NEIGHBORHOODCATS

Delaware Animal Rescue
Summit, May 19, 2016

Targeted TNR: Making an Impact

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Community TNR

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- **Print version**

  www.amazon.com (*search for "Kortis"*)

- **Pdf file**

  email bryan@neighborhoodcats.org for a copy

What is “targeting”?

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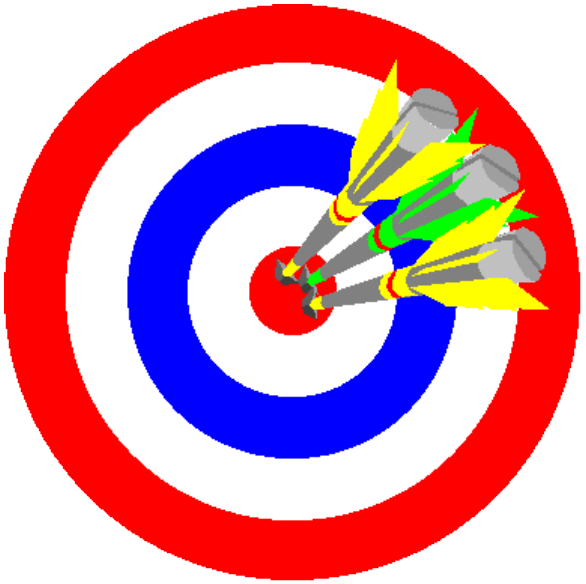
Concentrating limited resources in a geographic area of high need in order to maximize impact.

(1) Concentration
(2) Limited resources
(3) Geographic
(4) High need
(5) Maximum impact



Geographic targeting: policing

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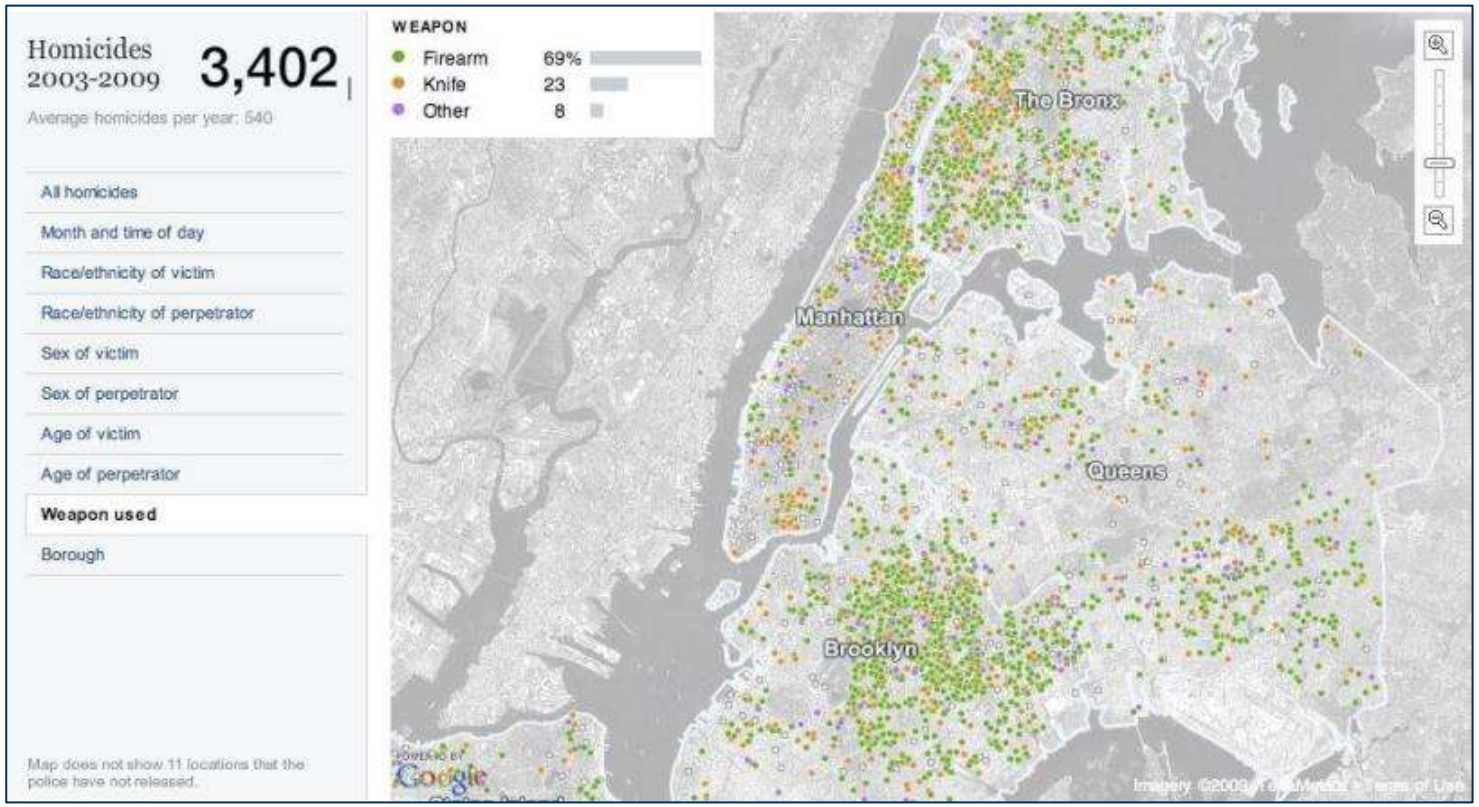
- Operation Impact (NY City) –
  assign extra officers to high crime areas



Geographic targeting: policing

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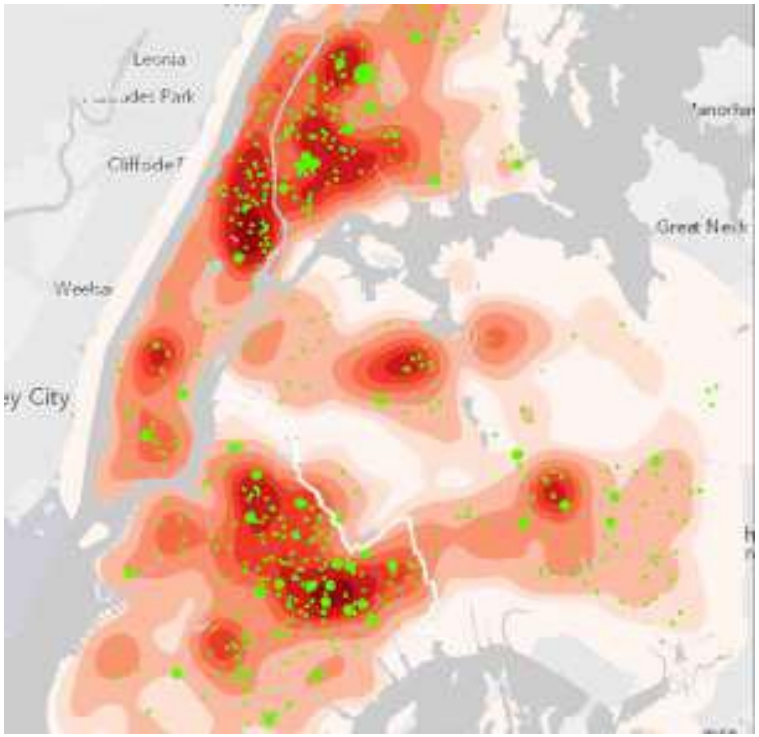
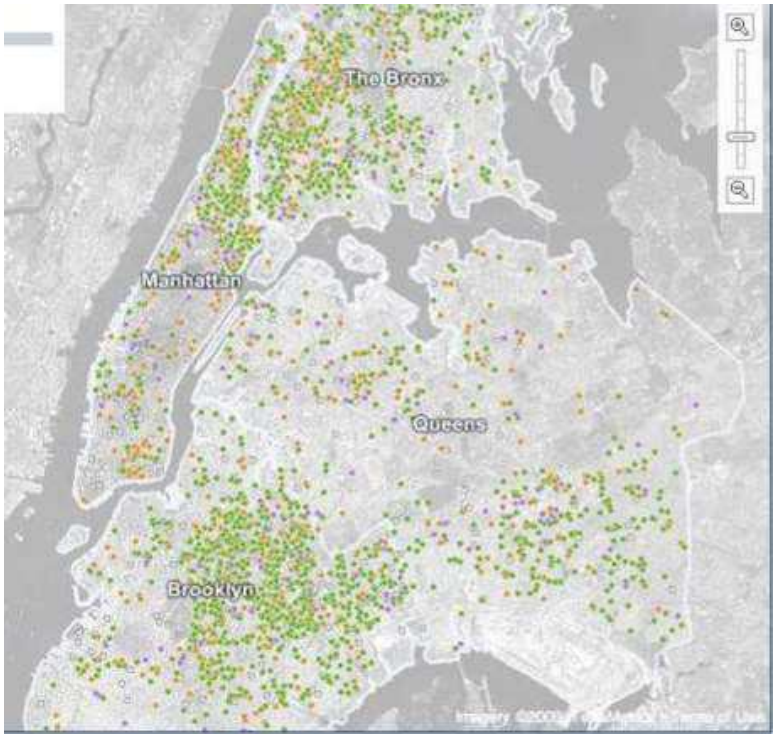
Stop and frisks in 2011 per square mile

- 1 to 500 per square mile
- 500 - 1,000
- 1,000 - 2,500
- 2,500 - 5,000
- 5,000 - 7,500
- 7,500 - 10,000
- 10,000 - 15,000
- more than 15,000

Gun recoveries

- 1 - 2
- 3 - 10
- 11 - 15
- 16 - 21





Poverty alleviation

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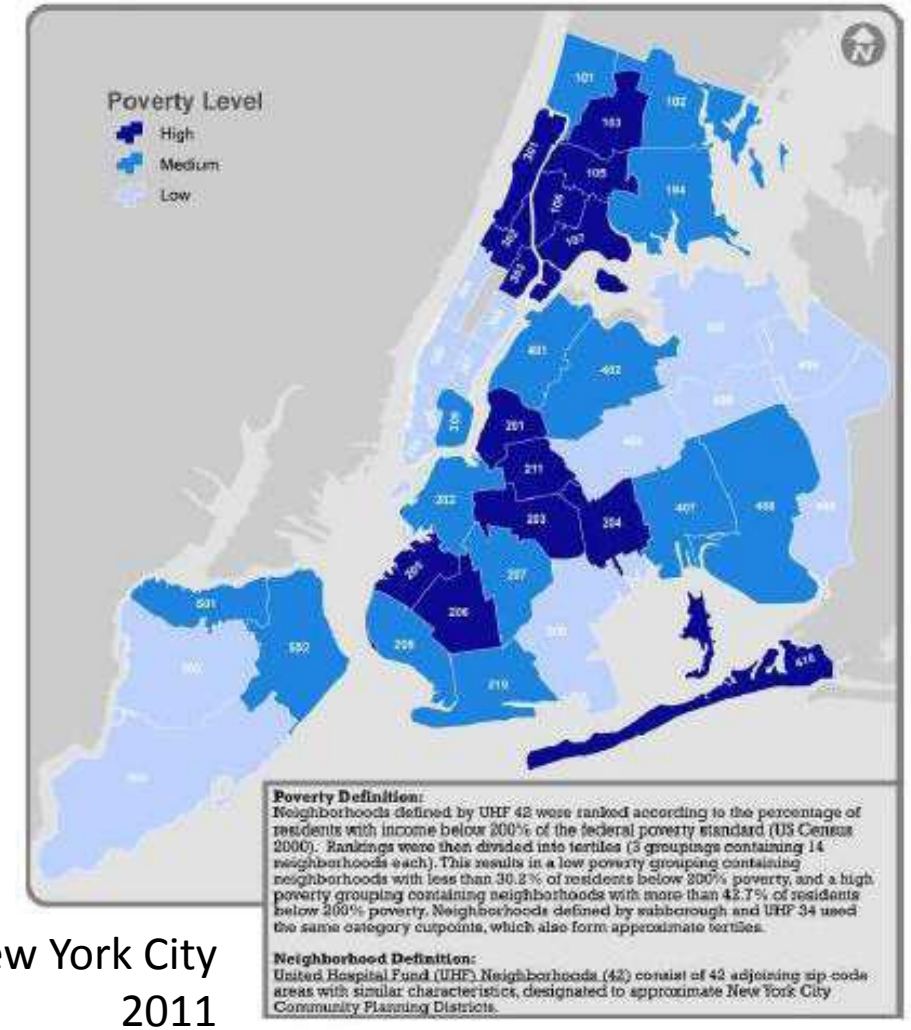
- Allocation of resources to low income communities – social workers, outreach, food banks



New York City
2011

Public health

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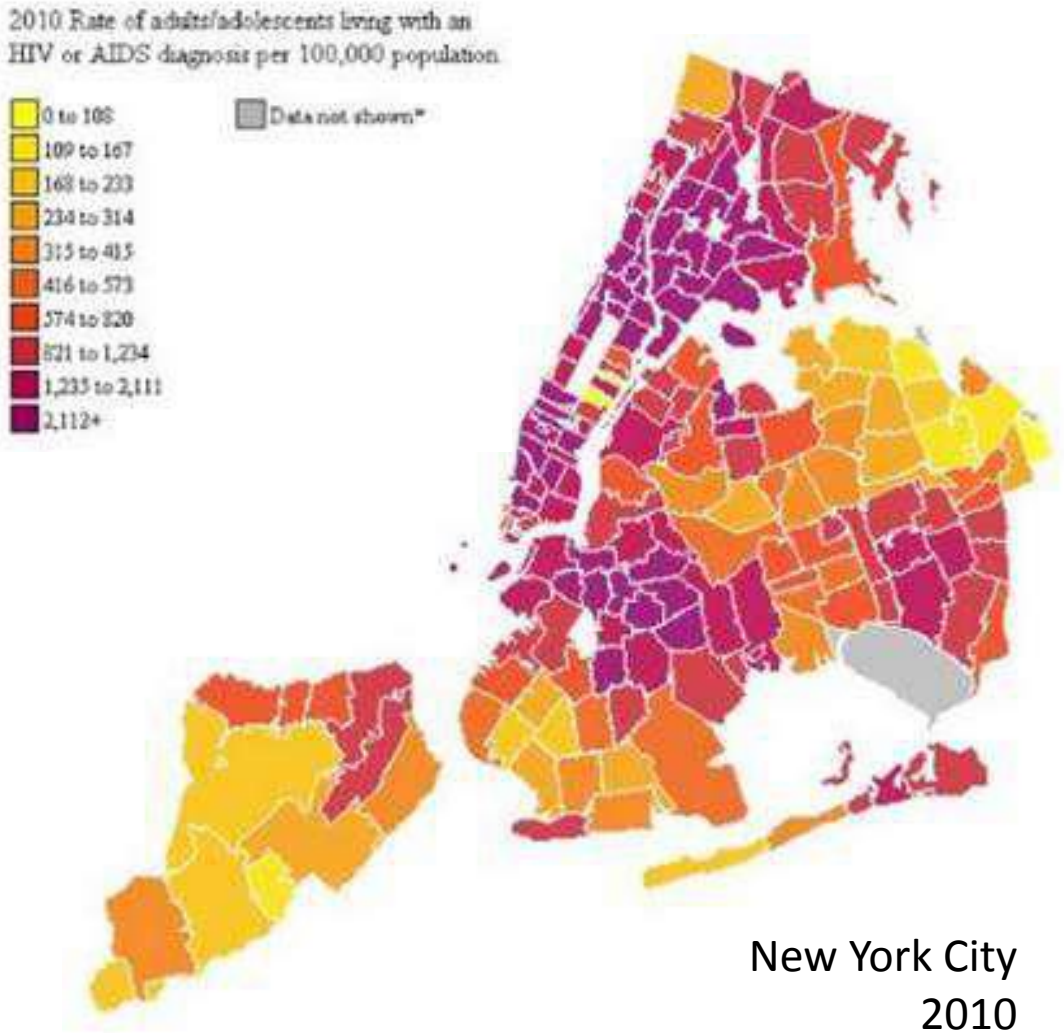
- AIDS & HIV cases – medical workers, clinics, outreach



New York City
2010

Wildlife conservation

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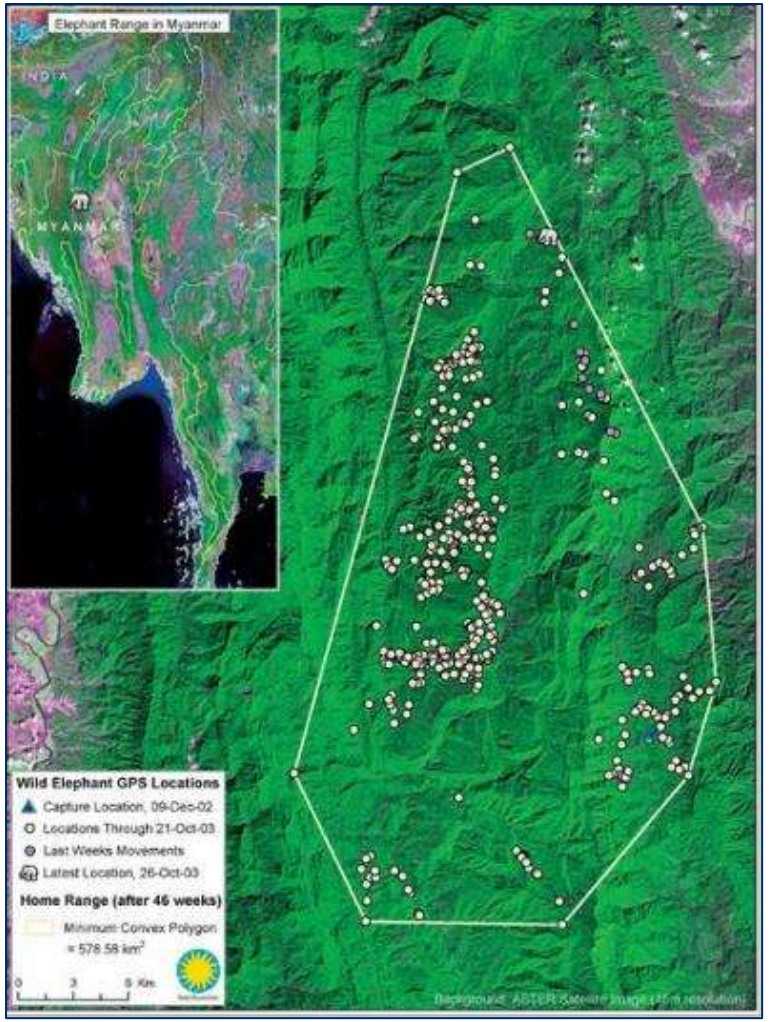
- Elephant range in Myanamar – land preservation, officers, outreach



Demographic targeting

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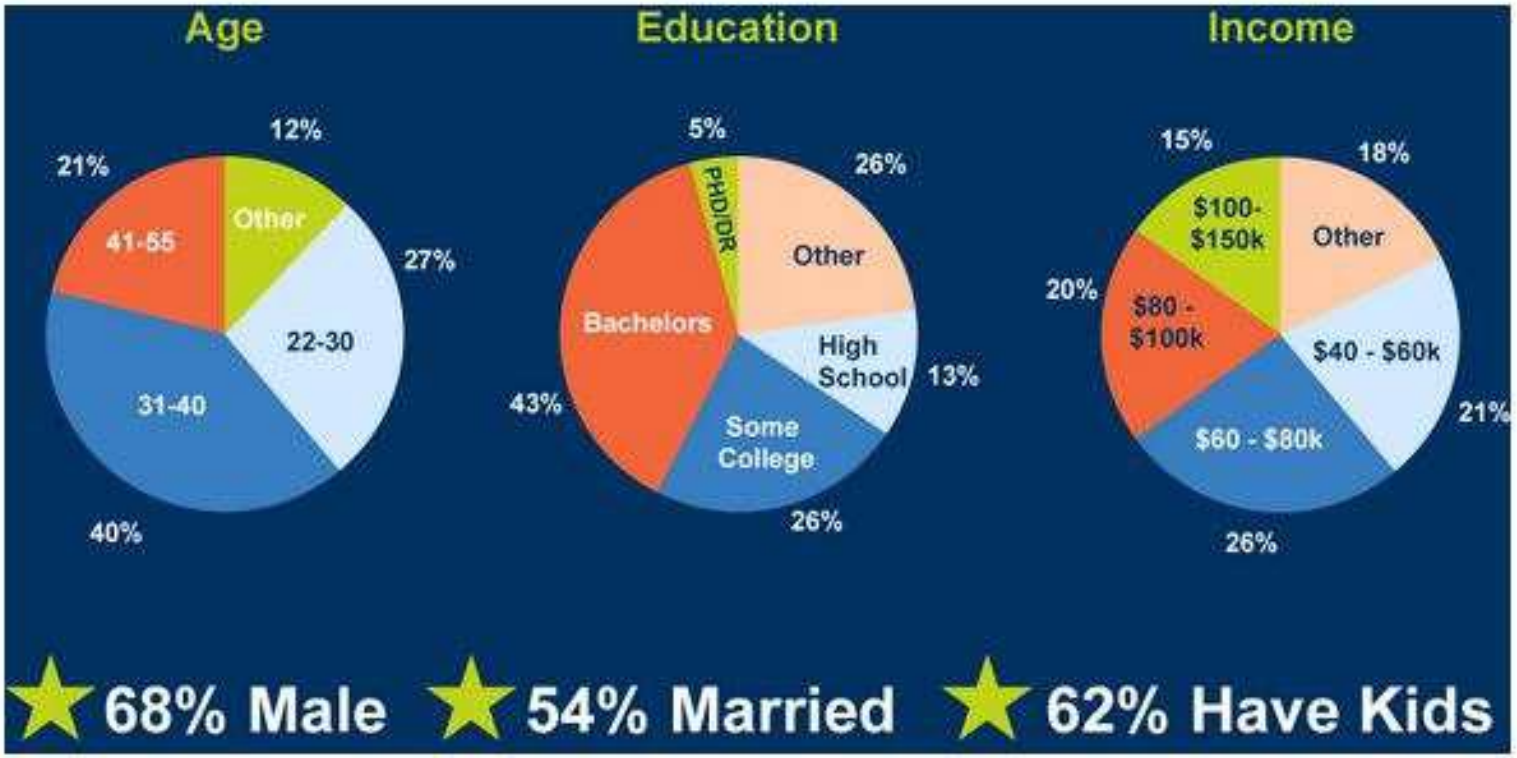

www.rawvoice.com

Target is geographically defined

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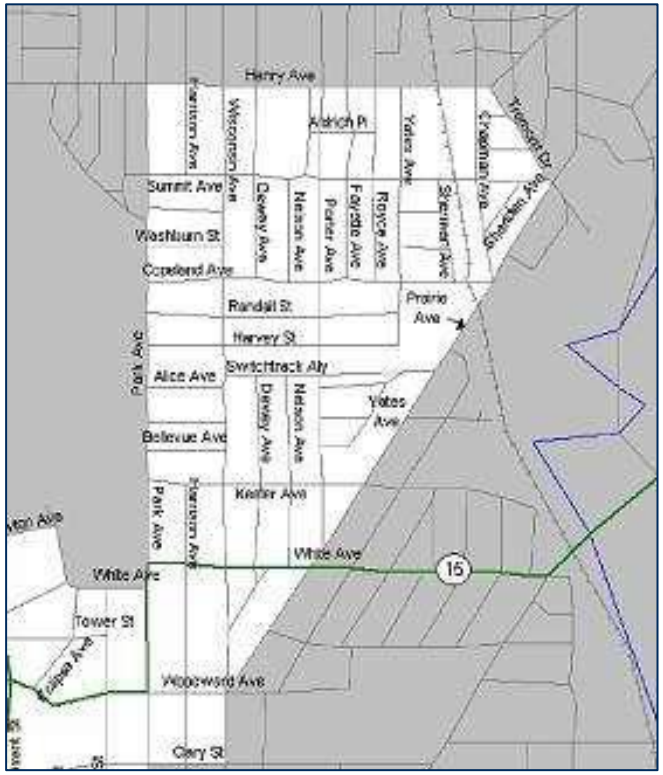
YES



Downtown district

NO

Elderly caretakers

Targeting: colony level TNR

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Targeting: colony level TNR

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2 of 10 cats neutered

Low colony sterilization rate

No impact on growth of colony

Targeting: colony level TNR

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100% Sterilization

Zero reproduction

Colony size decline over time

Feralville

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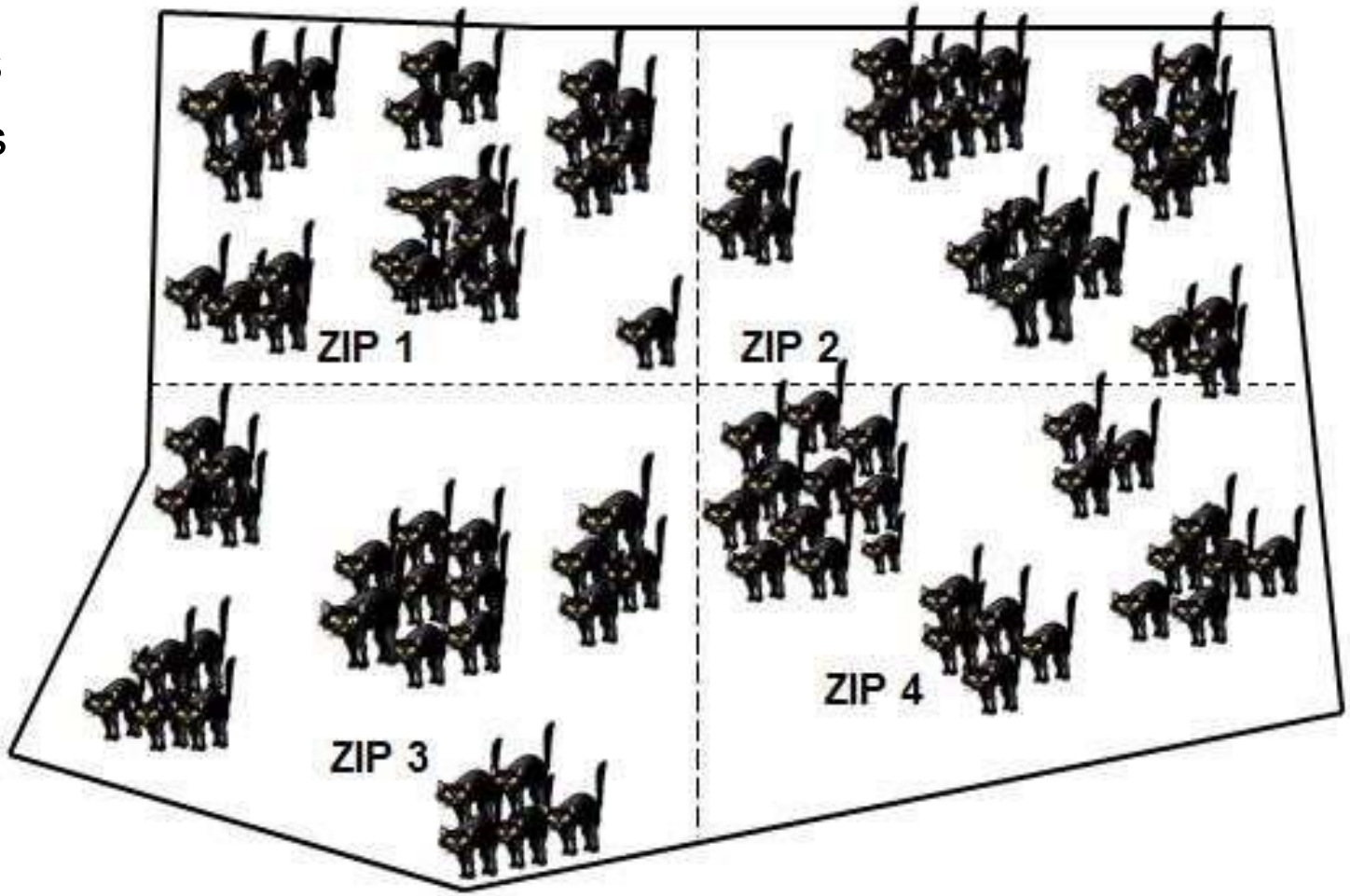
100 cats

20 s/n's



No targeting

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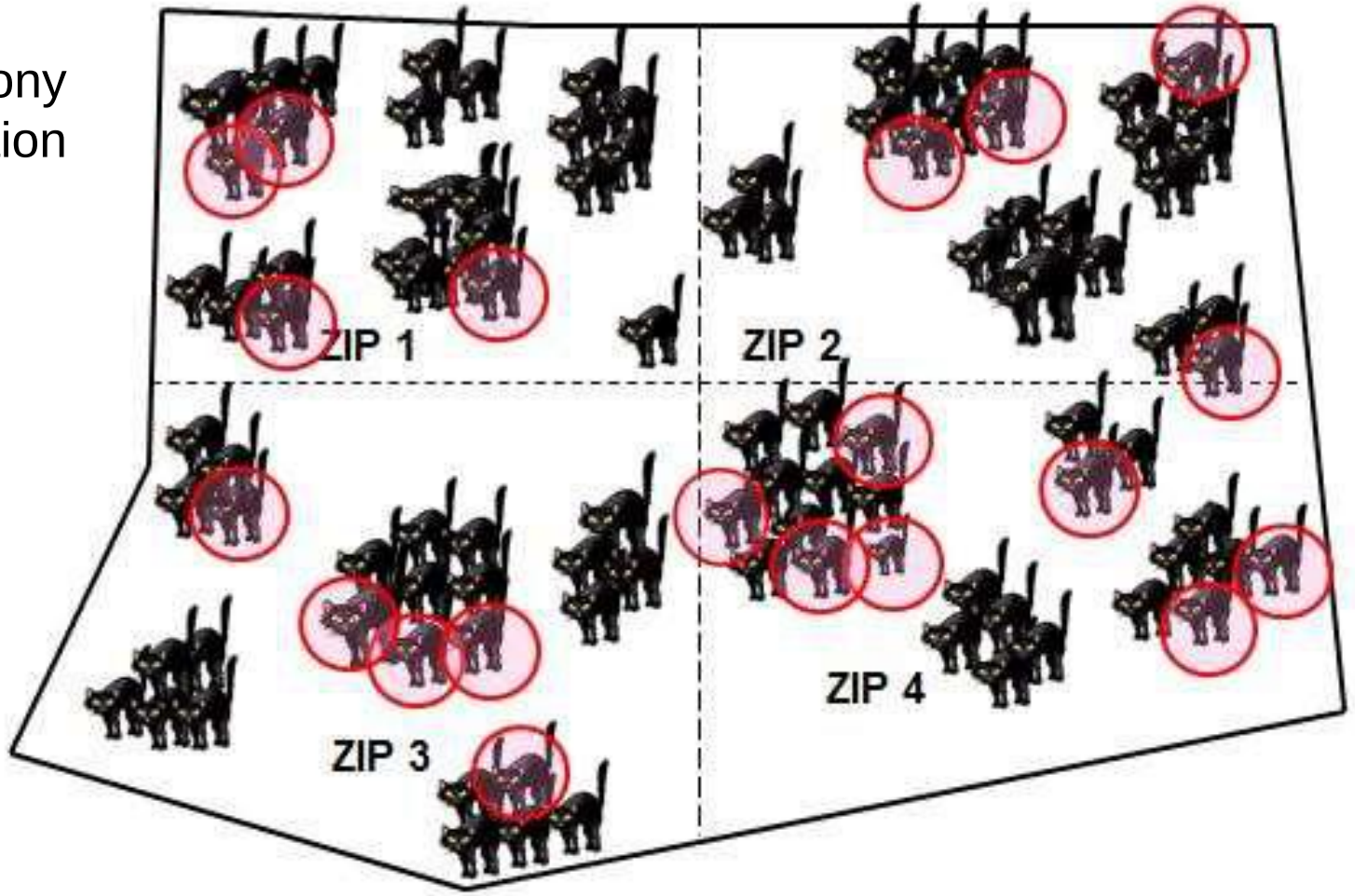
Low colony sterilization rates



Colony level targeting

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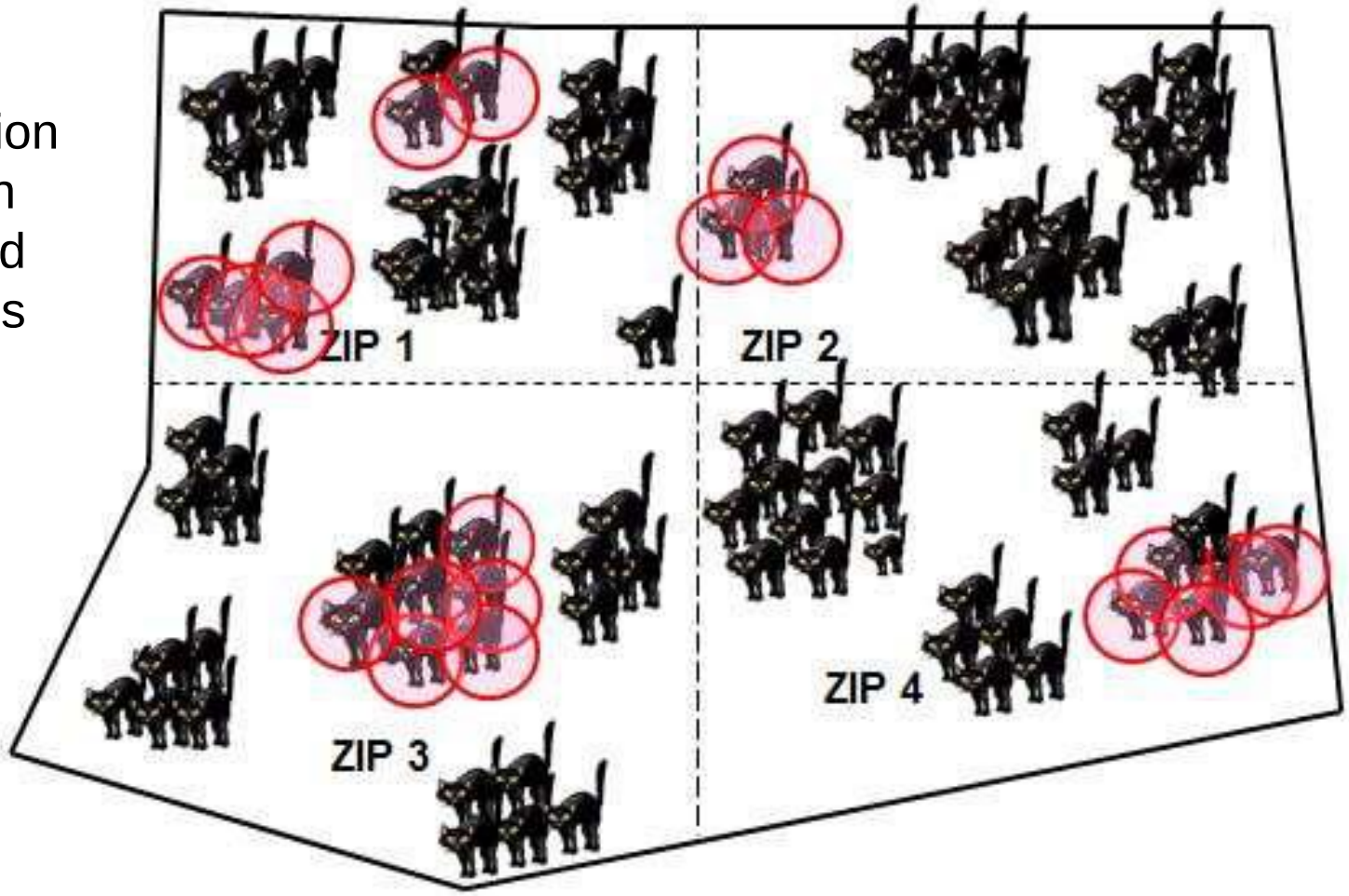
High sterilization rates in targeted colonies



Community level targeting

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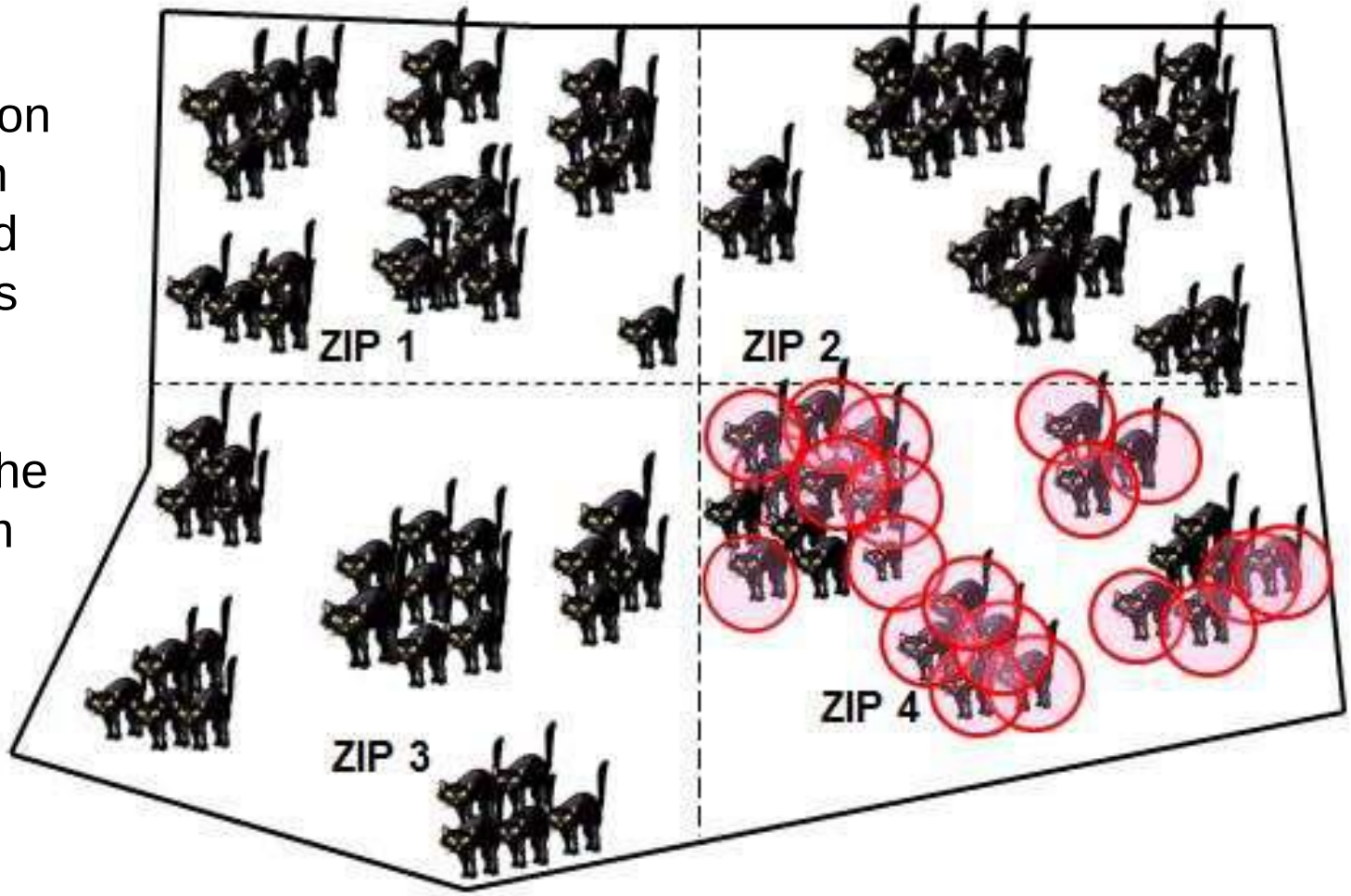
High sterilization rates in targeted colonies

+

Negate the vacuum effect



The vacuum effect

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All 10 cats removed

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Problem?

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Ralph's is surrounded by intact colonies

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Adam & Eve show up, attracted by the food

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Colony size grows back to 10

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TNR instead of removal

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10 sterilized cats – no reproduction

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Later – 5 cats remain with food for 10

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Community level targeting: prevent vacuum effect

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New intact cats arrive, attracted by excess food

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Community level targeting: prevent vacuum effect

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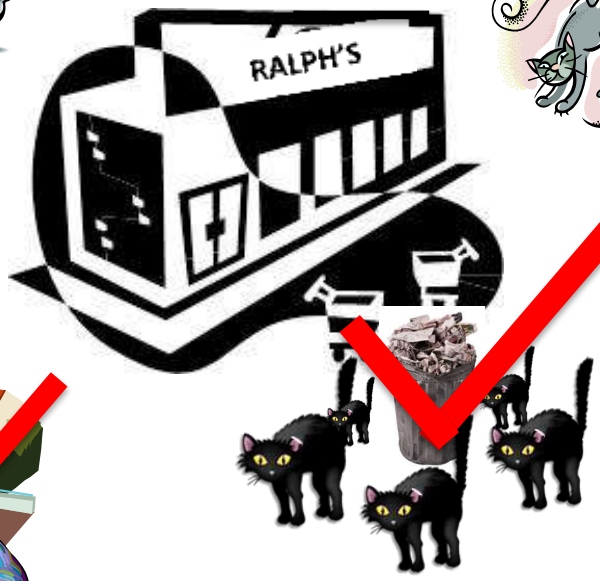

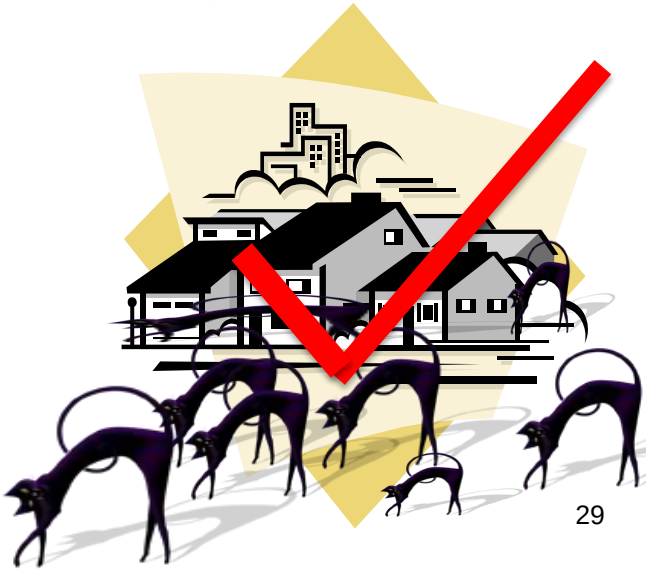

Identifying the Target Area

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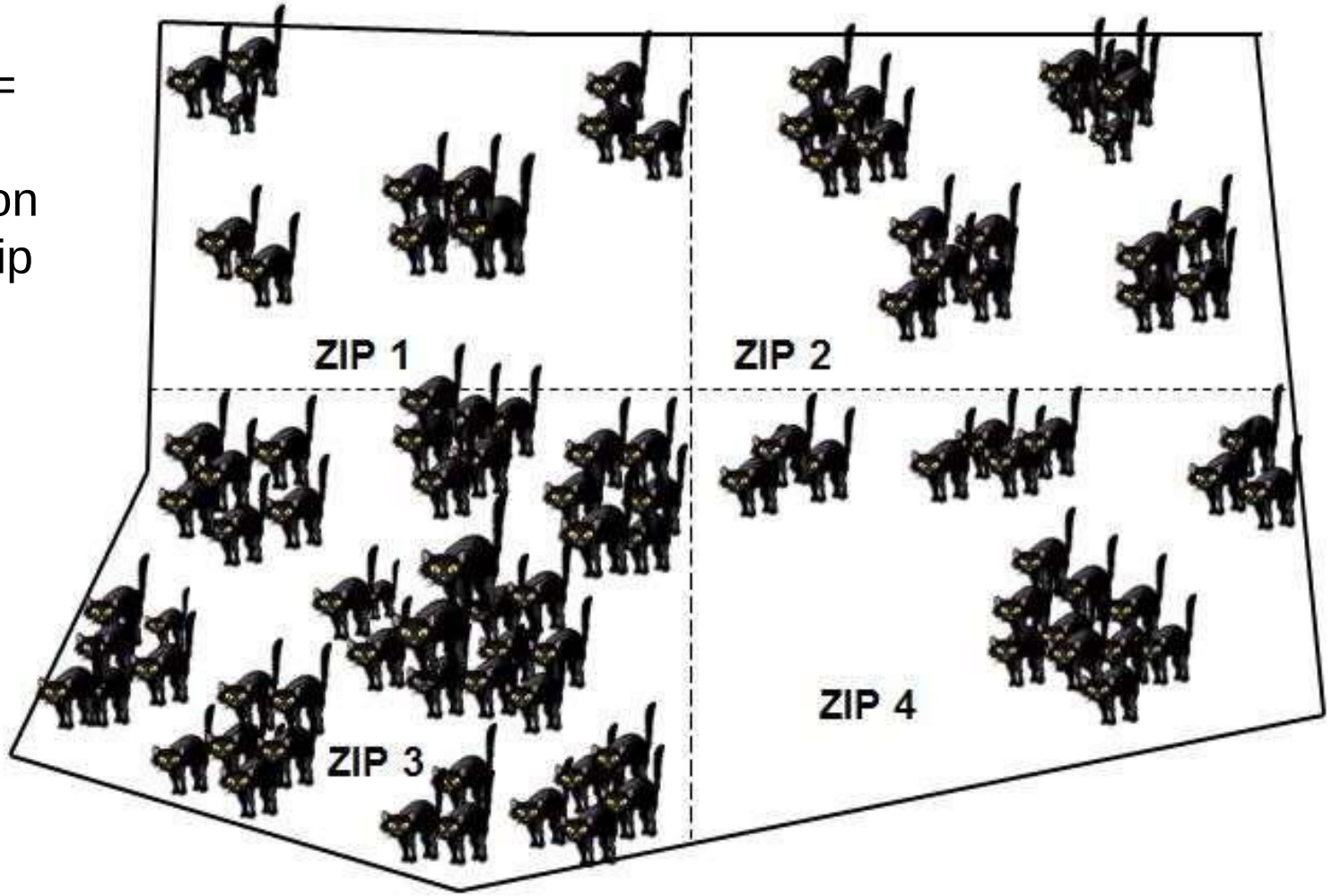
Reality = uneven distribution among zip codes



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Where is the hot spot?

- Intake into local shelters broken down by location of origin
- Complaint calls/requests for assistance by location.
- Tribal knowledge (experience of local animal welfare groups, animal control, shelters)

GIS mapping

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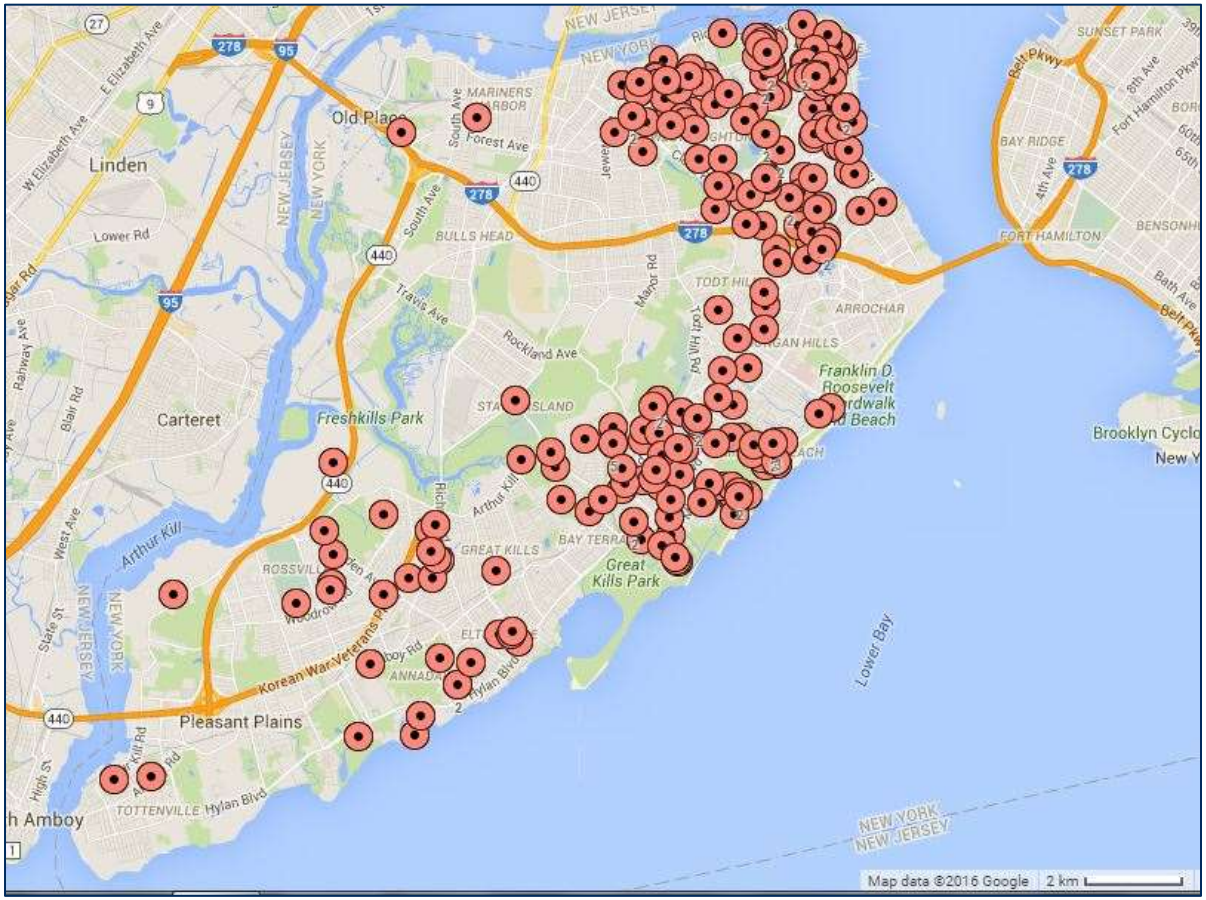
www.batchgeo.com

Staten Island, NY: 246 cat intakes in 2016 Q1 *(hypothetical)*

Drop or copy & paste Excel file into online software

$99/mo, cancel any time



Poverty & cat populations

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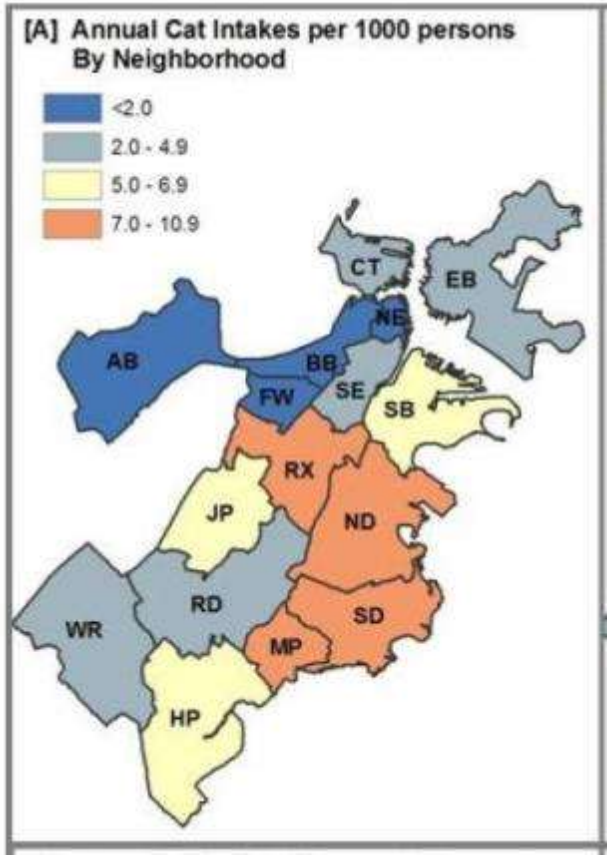
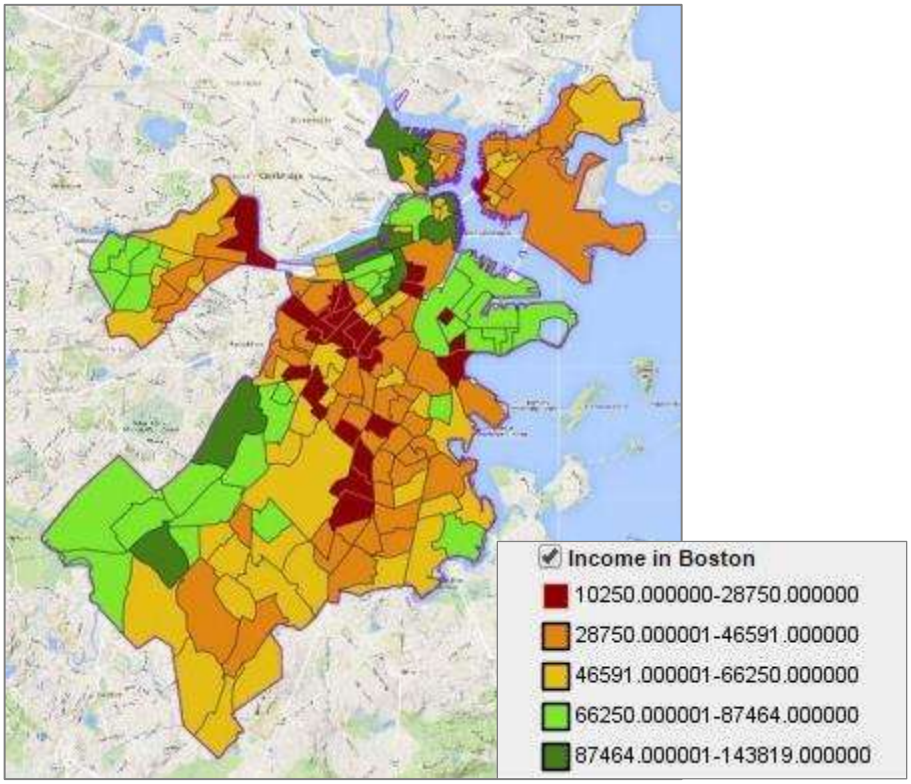


Boston, MA



Patronek, G., *Mapping and measuring disparities in welfare for cats across neighborhoods in a large US city* (2010) American Journal of Veterinary Research 71(2):161-8.

How many cats are there?

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- No accurate formula
- As much art as science

Calculating # of free-roaming cats

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(1) Start = divide human population by 15

- Based on research data counting number of free-roaming cats fed on a daily basis

(2) Adjust according to ground space

- More rural means more cats per capita (= lower divider)
- More urban means fewer cats per capita (= higher divider)

(3) Adjust according to climate

- Warmer climate means more cats per capita
- Colder climate means fewer cats per capita

(4) Adjust according to tribal knowledge

- Based on local experience, past TNR activity and expertise, does the number make sense? If not, what does?

Calculating # of spay/neuter surgeries

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- For high impact, need to alter a “substantial percentage” of the cats.
- Aim for 50% or above of estimated population
- Proceed a colony at a time, as close to 100% as possible of each colony
- Be open to adjusting your figures as the project unfolds

Not enough surgeries for high impact?

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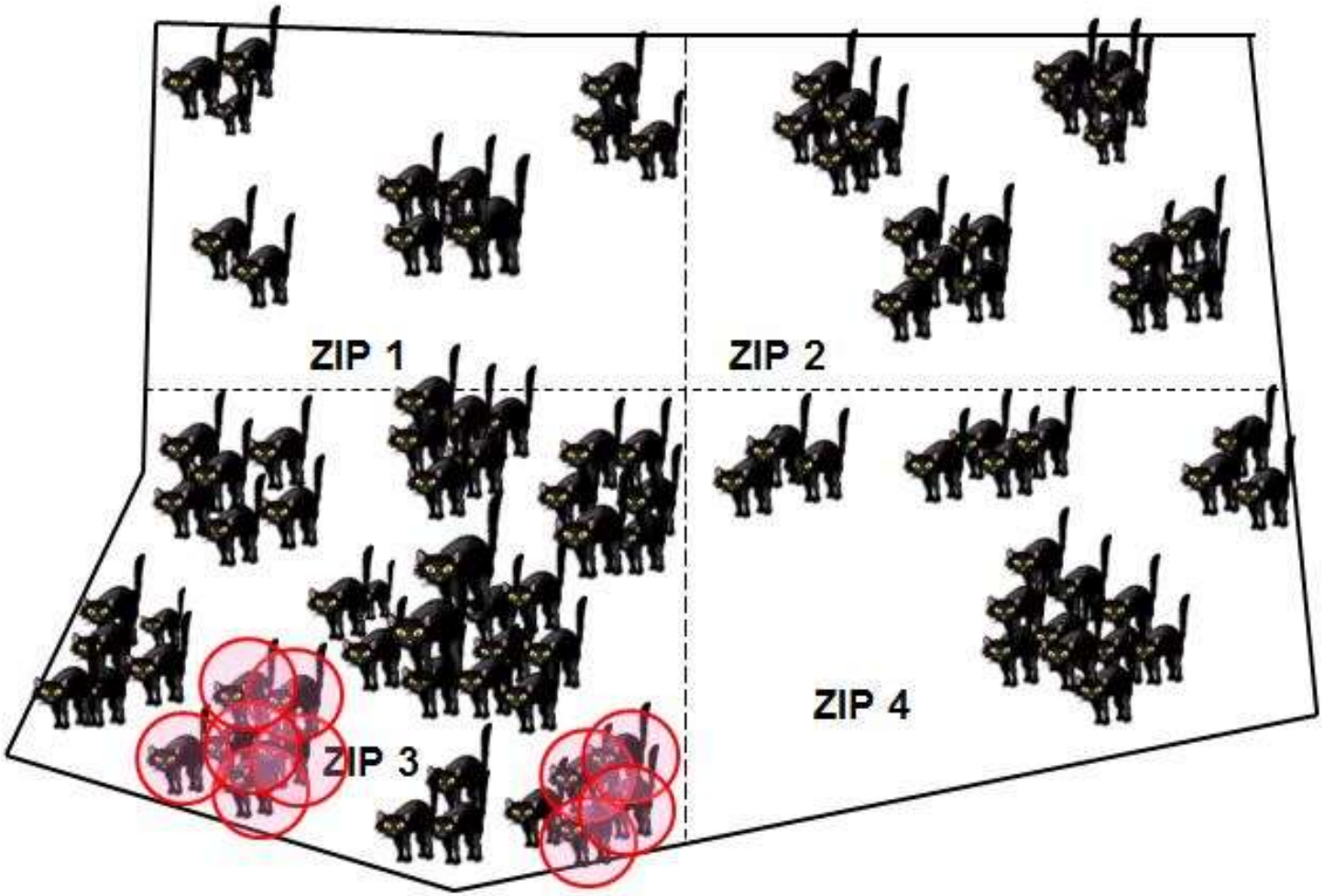

Adjust Target Area

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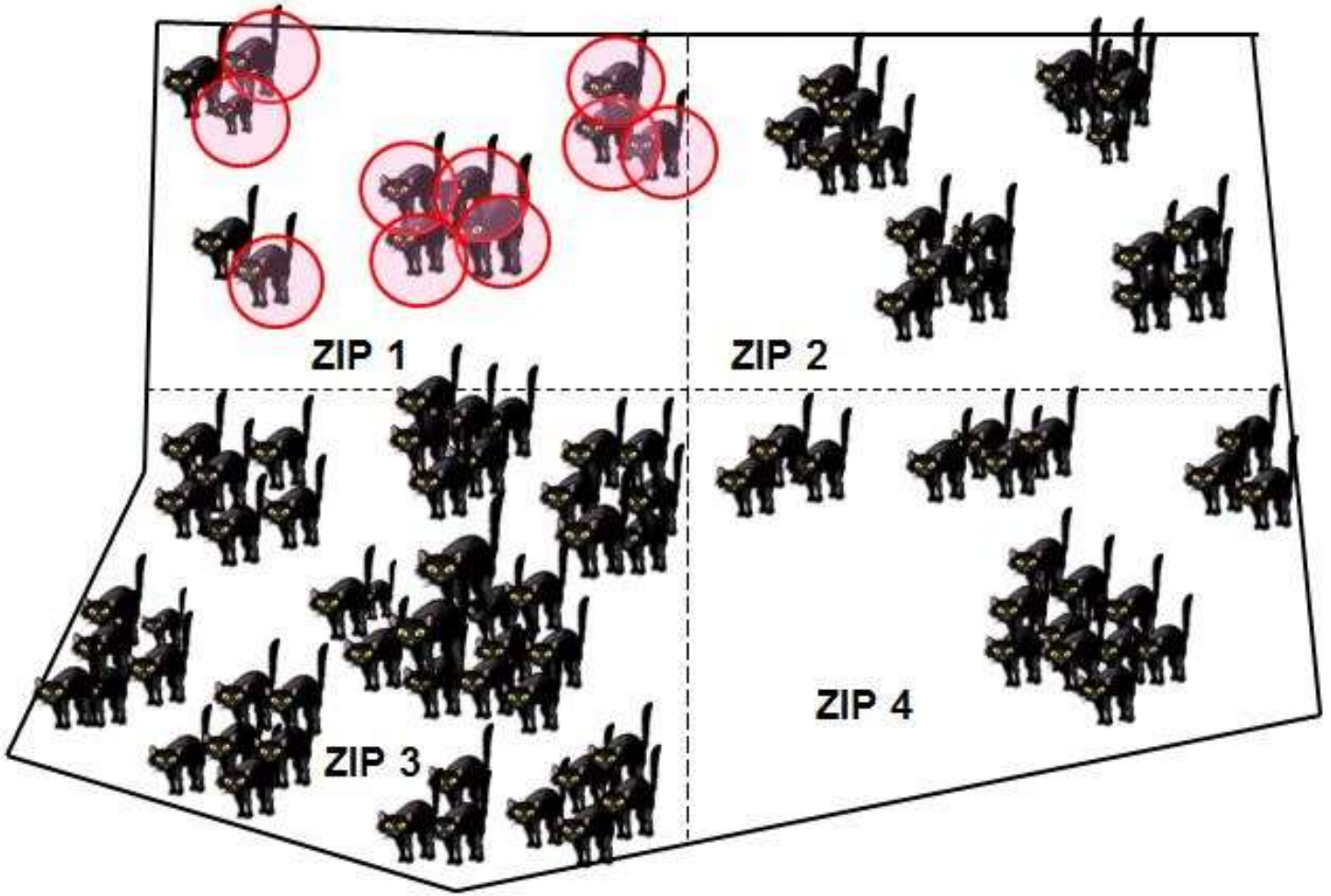

Outreach: finding cats & caretakers

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General media (least effective):

- Mass advertising (announcements, newspaper articles, social media posts)

Targeted media (more effective):

- Advertising within Target Area (billboards, mailings, yard signs, door hangers); hotline

In person (most effective):

- Boots on the ground (door-to-door, community meetings, in-person flyering, vaccine or wellness clinics, caretaker referrals)
- Food, shelter giveaways

Gathering intelligence

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1. Who's feeding?
2. When and where is the feeding?
3. How many cats?
4. Colony history (how did the colony start? How long ago?)

- One caretaker can lead you to another
- Pet cat owners or other residents can lead you to caretakers/feeders

Know your audience

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- Income level / ethnicity / language
- Commercial or residential
- Attitude towards the cats & spay/neuter
- History with animal control
- Community leaders (community boards, neighborhood, tenant or homeowner associations, churches, councilmember, chamber of commerce)

Pets for Life: Community Outreach Toolkit

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- How to connect animal welfare resources to pet owners in underserved communities
- Building trust & maintaining a presence
- Includes chapter on free-roaming cats & TNR
- Free pdf file download or purchase print copy: www.animalsheltering.org

Trapping

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- **NO**: rely solely on residents and caretakers in target area

- **YES**: Identify staff, experienced volunteers and/or partner TNR groups to lead the trapping, with support from local residents and caretakers

Tracking impact

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- To know whether goals are being achieved (reduced community cat population, lower intake, etc.)
- To guide what to do if you start running out of cats (increase outreach OR expand the target area?)
- To rebut TNR skeptics/opponents

Metrics

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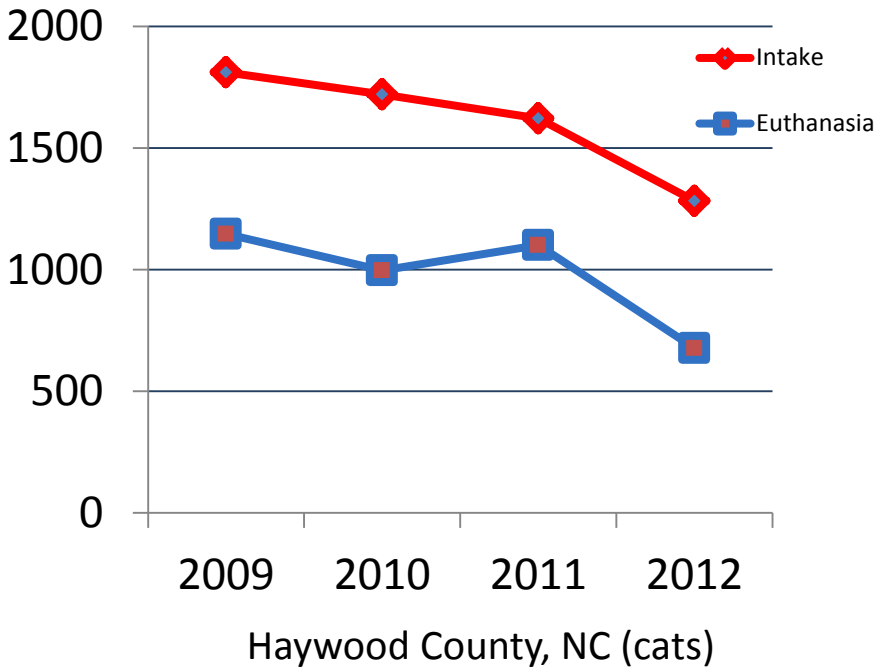
Direct outcomes:

- Census of cats (before/after counts)

Indirect outcomes:

- Intake (cat, kitten, stray)
- Complaint calls and/or requests for assistance
- Euthanasia
- Kitten postings on Craig's List



Case study: HS of Tampa Bay

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- July 1, 2010 – Sept. 1, 2012
- Target Area:
  - ZIP code 33612 (Tampa, FL)
  - pop. 44,600
  - 2nd highest cat intake ZIP to county shelter
- 2,920 free-roaming cats spayed or neutered

Methods

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- Full-time paid trapper supported by volunteers
- Block-by-block approach
- Wrapped vehicle
- Yard signs

Cat intake (Hillsborough Co. Animal Services)

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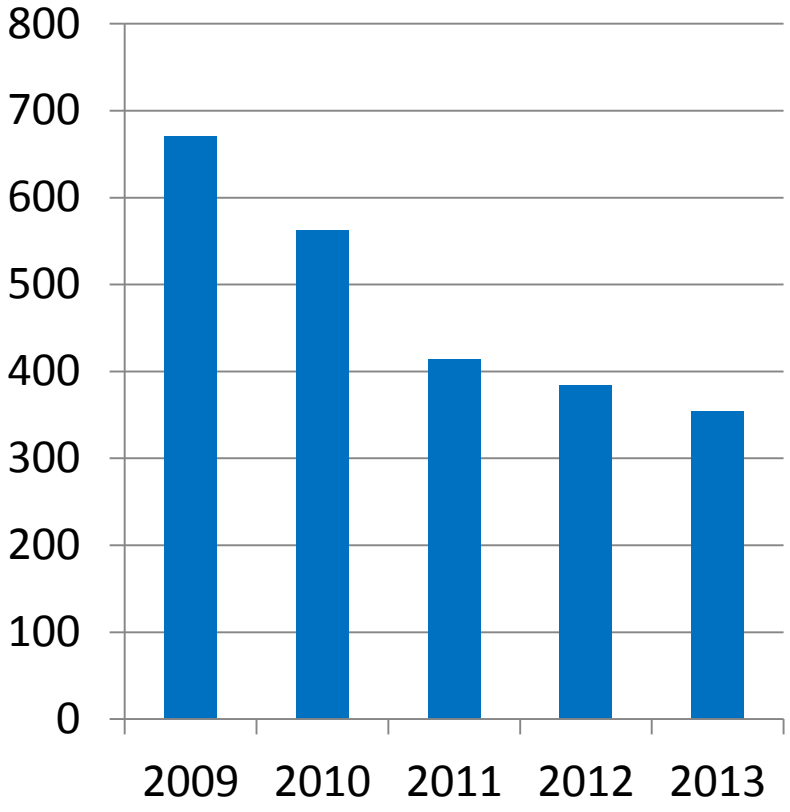
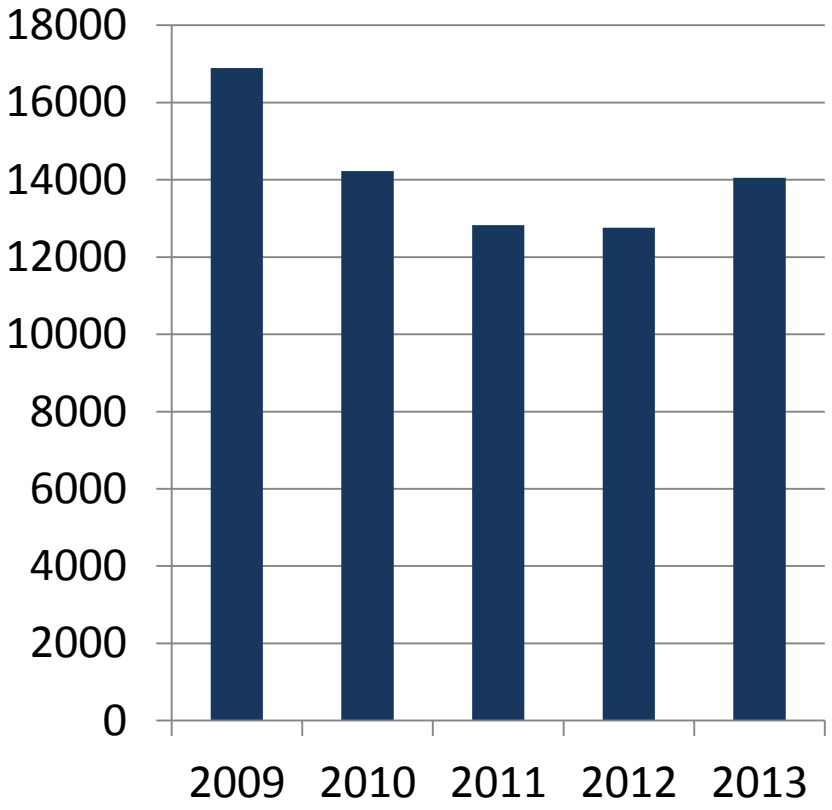


Zip 33612: -47%
(cf. 2013 to 2009)



Outside zip 33612: -17%
(cf. 2013 to 2009)

Questions?

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