



CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: December 13, 2016

TO: Mayor and Councilmembers

FROM: Chief's Staff, Police Department

SUBJECT: Agreement For Pet Licensing Services With PetData And Amendment To The Fee Schedule For Animal Control

RECOMMENDATION: That Council:

- A. Authorize the Chief of Police to execute a professional services agreement with PetData, Inc. for pet licensing services in an amount not to exceed \$25,000 per year for three fiscal years, with options to renew for two additional 1-year periods, for a total possible term of five years with a value not to exceed \$125,000; and
- B. Adopt, by reading of title only, A Resolution of the Council of the City of Santa Barbara Amending Resolution No. 16-044 to Adjust Animal Control Fees Related to Pet Licensing Effective December 6, 2016.

DISCUSSION:

In July 2010, the City of Santa Barbara hired an outside contractor to process pet licenses after the retirement of the Animal Control Supervisor. An automatic annual renewal notification system was put in place, which significantly reduced City staff time spent handling licenses. PetData, Inc. was selected as the vendor in 2010 and has continued to provide this service for the Police Department. On average, 3,500 pet licenses are issued each year from the City and PetData. PetData handles all online and mailed license requests, but residents are still able to get a license over the counter at the Police Department.

For the first time in six years PetData has requested an increase in the administrative fee related to issuing dog licenses. The proposed rates are shown in the chart below.

	Current Admin. Fee	Proposed Admin. Fee
6 mo. License	\$ 4.00	\$ 4.50
1-year License	\$ 4.00	\$ 4.50
2-year license	\$ 6.00	\$ 6.50
3-year license	\$ 8.00	\$ 8.50
6 mo. License (Senior)	\$ 4.00	\$ 4.50
1-year License (Senior)	\$ 4.00	\$ 4.50
2-year license (Senior)	\$ 6.00	\$ 6.50
3-year license (Senior)	\$ 8.00	\$ 8.50
Admin. Fee (duplicate & delinquent)	\$ 4.00	\$ 4.50
Admin. Fee Late fees	\$ 2.50	\$ 3.00
Replacement Tag	\$ 4.00	\$ 4.50

The administrative fee changes will be effective December 13, 2016.

BUDGET/FINANCIAL INFORMATION:

The administrative fees are paid by customers, not the City. In previous years, there was no cap on the total fees charged by PetData to customers. In Fiscal Year 2016, PetData received a total of \$16,127. The increase in administrative fees per this agreement is expected to result in fees collected by PetData above the \$16,127, but ultimately it will be based on how many licenses are actually processed by PetData. This agreement for the first time puts a cap of \$25,000 per year on the total administrative fees PetData can charge.

A copy of the contract/agreement is available for public review in the City Clerk's Office.

PREPARED BY: Lori Pedersen, Business Manager

SUBMITTED BY: Lori Luhnnow, Chief of Police

APPROVED BY: City Administrator's Office