



CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: January 24, 2017

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 Establishing Certain City Fees, Adjusting Animal Control Administrative Fees Related to Pet Licensing.

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)	\$ 4.00	\$ 4.50
Admin. Fee Late fees	\$ 2.50	\$ 3.00

Please see the attached "Animal Control Fees" document providing the fees for licensing of dogs (altered and unaltered) and unaltered cats.

The administrative fee changes will be effective January 25, 2017.

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 will ultimately depend on how many licenses are actually processed by PetData. This agreement, for the first time, places a cap of \$25,000 per year on the total administrative fees that PetData can charge.

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

ATTACHMENT: Animal Control Fees

PREPARED BY: Lori Pedersen, Business Manager

SUBMITTED BY: Lori Luhnnow, Chief of Police

APPROVED BY: City Administrator's Office

ANIMAL CONTROL FEES

Section 6.12.050 of the Santa Barbara Municipal Code authorizes the City Council to set fees and charges for custody or control of dogs.

Section 6.12.055 of the Santa Barbara Municipal Code authorizes the City Council to set fees and charges for the custody or control of unaltered cats.

The following fees apply to the licensing of dogs (altered and unaltered) and unaltered cats:

<u>Unaltered Dog/Cat</u>	<u>6 mo</u>	<u>1 year</u>	<u>2 years</u>	<u>3 years</u>
License Fee	\$ 25.00	\$ 50.00	\$100.00	\$150.00
Administration Fee	4.00 4.50	4.00 4.50	6.00 6.50	8.00 8.50
Education Fee	<u>\$ 10.00</u>	<u>\$ 10.00</u>	<u>\$ 10.00</u>	<u>\$ 10.00</u>
	\$ 39.00 39.50	\$ 64.00 64.50	\$116.00 116.50	\$168.00 168.50
<u>Unaltered Dog/Cat</u>				
<u>Senior Owner (65+)</u>	<u>6 mo</u>	<u>1 year</u>	<u>2 years</u>	<u>3 years</u>
License Fee	\$ 12.50	\$ 25.00	\$ 50.00	\$ 75.00
Administration Fee	4.00 4.50	4.00 4.50	6.00 6.50	8.00 8.50
Education Fee	<u>\$ 10.00</u>	<u>\$ 10.00</u>	<u>\$ 10.00</u>	<u>\$ 10.00</u>
	\$ 26.50 27.00	\$ 39.00 39.50	\$ 66.00 66.50	\$ 93.00 93.50
<u>Altered Dog</u>	<u>6 mo</u>	<u>1 year</u>	<u>2 years</u>	<u>3 years</u>
License Fee	\$ 12.50	\$ 25.00	\$ 50.00	\$ 75.00
Administration Fee	<u>4.00 4.50</u>	<u>4.00 4.50</u>	<u>6.00 6.50</u>	<u>8.00 8.50</u>
	\$ 16.50 17.00	\$ 29.00 29.50	\$ 56.00 56.50	\$ 83.00 83.50
<u>Altered Dog</u>				
<u>Senior Owner (65+)</u>	<u>6 mo</u>	<u>1 year</u>	<u>2 years</u>	<u>3 years</u>
License Fee	\$ 6.25	\$ 12.50	\$ 25.00	\$ 37.50
Administration Fee	<u>4.00 4.50</u>	<u>4.00 4.50</u>	<u>6.00 6.50</u>	<u>8.00 8.50</u>
	\$ 10.25 10.75	\$ 16.50 17.00	\$ 31.00 31.50	\$ 45.50 46.00

Duplicate License	\$ 12.00
Administration Fee	\$ 4.00 4.50
	\$ 16.00 16.50
<u>Senior Owner (65+)</u>	
Sr. Duplicate License	\$ 6.00
Administrative Fee	\$ 4.00 4.50
	\$ 10.00 10.50
<u>Late Fee</u>	
Delinquent Fee	\$ 25.00
Administrative Fee	2.50 3.00
Total	\$27.50 28.00

Online Processing Fee Per Transaction	\$ 2.00
Late Fee for returned check	\$ 25.00

Education Fee: Section 6.12.058 of the Santa Barbara Municipal Code authorizes the City Council to establish a surcharge on the licenses for unaltered dogs or cats to fund educational outreach activities regarding the possible concerns with owning an unaltered pet and to foster methods to encourage City pet owners to be responsible in the ownership and maintenance of an unaltered pet.

Late Fee: Any time a payment is received after the due date, the payment shall be subject to a late fee of \$25 and an extra administrative fee of ~~\$2.50~~ 3.00, in addition to the underlying fee amount.

Section 6.12.100 of the Santa Barbara Municipal Code authorizes the City Council to set fees for obtaining a kennel license.

1. Kennel License and Application Fee \$250.00