



Request for City Council Committee Action from the Department of Regulatory Services

Date: March 11, 2008

To: CM Don Samuels, Chair of Public Safety and Regulatory Services Committee

Subject: Public Safety and Regulatory Services Committee directed staff to report back with a summary of what a one-year position/FTE dedicated to increasing pet licensing would entail (salary, duties, and outcomes).

Recommendation: Receive and file.

Previous Directives: NA

Prepared by:

Lori Olson, Deputy Director, Environmental Management
Dan Niziolek, Manager Animal Care and Control

Presenters in Committee:

Lori Olson, Deputy Director, Environmental Management
Dan Niziolek, Manager Animal Care and Control

Approved by:

Burt Osborne, Director

Financial Impact

- No financial impact
- Action requires an appropriation increase to the ___ Capital Budget or ___ Operating Budget
- Action provides increased revenue for appropriation increase
- Action requires use of contingency or reserves
- Action is within the Business Plan
- Action requires a change to the Business Plan
- Other financial impact – Fine and fee increases for cost recovery.

Community Impact

Neighborhood Notification
City Goals
Comprehensive Plan
Zoning Code
Other

Supporting Information

Minneapolis Animal Care & Control (ACC) is working to develop strategies to increase annual pet licensing in Minneapolis. We are looking at a variety of ways to increase licensing by making it easier and more accessible to our residents.

Currently, less than 5% of Minneapolis pets (cats and dogs) are licensed. Of the 107,000 dogs estimated to be living in Minneapolis, 9,007 were licensed in 2007. The numbers are significantly lower for our feline population with only 124 cats licensed out of the 115,000 plus cats in the city.

Animal Care and Control reviewed current research and other municipalities' practices of licensing pets. Research on pet licensing points to the importance of the following strategies for increasing the percentage of animals licensed:

- Ease, availability, and multi-modes for purchasing licenses;
- Marketing/educating the benefit of pet licensing;
- Significant consequences for violators;
- Outreach;
- Incentives;
- Partnerships.

Research of other municipalities, demonstrated that their strategies encompassed practices that fell in these categories. The most common include: on-line pet licensing, door to door canvassing regarding pet licensing, significant fines for non-compliance, multiple locations for purchasing licenses (i.e. vets and neighborhood service centers), discounts for seniors, options of one or multi-year licenses, marketing campaigns promoting the benefits of pet licenses, and offering a holistic animal care and control program.

Animal Care & Control has also met with a stakeholder group composed of veterinarian clinics, dog daycares and pet stores to collect their input onto how Animal Control can increase licensing.

Strategies for Minneapolis Animal Care & Control

At the March 26th PS&RS Committee meeting, Minneapolis Animal Care & Control offered a variety of strategies that could increase the number of pets licensed in the City of Minneapolis. At the Committee meeting, staff was directed to report back with a summary of what a one-year position/FTE dedicated to increasing pet licensing would entail (salary, duties, and outcomes).

ACC recommends that the position be a Project Coordinator position. (See accompanying job description.)

In addition, ACC has identified goals associated with the addition of the position. (See attached goals document.)

April 1st, 2008

Minneapolis Animal Care and Control

PROJECT COORDINATOR POSITION – PET LICENSING

NATURE OF WORK

Coordinate the development, implementation, and administration of the pet licensing program. This will encompass:

- Facilitate Pet Licensing working group.
- Develop, implement, and administer on-line pet licensing. Coordinate, monitor, and maintain on-line application. Administer contracts, oversee budget, and provide Manager with financial reports.
- Coordinate involvement of businesses in pet licensing. Administer contracts, as well as license issuance, payment collection, and documentation by businesses.
- Coordinate and administer license renewal process, including mailings, processing, recording, and late notices.
- Partner with Communications Department to coordinate, implement and administer marketing and education.
- Coordinate and administer pet license issuance through other departments and divisions.
- Coordinate program monitoring – ensure compliance with performance measures.
- Pursue grants or donations to support program.

TYPICAL DUTIES AND RESPONSIBILITIES

(Including, but not limited to the following)

- Represent the project/program on multi-department or inter-agency task forces, committees, and related organizations.
- Coordinate partnership activities with both external and internal stakeholders that help achieve the goals of the project or program.
- Coordinate planning, development, and implementation of programs including development of standards, regulations and appraisal systems.
- Provide leadership in development and delivery of outreach and educational programs and materials.
- Prepare and make presentations to groups, citizens, elected officials, staff, and act as a liaison regarding project/program activities.
- Participate in developing proposals, revision to rules, regulations, ordinances, and other formal documentation for the review and approval of elected officials, and other governing bodies.
- Develop and administer budgets and contracts.
- Manage operational activities of the program or project, including record keeping, computer applications, grantor reporting, etc.
- Participate in and coordinate others engaged in grant seeking and grant proposal development.

- Manage and maintain formal monitoring systems to ensure compliance with standards.
- Oversee the collection and organization of information for reports, case studies, and other documentation related to the project or program managed.

OTHER SPECIFICATIONS

- Good knowledge of public administration
- Developed writing skills and knowledge of contract and grant proposal preparation.
- Ability to read and interpret official specifications, regulations, ordinances, etc.
- Good analytical skills.
- Good working knowledge of web applications, data bases, and basic office software.
- Strong verbal communication skills.
- Knowledge of budget development and management.

WORKING CONDITIONS: Normal Office Setting.



Minneapolis Animal Care and Control

Goals of the Pet Licensing Project

Goal One: Increase the number of pets licensed in the City of Minneapolis.

- Within 24 months of implementation of on-line licensing double number of animals licensed in 2007 (9,000 to 18,000).

Goal Two: Establish a user friendly pet licensing program.

- Multiple methods of licensing.
- 24/7 licensing opportunities.
- Licensing opportunities convenient to residents (able to license in the course of everyday activities; e.g. at home, at the vet, at the pet store, etc.)
- Incentive based fees (lifetime, senior and sibling rates).
- Ease of licensing (self-verification for rabies and sterilization).
- Tracking system to determine methods most preferred for licensing.
- Events.

Goal Three: Engage partners to increase number of pets licensed.

- Develop Minneapolis Animal Care & Control Advisory Board
- 3 Vet Clinics
- 3 Pet Stores
- 2 Others

Goal Four: Increase the level of understanding of Minneapolis residents of the requirements and benefits of pet licensing.

- Communications strategy.
- Increase number of strays reunited with owner within 24 hours.

Goal Five: Increase revenue generated from pet licensing fees.

- Within 24 months of implementation of on-line licensing – increase licensing revenue by \$275,000.