



MULTNOMAH COUNTY AGENDA PLACEMENT REQUEST

(revised 12/31/09)

Board Clerk Use Only

Meeting Date: 07/01/2010
Agenda Item #: R-8
Est. Start Time: 11:25 am
Date Submitted: 6/9/2010

Agenda Title: **Pet License Fee Resolution**

Note: If Ordinance, Resolution, Order or Proclamation, provide exact title. For all other submissions, provide a clearly written title sufficient to describe the action requested.

Requested Meeting Date:	<u>June 24, 2010</u>	Amount of Time Needed:	<u>30 minutes</u>
Department:	<u>Community Services</u>	Division:	<u>Animal Services</u>
Contact(s):	<u>Mike Oswald</u>		
Phone:	<u>503-988-7387</u>	Ext.	<u>25234</u>
Presenter(s):	<u>Mike Oswald</u>	I/O Address:	<u>B324</u>

General Information

1. What action are you requesting from the Board?

Request approval of a Resolution to increase pet license fees

2. Please provide sufficient background information for the Board and the public to understand this issue. Please note which Program Offer this action affects and how it impacts the results.

In May 2008, the Portland City Council and the Multnomah County Board of Commissioners chartered the City-County Animal Services Task Force. The taskforce was asked to study and evaluate options, and make recommendations for appropriate and viable service levels and priorities, and a sustainable funding method, to insure continued services into the future. Specifically the City and County asked the Taskforce to provide viable options for two goals: Restore animal services, beyond the reduced-service status quo; and, provide a sustainable funding mechanism that puts the bulk of the cost of funding restored and enhanced animal services on animal owners.

Upon receipt of the Task Force report, the County Commission and City Council chartered an Implementation Team to test the feasibility of the Taskforce recommendations. The Implementation Team completed its report in January 2010. The Team concluded that the most feasible approach for implementing the Task Force recommendations was to increase participation in a higher-value licensing program, coupled with an increase in license fees and higher fines for non-compliance. The Implementation Team recommended increasing countywide license fees for dogs and cats.

The implementation strategy that emerged was to build the Task Force recommendations in to the FY2011 Executive Budget proposal. Animal Service restorations and service enhancements in the FY11 budget request will be funded by raising pet license fees. This strategy was supported by Chair Jeff Cogen. As a result, the Animal Services Division submitted the FY11 budget proposal which will implement the majority of the Task Force recommendations.

The pet license fee increase will fund, the following:

- Two Officer positions will be added. This will allow us to restore stray holding dog pick-up service, and neighborhood nuisance investigations. This restores the two officer positions that were cut in FY2007. This was a Task Force recommendation.
- Add a new License Collection position. This was a Task Force recommendation, and an element of Calgary, Alberta's successful licensing model.
- Add \$100,000 (one-time-only) to develop a marketing campaign for re-branding licensing, stressing the value and benefit to pet owners and the community. This was a Task Force recommendation.
- Add \$65,000 dedicated each year to fund spay and neuter surgeries for low income pet owners. This was a Task Force recommendation.

3. Explain the fiscal impact (current year and ongoing).

The fee resolution will establish a new license fee for cat and dog licensing. The one year pet license fee will increase from \$18 to \$25 for dogs, and from \$8 to \$12 for cats. The fee resolution establishes a 20% discount for a 2-year license, and a 33% discount for a 3-year license. The new fees are projected to raise an additional \$517,000 revenue in FY11, and similar amounts in future years. This will be used to restore services and fund service enhancements. Total pet license revenue for FY11 is projected to be \$1,823,525.

4. Explain any legal and/or policy issues involved.

Chapter 13 of the County Code authorizes pet licensing fees. The City – County Animal Services Task Force recommendations, which included raising fees, was accepted by the Board of County Commissioners in May 2008.

5. Explain any citizen and/or other government participation that has or will take place.

The license fee changes were part of the recommendations from the City of Portland – Multnomah County Animal Services Task Force. The Task Force met over a 18 month period. The membership included representatives from three City Bureaus, the Portland Veterinary Medical Association; nonprofit animal welfare organizations; the ASFCME labor Union; Dove Lewis Emergency Medical Hospital; and interested citizens. The Task Force engaged citizens and pet owners in three community forums, and four focus group sessions.

Required Signature

**Elected Official or
Department/
Agency Director:** _____

Date: _____