

The Mission of the Animal Service Center of the Mesilla Valley is to provide safe shelter for all lost, mistreated, and abandoned animals of the Mesilla Valley and surrounding communities. The Center utilizes all avenues available to it in placing each animal into a safe, loving, and permanent home whenever possible. We strive to meet the highest standards of humane animal care and husbandry, and to promote responsible pet ownership through public education and outreach.

Animal Service Center of the Mesilla Valley

2014 Annual Report



Background

The municipal animal shelter facility located at 3551 Bataan Memorial West, in Las Cruces, NM is the only open admission animal shelter currently operating in the Doña Ana County area. The facility was built in 1985 and had been operated by a third party contractor, the Doña Ana County Humane Society (DACHS). The City of Las Cruces (City) and Doña Ana County (County) have been the primary financial supporters of this facility.

On January 29, 2008, the City and County entered into a Memorandum of Agreement to temporarily operate the animal shelter after DACHS notified the City and County that it would no longer operate the animal shelter. The City and County determined that it was imperative that they enter into a Joint Powers Agreement (JPA) to create an independent public agency to provide animal sheltering related services. The JPA was entered into by both Parties on August 4, 2008. This new public agency is named the “Animal Service Center of the Mesilla Valley” (ASCMV).

The Board charged with governing this new agency consists of local officials from both the City and County. Dr. Beth Vesco-Mock was initially hired by the City to run the facility in April 2008. Upon the Board’s creation, Dr. Beth Vesco-Mock was made Chief Executive Officer (Executive Director) of the ASCMV.

This will be the sixth comprehensive annual report released by the ASCMV, comparing the progress made by the agency towards achieving the community’s euthanasia reduction goals during the past year with previous years.



Letter from the Executive Director

As we discuss the challenges and achievements of the ASCMV, I believe it is important for there first to be a distinction made between a publicly funded municipal animal shelter, such as the ASCMV, and a privately funded animal welfare group, such as a humane society. As a municipal shelter, the ASCMV is tasked with receiving any and all animals turned over to it, either directly from members of the community or through one of the local Animal Control departments. The basic function of a municipal shelter is to allow owners to reclaim their missing animals, attempt to adopt out the unclaimed animals, and euthanize any remaining animals. Under my direction and the guidance of the ASCMV Board, however, this agency has chosen to go above and beyond this limited mandate in order to save as many animal lives as possible.

Despite many challenges, the ASCMV and its allies have made great progress in saving lives and improving the lives of the animals in this community. Across the community, momentum is propelling the ASCMV forward through the visionary leadership and programs implemented in May, 2008. Through improved and expanded programs and new initiatives, the ASCMV is ascending at a pace that is leading us toward a new level of achievement.

Highlights in 2014:

- The overall number of animals impounded at the ASCMV dropped by 7.2%, to 11,858 animals.
- The euthanasia rate continued to decrease overall by 4.2%, down to 38.4%.
- The rescue transfer program continued to progress with an 8.3% increase, with 1,934 animals leaving to private organizations.
- The ASCMV was able to continue to perform many affordable sterilization surgeries, increasing by 3.3%, for a total of 2,224.
- The old "Puppy Room" was extended and completely renovated, and is now our "Small Breed Room", which houses our adoptable puppies and small breed dogs.

I would like to take this opportunity to again publicly thank the ASCMV staff and volunteers who have gone above and beyond, day-in and day-out, to push forward with the plans we put in place back in 2008 because we know that, at the end of the day, it saves lives.

Sincerely,

A handwritten signature in black ink, appearing to read 'Beth Vesco-Mock', written over a light gray rectangular background.

Beth Vesco-Mock, DVM
Executive Director
Animal Service Center of the Mesilla Valley

Statistical Report

This report focuses on the following categories:

1. Intake Statistics

- **Methods of Intake**
- **Intake Method Comparison**
- **Monthly Intake**
- **Species Intake**

2. Outcome Statistics – Adoptions, Euthanasias, Reclaims by Owners, Rescue Transfers, etc.

- **Overall Outcomes**
- **Adoptions**
- **Rescue Transfers**
- **Live Release Rate**
- **Euthanasias**
- **Stolen/Missing Animals**

3. Public Services and Community Outreach

- **Public Attendance**
- **Affordable Pet Sterilization Surgeries**
- **Community Outreach**

4. Volunteer Program

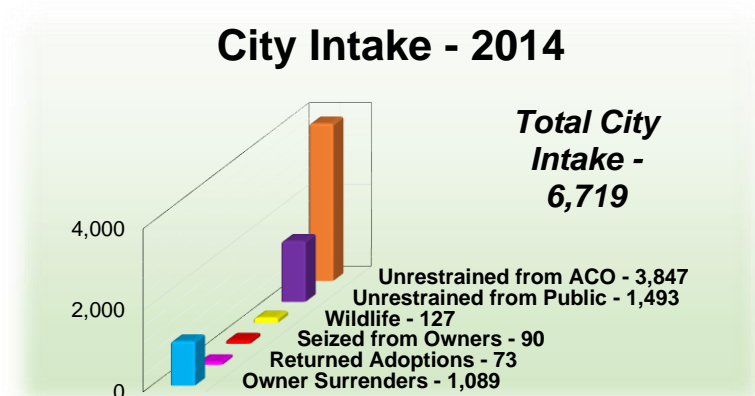
5. Facility Improvements

6. Looking Ahead

1. Intake Statistics

• Methods of Intake

Table 1: Intake from the City of Las Cruces



Animals brought in from the **City** accounted for approximately **17%** more of the **Total Intake** than those brought in from the **County** for the year of **2014**.

Table 4: Jurisdictional Breakdown

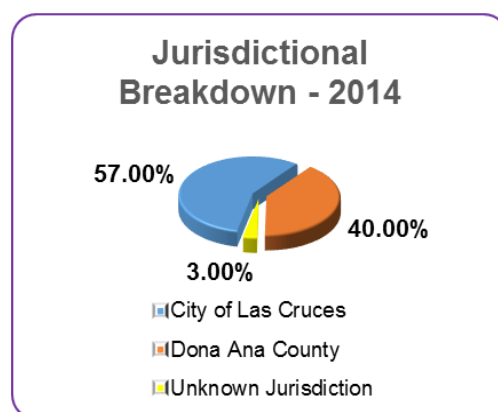


Table 2: Intake from Doña Ana County

Including Animals from the City of Sunland Park, Village of Hatch, Town of Mesilla, City of Anthony, and the NMSU Campus)

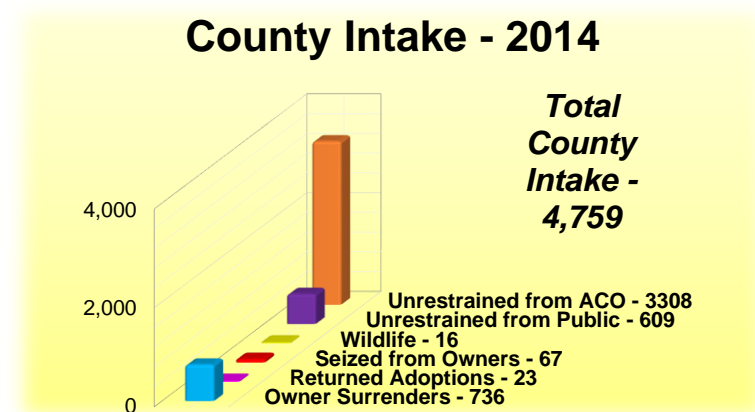
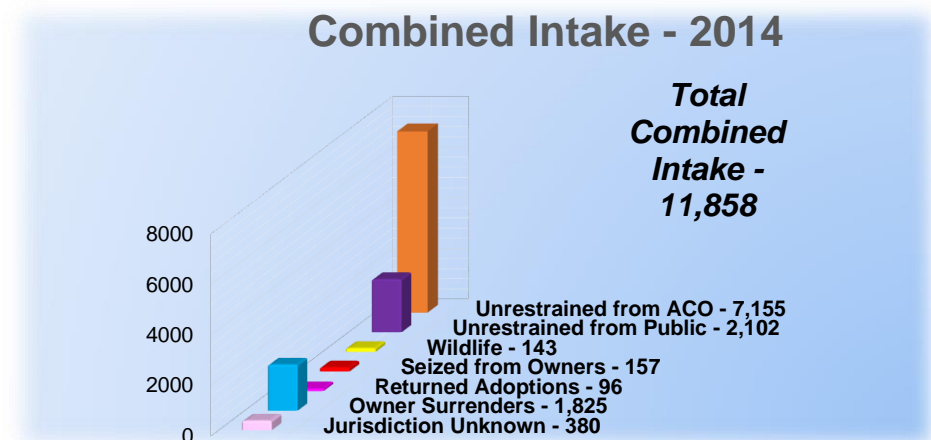


Table 3: Total Intake from the City of Las Cruces, Doña Ana County, and Unknown Jurisdiction



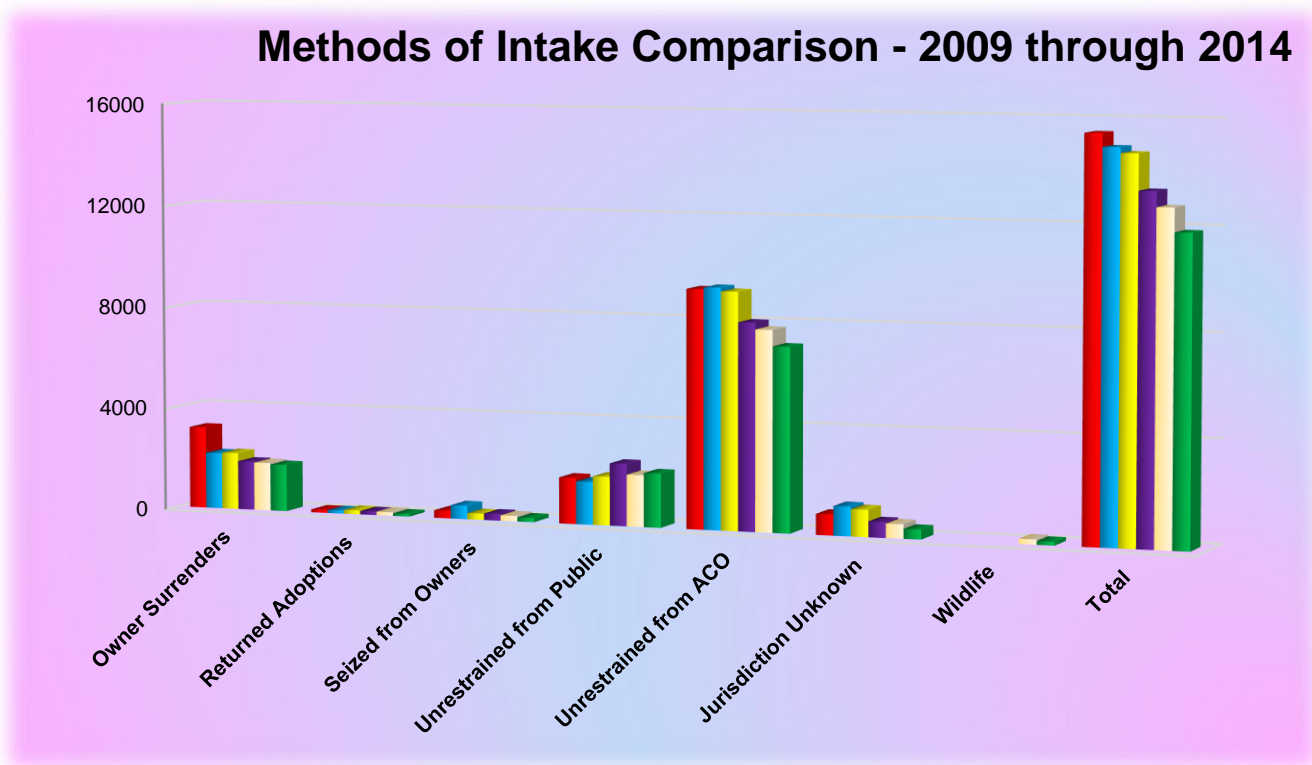
380 animals were received by the **ASCMV** for the year of **2014** which could not be attributed to either the **City** or the **County**.

These animals were typically left at the **ASCMV** facility **after-hours** with no notification by the delivering party as to the animal's origin. With the removal of the night drop-off cages in **2015**, this number should drop significantly.

• Intake Method Comparison

Once again, the overall ratios of the **Methods of Intake** stayed pretty consistent in relation to each other in **2014**. There was a general drop seen throughout most intake methods, with the exception of the **Unrestrained from Public**, which **increased** slightly.

Table 5: Methods of Intake Comparison



	Owner	Returned	Seized from	Unrestrained	Unrestrained	Jurisdiction		
	Surrenders	Adoptions	Owners	from Public	from ACO	Unknown	Wildlife	Total
2009	3199	113	297	1799	9253	813		15,474
2010	2190	116	525	1665	9325	1140		14,961
2011	2222	151	240	1895	9189	1049		14,746
2012	1908	134	255	2425	8033	612		13,367
2013	1877	137	212	2013	7777	555	203	12,774
2014	1825	96	157	2102	7155	380	143	11,858

The largest **decrease** was **Unrestrained from ACO**, which dropped by **622** animals – an **8%** decrease. The overall number of animals impounded at the **ASCMV** from **2013** to **2014** dropped by **916** animals; a **7.2%** decrease, which was more than what was seen from 2012 to 2013.

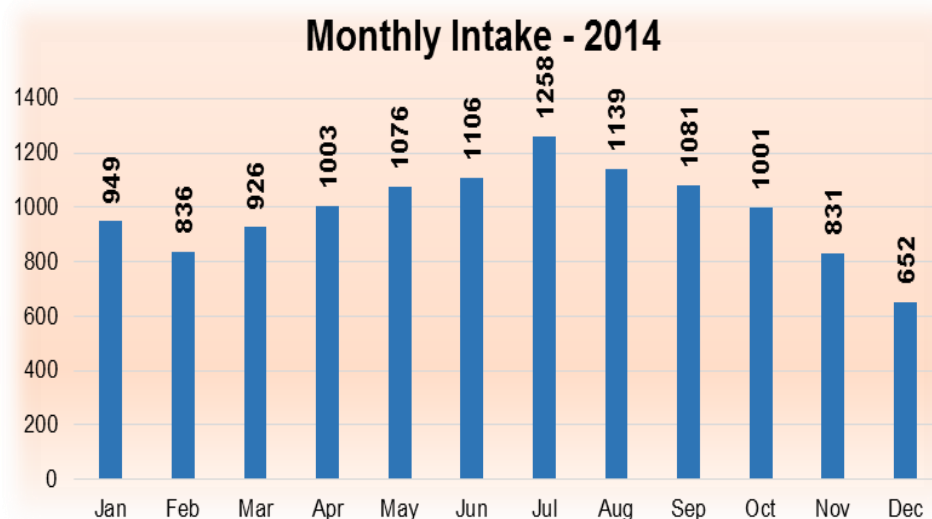




• Monthly Intake

A clear seasonal pattern continues to be seen in the **monthly intake** numbers over the course of the year. The **highest** intake numbers are typically during the **summer** months and the **lowest** during the **winter** months.

Table 6: Monthly Intake



With an annual intake of **11,858** animals, an average of more than **32** animals was received by the ASCMV **each day**. This number must be greatly reduced so that those animals leaving the ASCMV do so alive and well.

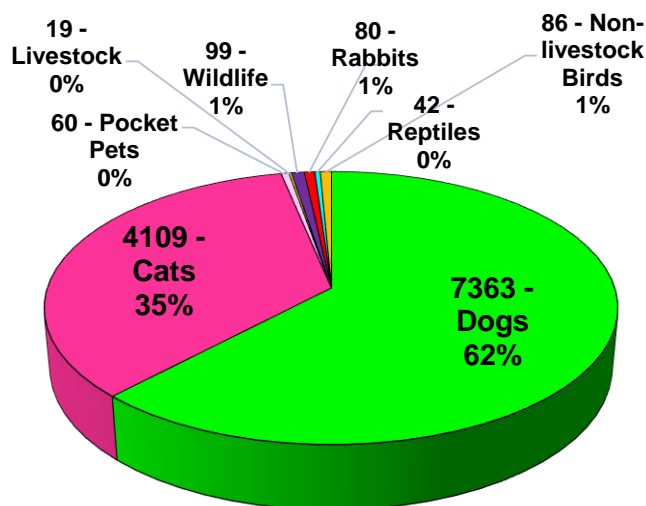
• Species Intake

Dogs and **cats** are still the main source of intake for the **ASCMV**. Other species received by the **ASCMV** increased slightly in **2014** to approximately **3.3%** of the overall intake, while dogs and cats intake decreased slightly.

There was a **7.42% decrease** in the **actual number of Dogs** received by the ASCMV; from **7,953** in **2013** to **7,363** in **2014**.

There was an **8.26% decrease** in the **actual number of Cats** received by the ASCMV; from **4,479** in **2013** to **4,109** in **2014**.

Table 7: Species Intake



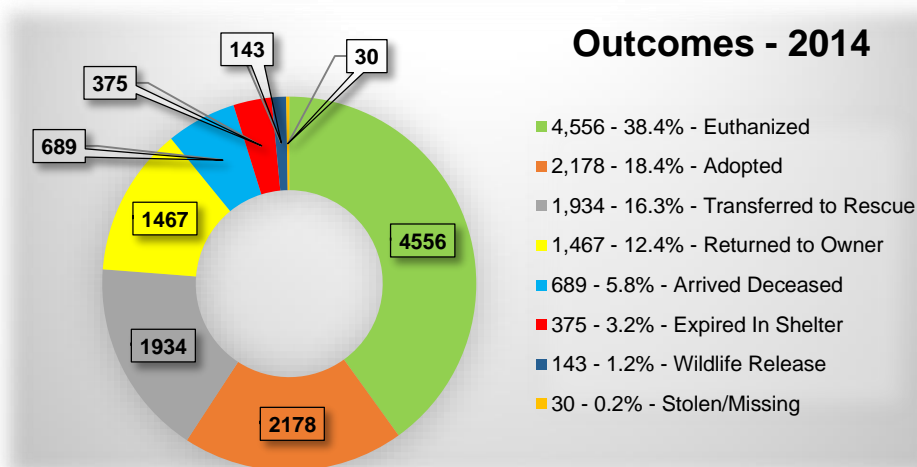
Species Intake - 2014

2. Outcome Statistics – Adoptions, Euthanasias, Reclaims by Owners, Rescue Transfers, etc.

There are 4 basic potential **Dispositions** for each animal received by an animal shelter. The most preferable being: **Reclaimed** by the Original Owner (which would arguably include releasing wildlife to their original habitat). Second and third being: **Adopted** or **Transferred** to a reputable Rescue Organization. The last and least preferable: **Death** (which would include Arriving Deceased, Expiring in the Shelter, and Euthanasia).

• Overall Outcomes

Table 8: Overall Outcomes



The **Percentages** shown in this graph are relative to the year's overall **Outcome** or **Disposition** numbers. The standard calculation for an Animal Shelter's official **Euthanasia Rate** is calculated relative to the year's overall **Intake** numbers, which comes out to **38.4%** for **2014**.

Although the number of **Rescue Transfers** increased slightly, **Adoptions** and **Reclaims** unfortunately decreased, dropping the total combined number of **Adoptions**, **Reclaims**, and **Rescue Transfers** in **2014** by **1.1%** from 2013. The total number of **Euthanasias** had a decrease of **16.4%**, from **42.6%** in 2013 to **38.4%** in 2014.

• Adoptions

From **2013** to **2014**, the number of animals **Adopted** from the ASCMV **decreased** by **158** animals, from **2,336** in **2013** to **2,178** in **2014**.

This was a **6.8%** decrease from **2013**.

Table 9: Adoption Comparisons

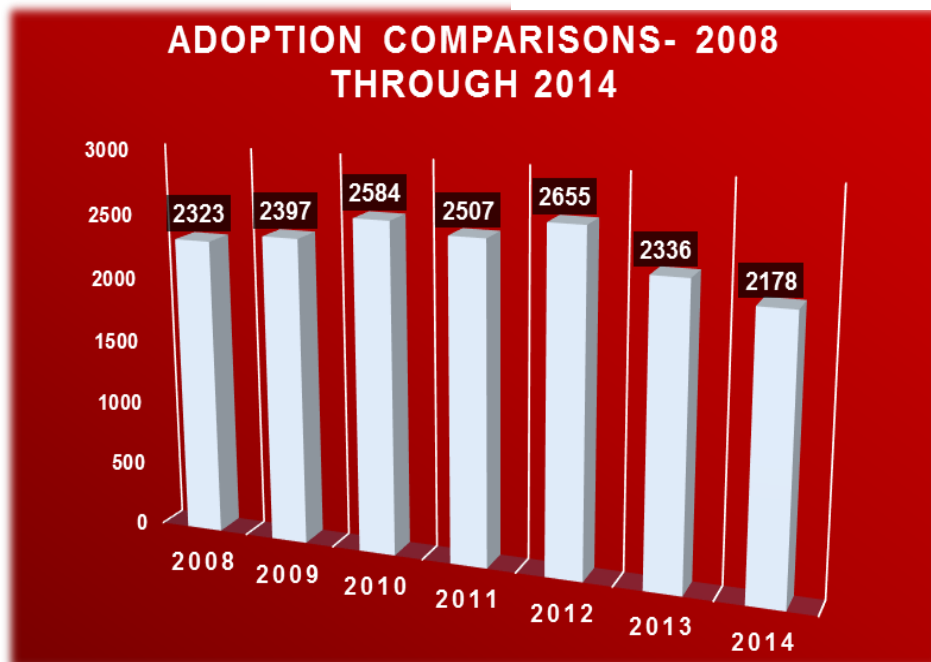
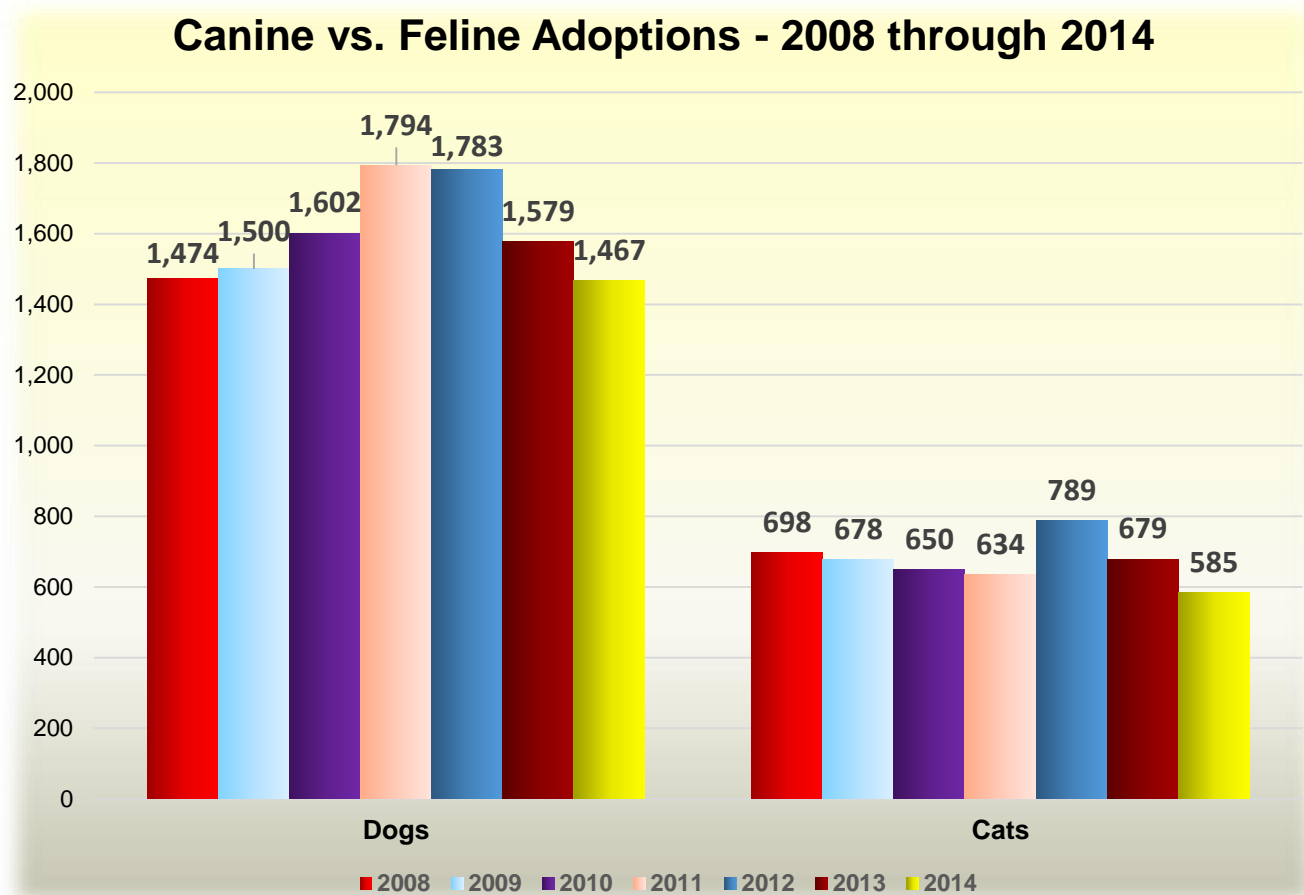
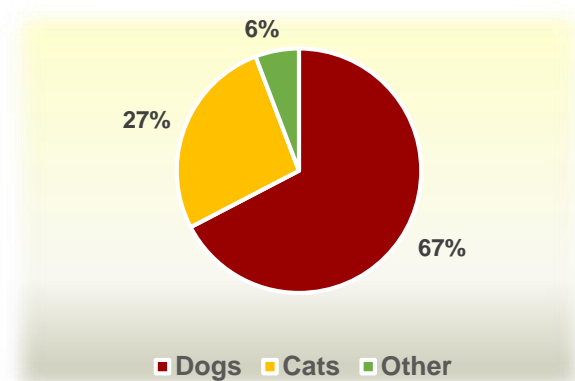


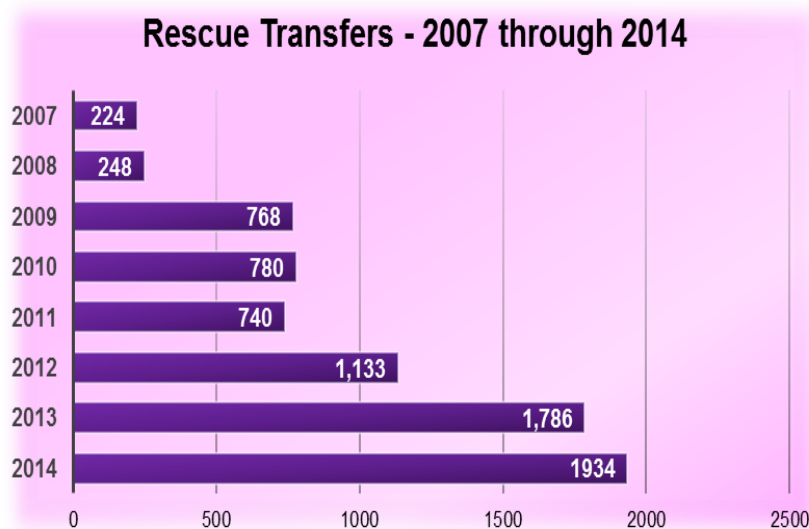
Table 10: Canine vs. Feline Adoptions

As you can see, there are always far more **Dog Adoptions** than **Cat Adoptions**. Unfortunately, the number for **both** dog and cat adoptions this year was the **lowest** since **2008**.

**Table 11: Adoption Percentage**

• Rescue Transfers

Table 12: Rescue Transfers

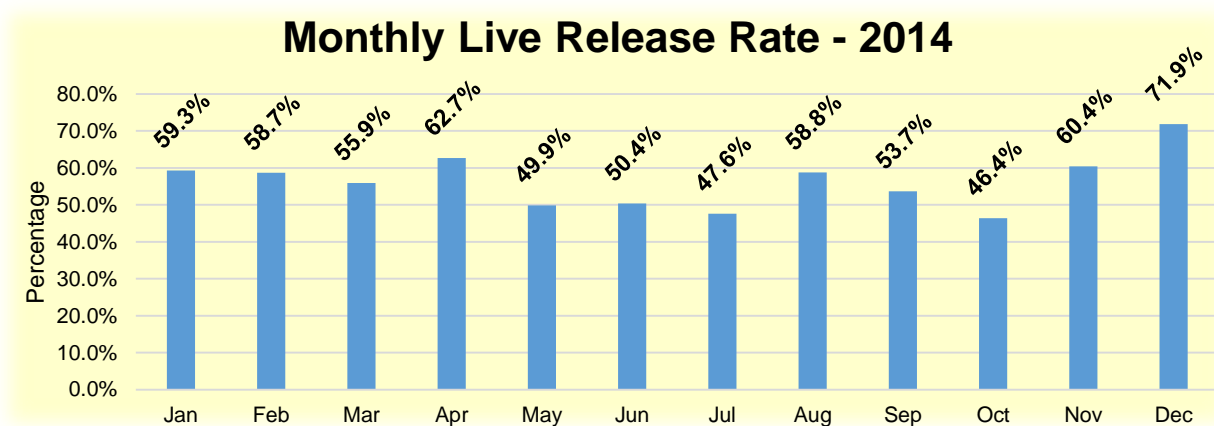


The number of lives saved through **ASCMV's Rescue Transfer Program** continued its upward trend. In **2014**, the **ASCMV** transferred **1,934** animals, an **increase of 148** animals from 2013. Staff members transported animals as far as **Massachusetts** and **New Hampshire**, and are anticipating many more with the arrival of the new transport vehicle.

• Live Release Rate

In February of **2014**, the ASCMV began reporting the **Live Release Rate (LRR)** along with the euthanasia numbers in order to give the community a more **positive** outlook on the lives of the animals coming in and out of the shelter. The **Live Release Rate** at the ASCMV fluctuated throughout the year, ending on a more positive note in December at almost **72%**.

Table 13: Monthly Live Release Rate

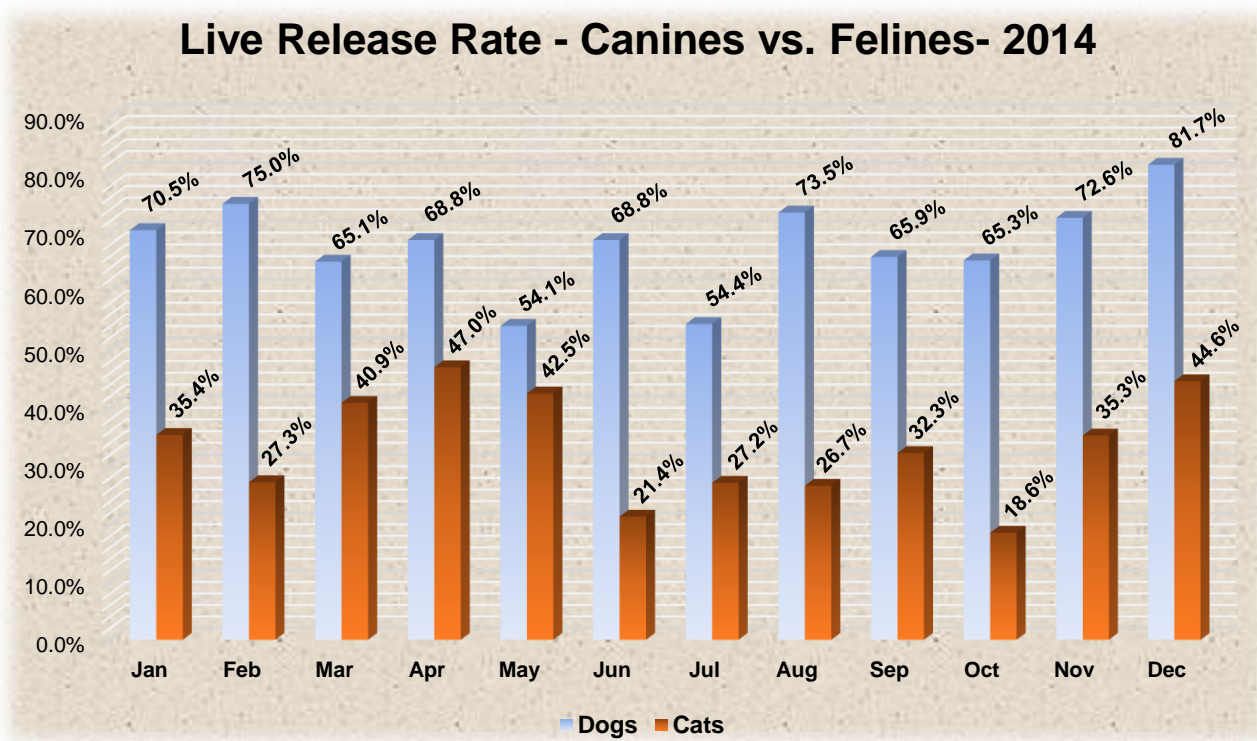


The overall LRR **increased** by **4.2%** from 2013 to **2014** to **55.7%** for the year.

$$\begin{aligned}
 \text{LIVE RELEASE RATE} = & \\
 & \text{Adoptions} + \text{RTOs} + \\
 & \text{Transfers} + \text{Wildlife Releases} \\
 & + \\
 & \text{Total Outcomes} - \text{Missing} - \\
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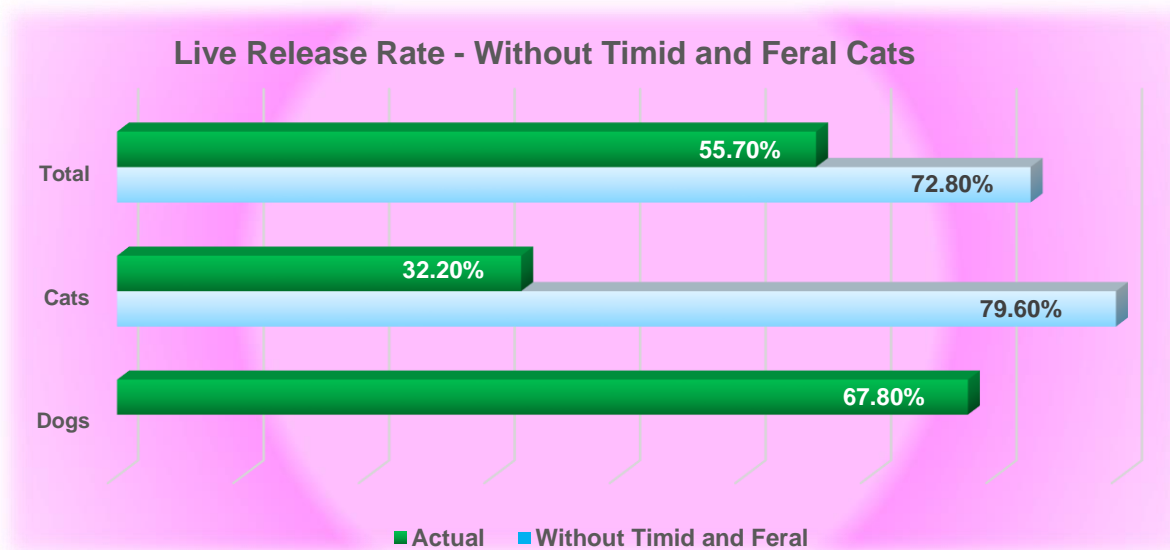
The **Live Release Rate** for **dogs** is consistently **higher** than for **cats**.

Table 14: Canines vs. Felines LRR



However, if the ASCMV did **not** have to euthanize the **timid** and **feral** cats, these numbers would be **reversed**, and the cat LRR would surpass the dog LRR.

Table 15: LRR Without Timid and Feral Cats

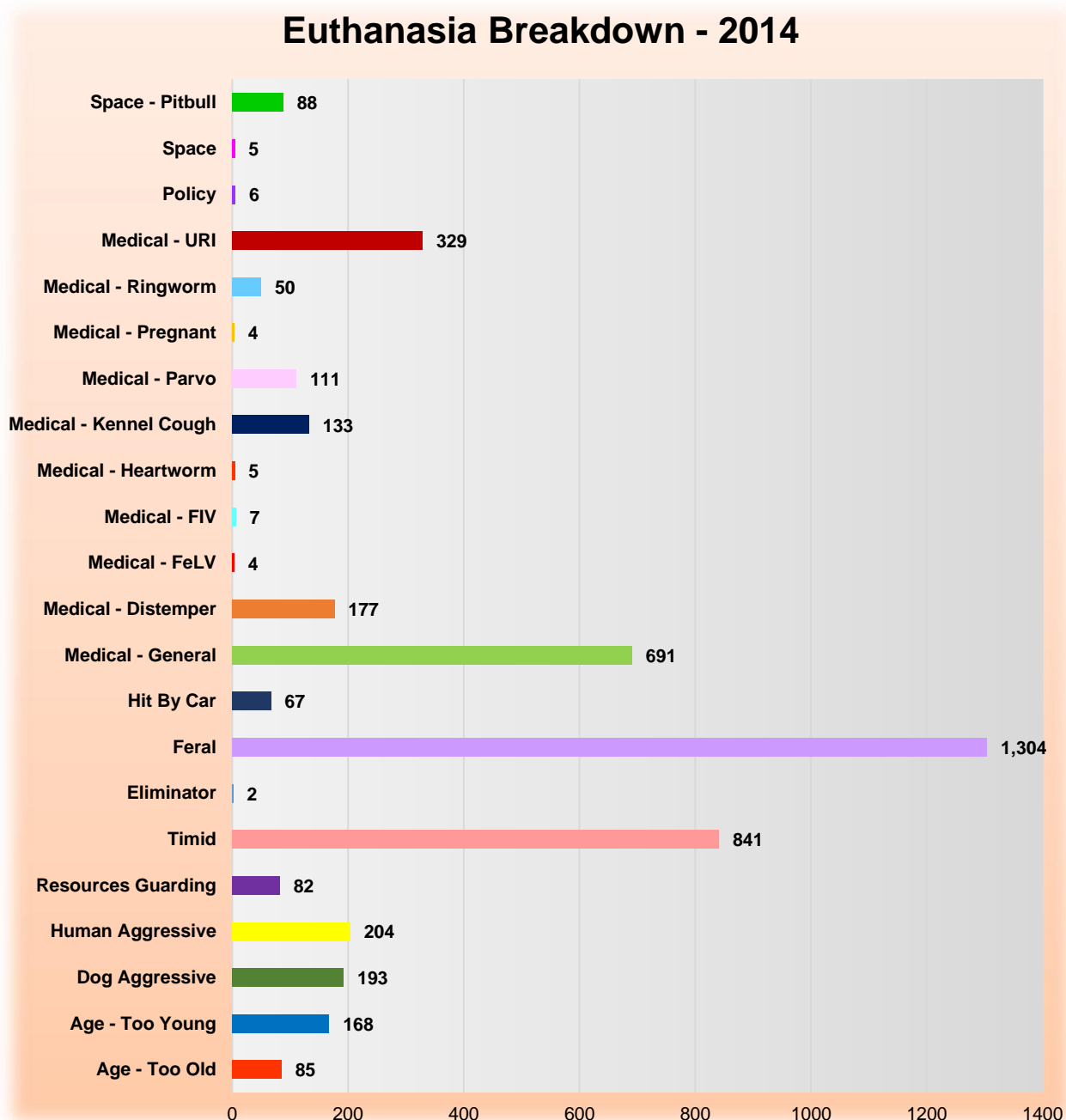


• Euthanasias

The **particular reason** for each decision to **Euthanize** an animal at the **ASCMV** is always determined and documented. Depending on the severity of an illness, injury, or temperament issue, the **ASCMV** will isolate and treat such animals, as long as there is space and staff available for such care and treatment. As the animal intake decreases, the availability of such care increases.

In **2015**, more **categories** have been added to the euthanasia breakdown for two reasons. First, it is important that the ASCMV continue its reporting **transparency**. Second, this helps the staff better serve the animals by knowing **why** animals are being euthanized.

Table 16: Euthanasia Breakdown 2014

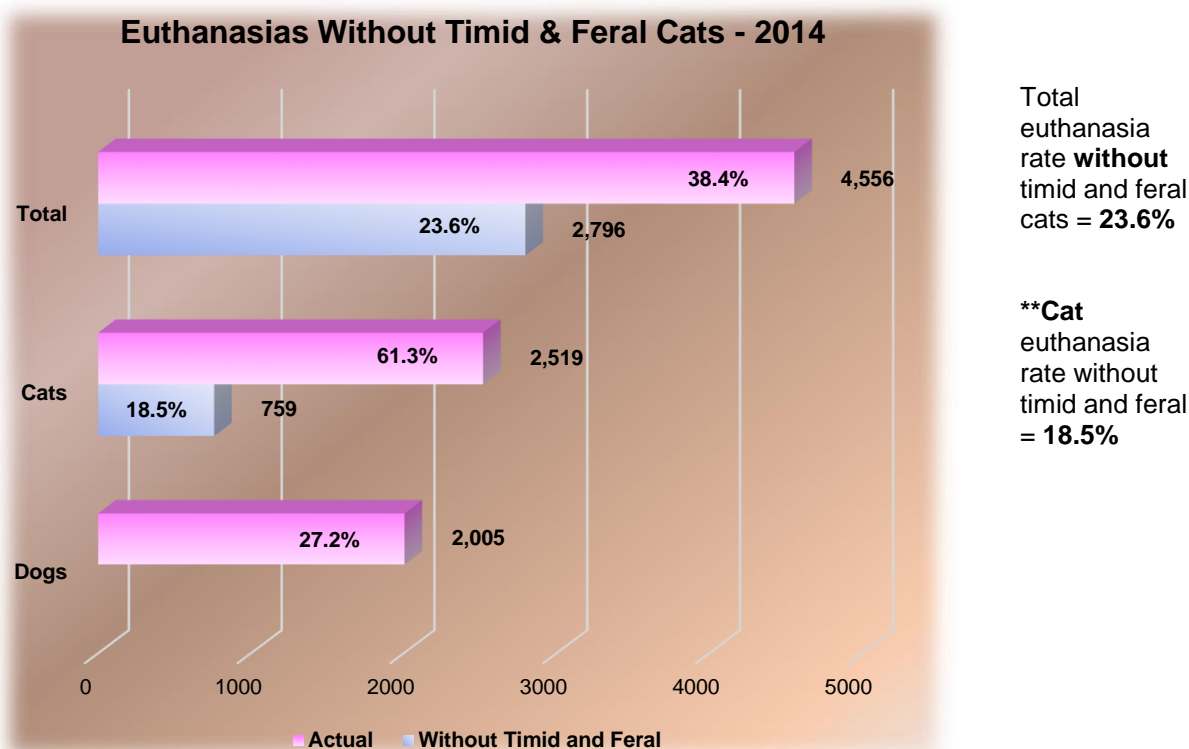




Animals that were **Euthanized** at the **ASCMV** due to an apparent **Feral** temperament continued to be the biggest reason for euthanasia in **2014**, the majority being feral cats. Though the number of incoming cats decreased by 370, the **percentage** of feral cats euthanized increased to approximately **28.6%** of all **Euthanasias** in **2014**.

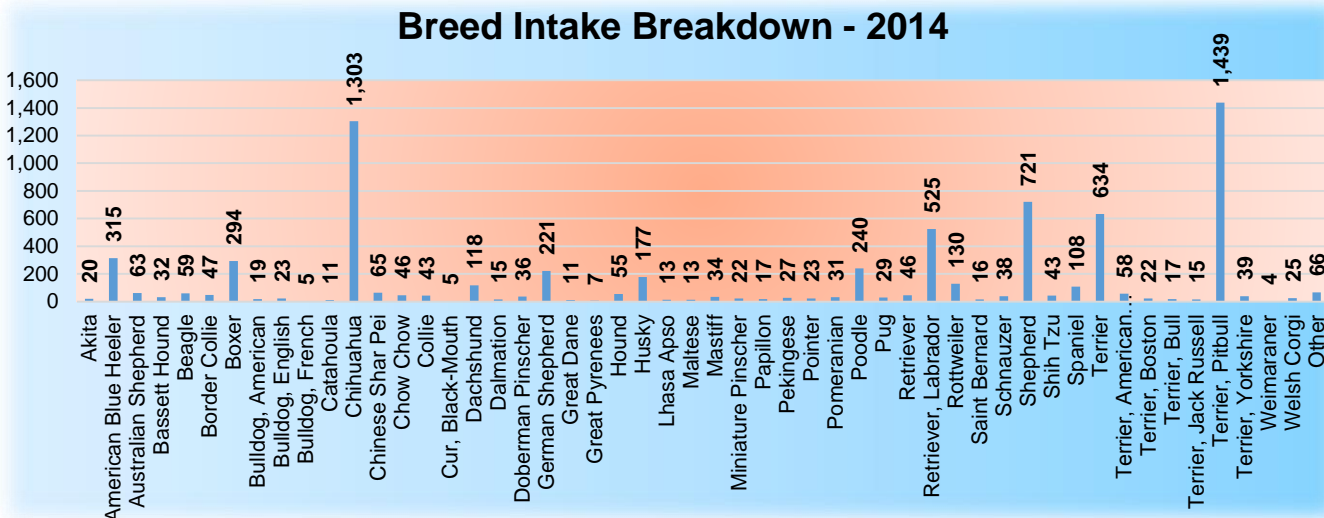
As you can see below, if the feral and timid cats are removed from the euthanasia statistics, this would **lower** the total euthanasia rate by almost **15%** and the cat euthanasia rate by almost **43%**.

Table 17: Euthanasias Without Timid and Feral Cats



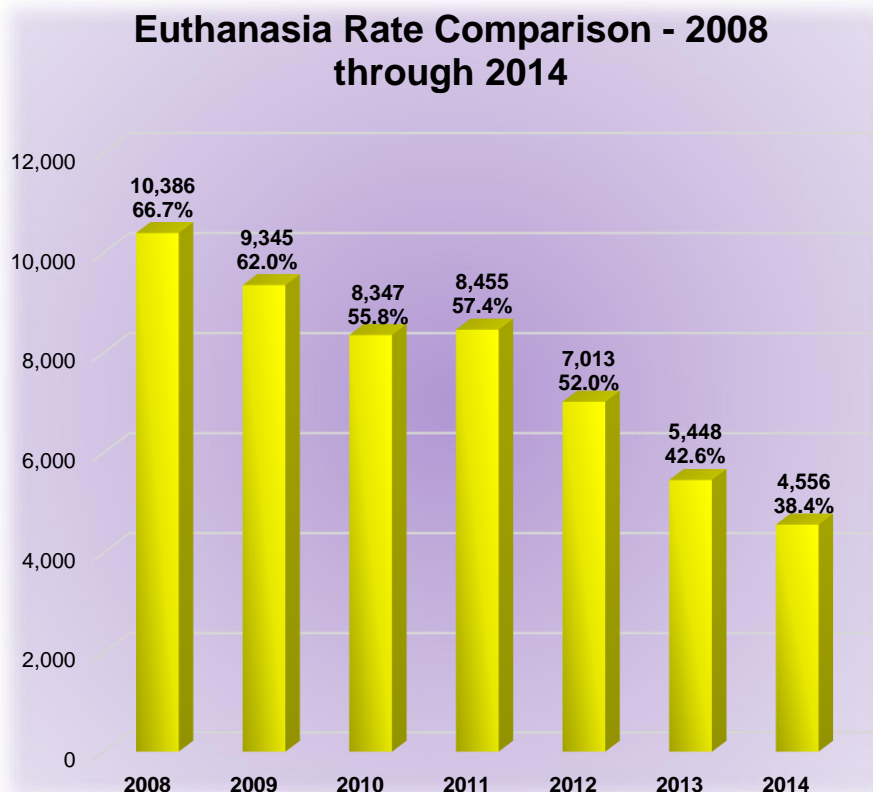
Again, there were **no** cats euthanized due to **space** in **2014**.

Timid animals accounted for approximately **18.0%**, which was a **4.9% decrease** from 2013. This number could also continue to decrease as the number of dogs and cats coming into the shelter decreases, because the more space there is, the longer they can be housed, and with time, many of these animals would come around.

Table 18: Breed Intake Breakdown 2014

Pitbull and Chihuahua mixes continued to account for the highest number of breeds received at the ASCMV. **1,496** Pitbull mixes and **1,303** Chihuahua mixes were impounded in 2014. But due to the efforts of the staff, increased exposure and increased adoption and rescue efforts, dogs that were euthanized due to **Space-Pitbull** significantly decreased by **81%** from 2013 to 2014, accounting for only **1.9%** of all euthanasias in **2014**.

The percentage of animals **Euthanized** out of the **Overall Intake** numbers **decreased** by approximately **4.2%**; from **42.6%** in 2013 to **38.4%** in 2014.

Table 19: Euthanasia Rate Comparison

The **actual** number of animals **Euthanized** **decreased** by **16.4%**; from **5,448** in 2013 to **4,556** in 2014; for a total of **892** less animals **Euthanized**. That's **5,830** less animals **Euthanized** in **2014** than in **2008** when the ASCMV was first created.

• Stolen/Missing Animals

Table 20: Stolen/Missing Animals



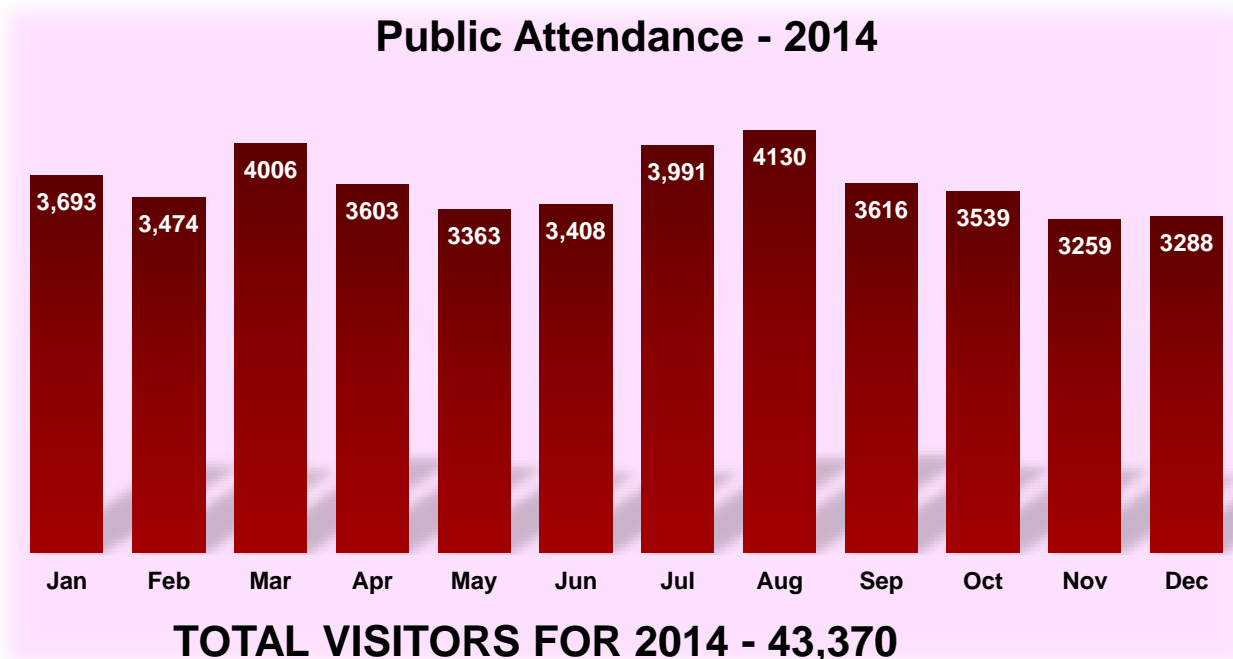
The number of animals **Stolen/Missing** from the ASCMV increased slightly, from 28 animals in **2013** to 30 animals in **2014**. The number of **Stolen/Missing** animals from the ASCMV accounted for approximately .25% of the total Outcomes for **2014**. Virtually all shelters have a small number of Stolen or Missing animals. Most shelters bundle these numbers together with the animals that have passed away while under shelter care, which also occurs at virtually all animal shelters, private and municipal.

3. Public Services and Community Outreach

• Public Attendance

The ASCMV averaged approximately 120 visitors through the facility each day in **2014**. **Public Attendance** was highest in **August** with 4,130 visitors and lowest in **November** with 3,259 visitors. These numbers do not include the attendance of members of the public at off-site adoption events and other events not held at the ASCMV facility.

Table 21: Public Attendance



• **Affordable Pet Sterilization Surgeries**

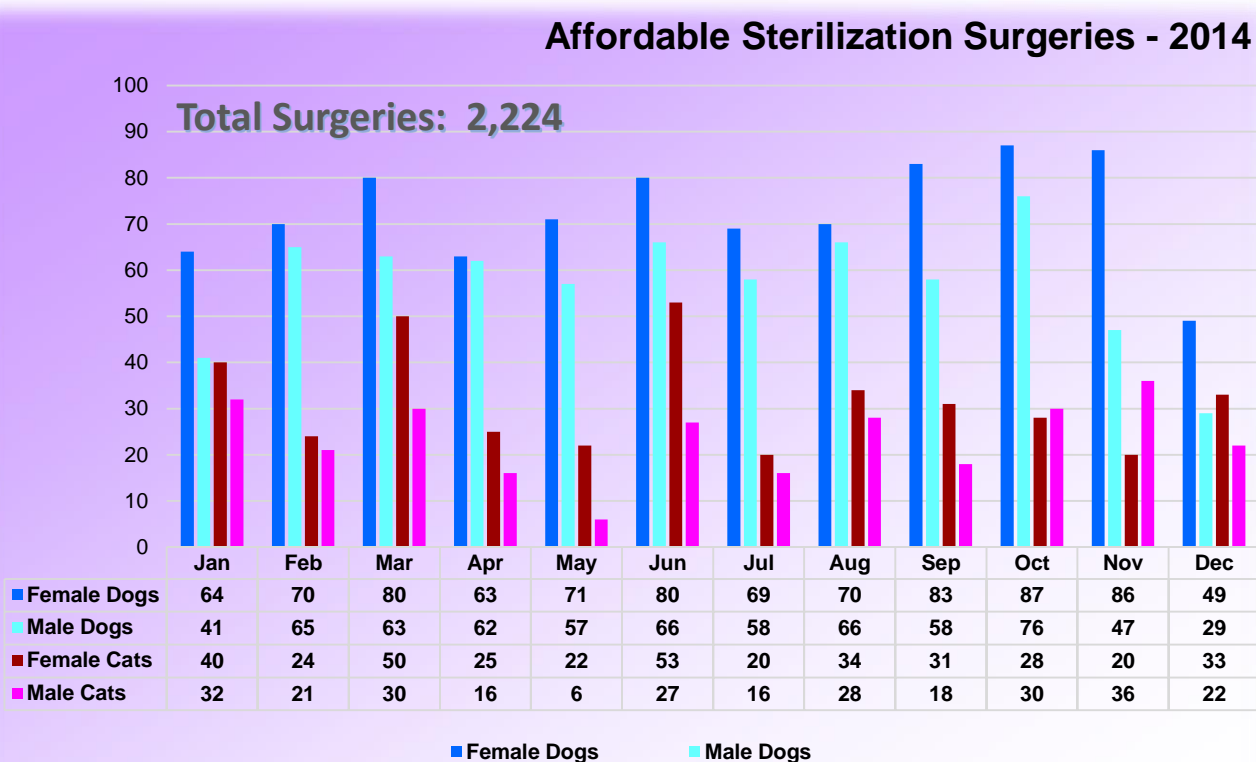
The **ASCMV's** Medical Team performed a total of **4,502** surgeries in **2014**, which included **11 amputations** and **10 enucleations**.

2,224 were **Affordable Sterilization Surgeries** for the general public and private rescue organizations, which was **up** by **71** from 2013. **2** of these public spays were rabbits!

104 of those public Surgeries were performed in association with the local **Spay and Neuter Action Program (SNAP)**. **136** were performed in association with **Action Program for Animals (APA)**. And **114** were performed in association with the **Coalition for Pets and People**.

970 of the public Surgeries performed were **Neuters** and **1,252** were **Spays**.

Table 22: Affordable Sterilization Surgeries



The ASCMV also continued to offer **vaccinations** to members of the public for those animals which underwent sterilization at the ASCMV's Medical Facilities. **75%** of the animals that came in for public surgeries were not previously vaccinated.

The ASCMV also continued to offer **Affordable Pet Identification Implantations** and **Pet Licensing** to all members of the public. Over **1,700 microchips** were implanted on animals that came in for spaying or neutering alone. **5,280 Pet Licences** were issued at the ASCMV in 2014. **3,935** were issued for the **city**, and **1,345** were issued for the **county**. Over **50%** of the licenses issued were through the Affordable Sterilization Program.

- **Community Outreach**

Pet-of-the-Week:

In order to promote **Pet Adoptions**, the ASCMV continues to send out ***Pet-of-the-Week*** information to all local media (newspapers, radio, and television), and posts a bio of the ***Pet-of-the-Week*** online at **ASCMV.org** and on the ASCMV **Facebook** page. In addition, the ***Pet-of-the-Week*** is introduced at **Las Cruces City Council** meetings each Monday, and bimonthly at the **Doña Ana County Commission** meetings. The City and County Information Officers receive the ***Pet-of-the-Week*** bios and distribute the information through their respective channels as well.

**Radio:**

Local radio stations **KSNM 570AM**, **KVLC 101Gold**, and **KMVR Magic 105**, continues to host regularly scheduled spots for the ASCMV to come in and discuss the ***Pet-of-the-Week*** and other happenings at the ASCMV. **KXPZ 99.5 FM Zia Country** also covered special events happening for the shelter. **KKVS 98.7FM**, the Spanish station for Radio of Las Cruces, ran a Spanish ad campaign through part of the year. And the ASCMV also worked with Mar Gonzales from Telemundo. The Executive Director periodically guests on the **KSNM 570AM** Thursday evening ***Bulletin on Radio*** with Todd Dickson and ***Speak Up, Las Cruces*** with Keith Whelply.

Publications:

The **Sun-News** continues to publish a biweekly section on Fridays called ***Critter Corner***. The ASCMV provides pictures and bios of six adoptable animals for each edition. The ASCMV Executive Director submits a bimonthly article for this section concerning **Pet Ownership Responsibilities**.

The **Bulletin** continues to publish a weekly promotion for the ***Pet of the Week***. We have also been fortunate to have the **Bulletin** publish requests for Volunteers on our behalf.

Both papers have assisted in providing remarkable coverage of ASCMV events whenever needed.

Television:

ABC, **FOX**, **NBC**, and **CLC TV** news crews frequently respond to and cover ASCMV press releases for special events or special needs animals. And a new ad in Spanish regarding the Affordable Sterilization Program at the ASCMV started running in December on **KVIA Azteca 7.4**, an all-Spanish television station. This programming can also be found through cable and satellite TV on Time Warner **Ch 9**, Comcast **Ch 205** and DirecTV **Ch 42**.

Online:

The ASCMV continued to maintain a **Facebook** page, which promotes, not only our ***Pet-of-the-Week***, but also our **Off-Site Adoption Events**, **Special Adoption Events**, **Rescue Transfers**, **Special Needs Animals**, and **News Articles** related to **Pet Ownership Responsibilities**. The page has also become a great avenue for keeping in contact with the local radio stations. Some of the local DJs follow the page and even talk about us on the air, using the information gleaned from the **Facebook** page.

Special Adoption Events and Programs:

The ASCMV hosted and participated in numerous events such as the **Adopt a Furry Valentine** event (all adoptions for \$14); **Senior Expo** adoption event; **Spring Fest** adoption event; **Cinco De Mayo** adoption event (all adoptions for \$18.62); **Mutt-Show** adoption event; **Health Fair** adoption event; **Adopt a Cat Month** (free cat adoptions for the whole Month of June); **Ashley Furniture** adoption and microchip event; **Spirit of 1776** adoption event (all adoptions for \$17.76); **Convergys** adoption and microchip event; **Tax-Free Weekend** adoption event (free adoptions all weekend); **October Pitbull Awareness Month** (adoptions of all Pitbull dogs for free, any dogs with us more than 6 months for free, all adult dogs for \$50); **Pits for Peace** adoption event; **Lions Gun Show** adoption event; **Black Friday** adoption event (all black animals for free and everything else half-off); **Home for the Holidays** free adoption event sponsored by DACHS; **Desert Elves** program, which unfortunately was not successful; and a **Free Spay/Neuter** event in honor of **World Spay Day** with **30** free sterilizations performed.

The ASCMV participated in the **DACHS Senior Program**, which completed approximately **145** free adoptions to seniors with adoptable dogs and cats.

The ASCMV continued to host 3 permanent **offsite** adoption centers at **Petco**, **Pet's Barn** and the **County Government Center**.

Education:

The ASCMV participated in the **ACES Program**, sponsored through Dona Ana County.

The ASCMV attended **Career Day** at the **Chaparral**, **Conlee** and **Gadsden Elementary Schools**.

The ASCMV attended the **City of Las Cruces Health Fair**.

The ASCMV attended **Vista Middle School** two times during the year to share educational information.

Several elementary schools sponsored a **Cans for Canines** program, and had several additional **donation drives** and **fundraisers** for the shelter.

The ASCMV held several interviews with Channel 22.

A new program call **P.A.W.S.** (Prisoners and Animals Working for Success) began at the **Southern NM Correctional Facility**.

The ASCMV director spoke at the **First Baptist Church Senior Luncheon**, the **State 4-H Convention** and a **SAM's** employee meeting

The ASCMV director participated in an interview called "**Animal Talk**" that is out of **Santa Fe**.

The **Reading with Canines Program** continued to be a strong program in 2014.



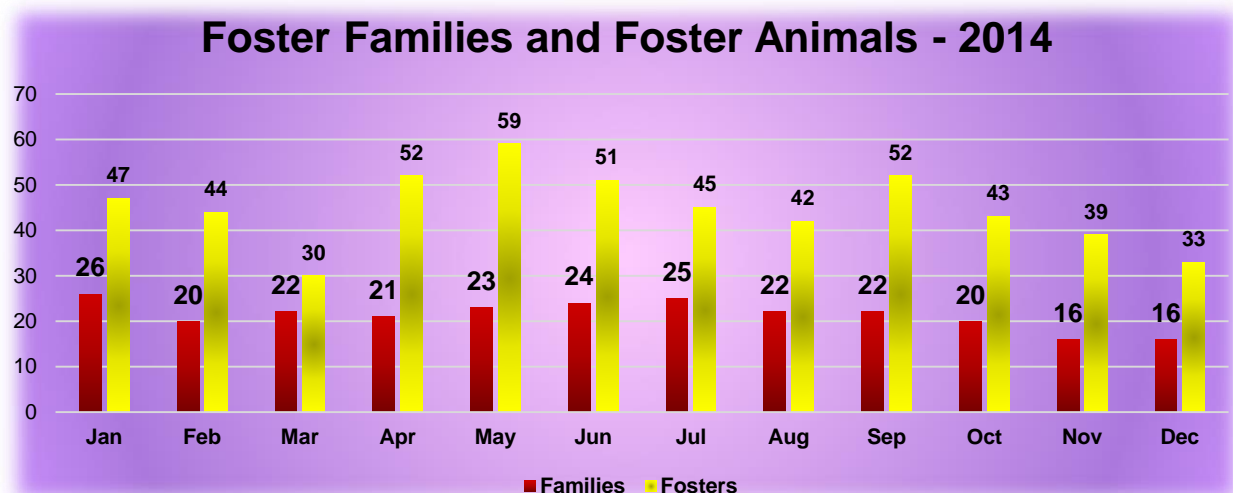
4. **Volunteer Program**

The ASCMV Volunteer Program continues to support Dona Ana County and the City of Las Cruces communities through community services such as **pet/animal education, special events** and **community support**. Dedicated volunteers, staff and community leaders continue to encourage community with positive and fulfilling engagement.

With a dedicated volunteer team of **100** strong, and additional volunteers from NMSU and other educational community services performing outreach and volunteer hours, **ASCMV** continues to move forward with zest and continuity, providing over **8000** volunteer hours for **2014**. With a common life-saving mission in mind, ASCMV and local and national organizations assist our surrounding community to continue to sustain and holdfast to the recognized standards of ASCMV.

Along with our regular volunteers at our off-site adoption locations such as **Petco** and the **Farmer's Market** every Saturday, the increase of volunteer organizations throughout the community display an initiative of concern and resilience as well as flexibility and strength that we as a community strive for. ASCMV volunteers act as liaisons on our behalf for local, national and international legislative structures, thus gaining respect and integrity as a force who will not back down in the face of adversity.

Table 23: Foster Families and Animals



An indispensable part of the Volunteer Program is the **ASCMV's Foster Program**. Under the Foster Program many Volunteers are able to remove an animal from the shelter environment and temporarily place him or her in their own home, while the animal recovers from an injury or illness or often just until the animal can find his or her new forever home. Many of these Foster Parents are able to not only provide these animals with the additional time and care they need and deserve, but are also often able to promote these animals and actively seek their new **forever home**. This, of course, not only helps those animals placed in Foster Homes, but allows ASCMV staff to focus on and care for other animals as well. This is an area in which the ASCMV truly desires to see additional growth in from the community in 2015.

We would like to commend our volunteers for their continued support, dedication and perseverance. Our volunteers move forward to **raise awareness** for the safety and need for microchipping, licensing, vaccinating, promoting the ASCMV Affordable Spay and Neuter Program, and encouraging fosters and new volunteers to continue their support and participation. As we have seen in the past, **T.E.A.M.** – Together Everyone Achieves More – really works!

5. Facility Improvements

We made many more great improvements to the **ASCMV** facility this year. To name just a few:

- **Small Breed Room** (Old Puppy Room):
 - Size was increased.
 - Complete remodel of entire room.
- **Medical Wing:**
 - 2 new glass windows installed.
- **IMK** (Impound Kennels):
 - Installed electrical outlets.
- **Social Area**
 - 3 new social areas were added.
- **SA Kennels:**
 - Resealed floor in walkways.
- **Down Under Area:**
 - Installed isolation panels.
 - Built 3 new kennels.
- **SA, Q and AD ceilings were completely painted.**



6. Looking Ahead

Table 24: Intake Rate Per 100 Citizens

Although the ASCMV has come a long way since its inception in 2008, there are still many challenges facing our community. First and foremost, the number of unwanted or unclaimed animals produced by this community continues to manifest itself in the number of animals that enter the shelter. A community's **intake rate per capita** is the number of animals brought into the shelter per each person in the community.

With a population of **209,233** in 2014, the per capita rate for **Dona Ana County** is 0.057, or **5.7** animals per every **100**

persons in the county. Yavapai County had a population of **211,033** in 2014. With just under two thousand people more than Dona Ana County, their per capita rate was almost **75% less**. Dona Ana County unfortunately has one of the **highest** intake rates in the **nation**.

Intake Rate per 100 Citizens - 2014

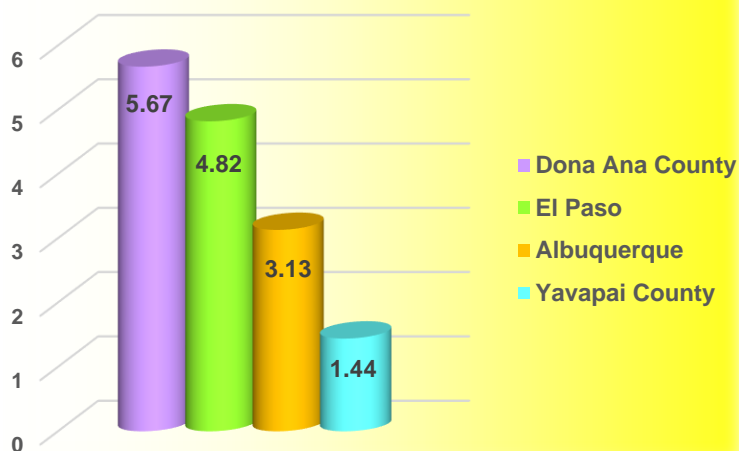
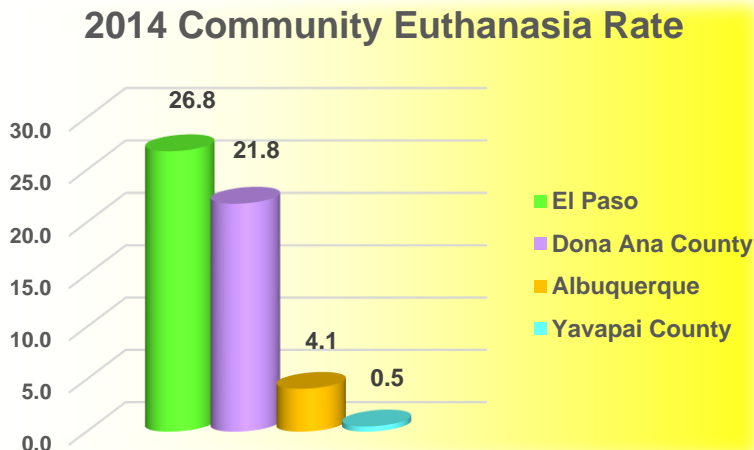


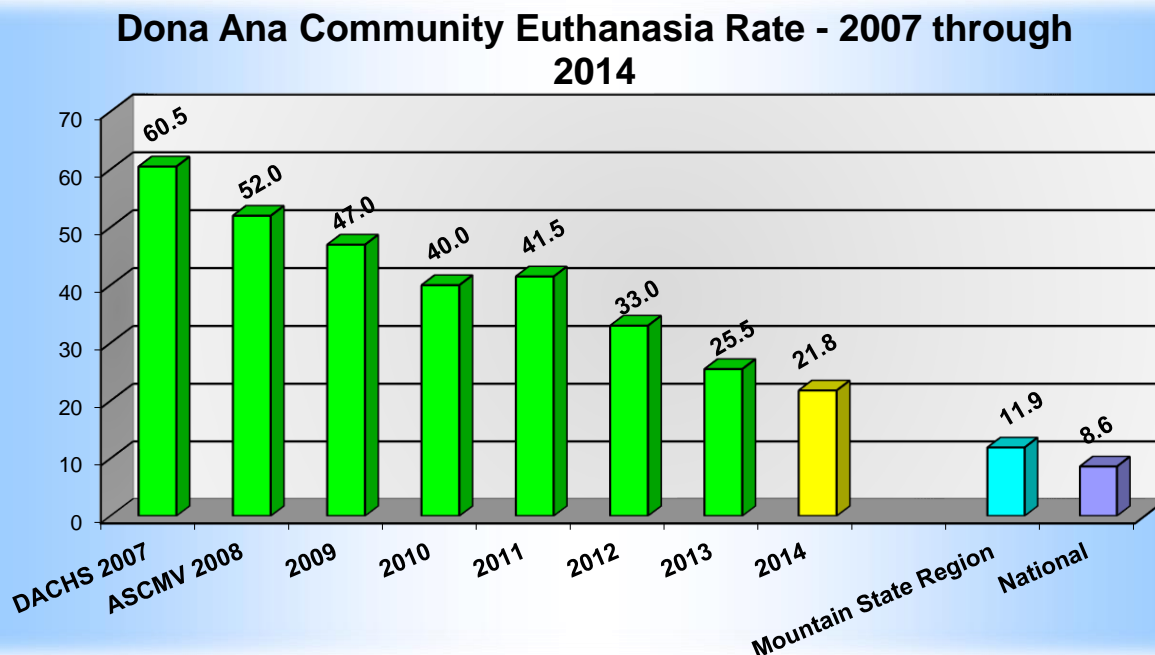
Table 25: 2014 Community Euthanasia Rate

Second, compared to many other communities we are, in a sense, an island. We do not have a large nearby urban center surrounded by dense, affluent suburbs. This means not only a smaller pool of potential adopters, but also fewer and smaller private animal welfare agencies available to help address the enormous number of unclaimed animals.

The industry standard for calculating a **Community's Euthanasia Rate** is the number of animals **killed** per every **1,000 residents**. The graph above compares the **Community Euthanasia Rate** for **Dona Ana County** with the rates of **El Paso, TX**; **Albuquerque, NM**; and **Prescott, AZ**. As you can see, our community is in poor shape and our closest neighbor to the South is at an even higher rate.

In **2013** the **ASCMV** euthanized approximately **21.8 animals** for every **1,000 residents** of **Doña Ana County**, while the national average for 2013 has been estimated to be at **8.6**. The **Euthanasia Rate** in **Doña Ana County** continues to be over **2.5 times** the **national average**.

However, despite all of the challenges this community faces, as you can see in the following graph, the tide **IS** changing. The **Community's Euthanasia Rate** has dropped by almost **64%**, which is more than **38** animals per 1,000 citizens in the last **7 years**.



We at the ASCMV are beginning to see some signs that the efforts by the citizens of Dona Ana County and the **Coalition for Pets and People** are beginning to have an effect, particularly in regards to the intake at the ASCMV via animal control. It appears that in several regards, influence by the Coalition has resulted in the local Animal Control departments becoming more on-track with progressive enforcement tactics, such as **Returns to Owners in the Field**. These successes and others give us hope for the “**Zero in Seven**” campaign, and we will continue to push for focus on:

- **The Promotion of Pet Ownership Responsibility,**
- **The Promotion of Pet Retention,**
- **The Promotion of Affordable Sterilization Surgery, and**
- **The Promotion of a Comprehensive Rescue Program, Adoption Program, and Return to Owner Program by both City and County Animal Control, the ASCMV, and the Community.**

Which should, in turn, keep even more of our precious animals in **Doña Ana County ALIVE**.