



Rochester Animal Services Town Hall

Thursday, May 30, 2024

Commissioner Dr. Shirley Green
Deputy Commissioner Sarah Fletcher

Agenda

- Welcome / Introductions
- Town Hall Format
- Topics
 - Staffing
 - Facility
 - Strategic Plan
- Questions/Answers

Welcome // Introductions

- TOWN HALL FORMAT
- RAS Leadership
- Consultant

Staffing

- Vacancies
- Organizational Chart
- Staff Increases

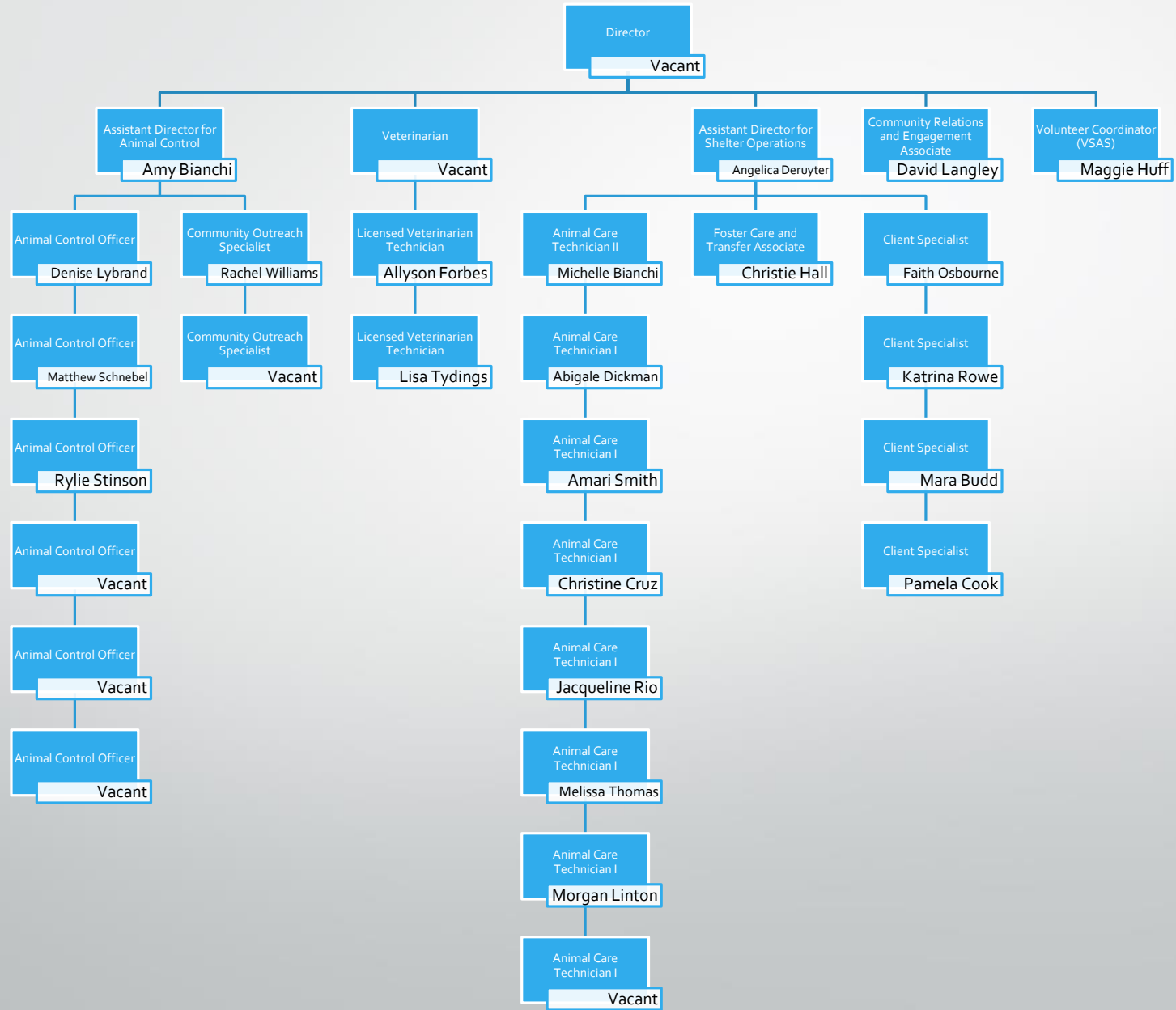
Director Recruitment

- Took time to update job description
- Posted:
 - Association of Shelter Veterinarian
 - The Humane Society of the United States
 - National Animal Care and Control Association
 - The Association of Animal Welfare Advancement
 - Shared with the New York State Animal Protection Federation
 - City of Rochester website:
<https://www.governmentjobs.com/careers/cityofrochester/jobs/4503563/director-of-animal-services?pagetype=jobOpportunitiesJobs>
 - LinkedIn
 - GlassDoor
 - Indeed
- Interview team
- Interim RAS Director Oversight

Veterinarian Recruitment

- Current status
- Posted April 1
 - Association of Shelter Veterinarian
 - American Veterinary Medical Association
 - The Human Society of the United States
 - National Animal Care and Control Association
 - The Association of Animal Welfare Advancement
 - Shared with Cornell College of Veterinary Medicine
 - City Website: <https://www.governmentjobs.com/careers/cityofrochester?page=3>
 - LinkedIn
 - GlassDoor
 - Indeed
- Veterinary Oversight

Rochester Animal Service Proposed Organizational Chart



Animal Control Officer Recruitment

- Posted ASAP
- Have 5 candidates
- Working on onboarding process

RAS Volunteers

- Recruitment
 - Always recruiting new volunteers
 - Will have a booth at the Fast and Furriest
- Training efforts
 - Staff support
 - Let us know if you are interested in becoming a dog walking mentor

The Facility

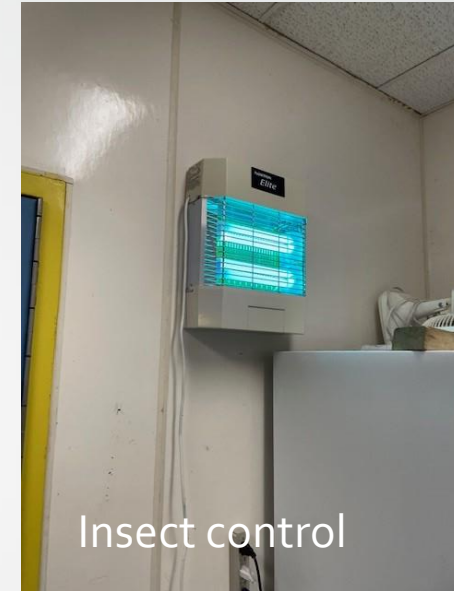
- Assessment
- New Building
- 2025 Code Compliance

FY24 Facility Updates

- Completed installations
 - Upgraded animal bathing tub
 - Additional security cameras
 - Fly zappers in kitchens
 - Exterior lighting improvements
 - Lobby window shades



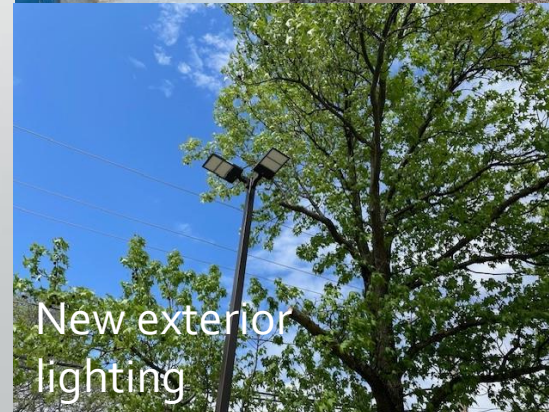
New bathing tub



Insect control



New building lighting



New exterior lighting



New lobby privacy blinds

FY24 Facility Updates cont'd

- Improved conference room storage
- Commercial dishwasher
- Enclosed stainless clinic cabinetry
- Public restroom improvements
- Exterior façade and window washing
- Electrical updates in the clinic
- Stainless steel window stools and aprons in dog housing



Stainless, enclosed clinic cabinetry



Commercial dishwasher

FY24-FY25 Facility Updates

- Work in Progress
 - Stacked commercial washer/dryer
 - Improved lighting at Brown Square Park trolley building
 - Video doorbell with intercom
 - Rear entry door replacement
 - Lobby and kennel capital project upgrades

Other RAS Improvements

- RAS Listening Sessions in August and September 2023
 - Prioritize
 - Volunteer Security
 - Staff Training
 - Moving animals out of the shelter
- Still a work in progress



2024 Strategic Plan

- Priority 1: Branding, Mission, and Vision
 - Determine RAS brand by revising the mission and vision – DONE
 - Define professionalism internally and externally related to our brand
 - Communicating out extensively internally and externally the brand/mission/vision
- Priority 2: Space and Cleanliness/Facilities
 - New building advocacy
 - Define best use of space as it currently exists by creating an organizational plan and supply inventory
 - Define spaces for pet visitations as well as volunteer and staff decompression
- Priority 3 – Capacity for care, positions/Leadership
 - Hire and retain veterinarian and shelter director that work collaboratively to meet shelter needs
 - Create individual animal Pathway Plans communicated out by established Animal Welfare Team for all animals within 24 hours of arrival based on collective leadership team daily rounds
 - Committee for comprehensive and systematic Euthanasia processes and the education/communication of the plan
- Priority 4 – Standard Operating Procedures (SOP)/Operations
 - All SOPs updated shelter-wide
 - Create staff training SOPs for all positions for “First Day Experience”
 - Animal bios SOP to increase viability of adoptions
 - Analysis of current data systems in order to select modern database involves prioritizing integration and compliance, while maximizing efficiency and communication across systems with feature like digital signatures

Mission and Vision

- Mission: Our mission is to serve Rochester's people and animals, to maintain healthy neighborhoods, support, and preserve the human-animal bond by saving and enhancing lives, providing a safe haven for the most at-risk animals in our community and promoting Rochester Animal Services as a destination to find a new family member
- Vision: Rochester Animal Services (RAS) envisions a community where our neighbors are empowered to stay together with their pets, have a central destination to find a new pet, where neighborhoods are enhanced through pet ownership, and lost pets are kept safe and nurtured

Partnerships

- **VSAS**
 - Verona Street Animal Society
- **Lollypop**
 - Exploring joining LPF at City school humane education outreach
- Other new and pending RAS collaborations:
 - **Colleen Bracci and the CB Real Estate Team:** Marketing RAS dogs on social media channels and sponsoring adoption fees
 - **Goldfish Swim School:** Marketing RAS dogs on social media channels
 - **Rochester Woman Magazine:** Marketing RAS dogs on social media channels and via Rochester Woman Magazine
 - **Channel 8 News:** Channel 8 will soon feature RAS pets twice a month
 - **Coca Cola North East Cultural Committee:** TBD, but exploring volunteering at RAS, donation drives, marketing pets, setting up tents at RAS events where proceeds of sales will go to RAS/VSAS
 - **Northwest Middle School at Douglass Campus:** Presenting at school, and providing shelter tours towards animal care education

Fast and Furriest 2024!

- June 8, 2024!
- More information: <https://www.vsas.org/>
- Sign up to volunteer:
<https://www.signupgenius.com/go/10CoD4BA5AB2DAAFEC34-48620346-thefast#/>



Questions?

- Dr. Shirley Green, Commissioner
 - Shirley.Green@CityofRochester.Gov
- Sarah Fletcher, Deputy Commissioner
 - Sarah.Fletcher@CityofRochester.Gov



Thank You for Joining Us!