



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

Date: November 1, 2010

To: Council Member Don Samuels, Chair – Public Safety & Health Committee

Subject: Administrative fine for failure to license dogs or cats

Recommendation: That the City Council adopt the proposed amendment to the Schedule of Civil Fines for Administrative Offenses to increase the fine for failure to license dog or cat (Title 4, Animals and Fowl) from \$100 to \$200.

Previous Directives: NA

Department Information

Prepared by: Lori Olson, Deputy Director of Environmental Management and Dan Niziolek, Manager of Minneapolis Animal Care & Control

Approved by:

Rocco Forté, Director of Emergency Preparedness & Regulatory Services

Burt Osborne, Director of Operations, Licensing, and Environmental Services

Lori Olson, Deputy Director of Environmental Management

Presenters in Committee: Lori Olson, Deputy Director of Environmental Management and Dan Niziolek, Manager of Minneapolis Animal Care & Control

Reviews

- Permanent Review Committee (PRC): Approval ___ Date _____
- Civil Rights Approval Approval ___ Date _____
- Policy Review Group (PRG): Approval ___ Date _____

Financial Impact

- No financial impact

Community Impact

- Neighborhood Notification
- City Goals
- Comprehensive Plan
- Zoning Code
- Other

Supporting Information

The proposed resolution seeks to increase the administrative penalty for failure to license a dog or cat from \$100 to \$200. This action will bring failure to license violations in line with the majority of Regulatory Services administrative fines.

Background:

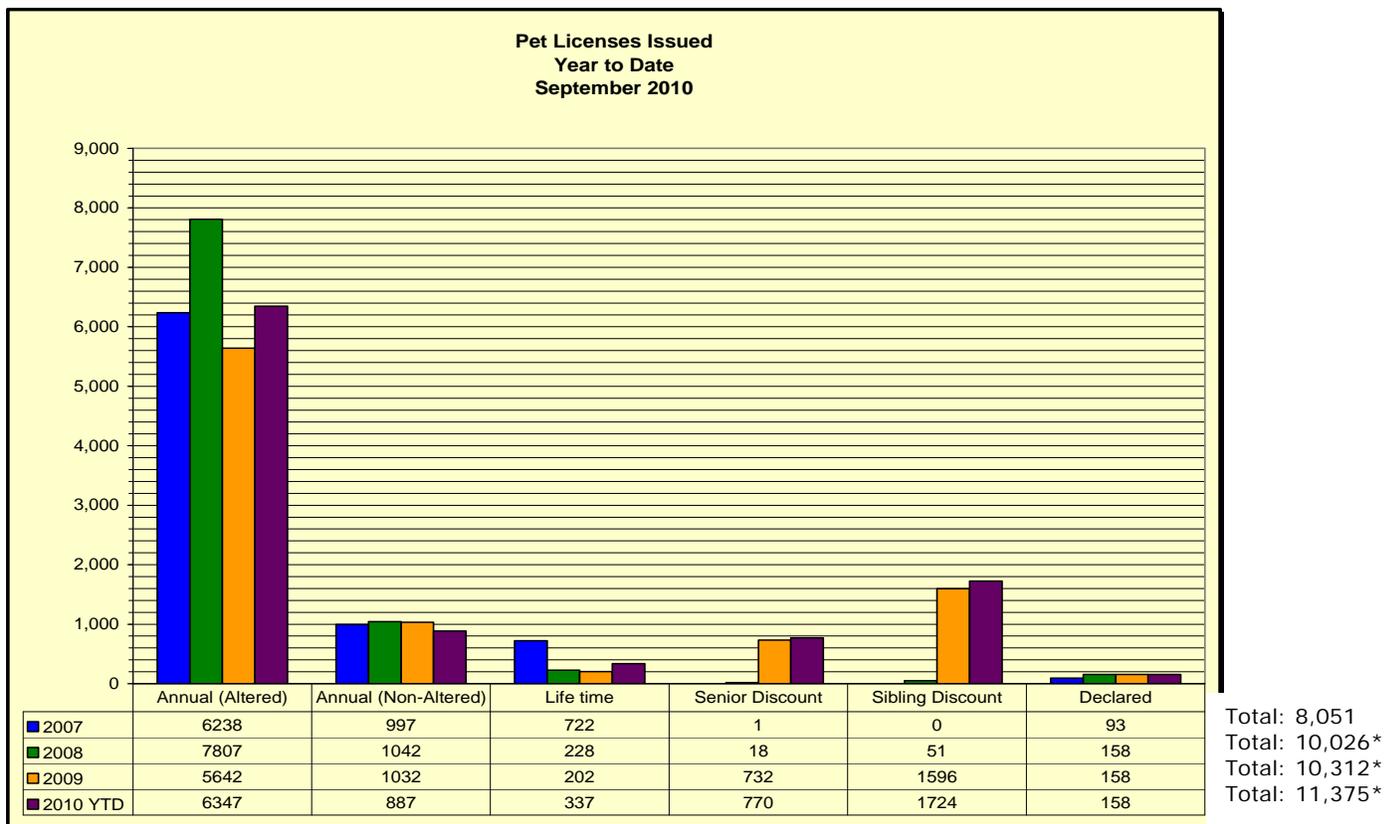
Over the last five years, Minneapolis Animal Care & Control (MACC) has developed several methods to encourage pet licensing.

In 2005, MACC had a low financial penalty for failure to license to encourage people who got cited to also buy a license. At that time, the citation was \$25 (more than the cost of the license, \$30). In 2007, the citation amount was raised to \$100 to be more aggressive for non-compliant pet owners. At the same time, we added senior and sibling discounts to continue to encourage pet licensing. In 2008, Minneapolis Development Review began selling pet licenses, and in December 2009, MACC went live with online pet licensing to make it easier for people to license their pets. MACC has also increased our presence at community events, advertised in local papers, and used the December utility billing insert as attempts to increase awareness of pet licensing and its benefits. Despite these efforts, MACC has seen only a modest increase in the number of pets licensed in Minneapolis.

MACC has tried the 'soft' stick with low fines and added some 'carrots' with reduced fees for special pet owner groups. MACC has made it more convenient to license pets with online licensing and our partnership efforts. MACC has attempted to make pet licensing easier for Minneapolis pet owners, but we are not seeing the gains in pet licensing that we need to meet our goal of 20 percent of pets licensed in Minneapolis (or 46,000 licenses). Currently less than 5 percent (or 11,375) of Minneapolis pets have licenses.

MACC will continue to allow people to apply the pet license fee to the cost of the citation.

The Minneapolis Animal Care & Control Advisory Board endorses this amendment.



*Includes lifetime licenses