

Animal Service Center of the Mesilla Valley



2017 ANNUAL REPORT



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.

Background

The municipal animal shelter facility located at 3551 Bataan Memorial West, in Las Cruces, NM is the only open admission animal shelter 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 public agency is named the “Animal Service Center of the Mesilla Valley” (ASCMV).

The Board charged with governing this agency consists of local officials from both the City and County.

This will be the ninth 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

I believe all of us have special days and memories that stand out in our minds. November 27th, 2017 will always be a special day for me. That was my first day as the Executive Director of the Animal Service Center of the Mesilla Valley (ASCMV). When I met with my coworkers, I knew we all shared the same goal to save more lives.

Soon after that first day, I was able to meet with the managers and supervisors. We prioritized the following issues:

1. Fill staffing vacancies
2. Understand shelter population
3. Cleanliness of shelter areas
4. Spay & neuter shelter population
5. Review Policies
6. Introduce innovative ways to keep animals out of shelter
7. Training for staff

We have already addressed many of these issues: our staffing vacancies have almost been filled, we are getting a grasp on our overcrowded shelter population, both lobbies have been painted and the floors have been waxed, innovative programs such as sponsored adoptions, off-site adoption events, expanded volunteer programming, TNR and many other ideas are in place to help us save more lives, and we continue to work on the other priorities as well.

Since that first day, I have met some incredible people that help the animals at the ASCMV. The animal rescue community has, and continues to be, an integral part of the ASCMV's plans to reduce the overpopulation in the ASCMV. I thank all of them for the sacrifice of their time, talents and money to save lives.

I would like to thank Paul Richardson, Kennel Supervisor, and Bernice Navarro, Operations Manager, for their excellent performance as the interim directors, as the Board of Directors searched for a new Executive Director. The doors were opened to many other rescues, resulting in a significant increase in our live release rate and animals going out to rescues. They helped me as I got acquainted with my coworkers, the Board of Directors, and to the policies of the ASCMV.

Looking forward to 2018, I can't help but see a large mountain that needs to be climbed. With the communities help to establish a solid foundation, animal rescue groups continuing to work with us to move animals and coworkers embracing the forthcoming changes, the mountain will not seem as steep. Thank you all for your vows of support in this new direction.

Sincerely,

Clint Thacker
Executive Director

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**

3. Public Services and Community Outreach

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

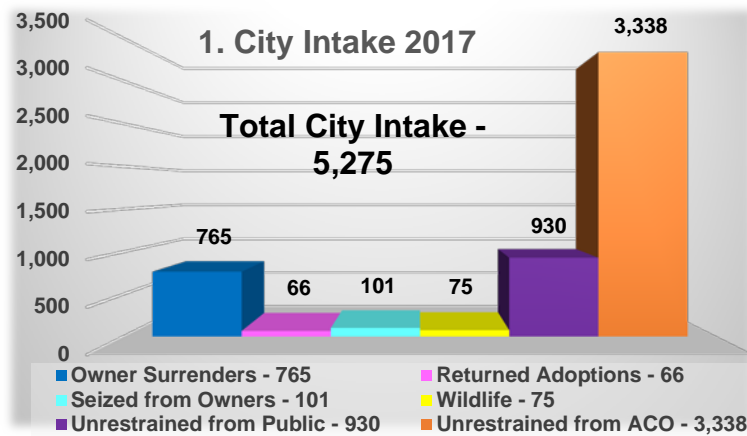
4. Volunteer Program

5. Financial Overview

1. Intake Statistics

• Methods of Intake

Table 1: Intake from the City of Las Cruces



Animals brought in from the **City** accounted for just below **6%** more than those brought in from the **County** for the year of **2017**.

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)

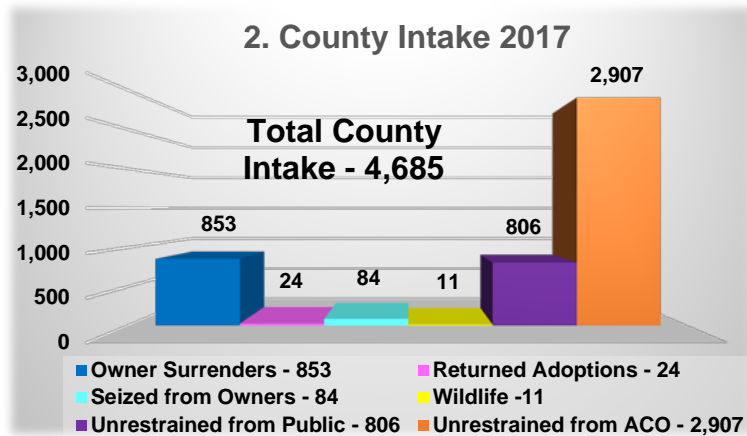


Table 3: Total Intake from the City of Las Cruces, Doña Ana County, and Unknown Jurisdiction

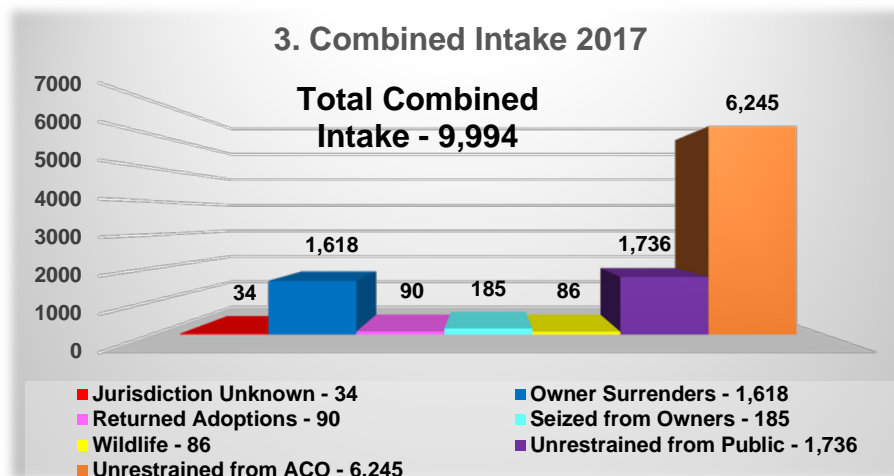
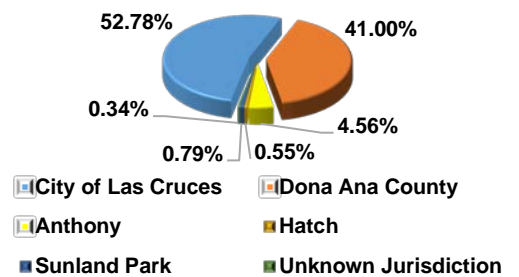


Table 4: Jurisdictional Breakdown

4. Jurisdictional Breakdown - 2017

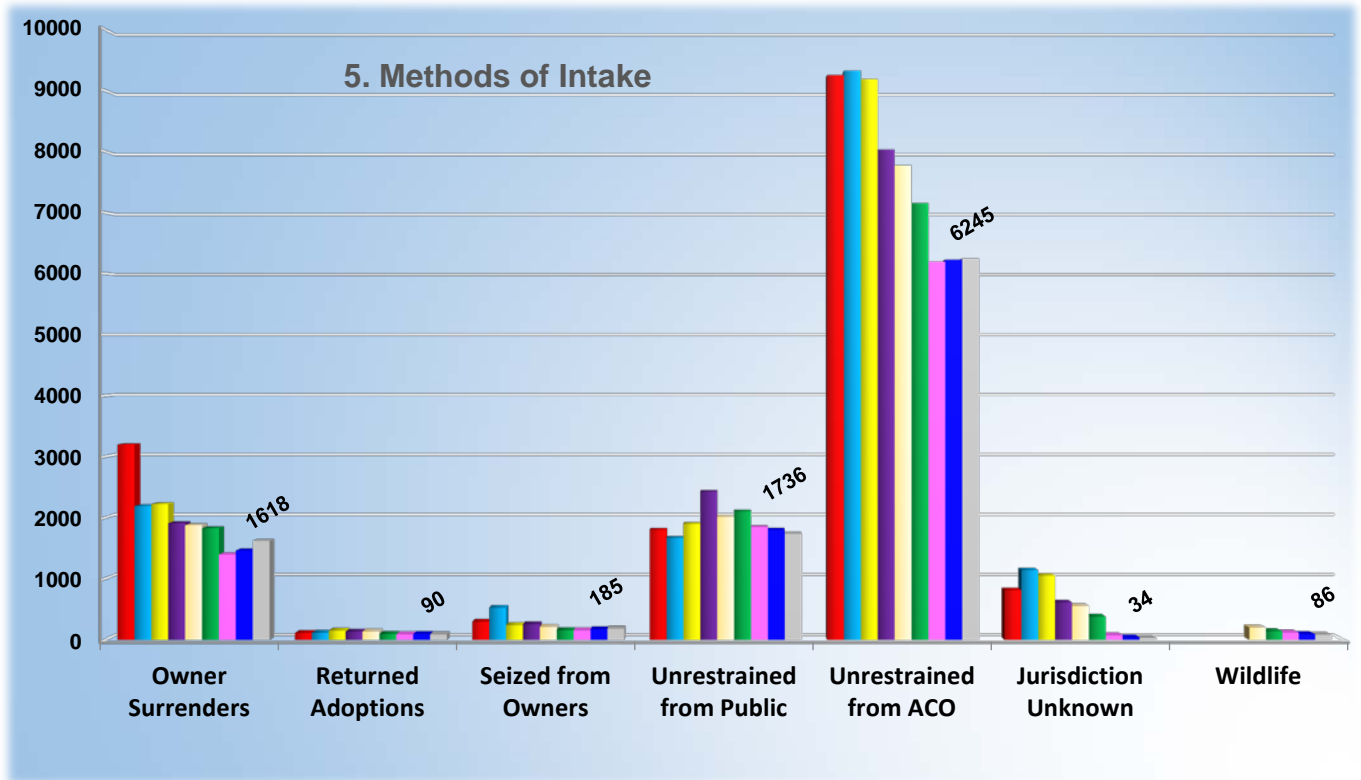


34 animals were received by the **ASCMV** for the year of **2017** which could not be attributed to either the **City** or the **County**. These animals were typically left at the ASCMV facility **after-hours** with no notification by the delivering party as to the animal's origin.

• **Intake Method Comparison**

2017 saw a greater increase in **Owner Surrenders**. This resulted in a slight increase in the total number of **intakes**, from **9,893 in 2016** to **9,994 in 2017**. **Unrestrained from Public** has once again moved on a downward trend.

Table 5: Methods of Intake Comparison



	Owner Surrenders	Returned Adoptions	Seized from Owners	Unrestrained from Public	Unrestrained from ACO	Jurisdiction 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
2015	1396	92	156	1845	6197	76	122	9,884
2016	1461	95	173	1801	6228	40	95	9,893
2017	1618	90	185	1736	6245	34	86	9,994

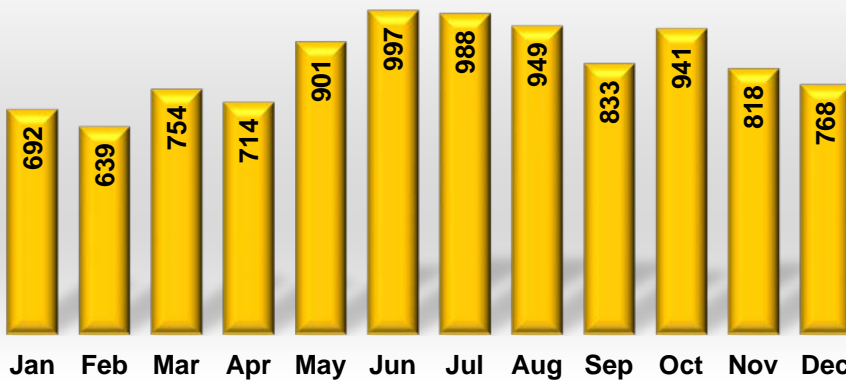


• **Monthly Intake**

A 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** and **fall** months and the **lowest** during the **winter** months.

Table 6: Monthly Intake

6. Monthly Intake - 2017



With an annual intake of **9,994** animals, an average of more than **27** animals was received by the ASCMV **each day**. This number again did not decrease from the previous year, and must be **greatly** reduced to increase the **Live Release Rate** in order to save more lives.

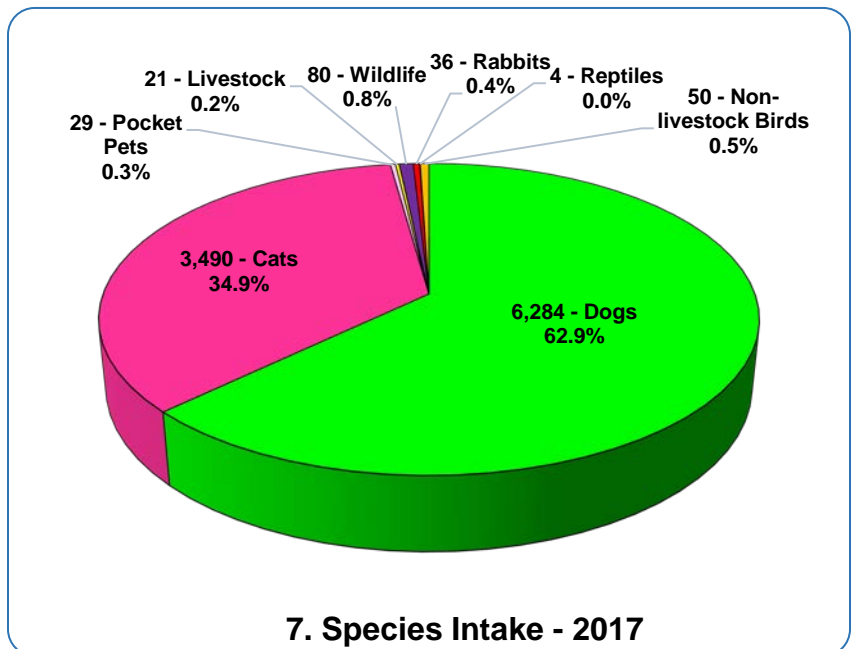
• **Species Intake**

Dogs and **cats** are still the main source of intake for the **ASCMV**. The **overall** intake **ratios** remained nearly the same for other species from **2016** to **2017**.

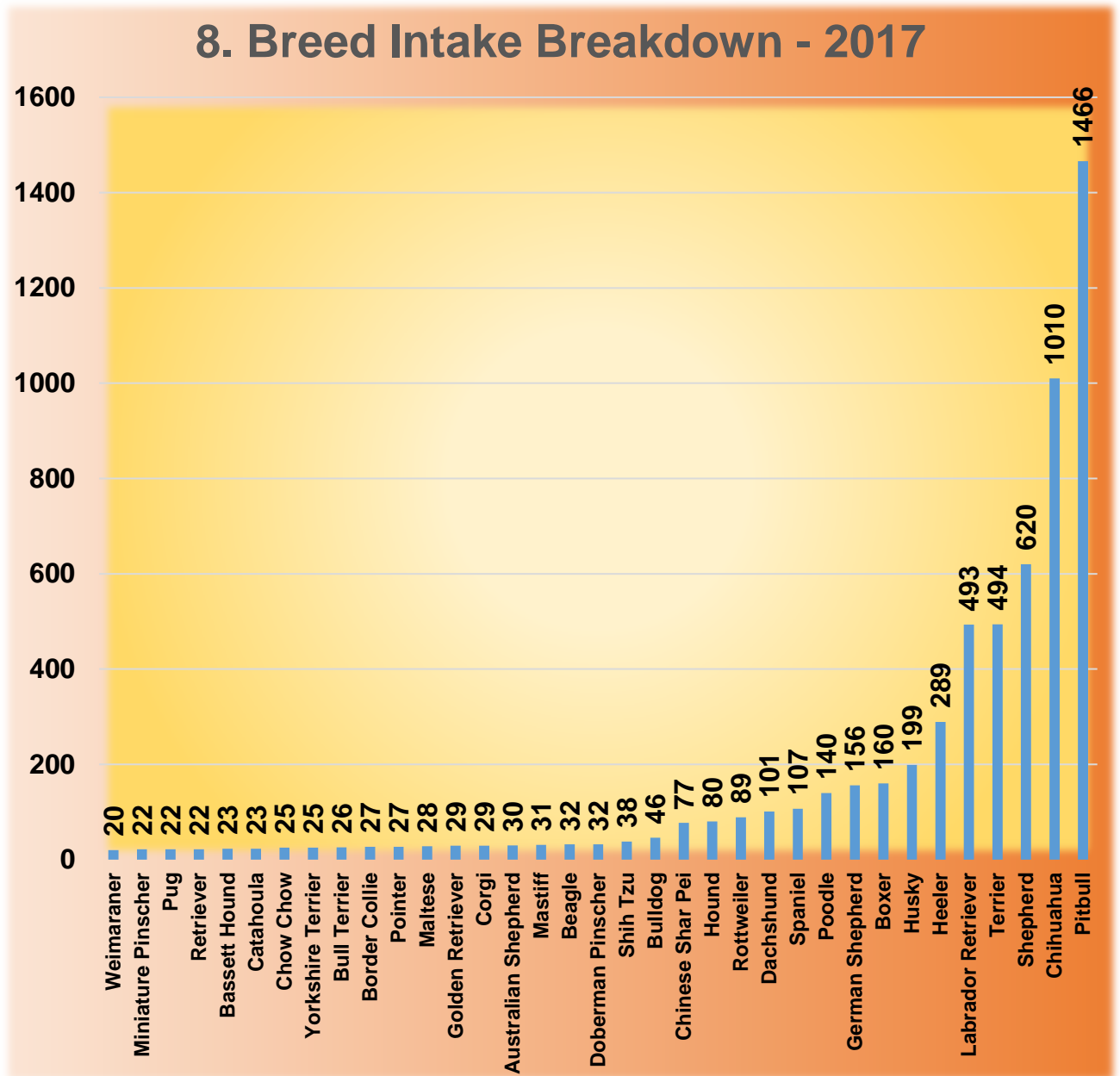
There was a slight **decrease** in the **number** of **Dogs** received by the ASCMV; from **6,476** in **2016** to **6,284** in **2017**.

However, there was an **increase** in the **number** of **Cats** received by the ASCMV; from **3,218** in **2016** to **3,490** in **2017**.

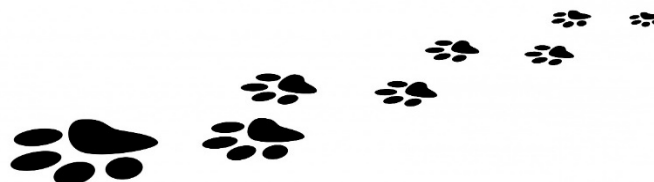
Table 7: Species Intake



7. Species Intake - 2017



Pitbull and **Chihuahua** mixes continued to account for the highest number of breeds received at the ASCMV. **Pitbull** mixes accounted for **23%** and **Chihuahua** mixes accounted for **16%** of all the dogs that were impounded in **2017**. This is approximately the same percentage as in 2016.

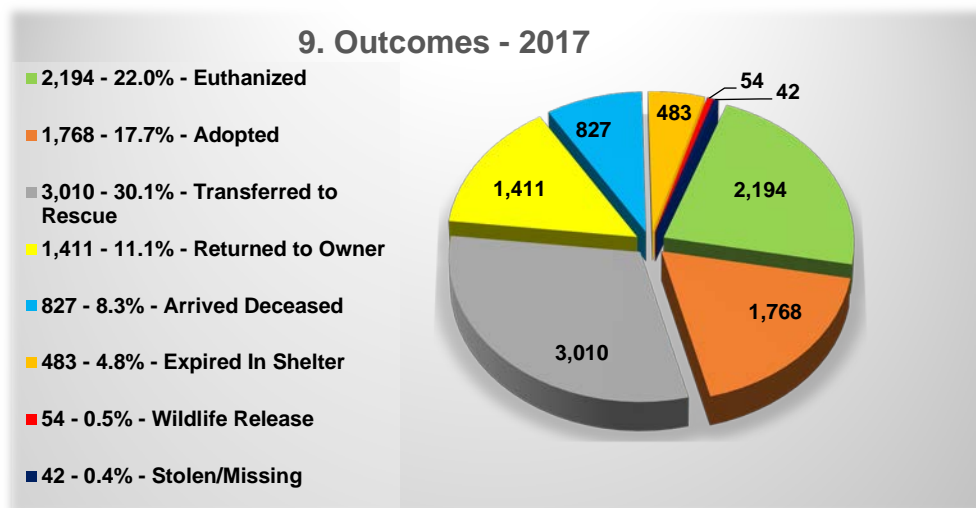


2. Outcome Statistics – Adoptions, Euthanasias, Reclaims by Owners, Rescue Transfers, etc.

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 9: Overall Outcomes



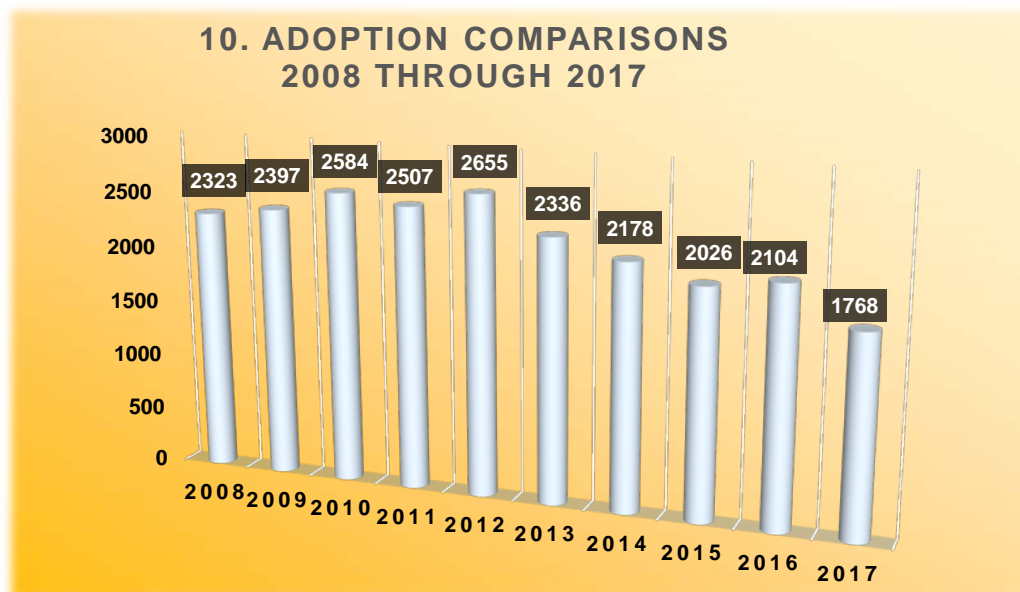
The standard calculation for an Animal Shelter's official **Euthanasia Rate** is calculated relative to the year's overall **Intake** numbers, which comes out to **22.0%** for **2017**. This is just over **6% less** than in **2016**.

The number of **Euthanasias decreased** significantly from 2016 by just over **600** animals. Unfortunately the total number of **Adoptions** also decreased. **Rescue Transfers increased** tremendously in **2017** by just over **800**.

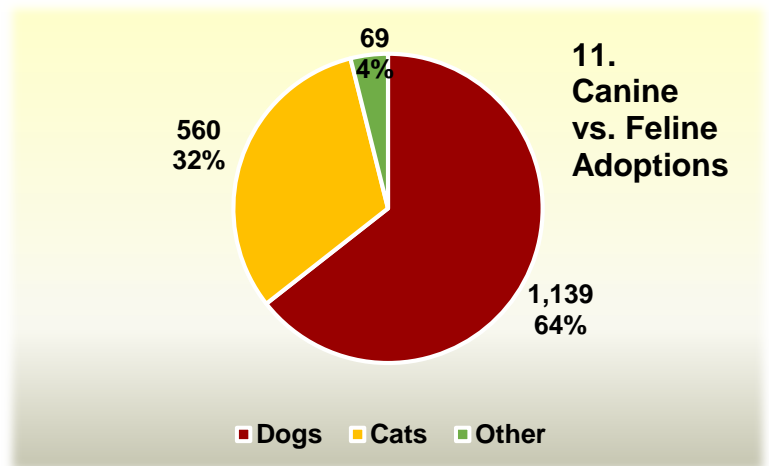
• Adoptions

Table 10: Adoption Comparisons

From **2016** to **2017**, the number of animals **Adopted** from the ASCMV once again dropped, **decreasing by 336**.

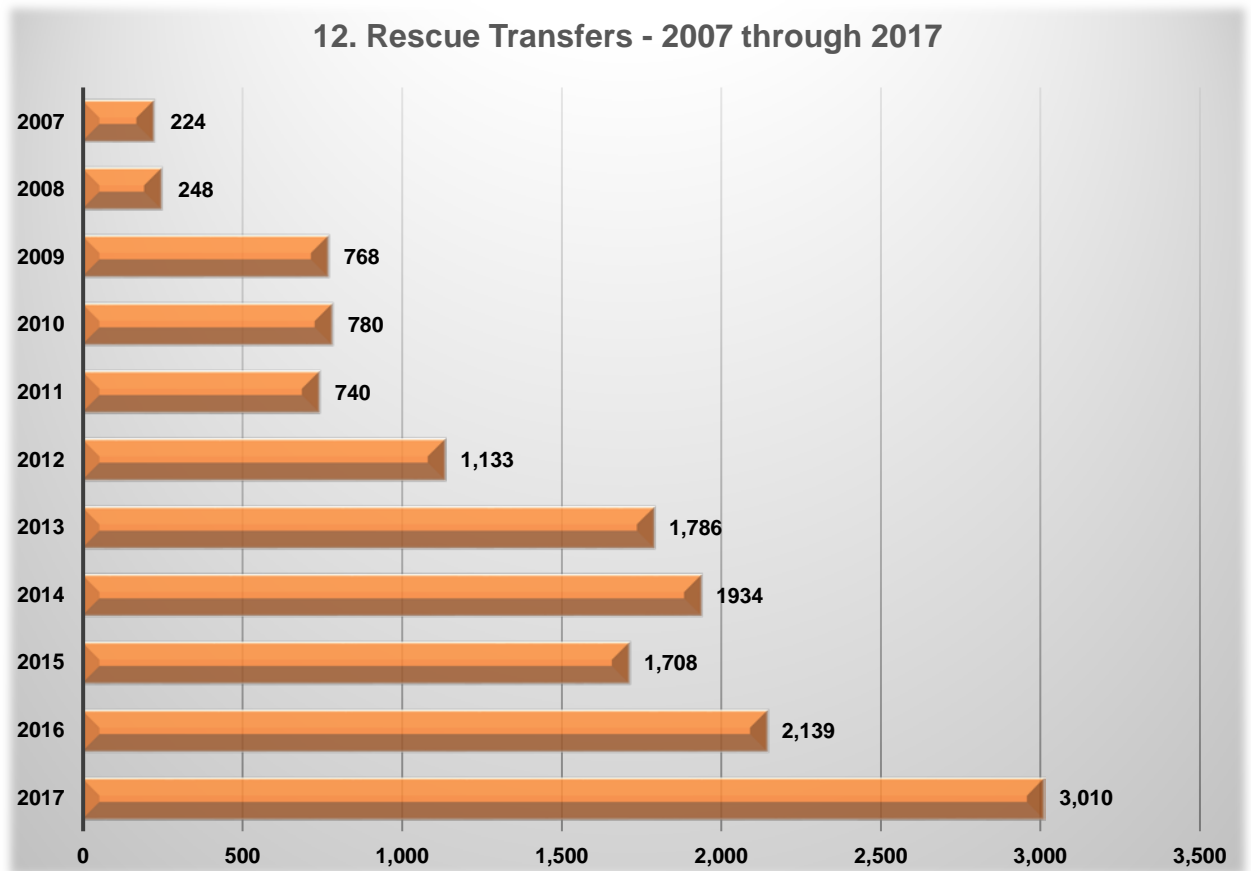


As you can see, there are more than twice as many **Dog Adoptions** than **Cat Adoptions**. Unfortunately, the adoption number for both **dogs** and **cats** decreased. Once again this was the **lowest** adoption rate for dogs since **2008**.



• **Rescue Transfers**

Table 12: Rescue Transfers

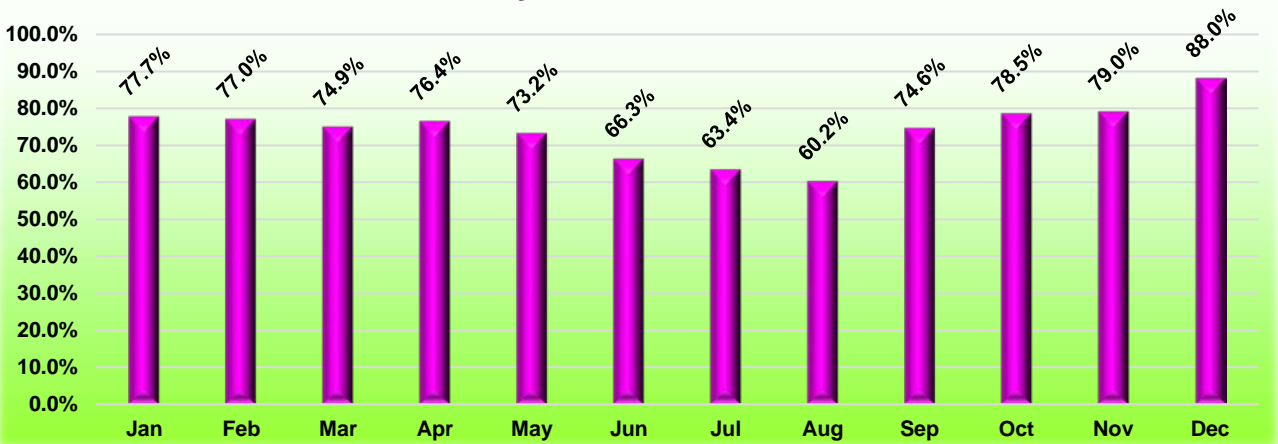


The ASCMV continues to **add** new transfer partners reaching across the country. And with the addition of the new partners, and the help of many volunteers, the number of animals transported through the **ASCMV Rescue Program increased** in **2017** by over **800** animals.

- 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 continues to fluctuate throughout the year, and correlates to the monthly intake.

13. Monthly Live Release Rate - 2017



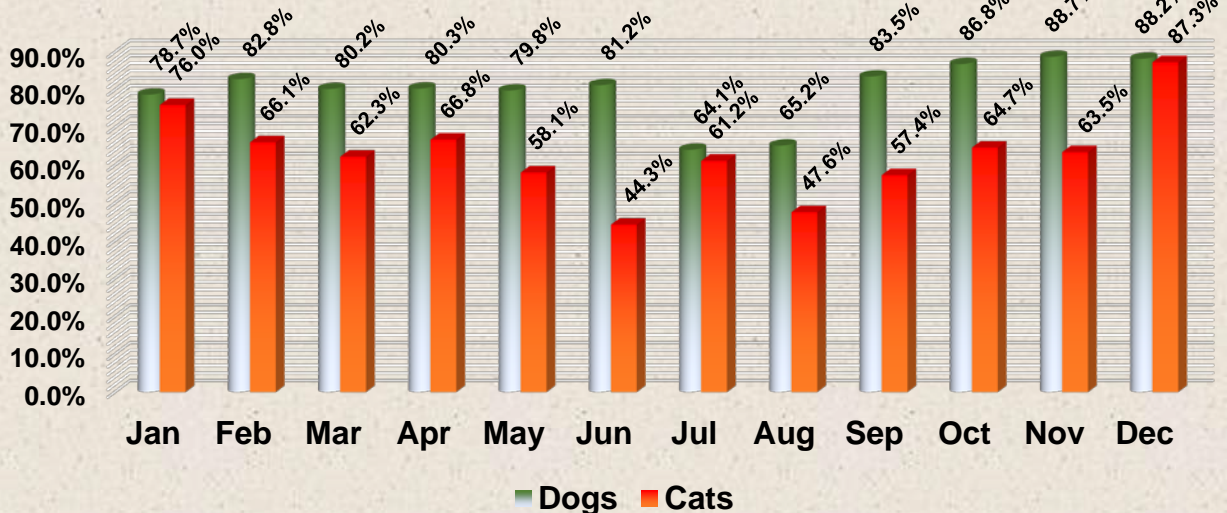
The overall LRR increased from **67.0%** in **2016** to **74.0%** in **2017**.

- The **Live Release Rate** of felines passed the **75%** mark once, and **canines** passed the **80%** mark **8** different times in **2017**.

LIVE RELEASE RATE =

$$\begin{aligned} & \text{Adoptions (1768) + RTQs (1411) +} \\ & \text{Transfers (3010) + Wildlife Releases (54)} \\ & + \\ & \text{Total Outcomes (10366) - Missing (42) -} \\ & \text{Died (483) - DOA (827) - QR Euth. (577)} \end{aligned}$$

14. Live Release Rate - Canines vs. Felines- 2017



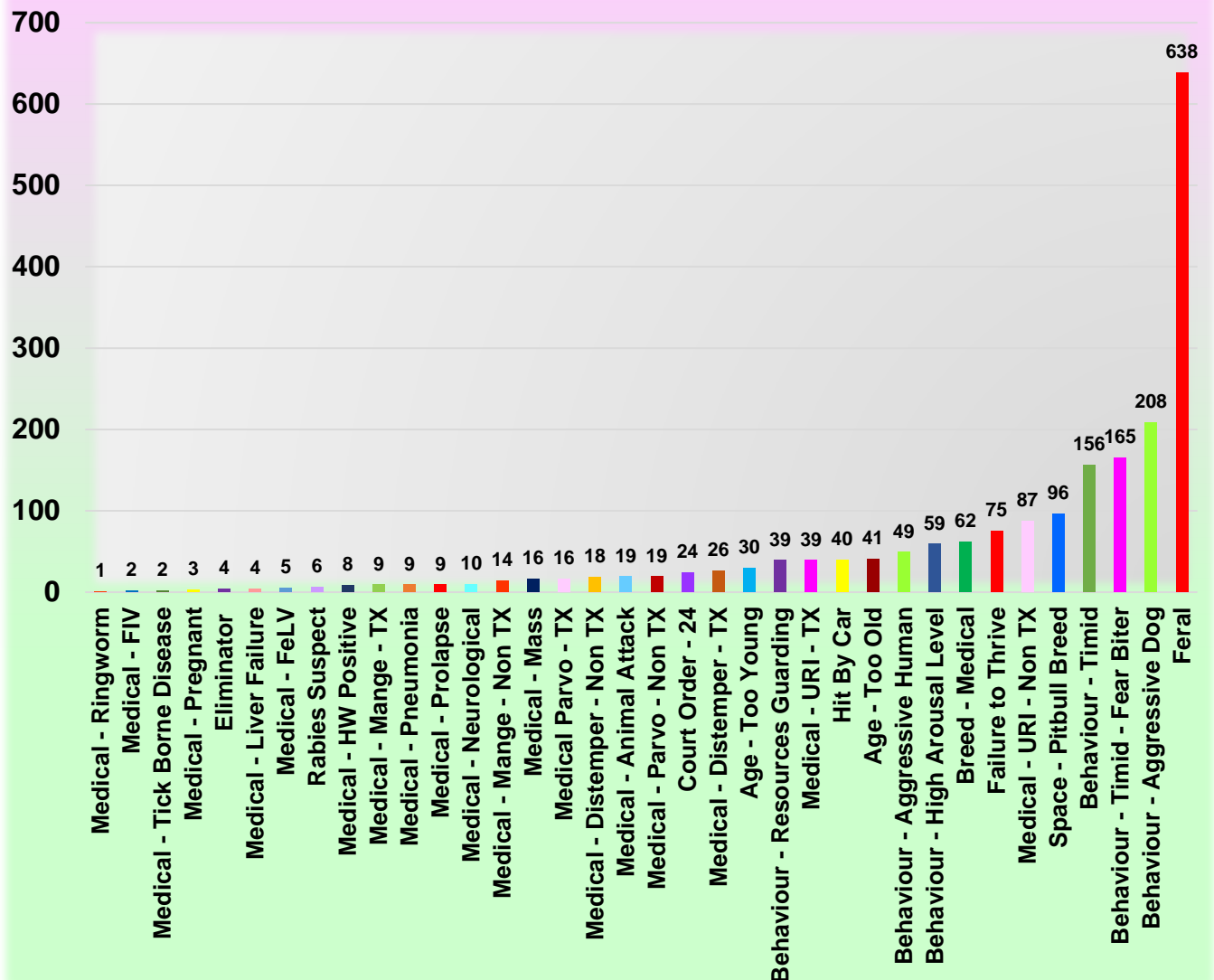


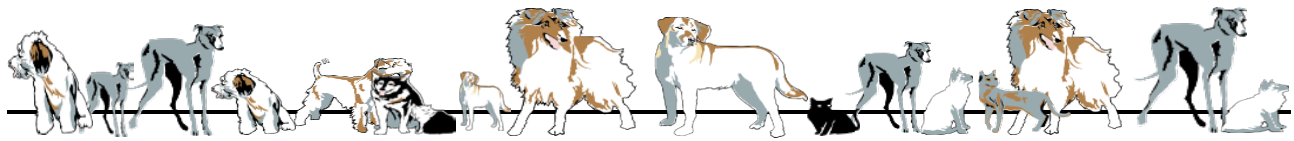
• **Euthanasias**

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**, and more attention could be given to treating some of the euthanasia reasons below.

In **2017**, more **categories** were once again 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.

15. Euthanasia Breakdown - 2017

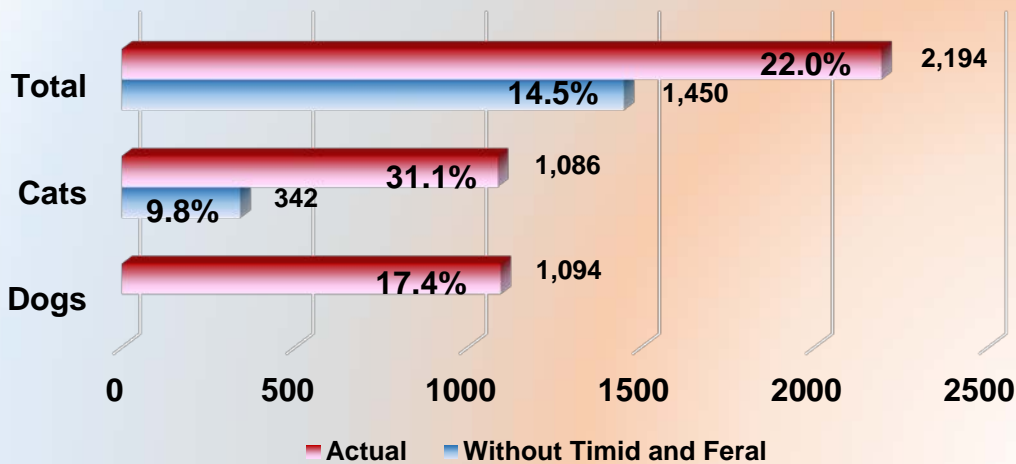




Animals that were **Euthanized** at the **ASCMV** due to an apparent **Feral** temperament continued to be the biggest reason for euthanasia in **2017**, the majority being feral cats. The **percentage** of **cat** euthanasias was nearly **twice** the number of **dog** euthanasias in **2017**.

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 **12%** and the cat euthanasia rate by over **20%**.

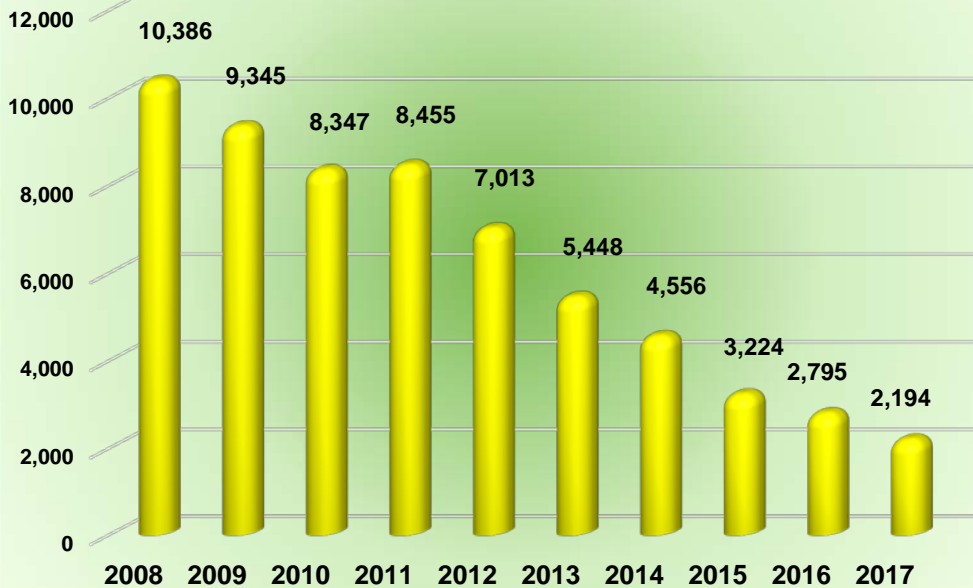
16. Euthanasias Without Timid & Feral Cats - 2017



Total euthanasia rate **without** timid and feral cats = **14.5%**

****Cat** euthanasia rate without timid and feral = **9.8%**

17. Euthanasia Comparison - 2008 through 2017



The **actual** number of animals **Euthanized** decreased from **2,795** in **2016** to **2,194** in **2017**; for a total of **601** less animals **Euthanized**.

3. Public Services and Community Outreach

- Public Attendance

The ASCMV averaged nearly **115** visitors through the facility each day in **2017**. The total number stayed nearly the same, from **41,423 in 2016** to **41,581 in 2017**; an increase of **158** visitors.

Public Attendance was highest in **July** and **August**, and lowest once again in **February** and **September**. 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.

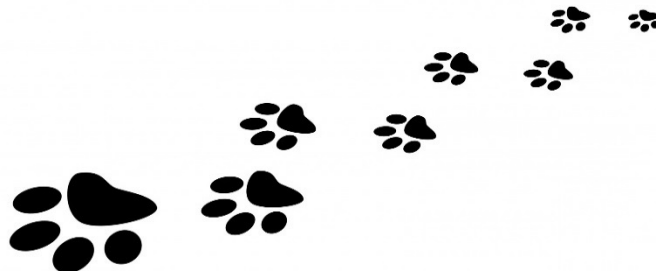
Table 18: Public Attendance



- Affordable Pet Sterilization Surgeries

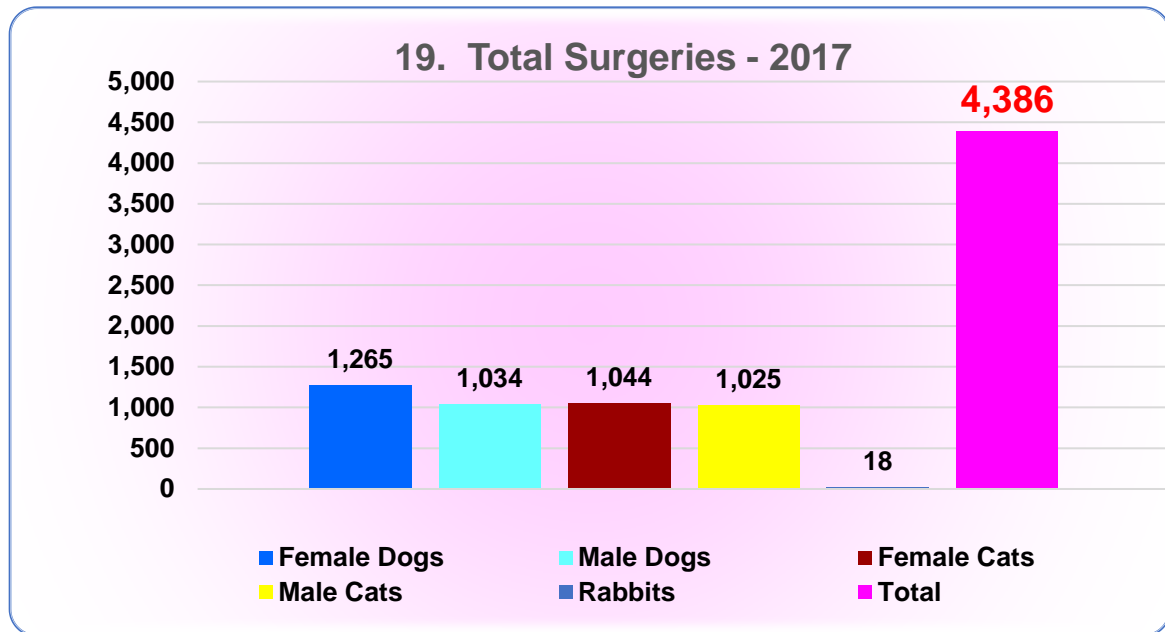
The **ASCMV's** Medical Team performed a total of **4,386** surgeries in **2017**. **63** were non-sterilization surgeries, which included several **eye enucleations**, **prolapses**, **dental extractions** and several others necessary for the animal's welfare.

2,232 were **Affordable Sterilization Surgeries** for the general public and private rescue organizations.



2 of those public Surgeries were performed in association with the local **Spay and Neuter Action Program (SNAP)**. 128 were performed in association with **Action Program for Animals (APA)**. 18 were performed in association with **HSSNM**. 40 were performed in association with the **Coalition for Pets and People**. 289 were performed in association with **Broken Promises**. And 4343 were performed in association with the **Community Cat Rescue Program**.

1,050 of the public Surgeries performed were **Neuters** and 1,181 were **Spays**.



The ASCMV also continued to offer **vaccinations** to members of the public for those animals which underwent sterilization at the ASCMV’s Medical Facilities. Nearly **80%** 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. Well over **1,500 microchips** were implanted on animals that came in for spaying or neutering alone. Over **5,500 Pet Licenses** were issued at the ASCMV in 2016, with **city** more than **doubling** the number than that for the **county**.



• 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 **KVLC 101Gold**, **KMVR Magic 105**, **KXPZ 99.5 FM Zia Country**, continue to host regularly scheduled spots for the ASCMV to come in and discuss the ***Pet-of-the-Week*** and other happenings at the ASCMV. Several **public service announcements** have also been playing in order to promote **pet responsibility**.

Publications:

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

Dog Cruces Magazine and **American Classifieds** have been key publications in helping to educate the community about **pet ownership**, and in promoting the animals here at the ASCMV.

All the publications have assisted in providing remarkable coverage of ASCMV events whenever needed.

Television:

ABC, **FOX**, **NBC**, and **CLC TV** news crews frequently responded to and covered ASCMV press releases for special events or special needs animals.

Social Media:

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**. Volunteers also posted information about **lost and found** pets to help reunite animals with their owners. The page has also become a great avenue for helping **reunite pets** with their lost owners. The local publication **Dog Cruces** has teamed up with Animal Control, and posts found animals on the ASCMV and Dog Cruces **Facebook** pages.



Special Adoption Events and Programs:

The ASCMV hosted and participated in numerous events such as the **Free Spay/Neuter** event in honor of **World Spay Day**; **Adopt a Furry Valentine** event (all adoptions for \$14); the **Lion’s Club Gun Show**; the **Home and Garden Show** event; the **Volunteer Faire** at **Branigan Cultural Center**; **St. Patrick’s Day** adoption event (all adoptions for \$17); **Cinco De Mayo** adoption event (all adoptions for \$18.62); **Adopt-A-Cat Month** (June-adult cat adoptions free); **Microchipping Events** (\$10 microchipping); **Spirit of 1776** adoption event (all adoptions for \$17.76); **Pi Alpha Kappa NMSU** Adoption 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 free, all adult dogs for \$50); **Barnett’s Las Cruces Harley Davidson** adoption events; **Tractor Supply** adoption events; **Black Weekend** adoption event (all black animals free and everything else half-off); **Ashley Furniture** adoption event; **Corner Bakery** adoption events; **Cracker Barrel** adoption events; and **Home for the Holidays** free adoption event sponsored by DACHS.

The ASCMV participated in several **off-site microchipping** events in coordination with other agencies.

The ASCMV participated in the **DACHS Senior Program**, which completed nearly **150** free or low-cost 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**.

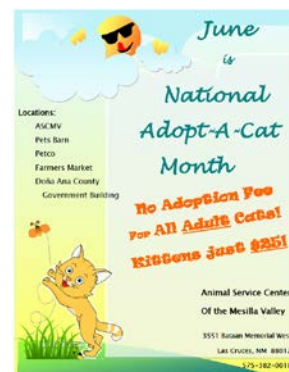
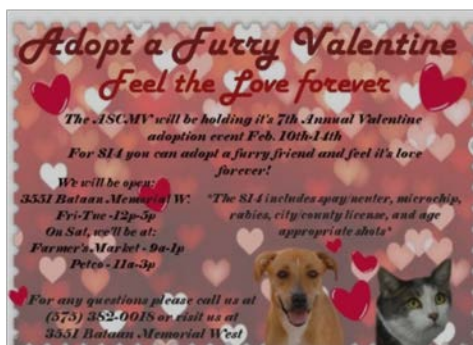
Education:

The ASCMV participated in the **ACES Program**, sponsored through Dona Ana County, and the **City Impact Project**, sponsored through the City of Las Cruces; reaching out to educate the community in pet ownership responsibility.

The ASCMV once again attended **Career Day** at several elementary schools.

The ASCMV participated in the **Job Shadow** and **Excel** programs offered through the public schools.

The ASCMV continued a powerful **advertising campaign** with **Wilson-Binkley Advertising and Marketing**, reaching out to the community through **billboards**, **radio**, **direct mail**, **classifieds** and **social media** promoting pet responsibility.



4. Volunteer Program

“The greatness of a nation and its moral progress can be judged by the way its animals are treated.”

- Mahatma Gandhi



If according to Mahatma Gandhi, the greatness of a community is attributed to how its animals are treated, our community of volunteers at ASCMV exceeds all measurements of greatness.

Although for the majority of 2017, ASCMV was without a Volunteer Coordinator, ASCMV volunteers continued to be dedicated and determined to save animal lives across the city and Dona Ana County.

Between **January** and **August 2017**, **3,192** volunteer hours were completed. On September 5, 2017, new ASCMV Volunteer Coordinator, Dominique Clark joined the team.

Between **September** and **December of 2017**, **2,482** volunteer hours were completed. This does not include those volunteers participating in ASCMV's Foster Program. The average of monthly completed volunteer hours went from approximately **399** completed hours to **620**

completed hours, after the arrival of Dominique Clark. At the end of December 2016, the count of active volunteers was **80 volunteers**. The number of active volunteers dropped significantly throughout the beginning of 2017. At the end of August 2017, the count of active volunteers was **48 volunteers**. Despite the almost 50% drop in active volunteers, at the end of December 2017 the count of active volunteers was **180 volunteers**. Between **September** and **December 2017**, the active volunteer count nearly **quadrupled** in size. Active volunteers participated in activities such as: Dog Walking, Animal Socialization, Transporting, Vet Assistance, Grooming, Animal Care Assistance, Animal Photography, Laundry Assistance, Office Assistance, Off-site Adoption Assistance, and help with special projects like onsite cleanup days.

Currently volunteers range in age from elementary school students to retired professionals. The bulk of **current** ASCMV volunteers range from **17 – 50 years of age**. Additionally, students from the following school groups played an active role in completed volunteer hours between **September and December of 2017**: New Mexico State University, Las Cruces High School, Las Cruces Catholic School, Centennial High School, Mayfield High School, and Oate High School.

Off-site adoption events such as **Petco** and **Farmer's Market** happen every weekend, and several others occur throughout the year. Between **September** and **December 2017**, the Volunteer Coordinator established new relationships with community partners, that provided new off-site adoption locations such as: Barnett's Las Cruces Harley Davidson, The Corner Bakery Café, Cracker Barrel Old Country Store, Tractor Supply, Patina Homes, New Mexico State University Aquatics Center, and Ashley Furniture Homestore.

Along with establishing new community partners for off-site adoption events, the Volunteer Coordinator established community partners that provided lunch for volunteers at off-site adoption events, as well as food and beverage at various other activities like the Volunteer Meet and Greet held at the SpringHill Suites by Marriot and special onsite projects. Community entities that supported ASCMV volunteer programs specifically for volunteer meals include: Chick-fil-A, Jason's Deli, Domino's Pizza, Papa John's Pizza, Peter Piper Pizza, Pizza Hut, Sonic, Caliches, Ruby Soho Food Truck, BakeHouse Food Truck, Joshua's Pie Mobile Wood Fired Pizza, Dunkin Donuts, Krispy Kreme Doughnuts, Beck's Coffee Albertsons, and CVS.

The latter end of 2017 was bright for ASCMV Volunteer Programs. Volunteer hours increased tremendously, positive change was being implemented, various updates discussed above were helping the volunteer program to thrive. Looking ahead to 2018 is nothing but exciting for ASCMV. We are looking forward to more volunteers joining the team, establishing more community partnerships, and making way for everlasting change in the Las Cruces and Dona Ana Community.



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 not only helps those animals placed in Foster Homes, but allows ASCMV staff to focus on and care for other animals as well.

The ASCMV has also continued to promote the **Surrender to Foster program**. Instead of surrendering their animals and leaving them at the shelter, the owners agree to foster the animals, and the ASCMV provides the assistance needed to help get them adopted to other families.

We would like to commend our volunteers for their continued **support** and **dedication**. Our volunteers perseverance is encouraging to those at the ASCMV as they continue to help **raise awareness** for **pet owner responsibility** and the need for microchipping, licensing, vaccinating, and promoting spaying and neutering.

5. Financial Overview

Since the ASCMV is a JPA, most of the operating funds are from the city and the county. The ASCMV is fiscally responsible in their handling of all monies received. All expenses are carefully evaluated, and there are many: Personnel, utilities, food for the animals, vaccinations, medicines, etc. The budget for the ASCMV runs on a fiscal year, from July to June. The chart below shows the ASCMV budget for the FY16-17.

TYPE	Category	Values	
		FY17 ACTUAL	FY17 Revised Budget
E	20.Personnel	1,453,262	1,446,388
	21.Operating	808,738	845,702
	22.Capital	-	-
E Total		2,262,000	2,292,090
R	1.Revenue	(1,258,565)	(1,279,787)
R Total		(1,258,565)	(1,279,787)
Grand Total		1,003,435	1,012,303

