



WACO CITY COUNCIL

PET CIRCLE REGIONAL UPDATE

February 18th, 2025

Pet Circle

WHERE PETS FIND THEIR PEOPLE.

**CITY OF
WACO**

PURPOSE

Today's presentation will provide a comprehensive look at Animal Services operations over the last year and the recent transition to Pet Circle Regional Animal Center.





OUTLINE

- ANIMAL SHELTER OPERATIONS – BY THE NUMBERS
- PROGRAM UPDATES AND GOALS
- EVENTS
- CHALLENGES AND OPPORTUNITIES
- PAWSITIVE ENDINGS

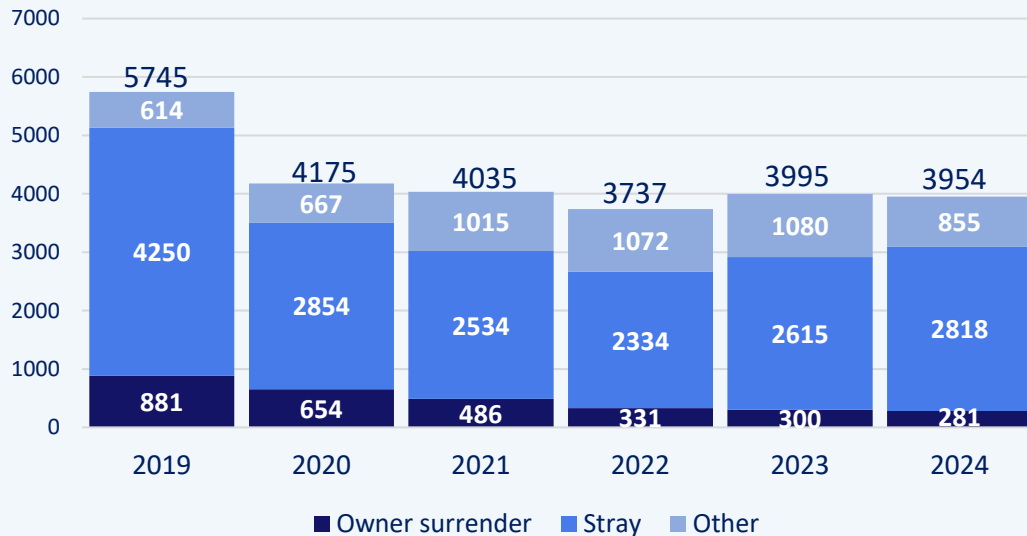


ANIMAL SHELTER OPERATIONS— BY THE NUMBERS

Animal Intakes vs. Average Length of Stay

- 30% decrease in Animal Intakes over last 6 years
- Average Length of Stay should be 15 days

Animal Intake

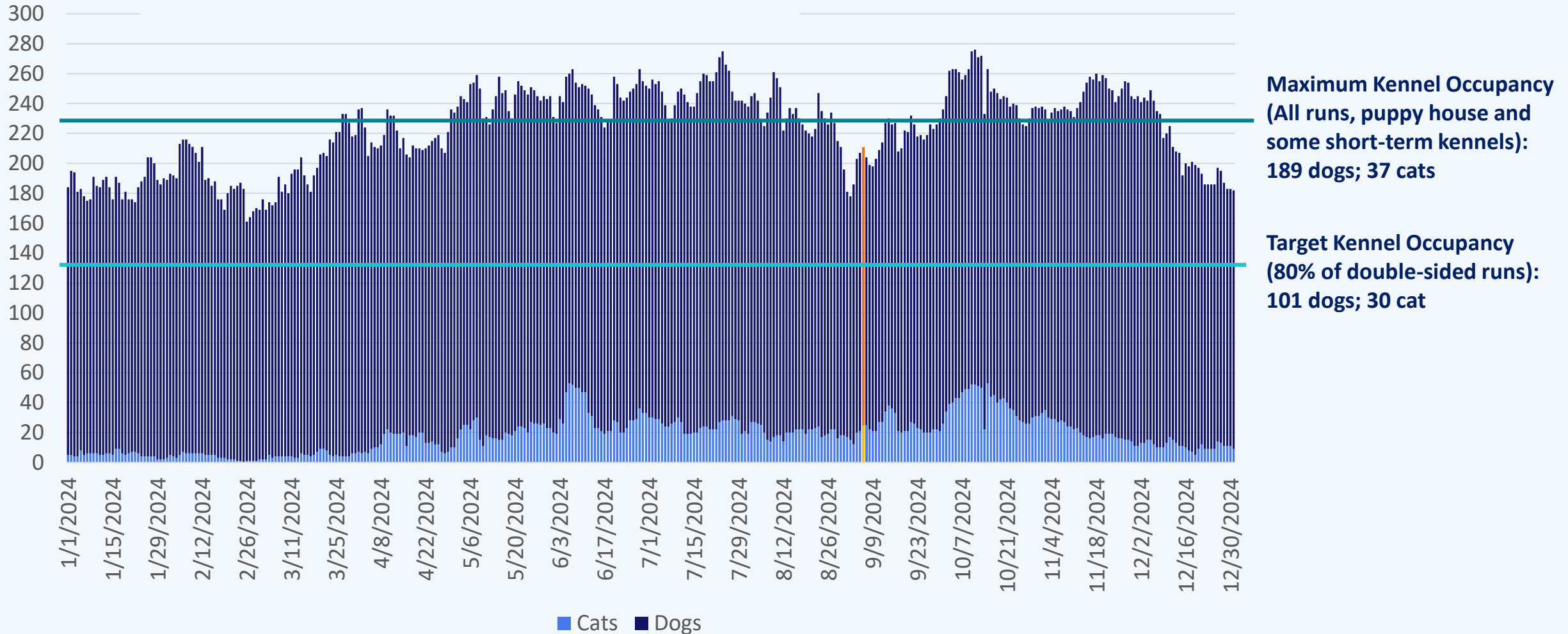


Average Length of Stay per Animal (Days)



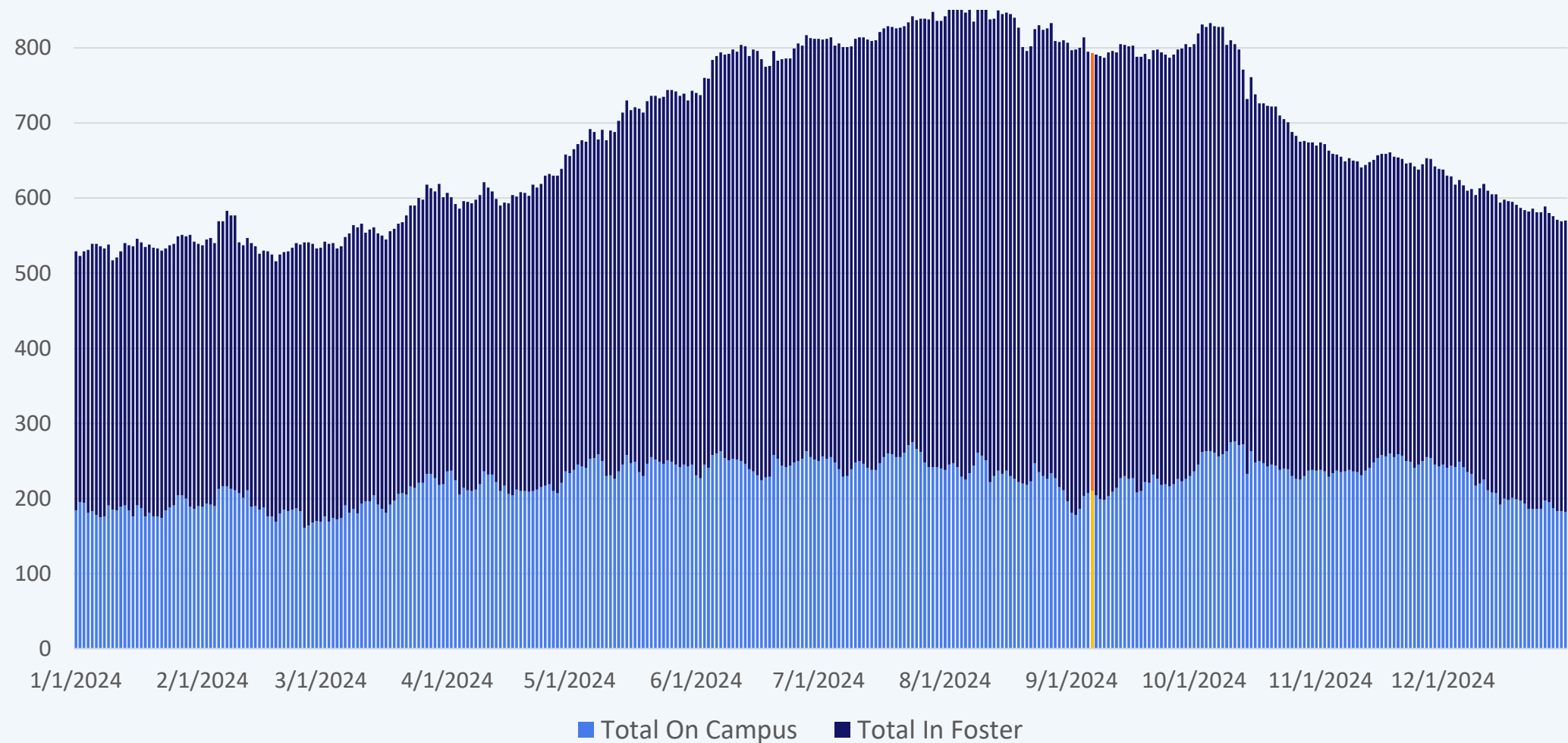
Campus Population

- 275 days spent over 100% capacity
- Remained above 80% capacity the entire year



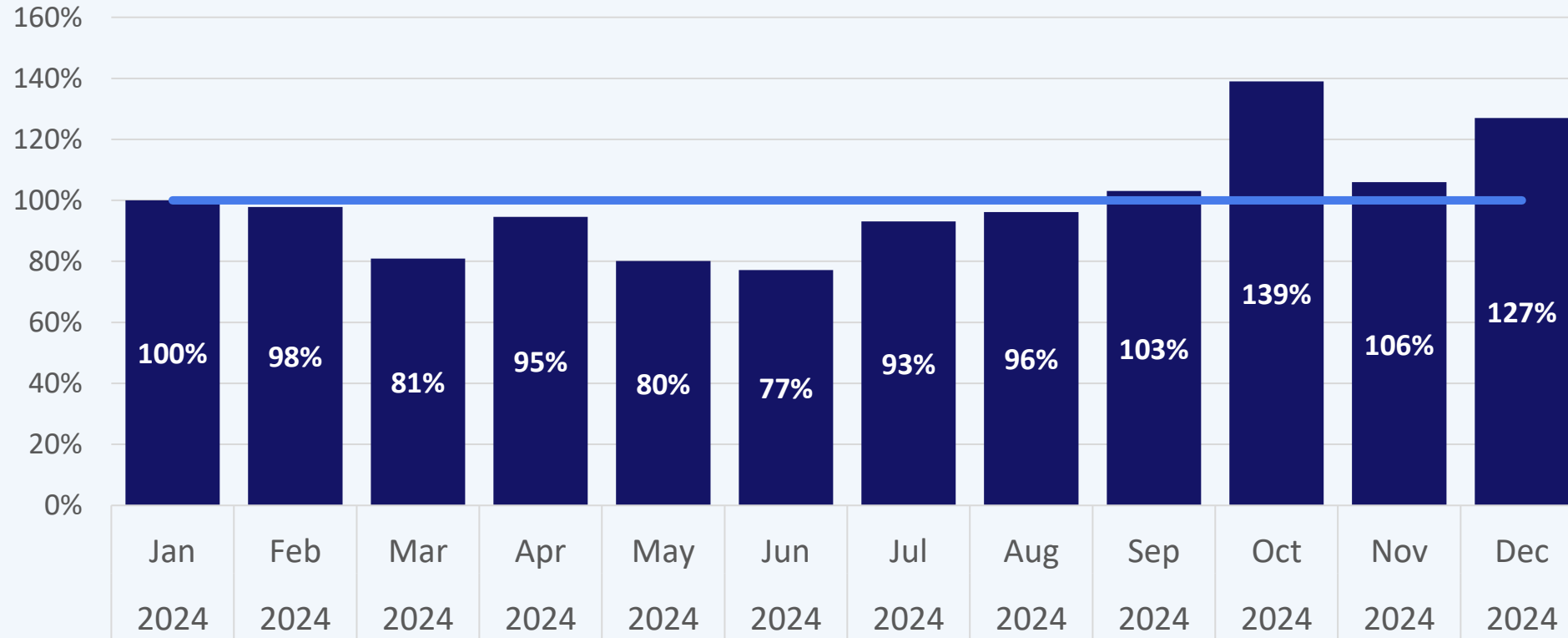
Animal Population by Location

- Foster population increased over 300 animals in the summer months



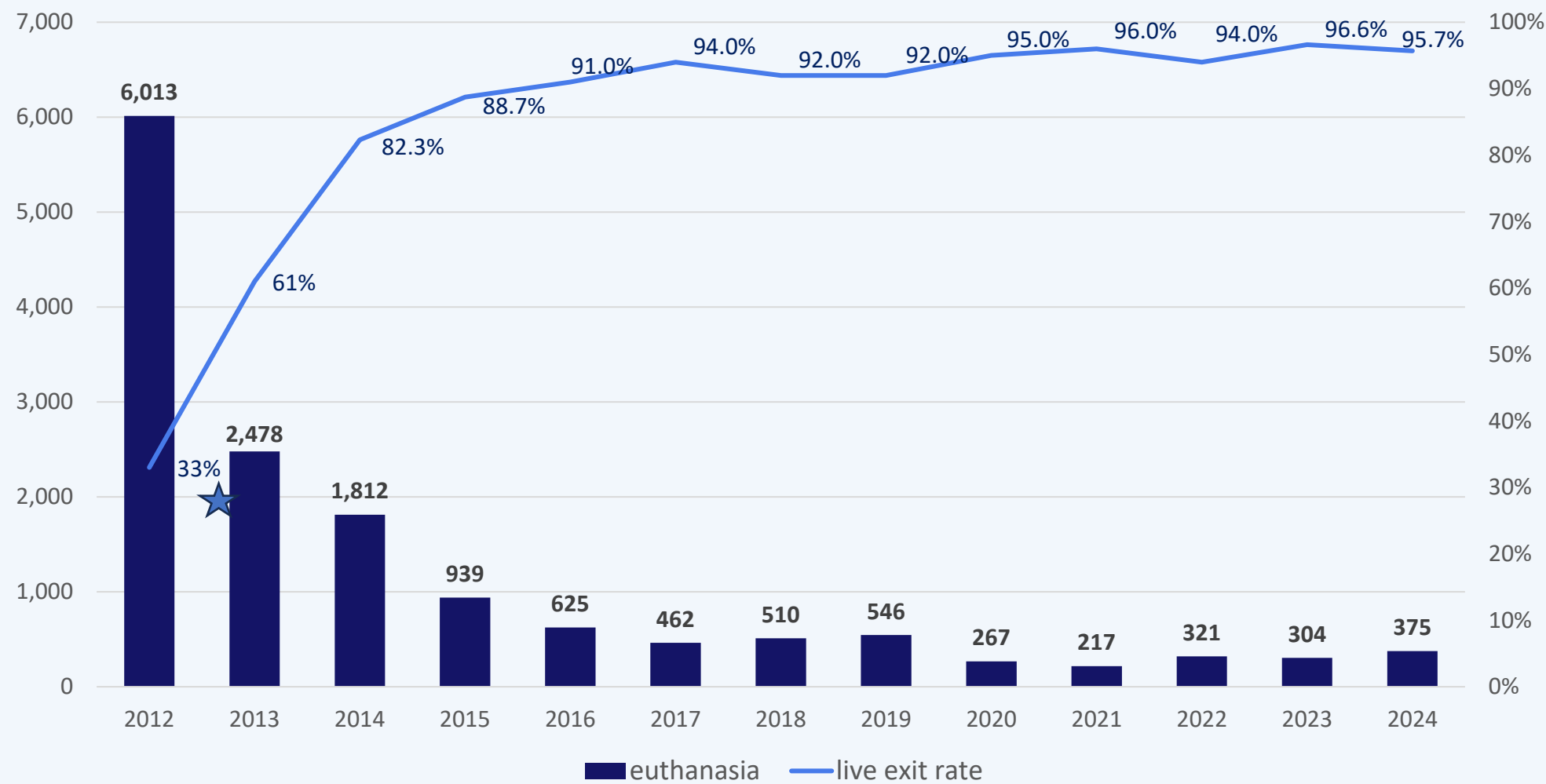
2024 SAC Population Balance Calculator

- Outcomes as a percentage of intake
- At or above 100% is ideal
- Under 100% means animals stayed in the shelter system



Euthanasia and Live Release Outcomes: 2012-2024

- 90% or more live-exit rate achieved and maintained since 2016



PROGRAM UPDATES

The background features a large, stylized letter 'A' in a medium blue color, set against a lighter blue background. To the right of the 'A', there is a circular arrangement of several triangles pointing towards the center, creating a sunburst or star-like effect. The overall design is clean and modern, using a monochromatic blue color palette.

MEDIA

Social Media

Impressions: 1,876,761

Engagements: 50,109

Post link clicks: 7,034

Engagement Rate (per impression): 2.7%

Audience growth: 1,722

Web Page: PetCircleWaco.org

Total views: 90,466

Newsletters

Weekly newsletters

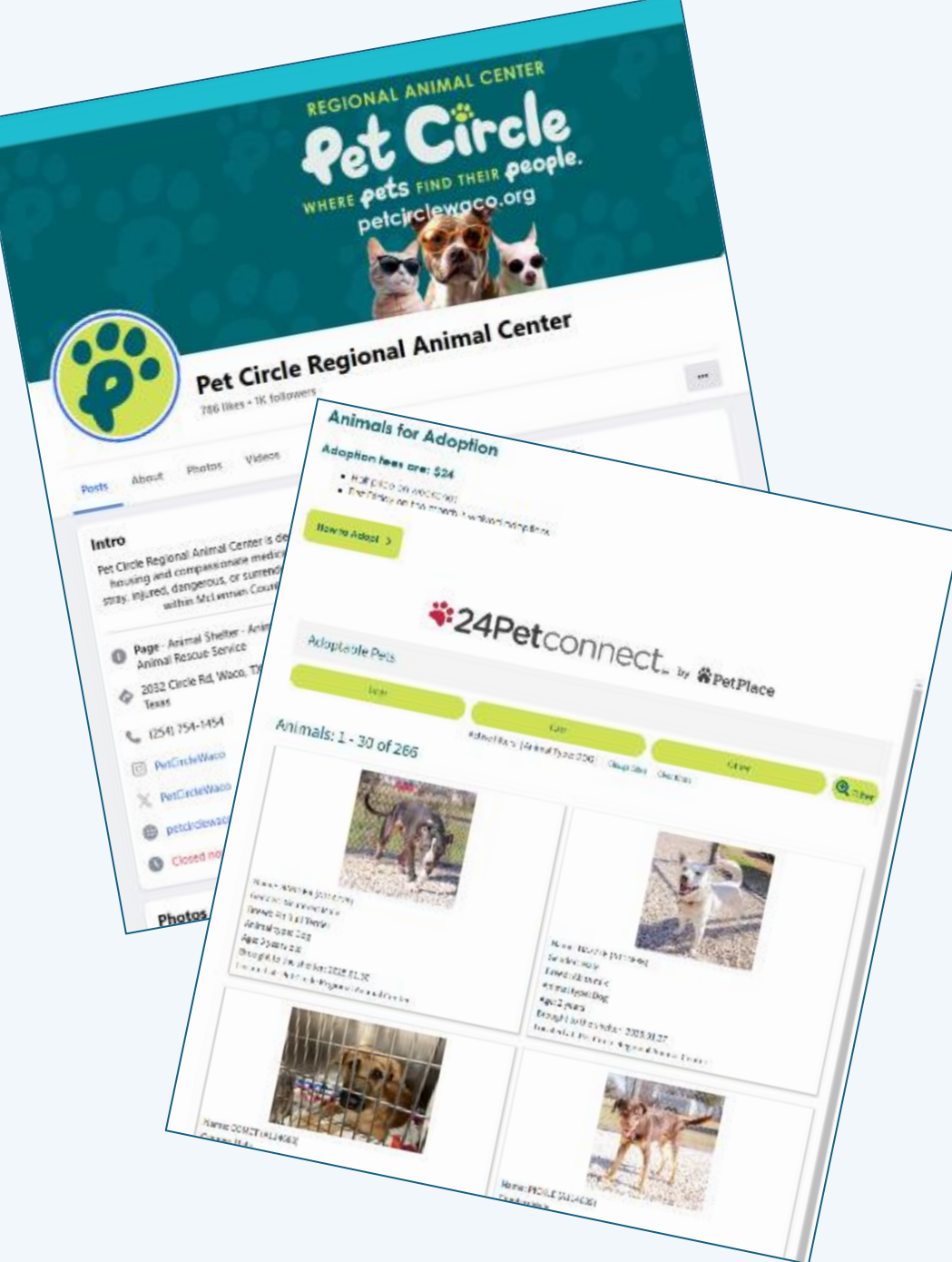
- Avg open rate 42%

Monthly newsletters

- Avg open rate 47%

Urgent newsletters

- Avg open rate 43%



VOLUNTEER PROGRAM



- Better Impact Software
 - Incorporated background check through Sterling Volunteers
- Many opportunities
 - Kennel cleaning
 - Animal Enrichment
 - Laundry/bowls
 - Adoption events
- 1,679.54 hours volunteered since program opened in October
- Greatest current need at the animal center



PET FOOD PANTRY

Pet Circle has a pet food pantry run on donations

- Helps keep pets with their owners
- Provides temporary food assistance to help families in need feed their pets
- We offer free dog food, cat food, litter and other supplies if we have it
 - We are always in need of unopened donated dog and cat food as there is a great need in the community for this program.

ANIMAL ADVENTURES

Bark Break

- Check out a dog for the day and have an adventure!
- Bring them back to the shelter by 5pm

Sleepover Rover

- Check out a dog for an overnight or weekend stay
- Provides a "trial run" for those considering adoption, without immediate commitment.

These programs provide:

- Reduced stress from shelter environment
- Valuable insight into behavior in a home setting to help increase marketability and adoptability



RESCUE CONNECTION

The shelter partners with other shelters and rescues to transfer animals out of our care.

- Helps reduce euthanasia due to space
 - 205 animals sent to rescue since 9/7/24
- Current transport cost to send an animal out of state is \$150 per animal.



MEET CHANCE

- Staff members picked the name via a vote
- “Chance” symbolizes the second chances that the shelter provides to animals in need.
- Increase community engagement
- Brand recognition
- Help with fundraising and promotion
- Education and advocacy
- Boosts morale





MERCHANDISE COMES TO PET CIRCLE

Can't foster, adopt or volunteer?

Support the shelter and programs by purchasing some cool shelter swag

- T-shirts (Teal or Grey) \$20 +tax
- Ball Caps \$20 +tax
- Beanies \$20 +tax
- Sweatshirts \$35+tax



EVENTS

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- Feb 6th 2:30pm
 - Pet Circle Road Unveiling
- Feb 14th 3:30pm
 - Cat Café at Central Library
- Feb 15th 11am
 - Common Grounds
- March 1st 12pm
 - Waco Block Party
- March 2nd 1pm
 - Playgroup Adoption event
- March 10th
 - Touch a Truck at Heritage Square
- March 14
 - Cat Café at Central Library
- March 19
 - Read to a Dog event at East Library
- April 6th
 - Microchipping and Vaccine clinic- location TBD





THANK YOU!

A stylized globe composed of several large, overlapping, semi-transparent blue segments of varying shades, creating a geometric, low-poly effect. The segments are arranged in a circular pattern, with some pointing towards the center and others pointing outwards.

CHALLENGES AND OPPORTUNITIES

KNOWN CHALLENGES AND OPPORTUNITIES



Extended periods above capacity



Increasing animal Length of Stay



Adoptions have slowed from prior years



Increased demands for service



Community Involvement



HOW TO HELP

Pet Circle Regional Animal Center is reliant on community support to enable lifesaving programs. Strong community involvement strengthens long-term success in animal welfare efforts.

- What does that look like?
 - Adopt or Foster
 - Spread the word
 - Make sure your pets are microchipped and spayed/neutered
 - Volunteer
 - Donate



A large, stylized paw print in a medium blue color serves as the background for the entire image. The paw print is composed of several segments, with the central pad being a darker shade of blue. The text is centered over the lighter blue areas of the paw print.

PAWSITIVE ENDINGS

THE STORY OF SQUISHY (AND STITCH)



SUMMARY

- Pet Circle remains overcapacity in large dogs
- Staff remains committed to expanding vital programs to increase life-saving potential
- Pet Circle relies on community support to be successful





THANK YOU

Pet Circle

WHERE PETS FIND THEIR PEOPLE.

