



GULFPORT-BILOXI TEAM

Gulfport-Biloxi Partners:

Humane Society of South Mississippi (HSSM)
Mississippi Spay and Neuter (MS SPAN)
City of Gulfport Police Department Animal Control
City of Biloxi Police Department Animal Control
Harrison County Sheriff's Department Animal Control



Gulfport-Biloxi Team:

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**OUR GOAL IS TO MOVE THE COMMUNITY'S SHELTERS TOWARD A 75% LIVE RELEASE RATE.
THERE ARE TWO STRATEGIES TO IMPROVE THIS RATE: REDUCE INTAKE AND INCREASE
POSITIVE OUTCOMES FOR SHELTER ANIMALS IN THE COMMUNITY.**

Increasing Positive Outcomes:

Return to Owner

- The Humane Society of South Mississippi has placed, via ASPCA® Mission: Orange™ funding for marketing program, billboards with return to owner messaging around the Harrison County area. These billboards tell residents where to look for a lost pet.
- HSSM has placed, via AM:O funding for marketing program, billboards with microchipping messaging.
- Animal Control Officers from Harrison County, Biloxi and Gulfport have been trained in the use of the PetPoint database and are equipped with microchip scanners. They can now scan strays in the field and return them to their homes without the need for them to enter the shelter.
- HSSM implanted 720 microchips at no cost and reduced cost at clinics to increase the number of pets microchipped within Harrison County.

Adoption

- HSSM implemented the ASPCA's Meet Your Match® Canine-ality™ Adoption Program in February and received additional training in May.
- HSSM adoption staff has attended “customer care boot-camp” and are continually assessed through a “secret shopper” program.
- HSSM has extended its operating hours to 7 pm on Thursdays.
- HSSM implemented the ASPCA Meet Your Match® SAFER™ behavior assessment tool and several staff have earned their certification.
- HSSM continues to conduct off-site adoptions at the PetSmart store.
- As part of the AM:O funded marketing campaign, billboards with adoption messaging have been placed around Harrison County.
- HSSM is designing and implementing regular adoption promotions for cats such as “Fat Cat Fridays”, senior cat adoption incentives, etc. Some of these programs will include no-fee adoptions.

Transfer Out to Placement Partners

- HSSM continues to transfer animals to organizations who can successfully place them in homes. Transfers have occurred to organizations in California, Colorado, Florida, Georgia and New York utilizing the Wild Animal Orphanage transport program and the HSSM in-house transport system.

Reducing Intake:

Spay / Neuter

- The HSSM spay/neuter clinic continues to work to provide record numbers of spay/neuter surgeries while maintaining the clinic's fiscal sustainability.
- The HSSM clinic continues to offer special rates and promotions, such as “Unfather's Day” and “Feline First Fridays” to build the number of spay/neuter surgeries.
- As part of the AM:O funded marketing campaign, billboards with spay/neuter messaging have been placed around Harrison County.

Trap-Neuter-Return

- HSSM worked to offer affordable spay/neuter to those willing to trap then return the animals after the surgery is complete.

TARGET COMMUNITY INDICATORS AND SUMMARY DATA

- HSSM signed a TNR agreement with Northrop-Grumman to spay/neuter any cats the corporation can trap and return on its property. The hope is to TNR the estimated 500 cats on the corporation's property.

Safety Net Programs

- HSSM is working with the Richmond SPCA to design and implement a resource program for pet guardians modeled after RSPCA's "Project Safety Net Program."
- The HSSM spay/neuter clinic has begun to contact guardians listing pets "free to good home" in the newspaper to encourage the altering of the parent pets.
- HSSM has begun to offer dog obedience classes and puppy kindergarten classes to the public.
- The local newspaper, *The Sun-Herald*, has partnered with HSSM to brainstorm ways to raise awareness of companion animal issues in Harrison County and to raise awareness of the services available to the public and their pets. The paper has begun to publish a series of articles regarding these issues.

The first half of 2008 has been challenging for the community for various reasons including: HSSM is the only shelter in the region and has limited resources for placement partners; difficulty in getting the public to utilize low cost spay/neuter services; FEMA discontinued its housing for residents displaced by Katrina, forcing them to find alternative housing that in most cases were not pet friendly thereby increasing surrender of animals to the shelter. The partnership is continually working to overcome these and other obstacles to increase positive outcomes for animals in Gulfport/Biloxi.

	January 07 - June 07	January 08- June 08	Increase/ Decrease
TOTAL INTAKE The total number of animals entering partner facilities, except transfers between partners.	7,267	7,609	+342 +5%
LIVE RELEASE RATE The rate expresses as a percentage the number of animals returned to owner, adopted, or transferred outside the partner organizations divided by the total number of animals received (total intake).	44.5%	35.0%	(9.5%)
TOTAL LIVE RELEASE The total number of animals returned to owner, adopted, or transferred outside the partner organizations.	3,232	2,661	(571)
TOTAL ADOPTIONS This number includes final adoptions and transfers outside of partnership; it does not include animals placed in foster care.	2,042	1,909	(133) (7%)
TOTAL TARGETED SPAY/NEUTER The total number of animals altered through low-cost spay/neuter services or a TNR program.	6,716	5,275	(1,441) (21%)

Gulfport-Biloxi, MS Indicators & Summary Data: Year to Date-2008

Indicators - Year to Date (YTD)	YTD Total	Rate/000 People	YTD Dogs	YTD Puppies	YTD Cats	YTD Kittens
Live Release Rate (Percent of Intake)	34.97%		39.4%	70.2%	10.4%	53.0%
Total Live Release (net adoptions)	2,661	15.48	1,276	829	278	278
Total Intake	7,609	44.27	3,239	1,181	2,664	525
Euthanasia	4,422	25.73	1,728	289	2,248	157
Targeted Spay/Neuter	5,275	30.69	2,547	900	1,395	433
Financial Support (reported annually)	n/a	n/a				

Intake, Adoption, Transfer, Euthanize, Died/Lost	Dogs				Total
	Q1	Q2	Q3	Q4	
Number entering partner facilities except transfers between partners	1,531	1,708	0	0	3239
Number entering partner facilities through partner transfers	0	0	0	0	0
Number returned to partner facilities within 30 days of adoption	72	36	0	0	108
Number returned to owner	246	207	0	0	453
Number adopted (minus returns within 30 days)	423	281	0	0	704
Number transferred to partners	0	0	0	0	0
Number transferred out of your partnership	37	82	0	0	119
Number euthanized per owner request	22	43	0	0	65
Number euthanized other than owner request	746	917	0	0	1663
Number died in care	8	3	0	0	11
Number lost in care	4	1	0	0	5

Intake, Adoption, Transfer, Euthanize, Died/Lost	Puppies				Total
	Q1	Q2	Q3	Q4	
Number entering partner facilities except transfers between partners	600	581	0	0	1181
Number entering partner facilities through partner transfers	0	0	0	0	0
Number returned to partner facilities within 30 days of adoption	48	24	0	0	72
Number returned to owner	13	15	0	0	28
Number adopted (minus returns within 30 days)	366	318	0	0	684
Number transferred to partners	0	0	0	0	0
Number transferred out of your partnership	46	71	0	0	117
Number euthanized per owner request	0	0	0	0	0
Number euthanized other than owner request	142	147	0	0	289
Number died in care	4	4	0	0	8
Number lost in care	1	0	0	0	1

	Cats				
Intake, Adoption, Transfer, Euthanize, Died/Lost	Q1	Q2	Q3	Q4	Total
Number entering partner facilities except transfers between partners	769	1,895	0	0	2664
Number entering partner facilities through partner transfers	0	0	0	0	0
Number returned to partner facilities within 30 days of adoption	11	9	0	0	20
Number returned to owner	14	19	0	0	33
Number adopted (minus returns within 30 days)	162	83	0	0	245
Number transferred to partners	0	0	0	0	0
Number transferred out of your partnership	0	0	0	0	0
Number euthanized per owner request	10	16	0	0	26
Number euthanized other than owner request	535	1,687	0	0	2222
Number died in care	3	4	0	0	7
Number lost in care	8	3	0	0	11

	Kittens				
Intake, Adoption, Transfer, Euthanize, Died/Lost	Q1	Q2	Q3	Q4	Total
Number entering partner facilities except transfers between partners	140	385	0	0	525
Number entering partner facilities through partner transfers	0	0	0	0	0
Number returned to partner facilities within 30 days of adoption	10	9	0	0	19
Number returned to owner	0	2	0	0	2
Number adopted (minus returns within 30 days)	102	174	0	0	276
Number transferred to partners	0	0	0	0	0
Number transferred out of your partnership	0	0	0	0	0
Number euthanized per owner request	0	0	0	0	0
Number euthanized other than owner request	35	122	0	0	157
Number died in care	0	11	0	0	11
Number lost in care	1	0	0	0	1

Targeted Spay/ Neuter and TNR	Q1	Q2	Q3	Q4	Total
How many low cost S/N conducted on dogs?	1,512	1,035	0	0	2,547
How many low cost S/N conducted on puppies?	274	626	0	0	900
How many low cost S/N conducted on cats (other than TNR)?	806	484	0	0	1,290
How many low cost S/N conducted on kittens (other than TNR)?	135	283	0	0	418
Number of cats TNR?	29	76	0	0	105
Number of kittens TNR?	2	13	0	0	15
Total Spay/Neuter and TNR	2,758	2,517	0	0	5,275

See the **Definitions** tab for explanations of the data items reported above.

See the **Community Descriptors** tab for key demographics for ASPCA® Mission: Orange™ communities.

Definitions of Indicators and Data Collected

Live Release Rate	This rate expresses as a percentage the number of animals returned to owner, adopted, or transferred outside the partner organizations divided by the total number of animals received (total intake). Transfers between partners are excluded from this calculation.
Total Live Release	The total number of animals returned to owner, adopted, or transferred outside the partner organizations.
Total Intake	The total number of animals entering partner facilities, except transfers between partners. Partner transfers are netted out (excluded) to avoid double-counting.
Euthanasia	The total number of animals in partner facilities that were euthanized, including by owner request.
Targeted Spay/Neuter	<p>The total number of animals altered through low-cost spay/neuter services or a TNR program. Targeted includes:</p> <ul style="list-style-type: none"> • Low-income by actual level or entitlement qualification OR • Low-income / high-risk by zip code of residence OR • Unlikely to have altered in absence of low-cost program OR • Impounded one or more times as a stray OR • Feral animal <p>Note: Targeted Spay/Neuter is a program output where it will be easier to see results sooner. However, it is not a bottom-line outcome like the other indicators. A good dashboard may include both outcomes and outputs.</p>
Financial Support	<p>For the year shown, the total dollars that partner organizations obtained through municipal funding and private fundraising.</p> <p>Funding sources for nonprofits (including affiliates of municipal organizations):</p> <ul style="list-style-type: none"> • Donations excluding bequests (mail, Internet, major donors, events, etc.) • Local corporate donations • Foundation grants (not from the ASPCA® or ASPCA® Mission: Orange™ community partner organizations) <p>Funding sources for municipal organizations:</p> <ul style="list-style-type: none"> • Budget: fixed allocation and license/citation allocations <p>This information is collected annually and is reported in the year-end summary.</p>
Rate per 000	<p>For Intake, Euthanasia, and Financial Support, the rate is calculated by dividing the value for the total number by the human population (in thousands) for the target community. The result is the rate per thousand people.</p> <p>Human population is shown on the Community Descriptors tab.</p>

Dogs	Adult dogs are over 6 months of age.
Puppies	Puppies are up to and including 6 months of age.
Cats	Adult cats are over 6 months of age.
Kittens	Kittens are up to and including 6 months of age.
Number entering partner facilities except transfers between partners	This number includes animals entering partner facilities because they are: surrendered, stray, in protective custody, or transferred in from agencies that are not ASPCA® Mission: Orange™ partners.
Number entering partner facilities through partner transfers	This number includes animals entering partner facilities from agencies or organizations that are ASPCA® Mission: Orange™ partners.
Number adopted	This number includes final adoptions only. It does not include animals placed in foster care.
Number transferred to partners	This number includes animals sent to other agencies or organizations that are ASPCA® Mission: Orange™ partners.
Number transferred out of your partnership	This number includes animals who are sent to agencies or organizations that are not ASPCA® Mission: Orange™ partners in your community.
Low cost S/N ... other than TNR	This number includes only owned animals. It does not include shelter animals altered before adoption, or cats or kittens altered through a TNR program.
Cats/kittens TNR	This number includes strays and ferals, including shelter cats/kittens who will be returned to a colony. It does not include owned animals or shelter cats or kittens who will not be returned to a colony.