AGENDA for 3-4-15

- WELCOME and INTRODUCTIONS
- RECAP - CONTINUE CONVERSATION about HOPES
- WHY ARE THESE HOPES IMPORTANT to YOU?
- NEXT STEPS

hopes

17
ADVISORY BOARD for the SHELTER

1
PALO ALTO + ALTO

- PALO ALTO ANIMAL SHELTER
  - REMAINS IN PALO ALTO
  - LOCAL GOVERNANCE
  - & LOCAL CONTROL
- LOCAL STAFFING
  - ↳ KEEP THE GOOD QUALITY JOBS HERE.
  - ↳ IMPORTANT for EMERGENCIES (SEIU)-CITY STAFF
- STAKEHOLDERS SHOULD BE LOCAL, PALO ALTO PEOPLE
- GOOD-RESPONSIVE SERVICES for the COMMUNITY
  - ↳ QUALITY
- ANIMAL & NON-ANIMAL PEOPLE
- Be LOCAL but THINK GLOBALLY
- NO OUTSOURCING
- STAFF KNOWS THE CUSTOMERS

2
- ENHANCED COMMUNITY SERVICES
  - OUTREACH
  - EDUCATION
  - ACTIVITIES
- NON-PROFIT PARTNERSHIPS
- MEETING COMMUNITIES NEEDS WITH EDUCATIONAL PROGRAMS AND ACTIVITIES
  - ↳ BRINGING THESE TO YOUTH of COMMUNITIES
- EAST PALO & BORDER COMMUNITIES
- COMMUNITY SERVICE
  - BOY SCOUTS
  - HIGH SCHOOL STUDENTS

3
- RADICALLY IMPROVED FACILITIES FOR ANIMALS
  - ATTRACTIVE ROOMS
  - HAPPY SPACES
  - ANIMAL LIVING SPACE
- USE LAND at PAAS
- REPUTATION RETURN TO CUTTING EDGE, STATE of The ART SPACE for ANIMALS PROGRESSIVE
- ADAPTABLE for FUTURE GROWTH
- CREATING MORE WELCOMING SPACE for COMMUNI... to VISIT

4
- SN... w...
- VIS... M...

15
90% or BETTER LIVE RELEASE RATE

16
- INNOVATIVE PROGRAMS
  - E.G. AUSTIN PETS ALIVE
  - → NOT LIMITED by their STRUCTURE
- MADDIE'S FUND

MARKETING
- PAINT YOUR PETS
- "CAT TOWN CAFE"
- ART PROJECTS for KIDS
- OAKLAND ANIMAL SERVICES
- PORTRAITS

INCR... TRUS... among...
- CIT...
- PALO... GRO...
- CITY STAFF PALO ALTO GROUPS

IT TAKE... BUT SILIC... WORKS TO... DONATIONS.

4
SMALL TOWN FEEL w/ BIG TOWN ATTITUDE
- FAMILY-COMMUNITY
- GROW → QUALITY STANDARDS
- "REACH for the STARS
VISIBILITY of THE FACILITY MOVE WEST of FREEWAY
STATE of THE ART
USE LAND at PAAS
CREATING MORE WELCOMING SPACE for COMMUNITY to VISIT
5
PREMIER COMMUNITY SPACE
OFFICES SHARED w/ COMMUNITY
NON-PROFIT PARTNERSHIPS
Google ROOM
6
UNTAPPED RESOURCES
MORE VOLUNTEERS
SCHOOLS
TECHNOLOGY
COLLABORATION w/ KEY ORGANIZATIONS, CORPORATIONS & CITIES
LIBERALIZE the RENTAL MKT
SOCIAL MEDIA
WORK w/ YOUNG PEOPLE
MORE VOLUNTEERS from COMMUNITY
EXPAND VOLUNTEER SUPPORT AND PRESENCE
7
STATE of the ART MEDICAL FACILY
MAKE SURE THERE IS FOCUS ON OVERPOPULATION
VACS, MICROCHIPPING
EXPANSION of SPAY/NEUTER AND " of SPACE for
good access
8
14
thru TRANSPARENCY
INCREASED TRUST
amongst CITY STAFF
PALO ALTO GROUPS
CITY STAFF and PALO ALTO GROUPS
11
SUSTAINED BUSINESS MODEL
NOT POSSIBLE to BREAK EVEN
IT TAKES PLANNING BUT SILICON VALLEY WORKS TO BREAK EVEN
DONATIONS-PLANNING
NEEDS ANALYSIS
FEASIBILITY STUDY
HOW TO INCREASE REVENUE SOURSES
(DEPENDS ON LOCATION
SERVICE, LIKE THE LIBRARY or ZOO FUNDED BY CITY
AWAY TO BREAK EVEN
NOT EXPECT FULL COST RECOVERY
GOAL: SAVING LIVES PARTNERING w/ RESCUE GROUPS
making FACILITY FERAL CAT FRIENDLY
MORE SPACE
COLLABORATIVE RELATIONSHIPS & CUTTING EDGE PROGRAMS to REDUCE EUTHANASIA
WE CARE: BOUNDRY LIMITATIONS
FERAL FREEDOM PROGRAM
10
HUMANE WAY to DEAL with FERAL CATS
NEW WAYS to FOSTER CATS
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FUNDING to ACCOMMO BEHAVIORA PROGRAM
GOOD MATCHING and TRAINING PROGRAM for DO
12
thru MOBILE UNITS & STORES
ADOPTION OUTREACH
TAKING ADOPTABLE ANIMALS to OTHER VENUES THAN THE SHELTER
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INCREASE STAFFING
SUNDAY DAY
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BECOMES SUCH A HUGE RESOURCE in COMMUNITY
GIVING PALO ALTO MORE OWNERSHIP
GENERATE REVENUE?
COMMUNITY ROOM (2)
SPAY/NEUTER IN PALO ALTO
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FUNDING & FACILITIES to ACCOMMODATE a BEHAVIORAL TRAINING PROGRAM
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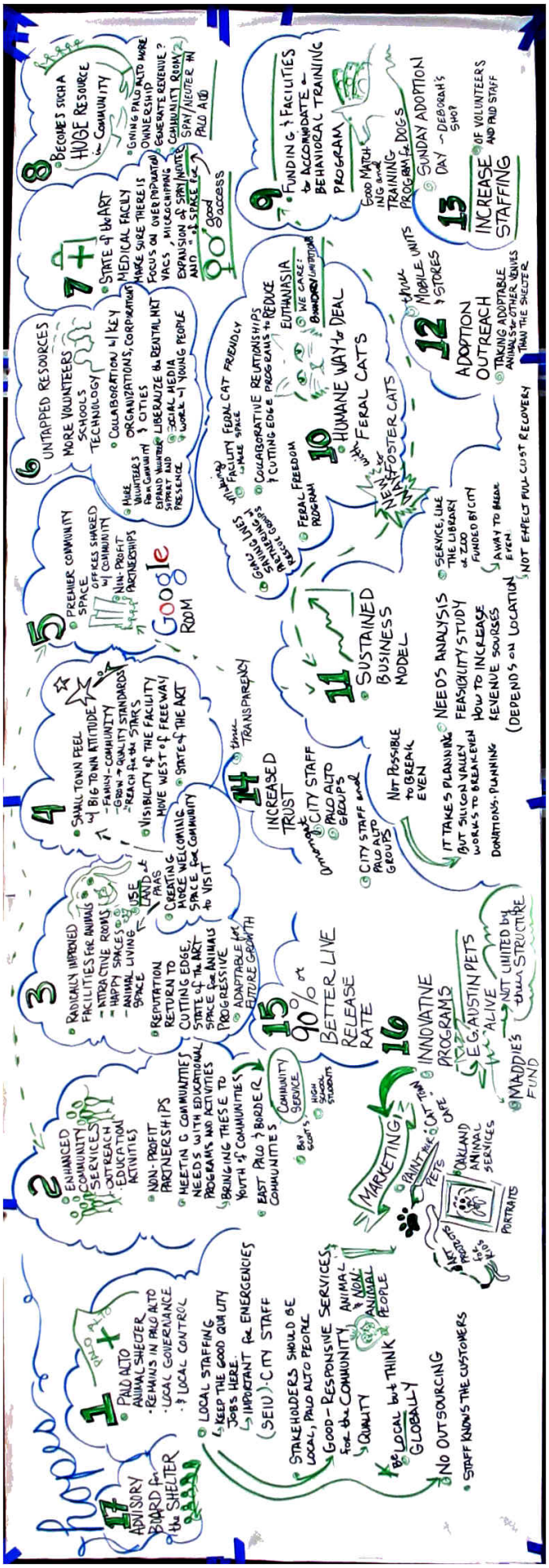
INCREASE STAFFING
SUNDAY ADOPTION DAY ~ DEBORAH'S SHOP
OF VOLUNTEERS AND PAID STAFF


Ideas
1 Palo Alto
Palo Alto Animal Shelter
- Remains in Palo Alto
- Local Governance
& Local Control
Local staffing
Keep the good quality jobs here.
Important for emergencies
(SEIU) City staff
Stakeholders should be local, Palo Alto people
Good - Responsive services for the community
Animal & Non-Animal people
Quality
Be local but think globally
No outsourcing
Staff knows the customers
17 Advisory Board for the Shelter
2 Enhanced Community Services
Outreach
Educational Activities
Non-Profit Partnerships
Meeting community needs with educational programs and activities
Bringing these to youth of communities
East Palo & Border Communities
Community Service
Boy Scouts
High School Students
3 Radically improved facilities for animals
- Interactive rooms
- Happy spaces
- Animal living space
Use land as parks
Reputation
Return to cutting edge, state of the art space for animals
Progressive
Adaptable for future growth
Creating more welcoming space for community to visit
4 Small town feel
& Big town attitude
- Family - community
- Grow → quality standards
- Reach for the stars
Visibility of the facility
Move west of freeway
State of the art
transparency
5 Premier community space
Offices shared w/ community
Non-Profit partnerships
Google Room
6 Untapped resources
More volunteers
Schools
Technology
Collaboration w/ key organizations, corporations & cities
More volunteers from community
Expand number of students
Liberalize the rental act
Social media
Work w/ young people
Presence
7 State of the art
Medical facility
Make sure there is focus on overpopulation
Vacs, microchipping
Expansion of spay/neuter
Auto
Generate revenue?
Community room
Spay/neuter in Palo Alto
Space for
Good access
8 Becomes such a huge resource in community
Giving Palo Alto more ownership
9 Funding & facilities to accommodate behavioral training program
Good matching and training program for dogs
Sunday adoption day - Deborah's shot
10 Humane way to deal with feral cats
Feral cats
Feral freedom program
Collaborative relationships & cutting edge programs to reduce euthanasia
We care!
Boundary limitations
Spaying
Facility feral cat friendly
Make space
Spaying and neutering
Rescue groups
11 Sustained business model
Service, like the library at zero funded by city
Away to begin even
Not effect full cost recovery
Needs analysis
Feasibility study
How to increase revenue sources
(Depends on location)
It takes planning but Silicon Valley works to break even
Donations, planning
Not possible to break even
12 Mobile units & stores
Adoption outreach
Taking adoptable animals to other venues than the shelter
13 Increase staffing
of volunteers and paid staff
14 Increased trust
City staff
Palo Alto groups
City staff and Palo Alto groups
15 90% or better live release rate
16 Innovative programs
Marketing
Paint pics of cat-tom pets
Art projects for kids
Portraits
Oakland Animal Services
Cafe
Maddie's Fund
Not limited by the structure
e.g. Austin Pets Alive

hopes
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ADVISORY BOARD for the SHELTER
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PALO ALTO
PALO ALTO ANIMAL SHELTER
· REMAINS IN PALO ALTO
· LOCAL GOVERNANCE
· & LOCAL CONTROL
LOCAL STAFFING
KEEP THE GOOD QUALITY JOBS HERE.
IMPORTANT for EMERGENCIES
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WHY are THESE IMPORTANT to ME?

1. LOCAL
   - DISTANCE TO OTHER SHELTERS, ACCESSIBILITY, AND GOVERNANCE.
   - COMMUNITY OWNERSHIP of the VITAL SERVICE

2. OUTREACH-COMMUNITY SERVICES
   - ACCOMMODATING the COMMUNITY
   - SHOULD EMMINATE from the COMMUNITY ITSELF
   - IT'S ONLY THROUGH OUTREACH & EDUCATION that WE CAN ACCOMMODATE THE COMMUNITY. THIS GETS TO THE ROOT of ABUSE, NEGLECT & OVERPOPULATION ~~SAVING LIVES~~

3. IMPROVED FACILITIES
   - WILL BRING COMMUNITY INVOLVEMENT AND WILL BE LIFE SAVING to the ANIMALS
   - HOUSING, for ANIMALS HAS CHANGED AND WE'RE NOT KEEPING UP.

AND WE'RE NOT KEEPING UP.

4.

PREMIER COMMUNTTY SPACE

5. WILL INVOLVE COMMUNITY and ATTRACT the PUBLIC to the SHELTER

USING UNTAPPED RESOURCES

6. VOLUNTEERS ARE A HUGE RESOURCE THAT SHOULD NOT BE IGNORED

- TOGETHER WE SAVE MORE (ANIMALS) (PEOPLE...)

7

8

9. IT SAVES ANIMALS LIVES

10 HUMANE WAY TO DEAL W/ FERAL CATS

11 SUSTAINED, BUSINESS MODEL

- WE WONT BE ABLE TO CARE ABOUT ANIMALS WITHOUT IT
- IT COMES BEFORE EVERYTHING. ALL OTHER THINGS WILL FOLLOW

12 ADOPTION OUTREACH

13 INCREASE STAFFING

14 INCREASED TRANSPARENCY

- THE FUTURE WONT BE SUCCESSFUL WITHOUT IT

15 90% BETTER LIVE RELEASE RATE

16

17

DIFFERENT PEOPLE WORKING TOGETHER

- INCREASED TRUST
- ITS FOR THE ANIMALS

There a GROUNDSWELL of

- GOOD FEELING: WHAT WE CAN DO FOR THE ANIMALS

TO SAVE THE ANIMALS