



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

Date: February 16, 2011

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

Subject: Ordinance amending Title 4, Chapter 64 of the Minneapolis Code of Ordinances relating to Animals and Fowl: Dogs, Cats, Ferrets, and Rabbits, adding the provision for a three-year pet license

Recommendation: Approval of the ordinance amendment

Previous Directives: November 2010 - City Council approved an ordinance change (64.30) to the expiration date of pet licenses, allowing licenses to expire twelve months from the date of purchase. The ordinance change will take effect February 1, 2011.

2008 - City Council approved ordinance changes (64.30) to allow for: a) \$15 discount for seniors aged 65 or more, b) \$10 discount for pet owners who had spayed/neutered sibling animals (two siblings maximum per household), and c) an increase in the fine for failure to license (with fix-it-ticket)

Department Information

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Approved by:

Rocco Forté, Director of Emergency Preparedness & Regulatory Services

Dana Banwer, Director of Licensing & Environmental Services

Presenters in Committee: Jeanette Wiedemeier Bower, Dan Niziolek

Financial Impact

- Action is within the Business Plan

Community Impact

- City Goals

Supporting Information

In 2008, MACC presented a work plan to the city council to increase the number of pets licensed in the City of Minneapolis. Toward this end, we have set the following plans in motion:

In 2008, we created two new license types: a Senior Discount and a Sibling Discount, and increased the fine for failure to license an animal (including a Fix-It ticket). The following year, we created a new program that allowed residents to license their pets at Minneapolis Development Review (MDR), and marketed pet licenses with a Minneapolis Utility Bill insert.

In 2010, MACC went live with our on-line pet licensing option, created a program whereby residents could license over the phone using 311, and hired a position responsible for increasing revenue through pet licensing. And, on February 1, 2011, all pet licenses expire one year after the date of purchase. All of these new policies and programs were designed to make pet licensing easier for Minneapolis residents and encourage pet owners to license their animals.

The three-year pet license is yet another policy option to help MACC reach our goal of increasing pet licenses. Later in 2011, we will roll out a new program whereby veterinary clinics will sell license tags to their clients. We believe this will be a great opportunity for pet owners because they will be able to purchase their pet license tags at the same time they vaccinate their animals for rabies. Because rabies shots are often given every three years, MACC staff believes that pet owners would appreciate the added convenience of a one-stop animal care experience by working with their personal vet. We have heard from some vet clinics that there will be additional work involved for their staff, so MACC is looking at providing a financial incentive to the vet clinics for every license tag sold. The City of Saint Paul current does this, and MACC utilized the same tactic roughly ten years ago.

Because MACC will need to pay the vet clinics, the three-year license tag will not be discounted. The benefit to the resident is the convenience of purchasing the pet license when they are receiving veterinarian services.