

RESOLUTION NO. _____

A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF GAINESVILLE, FLORIDA; SUPPORTING THE EFFORTS OF THE NO MORE HOMELESS PETS COALITION OF ALACHUA COUNTY TO END THE EUTHANASIA OF ADOPTABLE ANIMALS ENTERING ANIMAL SERVICES; PROVIDING AN EFFECTIVE DATE.

WHEREAS, the City Commission agrees that Alachua County operates a public animal shelter where companion animals come to be saved, temporarily sheltered, and ultimately placed in loving, responsible homes, not to be euthanized;

WHEREAS, the City Commission shares with the Board of County Commissioners of Alachua County the goal of ending the practice of euthanizing adoptable animals by the year 2007;

WHEREAS, the City Commission supports the concept that it is not the function of Alachua County Animal Services to euthanize animals simply because they are unwanted.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COMMISSION OF THE CITY OF GAINESVILLE, FLORIDA:

Section 1. That the Alachua County Animal Services Director and coalition members of No More Homeless Pets in Alachua County, are hereby fully endorsed in their implementation of their five year Comprehensive Plan to reach the goal of ending the practice of euthanizing adoptable animals.

Section 2. That a progress report be presented to the City Commission no later than the end of March 2002.

Section 3. That this resolution shall take effect immediately upon its adoption.

PASSED AND ADOPTED this _____ day of September 2001.

By: _____
THOMAS D. BUSSING, MAYOR

ATTEST:

Kurt M. Lannon, Clerk of the Commission

Approved as to form and legality

Marion Radson, City Attorney

A Comprehensive Plan for the No More Homeless Pets in Alachua County Coalition

Vision

Alachua County operates a public animal shelter where abandoned, stray and homeless companion animals are temporarily sheltered, with the ultimate goal of placing them in loving, responsible homes. Due to a variety of issues, including animal overpopulation and limitations on resources, three out of every four dogs and cats that enter Alachua County Animal Services are currently euthanized. A public-private coalition of concerned organizations has developed the following comprehensive 5-year plan to decrease pet overpopulation and end this destructive practice of euthanizing companion animals.

To accomplish these goals, Alachua County Animal Services, along with the Alachua County Humane Society, Gainesville Pet Rescue, Operation Catnip, Puppy Hill Farm, Feisty Acres, Friends of the Shelter, North Florida Paws, the University of Florida College of Veterinary Medicine, the Alachua Veterinary Medical Association, and volunteers have created a coalition titled, *No More Homeless Pets in Alachua County*. This partnership pulls together internal and external, public and private, paid and volunteer resources to maximize efforts to save every adoptable companion animal that comes into the Alachua County shelter. At the same time, our coalition plans to decrease the number of homeless companion animals in the community. A three-pronged approach includes wide-ranging educational activities, an improved sterilization program and an increase in the number of pet adoptions.

Introduction

In fiscal year 2000, nearly 8,200 animals were euthanized by Animal Services. In roughly 60% of these cases, nothing would have prevented these animals from becoming family pets. They needed neither intensive veterinary medical care nor extensive behavioral rehabilitation. In most instances, they ran out of time or housing availability. It is a goal of *No More Homeless Pets in Alachua County* to end the practice of euthanizing such adoptable animals. The coalition, with the support of the County and City resolutions, will institute this comprehensive plan to meet this goal by 2007.

Only modest decreases in the total number of animals received by the Animal Services have been experienced over the last few years and there is little to suggest that the ensuing years will change substantially. We project that, in the absence of any policy or procedural changes, the total number of animals handled at Animal Services would remain roughly 12,000 (11,337 in FY 2000) with around 30% being surrendered by owners. The majority of the remaining 70% are classified as strays.

For planning purposes, eliminating the euthanasia of "adoptable" and "treatable" animals would represent a decrease of the overall euthanasia rate from over 73% to about 27% (reducing absolute number of euthanasias from 8,061 to 2,197 against a projected total intake of 12,000).

The initiative delineated below can be broadly categorized into three general areas:

I. Humane Education

Activities include education of the community regarding the pet overpopulation problem and the need to sterilize all animals unless owned by registered breeders. Other programs will be focused on responsible pet guardianship and overcoming simple problems to minimize the circumstances under which pets are abandoned or turned into the shelter. Our education programs will be directed to the importance and need to have all pets vaccinated against rabies and be licenced/tagged for identification purposes, the need for more pet-friendly housing, and other outreach programs all of which are aimed at strengthening the human-animal bond. Education programs include common pet behavior problems and psychological needs, common medical problems, reproduction, nutrition, obedience, grooming, and responsible pet guardianship.

II. Adoption

Activities that increase the probability that animals will be placed in suitable homes by advertising the availability of animals for adoption include instituting off-site adoptions, and streamlining or standardizing adoption procedures. An important aspect of this portion of the plan is the commitment of the Humane Society, Gainesville Pet Rescue and other rescue groups to accept increasing numbers of animals from the public over the five years the plan is to be implemented and guaranteeing their adoption. Local veterinary hospitals can also be used as adoption centers to increase the availability and accessibility to the public. Using modern technology (computers, kiosks, web sites, etc.) will help to increase the speed and reliability with which animals that have become strays can be identified and returned to their owners or find new homes.

III. Sterilization

Activities to encourage sterilization are of prime importance in the plan. All resources available; local veterinarians, the College of Veterinary Medicine, Operation Catnip and Alachua County Animal Services will cooperate to this end. A low-income spay/neuter program will be developed to assist those citizens that meet the County's economic guidelines with the financial burdens of owning a pet. Also, a low-cost spay/neuter program will be implemented to encourage everyone to sterilize their pets. All feral cats will be identified and processed through Operation Catnip's current programs. Possible future ordinances may include a ban on breeding unless the owner has a "breeders permit", and the possibility of requiring that all pets sold from pet stores are sterilized prior to purchase.

Where possible, the plan emphasizes volunteer help, cooperation with already existing or pledged community resources, and private donations.

The overall numerical goals to be achieved by the end of 2002 are:

1. Reduction in the deaths of shelter animals

733

2.	Additional (new) spay/neuter surgeries	3665
3.	Additional (new) adoptions	733
4.	Additional (new) returns to owners	220
5.	Reduced owner surrenders	359

Definitions

Adoptable Animals: Animals that are reasonably healthy and reasonably well adjusted when they enter the shelter, Humane Society or rescue group, at least 8 weeks of age, and do not pose a risk to the health and safety of the public and other animals.

Reasonably healthy means an animal that needs only routine veterinary treatment, such as vaccinations, sterilization, testing, and parasite prevention. Whether an animal is reasonably well adjusted is, as a matter of necessity, a subjective judgement. The following are guidelines which should be used in determining whether an animal is reasonably well adjusted.

- The determination should be based on exhibited or prior-owner-reported behavior, not speculation.
- When evaluating exhibited behavior, consideration should be given to the fact that the animal is in unusual, frightening conditions during the period of examination.
- An animal is not reasonably well adjusted if it exhibits behavior that is dangerous to humans. However, normal undisciplined behavior that may be expected from an animal of that species should not be considered to be dangerous to humans.
- An animal does not have to exhibit perfect behavior to be considered reasonably well adjusted. In particular, if an animal exhibits undesirable behavior that is commonly or routinely exhibited by animals, that animal may still be considered reasonably well adjusted.
- Even though an animal exhibits undesirable behavior for which there are standard, accepted, and/or easily applied techniques for correction, it still may be considered potentially dangerous to humans.

A determination that an animal is not reasonably well adjusted does not mean that the animal will automatically be euthanized. Animals which are not reasonably well adjusted will still be saved, when reasonably possible to do so, either through the efforts of members of the coalition or volunteers, or through intervention by outside agencies, such as breed rescue groups. A determination that an animal is not reasonably well adjusted only means that it is not adoptable in its current condition and, therefore, not a subject of this plan.

Treatable Animals: Animals that are less than 8 weeks of age, but greater than 4 weeks and have a treatable illness. Special needs animals are animals with traumatic injuries that cage rest will cure if funds and foster homes are available, and animals with minor geriatric health problems.

Non-Rehabilitatable Animals: These are animals for whom euthanasia is the only option, such as dogs and cats suffering from painful, incurable illness or injuries, aggressive behaviors that pose a

threat to public safety, or animals who may not be released due to legal restrictions.

I. Humane Education

Objectives (Desired Community Impacts)

- Reduce the number of animals surrendered to the shelter by their guardians
- Reduce the number of strays brought to the shelter
- Increase the number of animals sterilized
- Increase the number of animals adopted

Strategies

1. Make it easier to keep pets

- Provide free education on common animal behavior problems in dogs and cats using all media sources
 - Written materials
 - Current: *Kind News* being distributed to K - 6th grades
 - Year 1: Distribute 50% more *Kind News* to K-6, and additional specialized handouts to 7th - 12th grades
 - Year 2: Distribute specialized handouts to all grade levels, including the University of Florida and Santa Fe Community College
 - Resources: Humane Society, Animal Services, NMHP coalition
 - Broadcast programs
 - Public channels
 - Current: Not being done
 - Year 1: Monthly special on one of the other channels
 - Year 5: A weekly program on all public access TV channels
 - Resources: Humane Society, GPR, Animal Services, City and County media departments
 - Private channels
 - Current: Humane Society has hour long show on Cox Cable 8 and a weekly show, "Pet of the Week" on WJLF. Also work with Fox 51, TV 20 and WJLF, WKTK, and WSKY radio stations
 - Year 1: Begin sharing time with Humane Society on TV and radio programs
 - Resources: Humane Society, GPR, Animal Services
 - Classes
 - Live
 - Current: Occasional class for staff
 - Year 1: Monthly behavioral classes for public
 - Year 5: Weekly behavioral classes for public
 - Resources: Humane Society, GPR, Animal Services, volunteers
 - Videotaped

- Current: None
 - Year 1: Two videotapes on different topics, copies available for cost of cassette, copies distributed as requested
 - Year 5: Ten completed videotapes on different topics, copies distributed as requested
 - Resources: Humane Society, GPR, Animal Services, College of Veterinary Medicine, City and County media departments
- Advertise in *Your Partner in Service* County Service Guide
 - Current: Publish article in Guide for 2001/2002
 - Resources: County media department, Animal Services, NMHP coalition
- Advertise and operate a telephone hotline for owners of pets with behavioral problems
 - Current: Select staff to answer questions as time permits
 - Year 1: Staff the hotline from 11a.m. to 7p.m., 5 days a week, with answering machine to cover
 - Year 5: Staff the hotline from 8 a.m. to 7 p.m., 7 days a week with answering machine to cover
 - Resources: Humane Society, volunteers, NMHP Coalition members
- Educate landlords on how to make their property “pet friendly” and on the advantage of sterilized and vaccinated pets in rental property
 - Classes
 - Current: None
 - Year 1: Semi-annual classes
 - Year 5: Quarterly classes
 - Resources: Humane Society, Board of Realtors Association
 - Advertise “pet friendly” housing
 - Current: None
 - Year 1: Include advertisements in 1 animal welfare groups’ newsletter/web page
 - Year 5: Include advertisements in all animal welfare groups’ newsletters/web page
 - Resources: Humane Society, GPR, Animal Services, Realtors Association
 - Provide written materials to landlords about County Ordinance requiring rabies vaccination and encourage them to provide “pet friendly” housing if animals are sterilized and vaccinated
 - Current: Not being done
 - Year 1: Distribute information to 10% of rental properties
 - Year 5: Distribute information to 100% of rental properties
 - Resources: Humane Society, Animal Services, NMHP coalition
- Create a “People-Pet Partnership” Program or enhance the “Pet Sharing” Program to bring animals to nursing homes, etc for education and therapy
 - Current: “Pet Sharing” program by Humane Society
 - Year 3: Enhance programs to affect 10% of all nursing homes, hospitals
 - Year 5: Reach 25% of nursing homes, hospitals

- Create more leash-free parks
 - Current: One leash-free park in county (Dogwood Park)
 - Year 1: One new leash-free park in city
 - Year 3: Create leash-free park on Animal Services' property
 - Resources: City and County parks and recreation departments
- Create fully fenced neighborhood "dog parks" within existing parks in proximity to high-density apartment or residential property.
 - Current: Squirrel Ridge Park and Forest Park
 - Year 1: Fence area in one existing neighborhood park
 - Year 5: Fence area in three existing neighborhood parks
 - Resources: NMHP coalition members, City and County parks departments
- Allow pets to be taken on public transportation
 - Current: None
 - Year 1: Any pet on a leash and muzzled or in a covered carrier/live trap allowed on RTS vehicles
 - Resources: NMHP coalition, RTS
- Provide free pet food/supplies to pet guardians who qualify for public assistance in "Meals on Wheels" and "Training Wheels" programs if they agree to sterilize their pet(s)
 - Current: Ongoing in "Meals on Wheels" and limited in "Training Wheels" programs
 - Year 1: Meet community needs, set up pet food bank
 - Year 5: Meet community needs
 - Resources: Humane Society, volunteers
- Include deliveries of pet food/supplies with "Meals on Wheels" program
 - Current: Ongoing
 - Year 1: Meet community needs
 - Year 5: Meet community needs
 - Resources: Humane Society, volunteers

2. Educate on the problem of pet overpopulation, the tragedy of the fate of abandoned pets, and the need for sterilization and to make it socially unacceptable to "backyard breed" or to abandon a pet.

- Have a humane educator at the Humane Society and an associate or volunteer at the shelter to concentrate entirely on public education
 - Current: Shelter receptionists, animal techs, and occasionally a volunteer educates when time permits
 - Year: 1 Permanent volunteer position at shelter
 - Year 3-5: Paid staff member
 - Resources: Animal Services, Humane Society, volunteers
- Use existing public service announcements and broadcast them on public access TV channels
 - Current: Minimal
 - Year 1: Acquire copies of all available free PSAs and have them broadcast on all

- channels at least 5 times a day
- Resources: City and County media services, Channel 12, Humane Society, GPR, Animal Services, Operation Catnip
- Use City and County media resources to produce new PSAs
 - Current: Not currently being done
 - Year 1: Produce 1 new PSA every six months
 - Resources: City and County media services, Humane Society, GPR, Animal Services, Operation Catnip
- Broadcast public service announcements on private television and radio stations
 - Current: Limited on TV 20, Fox 51 WJLF, WKTK, WUFT, and WSKY
 - Year 1: Have one broadcast each day during prime time television on at least one major broadcast station and one broadcast during morning and another during evening drive time on at least two radio stations
 - Resources: NMHP coalition members, TV 20, FOX 51, WJLF, WKTK, WSKY
- Use the City and County web sites
 - Place spay/neuter advertisements, logos, and slogans on each organization's web site
 - Current: Only basic info available on web sites with no coordinated effort.
 - Year 1: Complete
 - Resources: All NMHP coalition members, City and County Webmasters
 - Have specific pages of the sites devoted to the problem of pet overpopulation and the need to sterilize pets
 - Current: Not being done
 - Year 1: Complete and update monthly
 - Resources: All NMHP coalition members, City and County Webmasters
 - Include links on the sites to other sites devoted to pet overpopulation and the need to sterilize pets
 - Current: Limited at present
 - Year 1: Complete and update monthly
 - Resources: All NMHP coalition members, City and County Webmasters
AHA, HSUS
- Publish advertisements in print media
 - Current: "Pet of the Week" and "Adopt a Pet" weekly ads and notation on numbers of animals adopted/euthanized in *Gainesville Sun*
 - Year 1: One advertisement donated by each paper in Alachua County annually
 - Year 5: One advertisement donated by each paper in Alachua County semi-annually and one advertisement in *Gainesville Today* semi-annually
 - Resources: NMHP coalition members
- Use flyers
 - Include flyers in City and County mailings, such as GRU utility bills, voter registration certificates, Rabies license certificates, tax bills
 - Current: Not being done
 - Year 1: Include flyers in City and County bulk mailings at least semi-annually

- Resources: City and County Commissions, NMHP coalition members
 - Include flyers in bulk mailings of other governments
 - Current: Not being done
 - Year 1: Include flyers in the bulk mailings of other municipalities in Alachua County
 - Resources: NMHP coalition members, municipal governments
 - Include flyers in bulk mailings of private businesses
 - Current: Not being done
 - Year 1: Include flyers in bulk mailings of at least one major business in Gainesville
 - Year 5: Include flyers in at least five major businesses in Gainesville
 - Resources: NMHP coalition members
 - Include flyers in Chamber of Commerce mailings
 - Current: Not being done
 - Year 1: 1000 flyers distributed
 - Resources: NMHP coalition members
 - Distribute flyers at special events
 - Current: limited only at animal events
 - Year 1: 2,000 flyers distributed
 - Year 5: 10,000 flyers distributed
 - Resources: NMHP coalition members, volunteers
 - Distribute flyers to selected business establishments including, but not limited to veterinary hospitals
 - Current: Not being done
 - Year 1: 5,000 flyers distributed
 - Year 5: 25,000 flyers distributed
 - Resources: NMHP coalition members, volunteers
- Use billboards
 - Current: Not being done
 - Year 1: Have an advertisement on one billboard for at least 30 days out of the year
 - Year 5: Have advertisements on at least 5 billboards at least 60 days out of the year
 - Resources: NMHP coalition
- Use movie preview slide advertising
 - Current: Not being done
 - Year 1: Have a slide in the rotation of at least 10% of Gainesville's screens
 - Year 5: Have a slide in the rotation of at least 50% of Gainesville's screens
 - Resources: NMHP coalition and City and County media services.

3. Offer free classes on pet care (behavior, obedience, nutrition, grooming) and incorporate information about the need to sterilize pets into the curriculum

- In schools
 - Current: As requested
 - Year 1: Offer one class per year to 25% of the schools

- Year 5: Offer two classes per year to each school in Alachua County
- Resources: Humane Society, Animal Services, Operation Catnip
- At any gathering likely to have pet owners (dog and cat shows, pet parades, etc.)
 - Current: As requested
 - Year 1: Offer classes to at least one such gathering
 - Year 2: Offer classes at all such gatherings
 - Resources: NMHP coalition members
- At animal related retail enterprises, such as pet food/supply stores
 - Current: As requested
 - Year 1: Offer monthly classes to at least one such location
 - Year 5: Offer monthly classes to at least three such locations
 - Resources: NMHP coalition members
- Civic groups
 - Current: As requested
 - Year 1: Offer classes to all requesting groups
 - Year 5: Offer classes to all requesting groups
 - Resources: NMHP coalition members
- At Animal Services shelter
 - Current: Minimal obedience training and temperament testing for adoptable animals
 - Year 1: All animals receive temperament testing and basic obedience training (dogs) prior to adoption
 - Year 5: All animals receive temperament testing and free pre-adoption and post-adoption obedience training.
 - Resources: Animal Services, volunteers

II. Adoption

Objectives (Desired Community Impacts)

- Increase transfers from the Shelter to the Humane Society, GPR, rescue groups
- Increase adoptions from the Shelter, Humane Society, GPR, rescue groups, Operation Catnip and veterinary hospitals
- Increase the number of homes with acceptable pets

Strategies

1. Increase the number of animals that can be fostered

- Enhance Gainesville Pet Rescue's and Humane Society's foster care program specifically for highly adoptable cats and dogs from Animal Services
 - Current: 20 homes
 - Year 1: 30 homes
 - Year 5: 100 homes and move to larger facility

- Resources: NMHP Volunteer Coordinator and other staff members
 - Obtain or create a location to house adoptable cats temporarily during the peak season (May through October)
 - Current: Not currently being done
 - Year 1: 50 capacity
 - Year 5: 280 capacity
 - Resources: NMHP coalition
 - Obtain or create a location to house dogs temporarily during the peak season (May through October) and give temperament testing and basic obedience training while there
 - At the Alachua County jail complex and/or Correctional Institutions
 - Current: Not currently being done
 - Year 1: No goal
 - Year 5: 50 capacity
 - Resources: NMHP Coalition, Sheriff's Office, Department of Corrections
- 2. Increase staff to facilitate cleaning and maintenance, to assist with returning animals to their guardians, and to allow adopters to preview animals in stray area**
- Current: Five staff members, 7 days a week, 9 hours a day
 - Year 3: Add 5 paid staff members (as per HSUS, FACA recommendations)
 - Resources: City and County budgets
- 3. Add Animal Services Adoption Counselor to concentrate on recruiting and utilizing available resources for pet placement**
- Current: None
 - Years 3-5: Add one paid staff Adoption Counselor
 - Resources: County budget
- 4. Exponentially increase the numbers of dogs and cats adopted**
- Advertise the availability of pets in general, the need to find homes for pets at the Shelter, and the availability of specific pets at GPR, Humane Society and other coalition adoption sites
 - Newspaper
 - Current: Share space with other coalition member groups
 - Year 1: Donated "Pet of the Week" and "Adopt a Pet" space, with photos, in the Gainesville Sun
 - Year 5: Donated "Pet of the Week" and "Adopt a Pet" space, with photos, in the Alligator and Moon newspapers
 - Resources: Humane Society, GPR, Animal Services, NMHP coalition, Gainesville Sun, the Alligator and Moon Magazines
 - Radio
 - Current: Share current space with other Coalition member groups

- Year 1: Donated pet of the week advertisement during drive time
- Year 5: Donated pet of the day advertisement during morning and evening drive time every day
- Resources: NMHP Coalition, City and County media services departments
- Public TV
 - Current: Not being done
 - Year 1: "Pet of the Week" PSA run each day on public access TV channels, list of pets available for adoption included in scrolls on public access TV channels
 - Resources: City and County media services departments, Animal Services staff, NMHP coalition members, volunteers
- Private TV
 - Current: Humane Society has hour long show 6 nights a week on Cable 8, Animal Services has "Pet of the Week" on TV 20
 - Year 1: "Pet of the Week" featured on the nightly news on one local television station
 - Year 5: Different animal featured in a "Pet of the Week" spot on the nightly news each week on each local television station
 - Resources: Humane Society, GPR, Animal Services, City and County media services departments
- Internet
 - Current: Pets featured on coalition member web sites, PetFinders
 - Year 1: "Pet of the Week" page on County and City sites, list of animals available on each site, updated daily
 - Resources: Humane Society, GPR, Animal Services, City and County media services, Volunteer Coordinator, Humane Educator, and other staff members
- Kiosks placed at convenient locations for public access to find animal to adopt
 - Current: None
 - Year 1: 3 kiosks; at Humane Society, at GPR and at The Oaks Mall
 - Year 5: 1 kiosk for each County Library lobby
 - Resources: Pet-Arks, Multiple Options
- Take animals to locations of potential adopters and accept the applications there
 - Corporate and business centers
 - Current: Animals brought to Earth Pets by Humane Society
 - Year 1: Find additional locations; 2 animals a month
 - Year 5: 5 animals a month
 - Resources: NMHP volunteers
 - Malls and other high volume retail centers
 - Current: Not currently being done
 - Year 1: 5 animals a month
 - Year 5: 10 animals a month
 - Resources: NMHP volunteers

- “Dog Walkers” program (volunteers walking dogs for guardians that need assistance)
 - Volunteers must have completed sanctioned dog training classes
 - Current: Not currently being done
 - Year 1: 365 walks a year
 - Year 5: 1500 walks a year
 - Resources: NMHP volunteers
- Start the “Adopt-A-Pet-from-Your-Vet” adoption program to increase the number of facilities that can display and adopt out pets
 - Current: Pilot program at a few veterinary hospitals
 - Year 1: 10 veterinary hospitals participating
 - Year 5: 20 veterinary hospitals participating
 - Resources: GPR, local veterinary hospital owners
- Allow potential adopters to view and select animals not yet identified as candidates for adoption (currently the animals held in the stray runs)
 - Current: Limited viewing
 - Year 1: Complete *First-Come, First-Serve* adoption application
 - Resources: Animal Services
- Process any required third-party verification of vaccination, pet registration, “pet friendly” rental property or veterinary care of pets already owned by applicant by a faster method to speed up the adoption process
 - Current: 2 days ±
 - Year 1: Complete in one day or less, except on Saturdays, Sundays, and holidays
 - Resources: Animal Services
- Increase the number of hours the Shelter is open for adoptions
 - Current: 8:30 a.m. to 5:30 p.m. Tues-Friday and 10 a.m. to 2 p.m. Saturday
 - Year 3: 8:30 a.m. to 5:30 p.m. Tues, Thur, Fri. and 8:30 a.m. to 7 p.m. on Wed, 10 a.m.- 4 p.m. Saturday
 - Year 5: 8:30 a.m. to 7 p.m. Tues-Fri, 10 a.m.- 4 p.m. Saturday
 - Resources: Animal Services staff and volunteers, County budget

5. Increase the motivation to apply for pet adoptions

- See all the “pet friendly” ideas for making it less likely that animals will be abandoned
- Increase the motivation to apply
 - All the advertising and business outreach ideas in the Local Scene section
 - Offer a discount to senior citizens (age 62 and up)
 - Current: Not currently being done
 - Year 1: 20%
 - Year 5: 20%
 - Resources: County Commission
 - Offer a discount to City and County employees
 - Current: Not currently being done
 - Year 1: 10%

- Year 5: 10%
 - Resources: City and County Commission
 - Increase the qualifications of applicants by providing responsible pet guardian classes if adoption application is denied
 - Before application
 - See “pet friendly” suggestions above
 - After application but before approval
 - Education on responsible pet guardianship
 - Current: Classes on responsible pet guardianship available
 - Year 1: Offer written information on how to meet the qualifications for adoption to all potential adopters who do not meet the requirements
 - Year 5: Offer written information on how to meet the qualifications for adoption to all potential adopters who do not meet the requirements
 - Resources: NMHP Coalition

6. Discount adoption fees for animals transferred to other Animal Welfare agencies/ Rescue Groups to keep adoption fees low for potential per adopters

- Establish a low adoption fee transfer program from the Shelter to Humane Society, GPR and other rescue groups
 - Current: No program, all agencies must adopt from the Shelter at same fee as public
 - Year 1: 500 animal transfers
 - Year 2: 1000 animal transfers
 - Resources: Animal Services, County budget
- Establish an adoption transfer program with other local/state Animal Control/Animal Welfare agencies
 - Current: No program
 - Year 1: 10 animal transfers
 - Year 5: 50 animal transfers
 - Resources: Animal Services, County budget

7. Increase interaction and communication with local/state rescue groups

- Use a “rescue coordinator” to identify potentially salvageable animals
 - Current: Staff
 - Year 1: Volunteer assistance
 - Resources: NMHP Volunteer Coordinator
- Contact breed rescue groups immediately when an animal of their breed is received by Animal Services
 - Current: Rescue groups are contacted after stray hold time is up
 - Year 1: Complete

- Resources: Animal Services, Humane Society, GPR, other rescue groups, local veterinarians, NMHP Volunteer Coordinator and other staff members
- Assist rescue groups in qualifying and remaining qualified to rescue animals from Animal Services
 - Current: Groups must qualify
 - Year 1: Contact all rescue groups and get all who desire to rescue from the unit qualified to do so
 - Resources: Animal Services, NMHP Volunteer Coordinator
- Facilitate the removal of rescue animals and transportation to the rescue group
 - Current: Not currently done
 - Year 1: Transport all animals to rescue groups immediately on acceptance by group if needed
 - Resources: NMHP Coalition shuttle van

III. Sterilization

Objectives (Desired Community Impacts)

- Encourage the sterilization of pets
- Increase the total number of pets sterilized in the community to significantly decrease the current pet overpopulation problem
- Reduce the number of healthy unwanted pets euthanized at the Shelter
- Reduce the numbers of wandering and stray pets and identify as many pets as possible in order to facilitate their return home

Strategies

1. Encourage sterilization of pets

- Sterilize animals at adoption or rescue
 - Current: Current adoption animals are spayed/neutered before adoption if healthy and old enough
 - Year 1: Add full-time veterinarian to sterilize 733 additional animals upon adoption
 - Year 1: Add full-time veterinary technician to assist with increasing volume of surgeries
 - Year 5: 1,300 added surgeries per year for animals at the Shelter (all increased adoptions)
 - Resources: Animal Services, NMHP Coalition member veterinarians
- Offer free or very reduced fee sterilizations for low-income pet owners that qualify by economic guidelines set by County Department of Health
 - At Animal Services or NMHP coalition member veterinarians
 - Current: None at shelter and 125 at local veterinary hospitals through

- Humane Society vouchers
 - Year 1: 250 additional surgeries
 - Year 5: 1,000 additional surgeries
 - Resources: Animal Services, NMHP coalition member veterinarians, Operation Catnip, Community and Grant funding
- Offer low-cost sterilizations to general public at the Shelter or by NMHP member veterinarians
 - At Animal Services or NHMP coalition member veterinarians
 - Current: None at the Shelter and 2,375 at local veterinary hospitals through Humane Society vouchers
 - Year 1: 3,400 additional surgeries
 - Year 5: 5,600 additional surgeries
 - Resources: Animal Services, NMHP coalition member veterinarians, Operation Catnip, Community and Grant funding
- Offer Operation Catnip feral cat spay/neuter program grant money to local veterinarians to increase total sterilization totals on feral cats
 - At local participating veterinary facilities
 - Current: Pilot program starting (“Operation Catnip Outreach”)
 - Year 1: 625 cat sterilizations
 - Year 2: None unless additional grant money can be located
 - Resources: Operation Catnip, local participating veterinarians
- Begin enhanced University of Florida, College of Veterinary Medicine, Veterinary Student Externship Program at Shelter to assist with sterilization of adoptable animals
 - At the Shelter
 - Current: Modest program with sporadic participation
 - Year 1: 1-2 students per month for 8 months per year
 - Year 5: 2 students every 2 weeks for 8 months per year
 - Resources: Animal Services, University of Florida Veterinary School
- Offer free transportation to locations of free or reduced-rate sterilizations
 - Current: Not currently being done
 - Year 1: Acquire shuttle van and transport 400 animals to surgery
 - Year 5: Transport 1,200 animals to surgery
 - Resources: NMHP Coalition van
- Pay owners to sterilize their pets (using funds from local fund raising programs)
 - Current: Not currently being done
 - Year 1: No goal
 - Year 5: Pay any pet owner \$5 per pet sterilized
 - Resources: NMHP donation funds
- Give feral cat caretakers free cat food whenever a feral cat is sterilized
 - Current: Not being done
 - Year 1: Upon request and as food is available
 - Resources: Operation Catnip
- Free or reduced-rate pet food for owners of sterilized animals from merchants willing to donate

- Current: Food donations from Wal-Mart, Sam's
- Year 1: Continue program
- Year 5: Two additional corporate donors
- Resources: NMHP Coalition, Wal-Mart, Sam's
- Free or reduced-rate products of other kinds for owners of sterilized animals from business willing to donate
 - Current: Not currently being done
 - Year 1: Free products or discount offered by one major retail store
 - Year 5: Free products or discount offered by 10 or more major retail stores
 - Resources: NMHP Coalition
- Employer subsidized sterilizations
 - Current: Not currently being done
 - Year 1: One major employer subsidizing part or all of the costs for their employees to sterilize their pets
 - Year 5: Five or more major employers paying for their employees to sterilize their pets
 - Resources: NMHP Corporate sponsors

2. Reduce the number of lost or stray animals by increasing humane education, enforcement of the leash law, increasing sterilizations and by strengthening the pet licensing/tag program

- Advertise the necessity/benefits of the pet registration program
 - Current: Enforced as often as possible with current staff
 - Year 1: A PSA on pet registration to broadcast at least weekly on public access TV channels and on at least one private television station; posters distributed to all veterinary clinics, grooming businesses, and pet food stores
 - Year 2: Develop possible ordinance change to give discount for multiple pet tag registrations by one (same)owner
 - Resources: County Budget, Animal Services
- Increase veterinary cooperation in strengthening licensing program
 - Current: Veterinarians choose or choose not to sell Alachua County rabies tag/license
 - Year 1: As per State law, veterinarians will supply Animal Services with lists of all animals vaccinated for rabies and Animal Services will be responsible for issuing ALL tags/licenses (directly or indirectly)
 - Resources: Animal Services, County budget
- Offer low-cost rabies vaccines to general public at the Shelter at all times
 - Current: Not being done
 - Year 1: Reduce rabies vaccine to \$6.00
 - Resources: Animal Services, County budget
- Strengthen enforcement of the County Leash Law
 - Current: Law enforced on complaint basis and on-sight basis
 - Year 3: Add one Animal Control Officer and increase fines

- Resources: County Budget
- Ordinance allowing waiver of impound fees for sterilization surgery and fees (as in Orange County, FL)
 - Current: None
 - Year 1: Add ordinance allowing the waiver of the impound fee in favor of the sterilization surgery and associated fee
 - Resources: County Commission, Animal Services
- Mandatory sterilization of animals processed through the Shelter on fourth impoundment
 - Current: Increased impoundment fee for second and subsequent impoundments
 - Year 1: Ordinance mandating sterilization on fourth impoundment prior to reclaim
 - Year 3: Ordinance mandating sterilization on third impoundment prior to reclaim
 - Resources: County Commission, County budget, Animal Services
- Decrease the average time required to locate owners and improve identification options
 - Current: Data not available
 - Year 1: Two-three days
 - Year 5: One day
 - Resources: Animal Services, Volunteer Coordinator
- Offer microchip with pet registration
 - Current: None
 - Year 1: Microchip all animals adopted through the Shelter
 - Year 5: Microchip all animals adopted at every NMHP Coalition adoption facility
 - Resources: Animals Service, NMHP Coalition members
- Provide periodic “Chip-a-Thon” or “Chip-n-Dip” events to give the public a opportunity to receive a microchip and flea product at a reduced rate to encourage compliance
 - Current: Not done
 - Year 1: One event per year
 - Year 5: Two events per year
 - Resources: County Budget, NMHP Coalition funds

3. Advertise strays

- Radio
 - Current: Rarely
 - Year 1: No goal
 - Year 5: One PSA each week during drive time
 - Resources: NMHP Coalition members, City and County media services departments
- Public TV
 - Current: Not currently done
 - Year 1: Include an announcement in the announcements scroll list advising those who have lost a pet to look for the pet at Animal Services, giving directions to Animal Services, and explaining the holding periods for strays and the potential disposition of the strays after the holding period.
 - Resources: City and County media services departments, NMHP Coalition

members

- Private TV
 - Current: Not currently done
 - Year 1: No goal
 - Year 5: One PSA each week explaining where to look for your lost pet
 - Resources: NMHP Coalition members, City and County media services departments
- Internet
 - Current: Not currently done
 - Year 1: Post a list of strays on City and County sites, NMHP site, individual Coalition member sites, PetFinders, Pets 911 and update daily
 - Resources: NMHP Coalition members, Volunteer Coordinator, City and County web sites
- Notices in the neighborhood where the animal was found
 - Current: Leave door hangers on residence of possible pet owner
 - Year 1: Leave a notice in a public place at the location of each stray pick up when possible
 - Resources: Animal Services and Animal Control Officers
- Newspapers
 - Current: Gainesville Sun runs a “free” ad for lost/found pets
 - Year 1: One additional paper to run “free” ad
 - Year 5: All newspapers to run “free” ads
 - Resources: NMHP coalition members, Gainesville Sun, The Alligator, Moon Magazine

4. Possible future proposals or ordinance changes

- Require all animals to be spayed/neutered unless owner has a “breeder’s permit” (already being done in Ft. Wayne, IN., Aurora, CO., Rock Island, IL., Casselberry, FL., Ruidoso, NM., San Mateo, CA., etc.
- Require that all pets in pet stores be spayed/neutered prior to purchase (already being done in New York City and in the legislature for the State of California)