



# CITY OF SANTA BARBARA

## COUNCIL AGENDA REPORT

**AGENDA DATE:** April 25, 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 City Administrator 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 and Adjusting Animal Control Administrative Fees Related to Pet Licensing.

**DISCUSSION:**

In July 2010, the City of Santa Barbara hired PetData to provide a comprehensive animal licensing process after the retirement of the Animal Control Supervisor and elimination of the supervisor position. The most significant improvement was an automatic annual renewal notification, as well as the ability for animal owners to submit paperwork and pay online. PetData is also responsible for verifying online and mailed application documentation for completeness (i.e. rabies vaccination, veterinarian consult for intact animals) before issuing a license. Additionally, permits are available in person at the Police Department on Mondays and Wednesdays for those requiring immediate assistance or those that may not have access to the online system.

PetData is the only full-service business process solution for handling pet licenses. They provide an automatic annual renewal notification system, which significantly reduces City staff time spent handling licenses. There are vendors that offer software solutions for handling licenses but the City would then need to have full-time staff available to handle the mailings, renewal notification, and vaccination and sterilization verification. 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. The majority of people coming to the department to get a license need the license because they received a citation for not having a license.

In some municipalities, veterinarians are required to supply the vaccination records to the agency, along with the pet owner's information. The agency then, through PetData, advises the pet owner of the licensing options and fees. Some agencies have found that this helps increase the number of licenses obtained by pet owners. Santa Barbara's pet licensing ordinance does not require that veterinarians share their client information and the burden of licensing remains with the pet owner.

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	<b>\$ 4.50</b>
1-year License	\$ 4.00	<b>\$ 4.50</b>
2-year license	\$ 6.00	<b>\$ 6.50</b>
3-year license	\$ 8.00	<b>\$ 8.50</b>
6 mo. License (Senior)	\$ 4.00	<b>\$ 4.50</b>
1-year License (Senior)	\$ 4.00	<b>\$ 4.50</b>
2-year license (Senior)	\$ 6.00	<b>\$ 6.50</b>
3-year license (Senior)	\$ 8.00	<b>\$ 8.50</b>
Late fees	\$ 2.50	<b>\$ 3.00</b>
Replacement Tag	\$ 4.00	<b>\$ 4.50</b>

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 May 1, 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.

Council Agenda Report  
Agreement For Pet Licensing Services With PetData And Amendment To The Fee  
Schedule For Animal Control  
April 25, 2017  
Page 3

**ATTACHMENTS:** 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	<del>4.00</del> 4.50	<del>4.00</del> 4.50	<del>6.00</del> 6.50	<del>8.00</del> 8.50
Education Fee	<u>\$ 10.00</u>	<u>\$ 10.00</u>	<u>\$ 10.00</u>	<u>\$ 10.00</u>
	<del>\$ 39.00</del> 39.50	<del>\$ 64.00</del> 64.50	<del>\$116.00</del> 116.50	<del>\$168.00</del> 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	<del>4.00</del> 4.50	<del>4.00</del> 4.50	<del>6.00</del> 6.50	<del>8.00</del> 8.50
Education Fee	<u>\$ 10.00</u>	<u>\$ 10.00</u>	<u>\$ 10.00</u>	<u>\$ 10.00</u>
	<del>\$ 26.50</del> 27.00	<del>\$ 39.00</del> 39.50	<del>\$ 66.00</del> 66.50	<del>\$ 93.00</del> 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	<del>4.00</del> 4.50	<del>4.00</del> 4.50	<del>6.00</del> 6.50	<del>8.00</del> 8.50
	<del>\$ 16.50</del> 17.00	<del>\$ 29.00</del> 29.50	<del>\$ 56.00</del> 56.50	<del>\$ 83.00</del> 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	<del>4.00</del> 4.50	<del>4.00</del> 4.50	<del>6.00</del> 6.50	<del>8.00</del> 8.50
	<del>\$ 10.25</del> 10.75	<del>\$ 16.50</del> 17.00	<del>\$ 31.00</del> 31.50	<del>\$ 45.50</del> 46.00

Duplicate License	\$ 12.00
Administration Fee	<del>\$ 4.00</del> 4.50
	\$ <del>16.00</del> 16.50
<u>Senior Owner (65+)</u>	
Sr. Duplicate License	\$ 6.00
Administrative Fee	<del>\$ 4.00</del> 4.50
	\$ <del>40.00</del> 10.50
<u>Late Fee</u>	
Delinquent Fee	\$ 25.00
Administrative Fee	<del>2.50</del> 3.00
Total	<del>\$27.50</del> 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