

**To the Mayor and Members of the City Council****March 3, 2015**

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**SUBJECT: CODE COMPLIANCE/FORT WORTH POLICE DEPARTMENT:
EDUCATIONAL CAMPAIGN: FENCE THEM IN – IT’S THE LAW****What:**

The Animal Care & Control Division (ACC) of Code Compliance and the Fort Worth Police Department are partnering on a new education and outreach campaign entitled “Fence Them In – It’s The Law.” The goal is to reduce the number of stray animals in neighborhoods.

Why:

- In 2013, there were 12,569 stray dogs removed from public streets.
- On the average, 100 dog bites are reported each month.
- About one half of all bites come from animals with known owners.
- A reduction in these statistics will require an education campaign in targeted areas
- Captured stray and bite animals have a higher incidence of poor health records, no license and no leash/proper enclosure; thus, the campaign should also address other concerns:
 - Importance of vaccinating pets: *Vaccinate Them – It’s The Law*
 - Licensing pets: *License Them – It’s The Law*
 - Pets must be on a leash - *Leash Them – It’s The Law*

How:

- We identified ZIP codes with high bite and stray activity:
 - East: 76104, 76103, 76105
 - North: 76102, 76106, 76164, 76111
 - Northeast: 76119, 76117, 76118
- Public and private partners:
 - United States Post Office - Postal workers will help report aggressive and stray animals
 - Code Ranger and Code Blue volunteers will help report stray and aggressive animals – Radios will be updated so volunteers and staff can better coordinate
 - Strategic deployment of the ACC Stray Team
 - ACC Field Officers, FWPD patrol and NPO Officers
 - Code Officers: “Fence Fridays” (Targeting poor enclosures where pets can escape)
 - Neighborhood Education office
 - Community Centers and Libraries
 - Community organizations to include: Fort Worth Pet Project, Spay/Neuter Network and Texas Coalition for Animal Protection

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- Marketing collaterals:
 - A partnership with the United States Post Office, Fort Worth Office
 - Providing collateral resources to letter carriers. Letter carriers will distribute to the public
 - Window decals for US Post Office route vehicles
 - Postcards and door hangers (English and Spanish)
 - Advertisements in targeted neighborhood newspapers (English and Spanish)
 - Signage on the back of animal care and control trucks
 - Neighborhood billboards (English and Spanish)
 - Pocket-sized information cards for letter carries, animal control/code officers and FWPD patrol officers
 - Social media sites to include the City of Fort Worth, Fort Worth Henry, FWPD, Next Door
 - City website

For more information, please contact Brandon Scott Bennett, Director, at (817) 392-6322 or Dr. Timothy Morton, DVM, at (817) 392-7204.

**David Cooke
City Manager**