cat or kitten for ONLY \$10!
For a limited time only • Call now!

Take advantage of this Portland/Vancouver metro area-wide initiative that will:

- **Save you money**
- **Save thousands of cats by preventing overpopulation**
- **Multiple cats/kittens and stray/feral cats welcome!**

How to qualify:

- Must receive government assistance such as Medicaid, WIC, Food Stamps, SSI, Section 8 Public Housing, AFDC, TANF, etc.
- Must be a resident of Multnomah, Washington, Clackamas or Clark County.



Other low-income programs available.

Call TODAY to schedule your appointment:

(503) 802-6755 for a cat you own OR (503) 797-2606 for feral or stray cats.

Surgeries will be performed by licensed veterinarians at multiple locations.



The Spay & Save program is organized and managed by the Animal Shelter Alliance of Portland (ASAP). ASAP is a coalition of the greater Portland/Vancouver area's leading animal welfare organizations and the veterinary community. The Spay & Save program is working to reduce the number of cats and kittens that are coming into our shelters every year—almost 25,000 in 2009 alone. This vital program is funded through private donations as well as grant monies.

For further information, please visit www.asapmetro.org or email spayandsave@asapmetro.org

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ESTERILICE & AHORRE

¡Esterilice su gato o gatito por sólo \$10!

Por un tiempo limitado • ¡Llame ahora!

Aprovéchese de esta iniciativa, disponible en la zona metropolitana de Portland y Vancouver:

- **Ahorre dinero**
- **Salve miles de gatos y prevenga su superpoblación**
- **Puede traer varios gatos/gatitos, incluso gatos callejeros**

¿Quién puede participar?

- Tiene que estar recibiendo ayuda del gobierno, como Medicaid, WIC, estampillas de comida, SSI, Sección 8 de Vivienda Pública, AFDC, TANF, etc.
- Tiene que residir en los condados de Multnomah, Washington, Clackamas o Clark

Hay otros programas para personas con bajos ingresos.

Llame al lugar más cercano a usted hoy mismo para concertar una cita:

- | | |
|---|--------------------------|
| 1. Cat Adoption Team, Sherwood, OR | Teléfono: (503) 925-8903 |
| 2. Multnomah County Animal Services, Troutdale, OR | Teléfono: (503) 988-7387 |
| 3. Oregon Humane Society, Portland, OR | Teléfono: (503) 802-6755 |
| 4. Para gatos callejeros: Feral Cat Coalition of Oregon | Teléfono: (503) 797-2606 |



La esterilización será realizada por veterinarios autorizados



El programa "Spay & Save" está organizado y dirigido por la Alianza de Refugios de Animales de Portland (ASAP). ASAP es una coalición de agencias, organizaciones de bienestar y de la comunidad veterinaria del área metropolitana de Portland y Vancouver. El programa "Spay & Save" está tratando de reducir el número de gatos y gatitos que entran en nuestros refugios cada año (más de 25,000 solamente en 2009). Este vital programa se financia con donaciones privadas y subvenciones.

Si desea más información, visite www.asapmetro.org o envíe un mensaje a spayandsave@asapmetro.org





HAPPY WITH SPAY & SAVE SERVICES?

TELL A FRIEND!

Thank you for getting your cat sterilized!
Now your cat won't produce kittens that could be
among the nearly 25,000 cats entering
Portland/Vancouver area animal shelters each year.

Your cat can't pass this on, but you can.
Please? It could save a life!

WWW.SPAYSAVE.ORG

Spay/neuter your cat or kitten for only \$10!*

- Special \$10 rate for clients on public assistance. Other low-income programs available.
- Multiple cats/kittens and stray/feral cats welcome.
- Spaying and neutering saves shelter cats' lives.
- Sterilized cats make better pets: no yowling & spraying to seek a mate.
- Surgeries performed by licensed veterinarians at multiple locations.
- No transportation? Spay & Save may be able to help.

**Call 503-802-6755 today to schedule an appointment.
For feral cats call 503-797-2606.**

*Spay & Save is a project of ASAP, the Animal Shelter Alliance of Portland. Clients must meet qualifications.
This vital program is funded through charitable donations. Special thanks to PetSmart Charities® for their support.*

***For more information visit www.spaysave.org or email spayandsave@asapmetro.org**



Got Cats?



You may qualify to
**“Fix” your cat
for only \$10***
Call 1-800-345-SPAY

Nearly 25,000 cats enter
Portland area shelters every
year. There are not enough
homes for them all.

Help us save cats’ lives while
saving you money.

Feeding a stray or feral cat?
Call 503-797-2606

*Call 1-800-345-SPAY (7729) or visit
www.spaysave.org for details and
low income eligibility requirements.



**A program of the Animal Shelter
Alliance of Portland (ASAP)**

En Español al reverso



Resources



- US Census
- ASPCA Data Junkies

Dr. Emily Weiss 316 778-1273

www.emilyw@aspca.org

- For all you need to know about targeted S/N

www.petsmartcharities.org/resources

- For ASAP Spay and Save details

Anika Moje anikam@asapmetro.org

503-802-6727



Journal of the American Veterinary Medical Association

April 15, 2009,

Population characteristics and neuter status of cats living in households in the United States

Karyen Chu, PhD; Wendy M. Anderson, JD; Micha Y. Rieser, MA

Results estimated population of 82.4 million cats living in 36.8 million US households.
(80.0%) cats were reportedly neutered.

Of the neutered female cats 81.7% had reportedly been neutered before having any litters. Proportion of cats that were neutered differed significantly across annual family income groups, with 96.2% of cats \geq \$75,000 being neutered, 90.7% between \$35,000 and \$74,999 being neutered, and only 51.4% $<$ \$35,000 being neutered.

Conclusions and Clinical Relevance— (80.0%) of cats living in households in the United States were neutered and that annual family income was the strongest predictor of whether cats in the household were neutered. The present study did not attempt to address stray and feral cats, which represent a substantial but unknown percentage of the total US cat population.



Questions?

