

DOG LICENSE CANVASSING PROGRAM

Public Works Department

Safety, Wellness, and Youth Committee
October 21, 2020

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BACKGROUND

1. Since 1995, the County of Riverside has provided the city with a dog license canvassing program as part of our Field Services Agreement.
2. This program is designed to:
 - a) Increase compliance with licensing requirements
 - b) Enhance community outreach and education efforts



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BACKGROUND

3. Due to budget cuts at the County, the program has been defunded.
4. Staff is seeking direction or feedback on possible options for this program:
 - a) Enter talks with the County to allow the program to continue as part of our Field Services Agreement;
 - b) Run the program in-house; or
 - c) Discontinue the program.



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BACKGROUND

How does it work?

1. 2 Full-time Animal Control Officers walk city streets verifying license registrations.
2. If no license exists, a citation is issued.
3. If all requirements for a license are met, within 30 days of the citation being issued, all fines are dismissed and only the \$21 processing fee is owed.



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BACKGROUND

What are the benefits?



On average 14,805 dog licenses are sold each year as a direct result of this program. That doesn't include residual sales from future license renewals.



All the dogs licensed are microchipped, rabies vaccinated and altered.



The program pays for itself, generating an average of \$390,600 annually, of which 95% is license sales (56% of licenses from canvassing).

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BACKGROUND

What does it take to run the program?

1. Approximately \$200,000 annually for the following:
 - a) 2 Full-time Officers
 - b) 1 Vehicle
 - c) 2 Cell Phones
 - d) Uniforms
 - e) Citation Books
 - f) Postage
 - g) Miscellaneous Office Supplies



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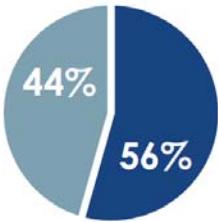
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BACKGROUND

What are others doing?

44 Cities were emailed a survey

61% responded



- 56% of Respondents **HAVE** a canvassing program
- 44% of Respondents **DO NOT** have a canvassing program



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DISCUSSION

What are our options?

1. Enter into talks with the County of Riverside to allow the Department of Animal Services to continue the program on the city's behalf;
2. Run the program in-house;
3. Cancel the program.



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RECOMMENDATIONS

That the Safety, Wellness, and Youth Committee:

1. Receive an update on the Dog License Canvassing Program; and
2. Direct staff to enter into discussions with the County of Riverside to allow the Department of Animal Services to continue the program on the city's behalf.



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