

2012 Animal Care Committee Business Plan

Goals:

High Priority

- 1) Increase animal adoptions
 - Spay/neuter program – investigate a higher priority status for Markham residents at Spay Central
 - Local adoption days – one per quarter – community centres
- 2) Increase knowledge of animal care with Town residents
 - Attend public events
 - Leverage Town website
 - Establish school-age program about Markham's Animal Services
 - Attend Feral Cat Day in October 2012
- 3) Improve numbers of animals returned to owners
 - Increase numbers of licensed animals
 - Increase community awareness of Newmarket Shelter
- 4) Reduce OSPCA euthanasia rate for Markham animals
 - Increase education on spay/neuter program
 - Increase education on TNR program
- 5) Support Animal Shelter and Animal Feasibility Study
 - Conduct a public survey on having an animal shelter in Markham

Medium Priority

- 6) Champion improved services from the OSPCA
 - Use the Calgary "Best Practice" model
 - Town staff to take initiative of Calgary model to OSPCA
 - Check website regularly re fosters, volunteers and programs
- 7) Increase funding
 - Revisit for 2013 Business Plan
 - Calendar

Low Priority

- 8) Reduce wildlife casualties and improve Markham environment
 - Investigate animal friendly road crossings
 - Identify best practices for new developments
 - Develop pre-development checklist for development applications
- 9) Enhance wildlife rehabilitation opportunities
 - Staff to investigate
- 10) Advocate for positive legislative change
 - Provincial licensing of wildlife service companies

Timeline:

- January to December 2012

Considerations:

- Free-roaming cat population
- Need for a Markham animal shelter
- Increased partnership with the OSPCA
- Need to increase public awareness of benefits of adoptions and the Town's programs, eg TNR
- Need to obtain monthly statistics from the OSPCA to determine achievement of the performance measures
- Many of the activities are long-term initiatives which will take a number of years to achieve

Resources:

- Animal Care Committee
- Laura Gold, Council/Committee Co-ordinator
- Bill Wiles, Manager, Bylaw Enforcement & Licensing

Stakeholders:

- OSPCA
- Animal Rescue Groups
- Wildlife Rehabilitators
- Markham Veterinarians
- The Public

Financial Considerations:

Expenses

.....	0.00
.....	<u>0.00</u>
	5,000.00

Revenues

.....	0.00
Bylaw Division Operating Budget (310-322)	<u>5,000.00</u>
	5,000.00

Performance Measures:

1. Increase in number of adoptions
2. Percentage decrease in number of animals euthanized
3. Community events attended
 - 4 OSPCA Adoption Days
 - 4 festivals / fairs
 - 2 community events (eg Stiver Mill Farmers' Market)
4. Number of visits to the Animal Services webpages
 - need to determine current baseline
5. Percentage increase in number of licences sold
6. Percentage increase in number of wildlife rehabilitated / returned to the wild
7. Percentage increase in number of free-roaming cats TNR'd
8. If doing the calendar, raise \$6,000