



CITY OF HENDERSONVILLE
ANIMAL SERVICES ADVISORY COMMITTEE
HPD Police Headquarters - Training Room | 630 Ashe St. | Hendersonville NC
28792



Thursday, April 21, 2022 – 5:30 PM

AGENDA

1. **CALL TO ORDER**
2. **PUBLIC COMMENT**
3. **CONSIDERATION OF AGENDA**
4. **APPROVAL OF MINUTES**
 - A. Approval of March 17, 2022 Meeting Minutes - *Caroline Gunther, Chair*
5. **UNFINISHED BUSINESS**
 - A. Definitions of adequate food, water and shelter
 - B. Civil Penalty Levels
 - C. Tethering and how it relates back to other factors
 - D. Officer Observations
6. **NEW BUSINESS**
7. **ADJOURNMENT**

The City of Hendersonville is committed to providing accessible facilities, programs and services for all people in compliance with the Americans with Disabilities Act (ADA). Should you need assistance or an accommodation for this meeting please contact the City Clerk no later than 24 hours prior to the meeting at 697-3005.



**Regular Meeting
City of Hendersonville**

Animal Services Advisory Committee

Meeting Minutes | March 17, 2022 – 5:30 p.m.

HPD Police Training Room | 630 Ashe Street | Hendersonville NC 28792

REMOTE & IN-PERSON MEETING

1. Call to Order

Meeting was called to order at 5:43 p.m. by Caroline Gunther, Chair. Members present were Angela Prodrick, Vice Chair; Jean Greeson; Robin Grainger; Katie Weibel and James Lyon.

City Staff present were Melissa Justus, Staff Liaison and Captain Tracey Cox.

Henderson County Animal Services Supervisor Joy Edwards also attended the meeting; left at 6:27 pm.

Committee Member Sarah Hoffman and Chief Blair Myhand were absent.

2. Public Comment

Ms. Lynne Williams is asking for committee approval to be added to today's meeting agenda for a presentation requesting wildlife crossing signs, culverts or other traffic calming measures on Chadwick Avenue for a wildlife crossing area.

3. Consideration of Agenda

Motion was made to approve the agenda as it is presented today by Angela Prodrick, Vice Chair. A unanimous vote of the committee followed.

4. Adoption of 11-18-2021 & 01-20-2022 Meeting Minutes

Motion was made by James Lyon to approve the minutes of November 18, 2021 and January 20, 2022. A unanimous vote of the committee followed.

5. Unfinished Business

Continued work on revision/changes of Code of Ordinances Chapter 10-Animals.

Feral cats – there is no language in the current Ordinance regarding feral cats. Angela discussed other ordinances/policies regarding feral cats. (Attachment is incorporated and made a part of these minutes) Caroline suggested to have the City Attorney interpret ordinance vs. policies. Angela gave the Calls for Service numbers that were provided by Chief Myhand for various Animal related calls from 08-01-2021 to 02-09-2022. (Attachment is incorporated and made a part of these minutes)

Tethering – Chapter 10 Sec. 152 - There could be opportunities for education such as the fencing program through Blue Ridge Humane Society instead of civil penalties for tethering. Each committee member gave their tethering thoughts.

Jean Greeson – No tethering

Angela Prodrick – No tethering

James Lyon – No tethering unless an effective way to document time limit

Robin Grainger –

Caroline Gunther – No tethering

Katie Weibel – Not against tethering

Katie suggested that Chief Myhand give his thoughts and encounters with tethering and issues. The end goal is for there to be no malicious tethering in the City of Hendersonville. There needs to be another option in case City Council does not approve a ban on tethering and those suggested options were discussed, such as time limits, the type of material the tethering is made of, weather at time of tethering. Issuing permits was discussed as well.

Captain Cox stated that the discussion continues to eliminate the two current Sworn Animal Enforcement positions and make it into one Civilian Animal Enforcement position. New budget year starts July 1st and Captain Cox is confident that position will be approved then and the two current Sworn positions will be absorbed into Patrol.

Break taken at 7:11 p.m.

The goal is to have all changes and revisions to Chapter 10 – Animals ordinance presented to City Council by October.

Agenda for 04/21/2022 Meeting

- Definitions of adequate food, water and shelter
- Civil Penalty Levels
- Tethering and how it relates back to other factors
- Officer Observations

Discussed to have Lynne Williams give the presentation on Wildlife Crossing Signs at a later date, possibly June.

6. New Business

7. Adjourn

There being no further business Committee Member James Lyon moved to adjourn the meeting at 7:48 p.m. Meeting adjourned.

HENDERSONVILLE POLICE DEPT
630 ASHE ST HENDERSONVILLE , NC 28792

Agency CFS CallType By Month For 08/01/2021 - 02/09/2022

HENDERSONVILLE POLICE DEPT													
CallType	January	February	March	April	May	June	July	August	September	October	November	December	Total
10-79D/ANIMAL NOISE	2	0	0	0	0	0	0	4	3	10	2	4	25
10-89/ANIMAL	6	2	0	0	0	0	0	7	11	20	8	9	63
10-89B/ANIMAL BITE	5	1	0	0	0	0	0	7	7	8	5	6	39
10-89C/ANIMAL CHAIN	1	0	0	0	0	0	0	1	2	2	1	0	7
10-89CT/CAT TRAP	6	2	0	0	0	0	0	0	8	6	7	1	30
10-89H/ANIMAL HEALTH AND WELFARE	7	0	0	0	0	0	0	6	4	4	8	6	35
10-89S/ANIMAL STRAY	25	6	0	0	0	0	0	22	26	20	37	21	157
10-89SI/ANIMAL SICK	4	0	0	0	0	0	0	3	9	1	5	5	27
10-89T/ANIMAL TRANSPORT	0	1	0	0	0	0	0	0	1	0	0	0	2
10-89V/ANIMAL VEHICLE	1	0	0	0	0	0	0	23	14	9	1	0	48
Agency Total	57	12	0	0	0	0	0	73	85	80	74	52	433



Community Cat Colonies Ordinance

Definitions.

Community Cat means any free-roaming cat that may be cared for by one or more residents of the immediate area who is/are known or unknown; a community cat may or may not be feral. Community cats shall be distinguished from other cats by being sterilized and ear tipped; qualified community cats are exempt from licensing, stray and at-large provisions of this ordinance and may be exempt from other provisions directed toward owned animals.

Henderson County adopts this community cat initiative subchapter.

Trap-Neuter-Return Programs

A) Agencies or individuals that engage in Trap-Neuter-Return must register through a sponsoring organization. Henderson County shall identify and nominate a community cat sponsoring organization, which shall be recognized by Henderson County Animal Services for the performance of Trap-Neuter-Return activities in Henderson County.

B) The community cat sponsoring organization shall make available to the public information about Trap-Neuter-Return and feral cats, shall attempt to notify the appropriate community cat caregiver when notified by the Henderson County Animal Services about an impounded eartipped cat, and shall provide a single point of contact to Henderson County Sheriff's Department for the coordination of Trap-Neuter-Return, calls about at large cats, vaccination records, and calls about complaints related to community cats.

Responsibilities of the community cat caregiver:

- (1) Cats must be trapped using humane trapping techniques;
- (2) Cats must be assessed by a veterinarian and deemed healthy at the time of spay/neuter surgery;
- (3) Cats must be spayed or neutered;
- (4) Cats must be vaccinated for rabies and FVRCP (Feline Viral Rhinotracheitis, Calicivirus, and Panleukopenia); Copies of these records will be kept with the community cat sponsoring agency
- (5) Cats must be eartipped;

- (6) Cats must be microchipped with ownership corresponding to the community cat sponsoring agency as legal stewards
- (7) Cat bites must be reported to Henderson County Sheriff's Department
- (8) All managed community cat colonies/groups must be maintained on private property of the caregiver, or with permission on the private property of another landowner (including city, state, and federal public property).
- (9) If a person is providing care for the community cats, he or she is required to provide certain necessities on a regular/ongoing basis, including, but not limited to, proper nutrition and medical care as needed. If medical care is unavailable or too expensive, the caregiver must not allow the cat to suffer.
- (10) Food must be provided in the proper quantity for the number of cats being managed and is to be supplied no less than once per day. Food must be maintained in proper feeding containers.
- (11) Water, if supplied, must be clean, potable and free from debris and algae.
- (12) If shelter is provided, it shall be unobtrusive, safe, and of the proper size for the cat(s).

If these requirements are met the community cat is exempted from licensing, stray, at-large and possibly other provisions of this ordinance that apply to owned animals.

Responsibilities of Henderson County Animal Services:

- (1) Persons that contact Henderson County Animal Services about stray or community cats shall be provided information about Trap-Neuter-Return and referred to the community cat sponsoring organization.
- (2) When a person contacts Henderson County Animal Services with a complaint about an eartipped community cat, county staff will contact the community cat sponsoring organization for assistance in resolving the complaint.

A Municipal Animal Services Success Story: Mighty Mousers- a Win for Cats & Community

Jessica Arias, CAWA
jarias@burlingtonnc.gov



Animal Services
CITY OF BURLINGTON



RESTART

About us...

- The City of Burlington is at the heart of Alamance County, located in centrally between Raleigh and Greensboro.
- 17th largest city in NC
- City population = 53,000, Total County population = 170,000
- 10 municipalities within the county which spans 435 mi²
- Known for textile, manufacturing and agriculture
- Urban, suburban and rural



★ Designed by TownMapsUSA.com

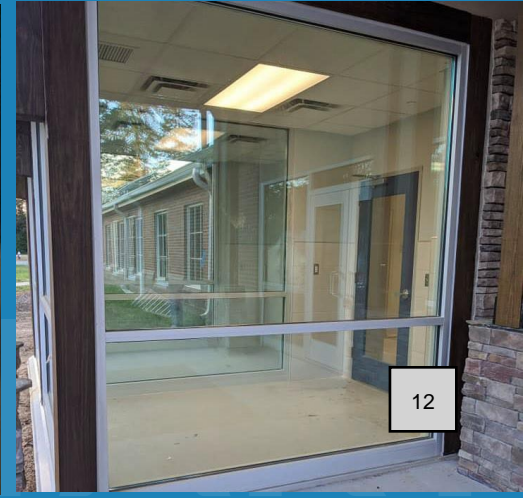
About us...

The Burlington Animal Services (BAS) department houses approximately 5,000 animals annually.

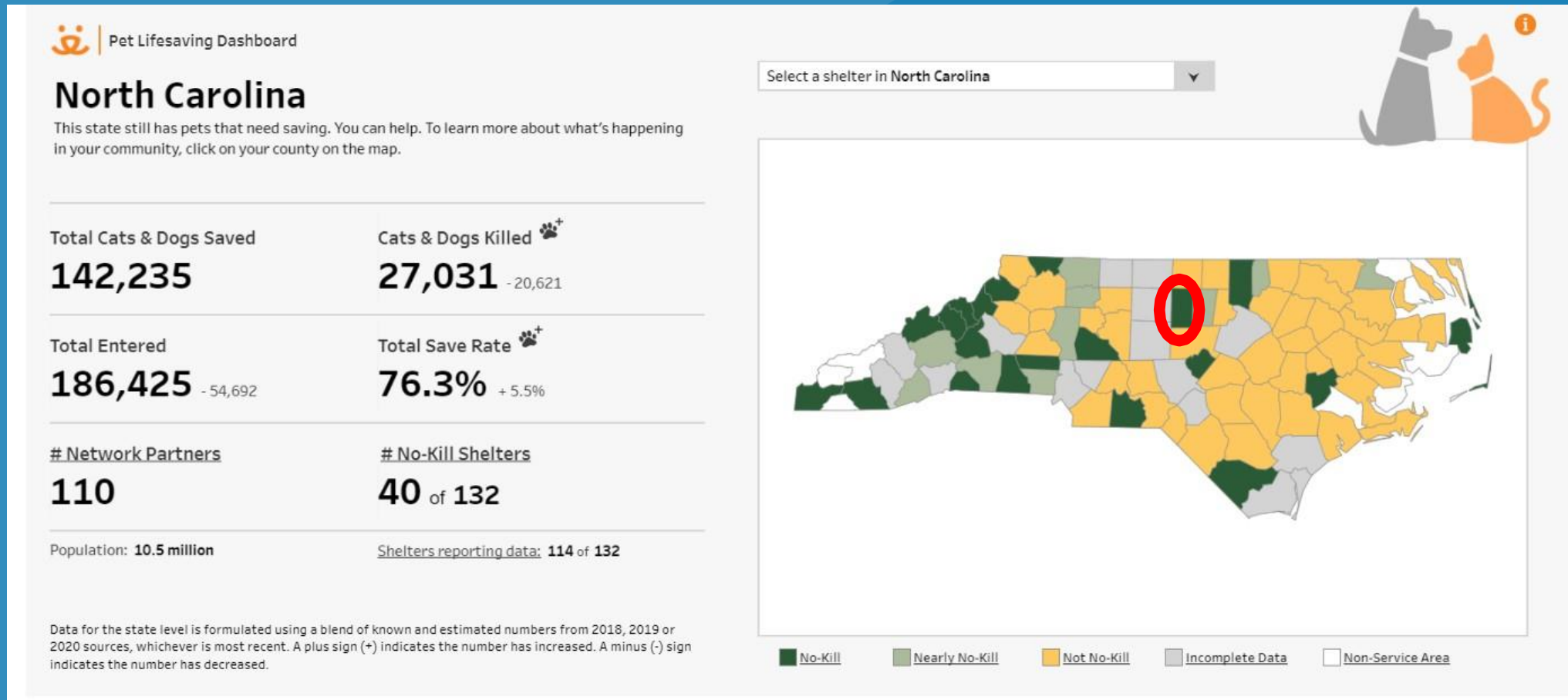
- Field services
- Community pet help support programming
- Sheltering
- Volunteer program
- Low-cost spay/neuter/wellness clinic
- Mighty Mousers Community Cat Program

30,000 ft² Animal Services
Pet Adoption & Resource
Center new build/
renovation competed in
2020





BAS is considered a “no-kill” organization, maintaining at or above a 90% ‘save rate’ during the last 4 years.



- <https://bestfriends.org/no-kill-2025/what-does-no-kill-mean>
- <https://ww2.bestfriends.org/no-kill-2025/animal-shelter-statistics> (Find status of your community here)

Organization of Services

- Since the 1970's the City of Burlington (COB) has provided animal sheltering services for Alamance County and 9 municipalities through formal service agreement.
- This agreement was recently updated in 2019, providing for a more modern approach to animal services and cost share.



Organization of Services

- Costs are shared amongst the Local Government entities using a formula based on the local sales tax distribution and current population estimates. This provides each party contributes an equitable share.



Organization of Services

- The COB provides sheltering services and more for each local government partner.
- Lost pet reunification, community cat program, placement services, pet support program, low cost spay/neuter/wellness community clinic, emergency sheltering, care for sheltered pets.



Organization of Services

- BAS maintains standards, policies and procedures related to the admission and care of pets consistent with NC law, current industry standards and best practices.
- Local government partners agree to follow current BAS standards, policies and procedures.



Organization of Services

- Field/ enforcement services independent of sheltering services and each entity currently provides their own through police departments and the sheriff's office.
- BAS provides animal expertise, support and assistance to partners as needed.



Community Centric Programming

- Volunteering
- Pet Fostering
- Dog Day Out
- Hikes with Hounds
- Community Pet Help Support
- Community Outreach Events
- Public Spay/ Neuter/Wellness Clinic
- \$20 FIX Program
- Mighty Mousers Community Cat Program



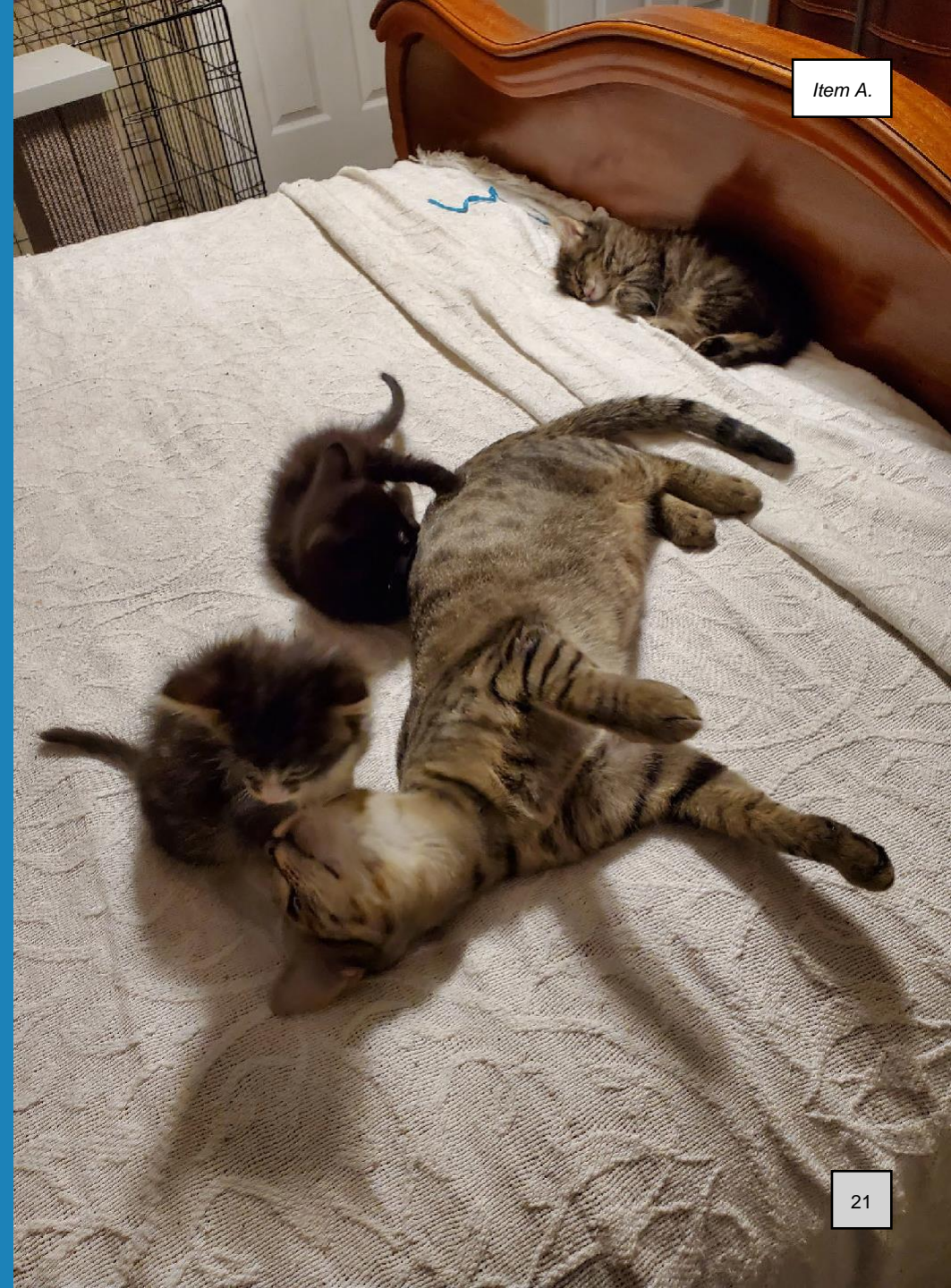
Volunteering

Volunteers spend an average of **3500** hours per year actively engaged in both on and off campus programs (not including the foster program)



Pet Fostering

- During 2020, more than **75%** of pets at BAS were in foster care at any given time
- **1356** pets found a home while in foster care
- Foster volunteers work directly with the community to find adoptive homes for pets
- Fostering extends our capacity for care and housing of pets



Item A.

Dog Day Out

- The **Dog Day Out program** is a fun opportunity for residents to take a shelter dog out of the shelter and off campus for the day, or even for just a few hours.
- Dogs and participants alike benefit greatly from the exercise and activity. Participants often take dogs for a walk at a local park, on campus at Elon University, or around our towns.



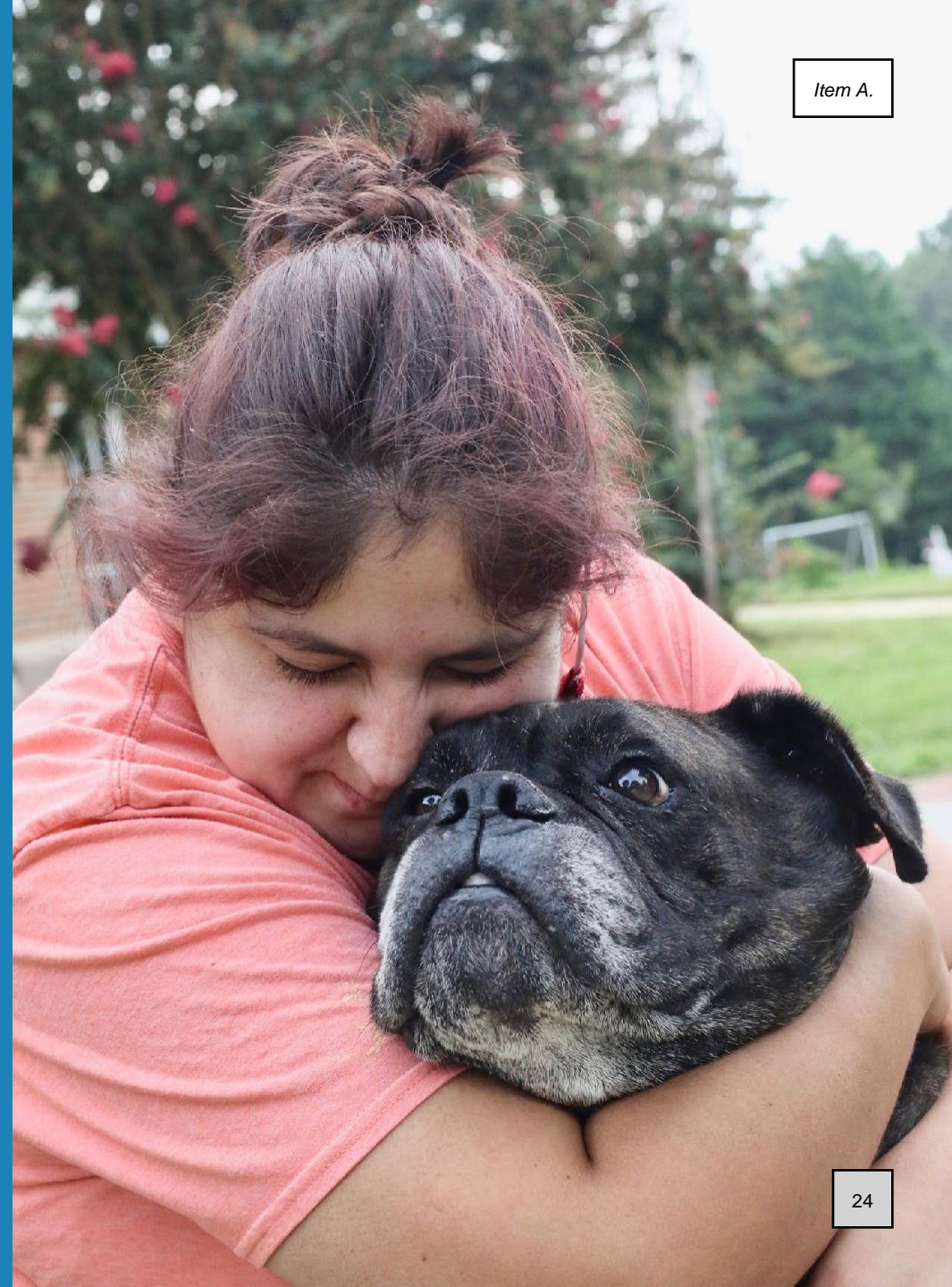
Hikes With Hounds

- **Hikes With Hounds program** is done in partnership with the Burlington & Graham Parks and Recreation Departments.
- Groups of volunteer hikers pair up with shelter dogs for a fun day of hiking and exploring our wonderful local parks.



Community Pet Support

- Animal Services helps families with keeping their pets during hardships or emergency situations.
- Animal Services works with DSS, Public Health, Police & Fire Departments, Family Abuse Services and community non-profit agencies to provide safety net services for pets in our county.
- Assistance with pet food, supplies, care and temporary housing are available to Alamance County pet owners that find themselves in need.



Spay/Neuter/ Wellness Clinic

- The Spay & Neuter Clinic of Alamance County offers low- cost spay/ neuter and basic preventative wellness services to the public.
- **16,617** pets have been sterilized at the clinic between 2010-2020
- Important element to comprehensive programming providing needed services to underserved members of the community
- Manages pet population and promotes a healthier community.



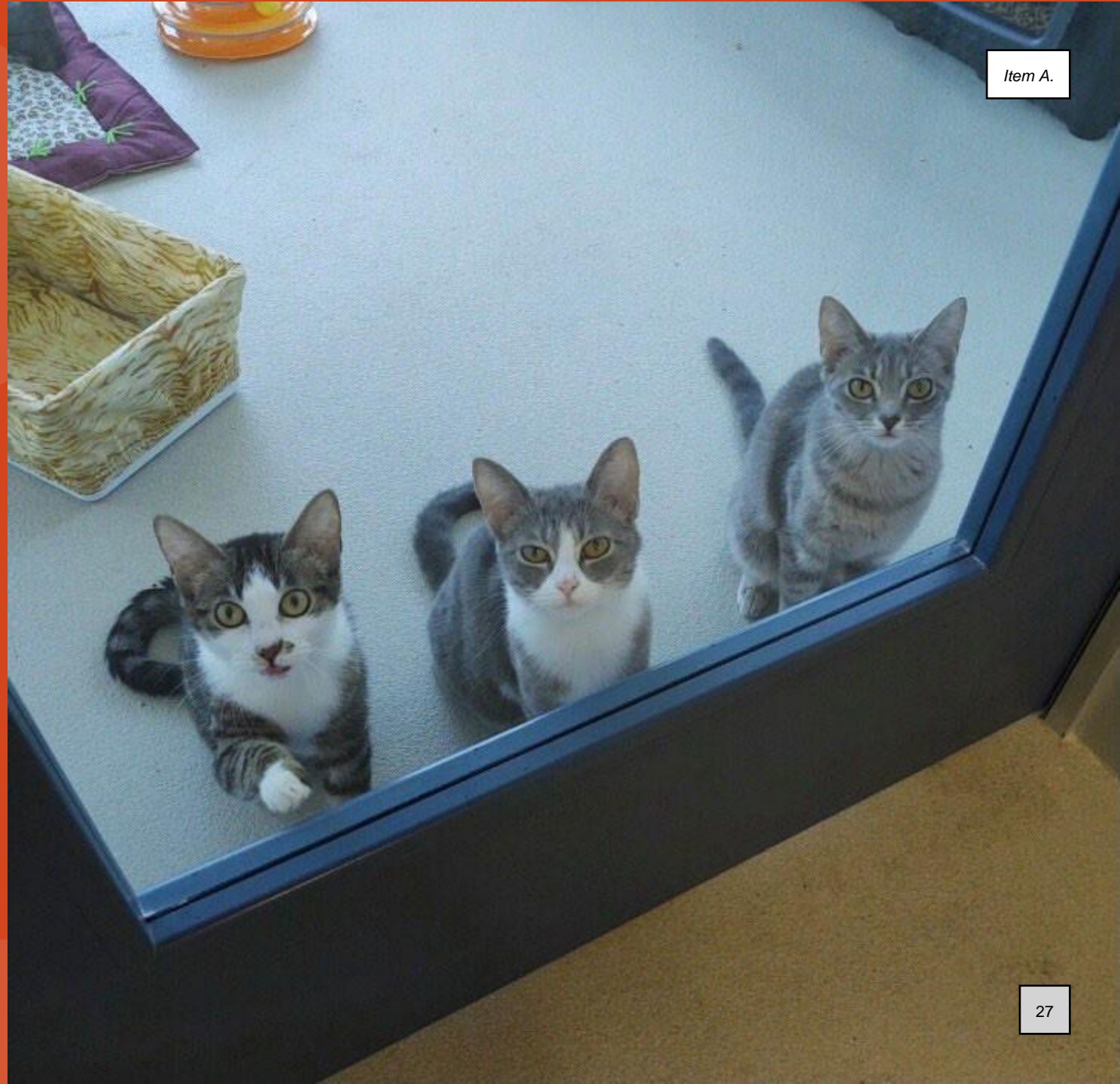
\$20 FIX Program

- Based on income, families may qualify for free services or pay a \$20 co-pay to have their pets spayed/neutered and vaccinated.
- The program is a partnership between BAS, the nonprofits Animalkind and Pet Adoption & Welfare Society of Alamance County (PAWS).
- **2,268** pets have been sterilized though the \$20 FIX program between 2016-2020



Mighty Mousers

A Holistic Approach to Cat Management in the Community



Mighty Mousers

A Holistic Approach to Cat Management in the Community



Item A.

“Cats haven’t always lived indoors. In fact, for most of history, cats have lived outdoors, alongside people. .. Only recently, when cat litter was invented in the 1950s, did keeping cats indoors become mainstream. Today, it’s estimated that there are just as many unowned cats living outdoors as there are pet cats... A look at cat biology and behavior shows they have a place in the natural environment and play an important roles in balancing the local ecosystem.” ⁽¹⁾

- Alley Cat Allies

1 Author Unknown. (2020). *Cats and wildlife*. Alley Cat Allies. <https://www.alleycat.org/our-work/cats-and-wildlife/>.

Mighty Mousers

A community partnership to stabilize, reduce and manage the free roaming cat population humanely, effectively and sustainably



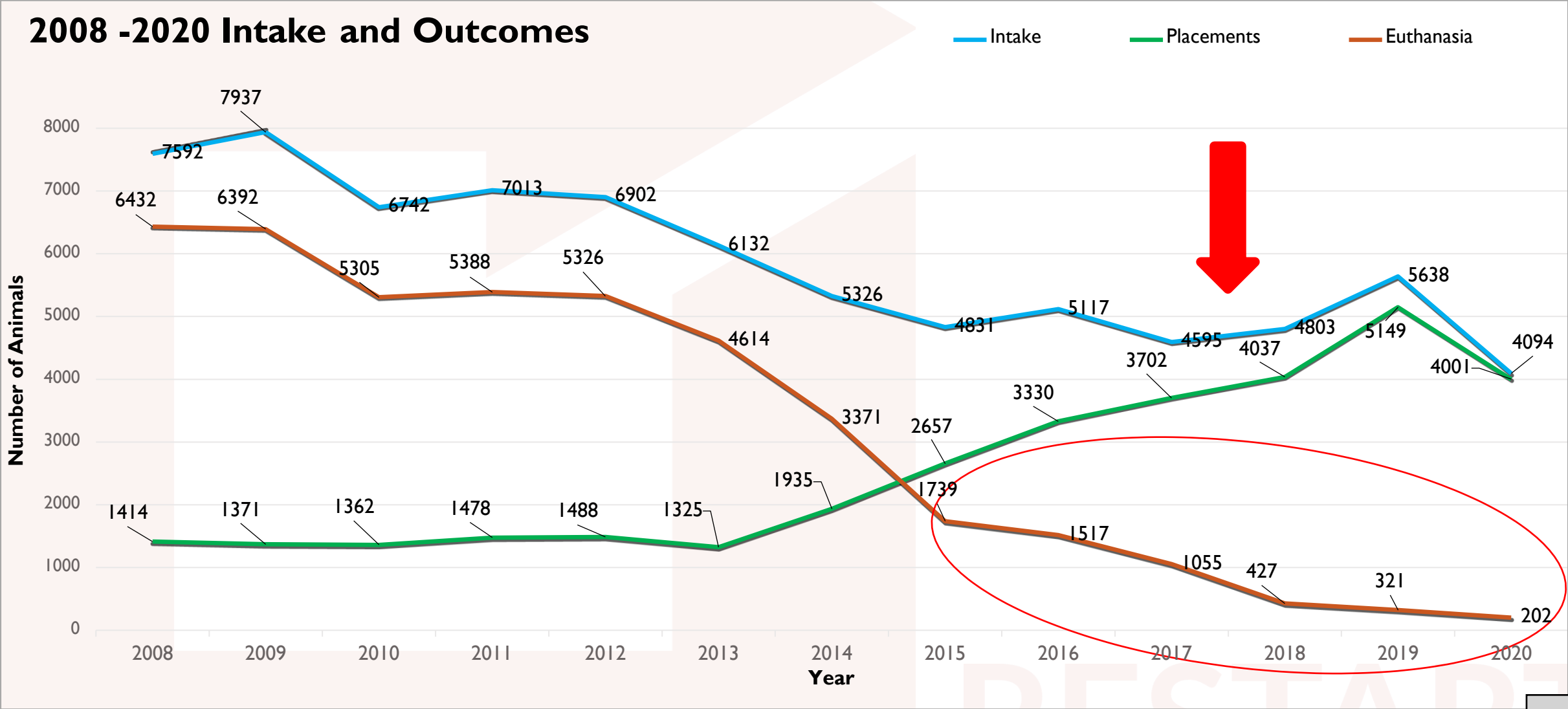
Item A.

Engages residents to be part of the solution though education about effective, humane strategies for nuisance cat mitigation they can use, tools such as free humane cat deterrents and lease of traps for bringing cats for sterilization/vaccination.

Mighty Mousers

- **Promotes public health**—vaccinated and sterilized cats support healthier communities by preventing spread of diseases such as rabies.
- **Reduced nuisance complaints** resulting from unwanted behaviors unsterilized cats engage in (yowling, fighting, spraying, etc.).
- **Effective population management**- Studies show mass sterilization of free-roaming cats stabilizes populations with long term reductions
- **Barn cat adoption program** for cats that cannot remain in their environment.
- **Increased support from the community**—increased support through donations, increased positive public opinion agencies involved, increased credibility/trust with community.

Animal Admissions & Outcomes



Mighty Mousers:

Community Partnership

Animal Services +
Citizens=
working together to
solve conflicts and
save cats



Mighty Mousers

- Residents receive counseling and education about how to employ effective strategies for cat nuisance mitigation.
- Humane cat deterrent devices and training on their use are provided at no cost to residents.
- Cat traps are leased to residents at no cost for those participating in the program. (A fully refundable \$40 deposit is required.)
- Cats are sterilized, vaccinated and returned to their environments with the assistance of residents.
- Sterilized cats do not reproduce, and sterilization eliminates many nuisance behaviors.
- Vaccinated cats decrease spread of disease, promoting public health.

Mighty Mousers

SNVR Program Eligibility



Item A.

Any unowned cat residing in our county qualifies for the SNVR (Shelter, Neuter, Vaccinate, Return) element of the Mighty Mousers program regardless of behavior (cats may be either friendly/sociable or unfriendly/feral).

Mighty Mousers:

SNVR Procedures

Item A.

- Cats are held for the state mandated 72-hour stray hold period. This time allows any potential owner of the cat an opportunity to identify and reclaim the cat. It also provides an opportunity for our staff to evaluate the health of the cat.
- Each cat receives a basic physical examination, treatment for endo- and ectoparasites as appropriate, treatment for any minor illness, vaccination against rabies and FVRCP,



Mighty Mousers

SNVR Procedures



Item A.

Cats are sterilized (spayed/neutered) and “ear-tipped”. Ear tipping is the removal of the tip of the left ear (done with a laser scalpel while under anesthesia). “Ear tips” are the industry standard in the US so that outdoor cats that have been sterilized and vaccinated can be easily differentiated from other cats.

All Mighty Mouser program cats are “ear-tipped” at the time of their sterilization surgery. This is a mandatory requirement. Finders that do not want the cat ear tipped may adopt the cat through the regular adoption process at the regular adoption fee.

Mighty Mousers:

SNVR Procedures

Item A.

Finders/caretakers then “adopt” the cat for a fee of \$10.00 for one cat or \$10.00 for two cats. (This fee is sometimes waived in certain circumstances where the fee creates a barrier to the cat receiving care and returning to its home with a legal owner.)

The finder/caretaker becomes the legal owner of the cat at the time of adoption. This ensures compliance with state laws and provides the cat with a legal guardian.



Mighty Mousers

More than one way to TNR



Item A.

- Animal shelters in NC are not permitted to release animals in the community without an owner. Therefore, the adoption process provides a path for our agency to offer this service to the community while remaining in compliance with state laws governing shelters and the practice of veterinary medicine.
- States have different regulations- some may allow shelters to Trap-Neuter-Release directly.
- Non-profit organizations that do TNR programs in other communities may release cats back to their environment without a formal adoption agreement.

Mighty Mousers:

More than one way to TNR

- Often these small non-profit programs alone do not have enough resources to provide services for the number of cats necessary to make a real difference to the free- roaming cat population in a community.
- Multiple agencies (public and non-profit) simultaneously doing this work have the greatest impact in a community.
- The exact population of free roaming cats in a community is unknown. There is no single method currently available that accurately counts free roaming cats on a community level- although agencies are working on development of this.



Mighty Mousers

More than one way to TNR



Item A.

There are many ways to work within local & state laws to create an impactful program in any community!





Best Friends Animal Society. (2019, May 2). *Why TNR is better Than trap and kill*. YouTube. <https://youtu.be/IwljXIo608M>.

Mighty Mousers:

Alternatives

- Some cats cannot return to their source location and are kept at BAS or in a foster home until an adoptive home is identified.
- BAS's Mighty Mousers Program includes a Barn Cat Adoption element. This provides placement for both feral (unsocialized to people) and friendly cats that are used to living outdoors.
- Barn Cats must be three months of age and older and are sterilized, ear-tipped and vaccinated prior to their adoption. Same fee applies.



Mighty Mousers

Field Services



Item A.

- Healthy, stray and/or free-roaming cats are not removed from their environment and brought to the shelter, except when circumstances are unavoidable.
- Although Animal Services Officers (ASOs) do not trap healthy stray cats, they do utilize trapping in situations where there are concerns with public health and safety, such as a bite.

Mighty Mousers:

Field Services

- ASOs may trap neglected, diseased, or compromised cats to prevent further suffering and/or the spread of disease. Most cats can receive treatment at BAS and, if a caretaker is identified, may be adopted by the caretaker and returned to back to his/her environment.
- ASOs may assist elderly or disabled residents with trapping for those who wish to participate in the Mighty Mousers program.



Mighty Mousers

Field Services



Item A.

- Trap leasing is an element of the Mighty Mousers program that provides residents with the tools they need when trapping stray cats in their neighborhoods for participation in the program.
- Residents lease traps with a signed trap lease agreement and \$40 deposit. The deposit is fully refunded when the trap is returned.

Staff collaborate with residents and their neighbors to resolve disputes involving free roaming cats by addressing the core concerns.

Mighty Mousers:

Resolving nuisance conflicts in the field



Mighty Mousers

*Resolving nuisance
conflicts in the field*



Item A.

- Cats eliminating in inappropriate spaces (flower beds, children's play areas, etc.)
- Cats on parked vehicles (scratches, paw prints)
- Cats spraying (odor)
- Cats fighting/ mating (noise)
- Cats having kittens (under the deck, house etc.)
- Cats present where they are not wanted
- Conflicts with resident pets/ wildlife



Mighty Mousers:

Resolving nuisance conflicts in the field

- Residents receive counseling and education about how to employ effective strategies for cat nuisance mitigation involving unwanted cats on their property.
- Effective tools and strategies such as humane cat deterrent devices and training on their use are provided at no cost to residents.





YouTube. (2019). *How to keep cats off my yard and out of my garden - Best Friends Animal Society*. YouTube. <https://www.youtube.com/watch?v=vMywPSBD7CQ>.

Changing norms...

A BETTER WAY



To prevent the futile process of trapping and euthanizing cats, we would like to provide you with resources to **control the cat population** in your area.

Getting feral cats **spayed/neutered and vaccinated** is essential, and we can provide you with the resources for these services at **very little cost**, and sometimes at **no cost at all**.

Having feral cats spayed/neutered and vaccinated **stabilizes** the cat population, **prevents** newborn litters of kittens, **supports** healthier communities and **reduces** unwanted behaviors such as spraying/markings, fighting and yowling.

Burlington Animal Services is available to assist you in any way we can to help reduce the overpopulation of cats in your area in a **humane and effective manner**. Please **email us** if you need help with outdoor cats or other animal needs.

animalservices@burlingtonnc.gov



DID YOU KNOW

If you see a cat with a **"tipped left ear"** (missing the tip of the left ear), this cat has been previously **trapped, neutered or spayed, and vaccinated**.

T N V R

Trap. Neuter. Vaccinate. Return.



BURLINGTON ANIMAL SERVICES
221 STONE QUARRY ROAD, BURLINGTON
(336) 578-0343 | www.burlingtonNC.gov/pets



Solutions for cats in rural areas & municipalities





BURLINGTON ANIMAL SERVICES

- Public Information Campaign
- Educational literature distributed through community centers with informational resources for residents dealing with nuisance issues: S.C.R.A.M. (Solutions for Cats in Rural Areas and Municipalities)
- Website dedicated page for Community Cats/ Mighty Mousers Program with informational resources.
<https://www.burlingtonnc.gov/1979/Community-Stray-Feral-Cats>

Changing norms...

DEAR RESIDENT:

We hope this brochure finds you well. We created it to help you with feral/ outdoor cats in your community.

Recently, several cats have been trapped in your residential area and brought to Burlington Animal Services. The City of Burlington's Animal Services Department handles animal sheltering services for all residents of Alamance County.



If you are missing a cat, please contact us immediately or check our website to see if we have it.

www.burlingtonnc.gov/pets



EASY & EFFECTIVE SOLUTIONS TO CAT BEHAVIORS

If you are feeding outdoor cats, we ask that you consider the following:

- Even if you are leaving out food for one or two cats, you are likely attracting numerous cats to your area.
- If these cats are allowed to freely roam outdoors, they may be climbing on neighbors' cars, getting into their trash, digging in their gardens, or becoming a nuisance by roaming on their property.
- Often, frustrated neighbors will trap these cats and bring them to the shelter.
- Unfortunately, the majority of feral cats that enter Burlington Animal Services are held for 72 hours and then euthanized (put to death humanely).

STOP FEEDING

If you don't want to spay or neuter the cats you are feeding, please don't feed them.

If your neighbors are feeding outdoor cats, consider the following actions to help keep the cats away:

- Talk to your neighbors; if anyone is feeding cats outdoors, refer them to BAS for resources on low-cost spay/neuter services.
- Place a tight lid on your trash can to ensure that cats are not getting into your trash to eat.
- Try natural cat deterrents, such as orange and lemon peels, coffee grounds, vinegar, tobacco, lavender oil, lemongrass, citronella, eucalyptus, or moth balls.
- Use plastic carpet runners or chicken wire set into the dirt to keep cats out of your garden.
- Set up a motion-activated water sprinkler or ultrasonic device to keep cats out of your yard.
- Purchase a car cover if cats are getting onto your car.
- Visit www.burlingtonnc.gov/pets and see the Pet Help Resources tab for more ideas.

FERAL OR COMMUNITY CATS ARE UN-OWNED, OUTDOOR CATS THAT HAVE NOT BEEN SOCIALIZED WITH PEOPLE. CATCHING OTHERWISE HEALTHY FERAL CATS AND TURNING THEM OVER FOR EUTHANASIA IS AN ENDLESS AND COSTLY CYCLE.

ONCE CATS ARE REMOVED FROM AN AREA, OTHER CATS WILL MOVE IN TO TAKE ADVANTAGE OF THE NEWLY AVAILABLE RESOURCES. THESE CATS WILL THEN BREED AND PERPETUATE THE CYCLE OF CAT OVERPOPULATION.

- Public Information Campaign
- Educational literature distributed through community centers with informational resources for residents dealing with nuisance issues: S.C.R.A.M. (Solutions for Cats in Rural Areas and Municipalities)
- Website dedicated page for Community Cats/ Mighty Mousers Program with informational resources. <https://www.burlingtonnc.gov/1979/Community-Stray-Feral-Cats>

“Letting the cat out of the bag...”

Success with
leveraging low
budget marketing



Mighty Mousers

get the job done!

Environmentally friendly rodent control
program for barns and warehouses.

Adopt one or two feral cats for only **\$10**

 **BURLINGTON ANIMAL SERVICES**
221 STONE QUARRY ROAD, BURLINGTON
(336) 578-0343 | www.burlingtonnc.gov/pets 

- Social media ads (Facebook, Instagram);
- Newspapers (digital and print);
- Movie theaters;
- Website;
- Local businesses (feed/farm stores, coffee shops);
- Municipal partners (city halls, police departments)



Farm living is life for me.

Mighty Mousers

Organic and environmentally friendly rodent control program for farms, barns and warehouses.

Adopt one or two feral cats for only **\$10**



Got stray cats?

We can help!

- Free solar powered deterrents to help keep cats away
- Resources for humane solutions to nuisance behaviors
- Very low cost spay/neuter/vaccination services for feral cats being returned to their location (\$10 for one cat or \$10 per pair of cats)



Cats. Where we were, where we are....

Item A.

Year	Cats Admitted	Cats Euthanized or Died ⁽¹⁾	Cat death rate	Cats Saved	Cat Save Rate ⁽²⁾	
2013	3454	2994	91%	305	9%	
2014	2901	2397	83%	493	17%	Initiated changes to adoption program, reducing barriers to adoption
2015	2457	1529	64%	877	36%	First full year of changes to adoption programming that reduced barriers to adoption
2016	2683	1382	54%	1156	46%	
2017	2361	833	34%	1630	66%	Began Mighty Mousers by adopting feral cats as barn cats
2018	2597	348	14%	2096	86%	Modified field/sheltering practices for cats; continued to expand MM programming in the community; first year our agency achieved an overall 90% save rate; first year no cats were euthanized due to reasons attributed to behavior or feral status
2019	3438	242	7%	3190	93%	92% overall save rate
2020	2543	120	5%	2536	95%	94% overall save rate

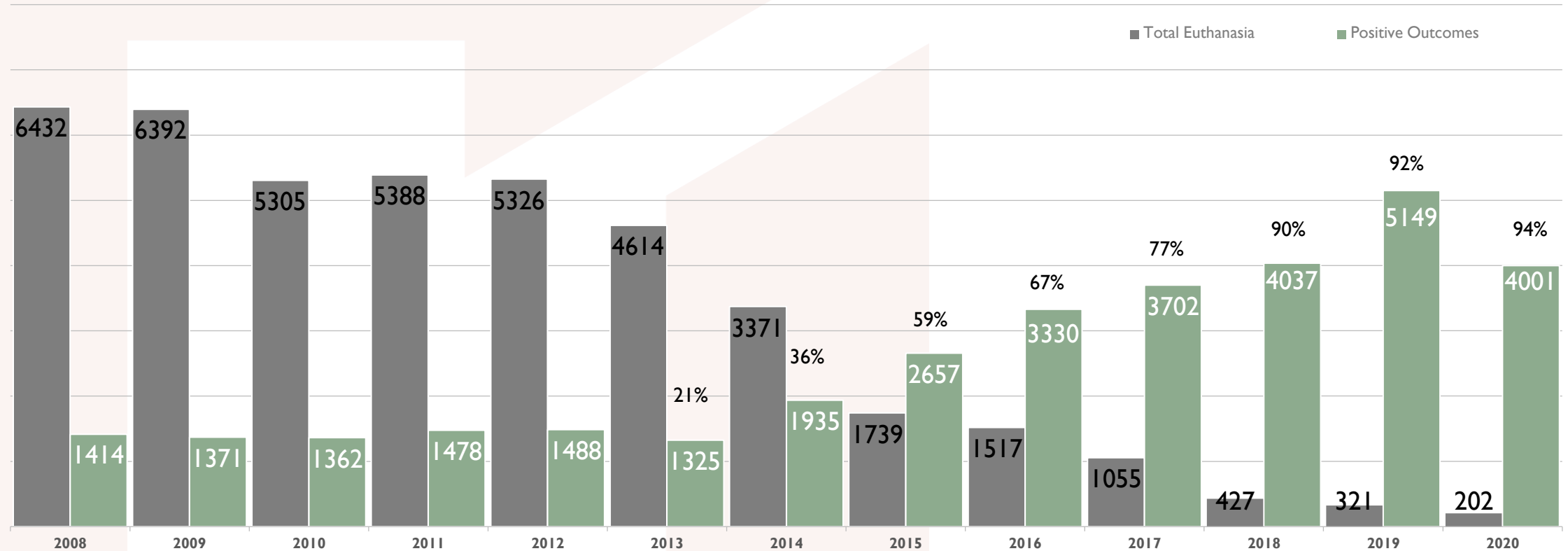
1. The number of cats euthanized or died includes shelter euthanasia, owner surrender for euthanasia services, and died in care at the shelter, foster, etc.

2. Cat save rate is the number of cats adopted, returned to owner, or transferred to a rescue partner out of the total number of cat outcomes.

Changes to attitudes, ideologies & policies= *lifesaving outcomes*

Item A.

2008- 2020 Outcomes

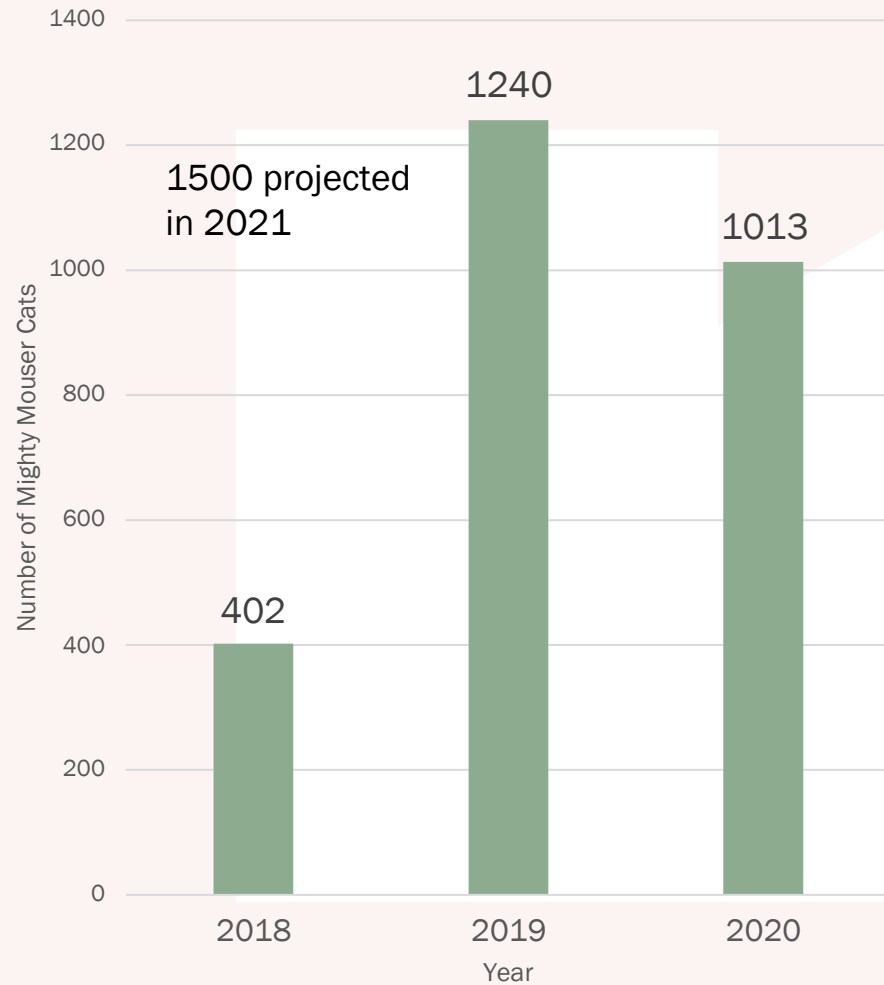


RESTART

Cat Lives Saved= 3000 and counting!

Item A.

BAS Mighty Mousers Program Cats



Marshall Tucker, BAS Mighty Mouser alumnus, barn staff, expert snake wrangler, and canned Friskies connoisseur

Budget Impacts

Item A.

- **\$82,000 grant funding directly supporting the Mighty Mousers Program:**
 - Best Friends Animal Society- Rachel Ray Save Them All Grant
 - Margaret T. Petrie Spaying and Neutering Foundation of Chapel Hill
 - Best Friends Animal Society COVID relief grant (partially used for Mighty Mousers)
 - Humane Society of the United States Spay Together grant
- **75% increase in grants and private donations received since 2017.** Increased lifesaving = increased financial support from the general public and philanthropic organizations.
- Average annual budget increased about 8% between 2014-2020. This includes all expenses related to staffing and operations for the department. Considering annual inflation rates for this period averaged 2.13%, and factoring in grant/donor support received, net cost increases were minimal.



RESTART

Lessons Learned

- Transparency
- Communication
- Celebrating success!



Item A.

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Thank you!

Questions? Comments?

Visit the Forum via the button found within session description

