



**King County**

Department of Executive Services  
Records and Licensing Services Division

**Executive Response to Metropolitan King County Council  
Motion 12961**

Motion 12961:

A. The executive is requested to study options for creating a sales incentive program that will encourage the increased sales of pet licenses by providing financial incentives for non-county government license sellers to sell more licenses. Any proposed program shall seek to maintain or increase the net license revenue received by the county as projected in the 2009 budget. The executive is requested to consider the following in developing such an incentive program:

1. Input by veterinarians, shelters, cities and other entities selling licenses;
2. Opportunities to expand the number of license sellers;
3. Opportunities to make the sale of licenses and the remittance of the revenues more efficient for the license seller, including opportunities to better use technology;
4. Opportunities to offer financial incentives to those licenses sellers who can demonstrate an increase in licenses sold over time;
5. Detailed analysis of existing license sales data;
6. Best practices of other jurisdictions in encouraging the sale of pet licenses and the participation of non-licensing agencies in the sale of licenses;
7. Cost of implementation; and
8. A pilot project in order to test and evaluate different incentive options.

B. The executive is requested to develop a report with findings and recommendations for a license sales incentive program that will encourage the increased issuance of pet licenses by providing license sellers financial incentives to sell more licenses. By June 30, 2009, the executive shall transmit a proposed motion for the acceptance of the report, including the report as an attachment to the motion, to the council for its consideration.



## King County

Department of Executive Services  
Records and Licensing Services Division

### Executive Response to Council Motion 12961

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# **I. Executive Summary**

Pet licensing is recognized by many national animal welfare organizations<sup>1</sup> as an important element of animal care and control programs throughout the United States and other countries, including Canada. Pet licensing is a critical component of programs focused on responsible pet ownership. Pet licensing is required by law in most jurisdictions.

Pet licensing plays a critical role and provides significant benefits for the pet owner, the animal care and control agency, and most importantly, the pet itself. Pet licenses provide an insurance policy for pet owners to help ensure they are reunited with their pet should it ever get lost. Animal care and control agencies rely on pet licenses to provide revenue to support their programs. Pet licensing is seen by some as a user fee for pet owners.

Animal care and control agencies encourage citizens to license their pets through incentives, deterrents, and administrative functions. Incentives for pet licensing around the country include free-rides home for licensed pets, longer holding periods in the animal shelter for licensed pets, and discounted fees. Deterrents include fines for not licensing. Administrative functions include programs to mail pet license renewal notices to pet owners.

There does not appear to be a centralized location or clearinghouse for best practices related to pet licensing. Many national animal welfare organizations recognize pet licensing as an important component of a model animal care and control program, but have not published a detailed list of best practices for pet licensing programs.

Some national animal welfare organizations<sup>2</sup> recognize specific pet license program elements for their effectiveness, success, or innovation. It is, therefore, possible to assemble a collection of practices that would constitute a model pet licensing program.

These best practices include:

- An administrative program to track and renew pet licenses
- Making payment for pet licenses easy for the pet owner
  - Multiple pet license sales outlets (partners)
  - Online pet license sales
  - Accepting credit cards for pet license sales
- Deterrents to not licensing
  - Penalties/fines for not licensing
  - “Problem Pet Owner” codes
- Incentives for licensing
  - Free-ride home for licensed pets
  - Longer stays in the shelter for licensed pets
  - Vacation pet alerts for licensed pets

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<sup>1</sup> Including ASPCA, NACA, American Humane, HSUS, AVMA

<sup>2</sup> Including ASPCA and Best Friends

- Promotions such as free micro-chipping or spay/neuter vouchers
- Pet license canvassing
  - Door to door canvassing
  - Telephone canvassing
- Education/outreach about responsible pet ownership and the benefits of licensing
  - Media advertising
  - Programs in schools
  - Mailers
- Linking rabies vaccinations with pet licenses
  - Rabies vaccinations required
  - Licensing of pets required
  - Proof of rabies vaccinations required to license
  - Veterinarians are required to share pet owner information from vaccinations performed
- Differential license fees
  - Higher fees for unaltered pets
  - Discounted fees for seniors and disabled people

King County's pet license program has incorporated many of these best practices, including a renewal program, some easy payment options, deterrents (in 2009), incentives, canvassing, education/outreach, and differential fees. The primary best practices King County has not incorporated are the linking of rabies vaccinations with pet licenses, and strict no-tolerance fines for pet license non-compliance. King County can also do more to encourage partners to increase sales.

King County's license compliance rate is competitive with those of jurisdictions around the country that are considered successful and that were studied for this report<sup>3</sup>. King County's license compliance rates of 21 percent overall (29 percent for dogs and 14 percent for cats) are higher than most local jurisdictions.

Though King County is using many best practices and has relatively good pet license compliance rates, additional program enhancements may be needed to achieve license compliance rates that are high enough to support the animal care and control program. The process of upgrading the pet licensing program for the future began last year with the adoption by the King County Council of the "Saving Lives Pet Partnership" program, which incorporated additional responsible pet ownership outreach with a deterrent for not licensing.

Pet license sales by King County have more than doubled since 1992, when the County Council adopted significant changes to the animal care and control program, including enhancing differential fees for altered and unaltered pets, and creating the pet license canvassing program. Total pet license issuance in 1992 was 62,788, with 62,661 of those being paid licenses (the others were lifetime senior renewals at no cost). In 2008, the total number of pet licenses issued was 134,027, with 111,597 paid licenses sold.

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<sup>3</sup> Including Calgary, Alberta; Seattle, Washington; Fremont, California; and Spokane County, Washington.

Pet license sales peaked in 2003 with 152,195 total licenses issued, and 131,668 paid licenses sold. Total pet license issuance and paid license sales have declined through 2008.

While overall pet license sales have been declining in recent years, online pet license sales have continued to increase since the service began in 2004, going from 1,484 in 2004 to 23,919 in 2008.

One factor in the decline of pet license sales since 2003 has been a diminished focus on pet licensing promotions and program enhancements. In recent years, King County's primary focus has been on improving the care of the animals in the shelters and reducing euthanasia rates. This diminished focus on pet licensing has led to fewer programmatic additions to the pet licensing operation as in previous years. The last major programmatic enhancement prior to the adoption of the "Saving Lives Pet Partnership" in 2008 was the introduction of online pet license sales in 2004.

King County has approximately 100 sales partners and is working to increase this number. Even with such a large number of partners, there are many opportunities to expand, including to more pet supply stores. Approximately 8 percent of the overall license sales revenue was generated by sales partners in 2008. Sales partners include:

- 33 veterinary clinics
- 11 license agencies (private businesses)
- 25 QFC Stores
- 27 cities
- 6 non-profits or animal shelters
- 1 Pet Supply Store
- 6 Apartment Complexes

King County pet license sales partners receive a small monetary rebate for each license they sell, ranging from \$1 to \$3. Input from a survey conducted recently by King County Pet Licensing shows that better financial incentives would encourage sales partners to increase pet license sales. King County Pet Licensing is responding to these survey results and Motion 12961 by considering creating two programs related to rebates for sales partners.

The first program would be aimed at retaining existing sales partners and attracting new sales partners in 2009 by increasing the base rebates for pet license sales significantly – to \$10 for regular new dog and cat licenses, \$3 for dog and cat paid license renewals, and \$5 for new paid senior licenses.

The second program, based on sales performance, would be aimed at encouraging all private sales partners to increase new license sales. The program would provide additional financial rebates based on the following formula – a 2 percent rebate for a 25 percent increase in new pet license sales; 4 percent for a 50 percent increase; 6 percent for a 75 percent increase; 8 percent for an increase of 100 percent or more.

Sales partners also expressed a desire in the recent survey to see more advertising and promotions regarding pet licenses. King County Pet Licensing is working on increased advertising and promotional opportunities for pet licensing, including mailers and door hangers. In addition, new procedures are being developed by King County Pet Licensing to make pet license administration easier for sales partners (and King County), including making better use of technology, such as software programs, and secure internet connections.

Looking forward, King County Pet Licensing is considering or implementing several program enhancements in the short-term:

- Saving Lives Pet Partnership
  - Increased education regarding responsible pet ownership and the benefits of licensing.
  - Soft enforcement<sup>4</sup> of the new penalty for failure to license. King County Animal Control Officers are using soft enforcement techniques to apply the new law as part of their normal calls. In addition, enhanced services officers are also using soft enforcement techniques to apply the new law.
- Programs that provide enhanced financial incentives for sales partners
  - Increasing base rebates for all private sales partners
  - Creating performance-based rebates for new license sales for all private sales partners
- New sales partnerships
  - Apartment complexes
  - Additional pet supply stores
- Licensing partnership with contract cities
  - City canvassing
  - City licensing enforcement
- Linking rabies vaccinations with pet licenses
  - Requires code changes by King County Council

## **II. Study Introduction**

### **King County Pet Licensing Program Overview**

#### **Background**

King County administers a pet licensing program for unincorporated King County and 31 cities that contract with King County for Animal Care and Control services. The following cities issue their own pet licenses: Seattle, Renton, Des Moines, Medina, Newcastle, and Normandy Park.

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<sup>4</sup> “Soft enforcement” means pet owners with unlicensed pets are offered the opportunity to purchase a license and if they do so, they are not penalized.

King County Code 11.04.030 sets the pet license requirements. According to 11.04.030, ***“All dogs and cats eight weeks old and older that are harbored, kept, or maintained in King County shall be licensed and registered annually.”*** Pet licenses are valid for one year from the month of issuance. Pet license fees cannot be prorated.

The fees for King County’s primary pet licenses were increased in 2009 for the first time in five years. License fees are now \$30 for altered dogs and cats, and \$90 for unaltered dogs and cats.

King County’s altered pet license fees are on the high end of the spectrum, but in the same range as other jurisdictions whose fees are on the high end. Pet licenses in Minneapolis are \$30 for altered dogs and cats; pet licenses in Calgary, Alberta are \$31 for dogs, but only \$10 for cats; pet licenses in Seattle are \$20 for an altered dog (1-year license) and \$15 for an altered cat (1-year license).

King County’s unaltered pet license fees are among the highest in the country, if not the highest. For example, Calgary, which has a higher altered dog license fee than King County, has a much lower unaltered dog license -- only \$52.

In King County, juvenile licenses can be obtained for pets eight weeks to six months old. Juvenile licenses are just \$5 and are valid for six months. Senior citizens 65 years and older can purchase a license good for the life of the pet, as long as the pet is spayed or neutered. The senior citizen pays a reduced fee one-time for this license (33 percent fee reduction for dog licenses -- \$20 for seniors vs. \$30 regular price; 60 percent fee reduction for cat licenses -- \$12 for seniors vs. \$30 regular price).

There were 134,027 licenses issued in 2008 – 111,597 of them paid licenses. Pet license issuance peaked in 2003 when 152,195 pet licenses were issued – 131,668 of them paid licenses. Since then the number of pet licenses issued has declined each year (please see Appendix A for detailed pet license statistics).

The overall pet license compliance rate in King County, as shown in Table A, is 21 percent – 29 percent for dogs, and 14 percent for cats. The pet license compliance rate is calculated using the King County total pet license issuance statistics for 2008, and the American Veterinary Medical Association (AVMA) pet population estimation formula (Total households multiplied by .632 for dogs and .713 for cats; households is total population divided by 2.5)



**Table A – Pet License Compliance Rates in King County**

Human Population Licensing Service Area	Households	Dog Population	Cat Population	Total Pets Population
1,185,018	474,007	299,572	337,967	637,539

Dog Licenses	Cat Licenses	Total Dog and Cat Licenses	Dog License Rate	Cat License Rate	Total License Rate
85,825	48,202	134,027	29 %	14%	21 %

In 2009, King County launched the Saving Lives Pet Partnership in an effort to increase the number of pets protected with a pet license and increase overall pet license sales rates (please see Appendix B for a program description).

### **Pet License Program Elements**

#### **Mail Renewals**

- King County mails pet license renewal forms to holders of active licenses each year. The license renewal forms are mailed the month prior to their expiration date.
- The vast majority of pet license renewals are generated through this mail activity.
- King County also mails reminder notices to citizens that do not renew their license on-time. If the pet owner does not renew based on the friendly reminder, King County will mail a late notice that includes a late penalty.

#### **Sales Partners**

- King County has approximately 100 sales partners and is working to increase this number. Sales partners include:
  - 33 veterinary clinics
  - 11 license agencies (private businesses)
  - 25 QFC Stores
  - 27 cities
  - 6 non-profits or animal shelters
  - 1 Pet Supply Store
  - 6 Apartment Complexes
- Approximately 8 percent of the license sales revenue was generated by sales partners in 2008.
- King County Pet License sales partners receive a small rebate in exchange for selling the pet licenses. The rebates range from \$1 per license, to \$3 per license.

## Canvassing

- King County was among the first jurisdictions in the country to use pet license canvassing as a strategy to increase the number of licenses issued. King County's first pet license canvassers began going door to door in 1993.
- King County deploys both a field canvassing team and a phone canvassing team during spring, summer, and fall.
- The canvassing work schedule is set to match times when pet owners are home. The canvassing schedule, in general, is as follows:
  - Saturdays - 9:00 a.m. to 6:00 p.m.
  - Sundays - 11:00 a.m. to 6:00 p.m.
  - Mondays - Fridays - 4:30 p.m. to 8:30 p.m.
- Field canvassers go door-to-door in neighborhoods throughout King County, including contract cities, to educate citizens about the benefits of licensing pets, and to offer citizens the opportunity to purchase a pet license from the convenience of their home.
- Field canvassers now generate about 6,000 license sales each year. Their primary target is new licenses, and renewal of licenses that have expired.
- Phone canvassers, as the name implies, call pet owners on the telephone to educate them about the benefits of pet licensing, and to follow-up with pet owners that have not renewed.
- The annual goal of the field and phone canvassers is to generate at a minimum an average of 1.5 pet license sales per hour to fully cover the cost of their hourly wage in licensing revenue.
- While the annual sales of both the field and phone canvassers is important, their true benefit is achieved over time as the pet owners they license renew their license year after year. Of the active license base in April 2009, 30,754 of the licenses were originally sold to the pet owner by a canvasser.

## Incentives for licensing

Pet owners are offered a number of valuable benefits for licensing their pets. They include:

- **Licensed pets get a free ride home** the first time they are found. Animal control staff will attempt to deliver a licensed pet home immediately, skipping a trip to the animal shelter.
- **Licensed pets get a longer care period.** When found, a licensed pet will be cared for at a King County Animal Shelter for a longer time.
- **Fetch Your Pet.** After hours, citizens that find a pet wearing a King County Pet License can call 206-296-2712 to receive contact information for the pet's owner by entering the pet's license number.
- **Licensed pets get the Vacation Pet Alert.** When on vacation, licensed pet owners call 206-296-2712 to register where their pet will be while they are on vacation, who will be taking care of the pet and where they can be reached. King County will call the correct number if the pet gets loose during the vacation.
- **Licensed pets can be picked up at no charge** if the owner needs to release the pet to King County Animal Care and Control.

- **If the time comes for humane euthanasia, pet owners can receive this service at no cost from King County.**

#### **On-line Pet Licensing**

- King County has offered on-line licensing since 2004, and the number of pet owners that license on-line has continued to increase. In 2004, 1,484 pet licenses were purchased on-line; in 2008, 23,919 pet licenses were purchased on-line.

#### **Penalties for Failure to License**

- King County has had the ability to collect late fees for many years, but 2009 is the first time in many years that a penalty for failing to license has been available. The King County Council approved the new \$75 penalty in 2008 as part of the 2009 budget process.
- This penalty will provide a modest deterrent factor to encourage citizens to license their pets. A deterrent has been used successfully in other jurisdictions, including Seattle, to increase license sales.

#### **Differential License Fees for Unaltered Animals**

- King County has charged differential rates for altered and unaltered animals since the early 1970s. The fee is considerably higher for pets that are not spayed or neutered in an effort to encourage pet owners to have their animals altered to ease the pet overpopulation and reduce euthanasia rates. The difference in license fees in 2009 is the highest it has ever been from a total dollars perspective -- \$30 for an altered pet; \$90 for an unaltered pet, for a difference of \$60.

#### **Lifetime Pet Licenses for Senior Citizens**

- King County has offered a lifetime pet license for citizens 65 and over since the 1980s. For an altered pet, a senior citizen pays a reduced, one-time fee for the life of that pet. The license is renewed at no cost annually. The fee for the senior license is the same in 2009 as it was in 1987 -- \$20 for a dog, and \$12 for a cat.

#### **Education/Outreach**

- King County has done varying levels of education and outreach over the years. Currently, King County is educating citizens about responsible pet ownership and the value of pet licensing through the canvassing program, direct mailing (inserts into outgoing vehicle license mail), the County's website, animal control officers, and announcements in the media.

### **III. Findings**

#### **Specific Report Requirements of Motion 12961**

Motion 12961 specifically requested the Executive to consider eight elements in this report. Below are individual responses to each. In the case of the input from sales partners, the submittals are included in an appendix.

##### **1. Input by veterinarians, shelters, cities and other entities selling licenses;**

King County Pet Licensing conducted a survey of current pet license sales partners to gather input for this motion response beginning in March 2009. The survey process included an online survey promoted through emails to partners and hard copy letters sent via US mail. The partners were offered the opportunity to simply reply to the email or to the letter if they did not want to take the online survey. In addition, phone calls were made to several pet license sales partners<sup>5</sup>. The survey included a number of questions, including what can be done to make the job of selling pet licenses easier.

King County Pet Licensing received 13 replies to the survey. The broad themes of the survey responses were:

- Better financial incentives would encourage partners to increase pet license sales
  - Better advertising and promotional activities would help increase pet license sales
  - All sales partners responding to the survey, with one exception, said administering pet license sales is not difficult or were neutral on the subject
- (Please see Appendix C which includes the input from sales partners in its entirety.)

##### **2. Opportunities to expand the number of license sellers;**

King County has approximately 100 sales partners and is working to increase this number. Approximately eight percent of the overall license sales revenue was generated by sales partners in 2008. Sales partners include:

- 33 veterinary clinics
- 11 license agencies (private businesses)
- 25 QFC Stores
- 27 cities
- 6 non-profits or animal shelters
- 1 Pet Supply Store
- 6 Apartment Complexes

While King County Pet Licensing already has a significant number of sales partners, there are many opportunities to expand that total. A number of veterinary clinics do not

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<sup>5</sup> Including Humane Society for Seattle-King County, Valley Vehicle Licensing, QFC, Companion Animal Hospital, and Worthington Licensing.

currently participate in the program, nor do other potential sales partners such as major pet supply stores -- Petco, PetSmart, and Mudd Bay, for example. King County Pet Licensing has approached these pet supply businesses about becoming potential pet license sales partners in some form and will be working to sign them up.

As noted below in the “Looking Forward” section, King County Pet Licensing believes a potentially productive new sales partner group is managers of apartment complexes that allow pets. Reaching out to these apartment managers as sales partners is a pilot program in 2009. There are hundreds of apartment complexes that allow pets within the King County Pet Licensing service area.

King County Pet Licensing has contacted nearly 100 apartment complexes in King County about this partnership and has already signed agreements with six large apartment complexes. These apartment complexes have been trained as sales partners and are selling licenses. King County Pet Licensing hopes to have about a dozen apartment complexes on-board as sales partners by the end of June.

While King County Pet Licensing already has 30 veterinary clinics as partners, adding additional veterinary clinics is another good opportunity for expansion. As noted in the “Looking Forward” section below, King County Pet Licensing is considering a new program to link rabies vaccinations with pet licenses. By nature, this program would make all veterinary clinics in the King County Pet Licensing service area partners in pet licensing and rabies vaccination. All veterinary clinics would be offered the opportunity to sell King County pet licenses as part of this program.

It should be noted that increasing the number of sales partners and therefore the number of pet licenses sold will increase the work required to administer the pet licensing program. The King County Pet Licensing program may need additional staff and technology support as the pet license sales base increases. Initially, King County Pet Licensing will be looking to create additional efficiencies and increase the capacity of existing resources to process more licenses.

### **3. Opportunities to make the sale of licenses and the remittance of the revenues more efficient for the license seller, including opportunities to better use technology;**

#### **Current Program for Sales Partners**

King County Pet Licensing created a pilot program to partner with private businesses to sell pet licenses in 1999. The first private partners, veterinary clinics, came on board that year. Since then, the sales partner program has expanded to about 100 partners total, including veterinary clinics, private licensing businesses, QFC stores, city halls, pet supply stores, animal rescue groups, apartment complexes, and shelters.

Here's how King County's pet license sales partnership program currently works for sales partners:

- Interested sales partners contact King County Pet Licensing to become a sales partner (or King County contacts them).
- King County provides the sales partner with a standard agreement outlining the parameters of the partnership and the expectations for each party.
- King County Pet Licensing sales partners receive a monetary rebate for each license sold, ranging from \$1 to \$3.
- A Pet Licensing representative goes to the sales partner location to train sales partner staff on how to issue King County Pet Licenses. King County also offers ongoing training opportunities to all sales partners.
- Sales Partners are issued an initial inventory of license tags and associated licensing materials, which are replenished as needed.
- When a Sales Partner sells a license, the proceeds and a copy of the pet licensing form are sent to King County Pet Licensing. If the partner takes cash, they will deposit the cash and send us a check in the same amount.
- The Sales Partner keeps track of all sales activity on a summary recap form. These forms are submitted to King County regularly throughout the year (typically every month).
- Once the recaps are submitted to King County and reconciled, the proper rebate amount is mailed to the sales partner.
- At the end of the year, unused supplies, such as pet license tags, are returned to King County.
- King County Pet Licensing performs an accounting of the supplies to make sure they balance with the number of licenses sold by the sales partner.
- King County Pet Licensing staff are available to assist sales partners during regular business hours, Monday through Friday from 8:30 am to 4:30 pm.
- King County Pet Licensing staff make periodic visits to sales partner locations to build relationships and make sure partners have all the supplies and information they need.

As noted previously in the response to #1, King County Pet Licensing recently conducted a survey of current pet licensing partners. Based on the survey results and historical experiences of the sales partner program, King County Pet Licensing is researching a number of enhancements to the sales partner program. They include:

**Advertising/promotional materials**

King County Pet Licensing is currently inserting information about pet licensing in vehicle license mailings in partnership with the City of Seattle. King County Pet License Canvassers are leaving informational door hangars behind as they move through local communities in the county.

**Pet License Sales Recaps**

King County Pet Licensing is currently reviewing several strategies to improve the pet license sales recap program:

- Provide partners with the option of using electronic recap forms.

- Provide partners with the option of using an electronic transfer of funds collected via license sales. This is currently done with private licensing agencies that sell vehicle license tabs for King County.
- Provide partners with pre-paid, self-addressed envelopes to make submittal of paper-based recaps easier.
- Provide a software program that guides the sales partner through the recap submittal process.
- Allow partners to complete the application process, but not issue the license. King County would mail the license tag to the pet owner once the application was received.

### **Pet Licensing Inventory**

King County Pet Licensing is currently reviewing several strategies to improve the tracking of pet license program inventory:

- Allow partners to complete the application process, but not issue the license. The partner would then not have any license tag inventory as they would not be issuing license tags – they would just send the completed application with the payment. King County would mail the license tag to the pet owner once the application was received.
- Move to a permanent license tag. The license would be renewed annually, but the tag would be permanent and not reissued every year. This would reduce inventory stocks as sales partners would not be issuing license tags for renewals, only for new sales.

## **4. Opportunities to offer financial incentives to those licenses sellers who can demonstrate an increase in licenses sold over time;**

### **Current Program for Sales Partners**

King County Pet Licensing currently offers rebates to pet license sales partners ranging from \$1 per license sold by suburban cities, to \$2 per license sold for QFC Stores and non-profits, to \$3 per license sold for Licensing Sub-Agents and veterinary clinics. Given the relative low amount of these rebates, there are opportunities for financial incentive programs that could be developed for pet licensing sales partners.

Input from a survey conducted recently by King County Pet Licensing shows that better financial incentives would encourage sales partners to increase pet license sales. King County Pet Licensing is responding to these survey results and Motion 12961 by considering creating two programs related to rebates for sales partners.

1. The first program would be aimed at retaining existing sales partners and attracting new sales partners by increasing the base rebates for pet license sales significantly – to \$10 for regular new dog and cat licenses, \$3 for dog and cat paid license renewals, and \$5 for new paid senior licenses.

2. The second program, based on sales performance, would be aimed at encouraging all private sales partners to increase new pet license sales. The program would provide additional financial rebates based on the following formula – a 2 percent rebate for a 25 percent increase in new pet license sales; 4 percent for a 50 percent increase; 6 percent for a 75 percent increase; 8 percent for an increase of 100 percent or more. Private sales partners will be eligible for the performance rebates at the end of 2010 based on previous year (2009) sales totals for new licenses. (Example: Partner A sells 100 new licenses in 2009 for \$3,000 in total revenue; in 2010, Partner A sells 150 new licenses for \$4,500 in revenue. Partner A receives an additional 4 percent rebate on the increased sale amount or \$180, in addition to the base rebate of \$1,500 for the 150 new licenses.)

King County Pet Licensing anticipates these rebate amounts would be significant enough to encourage proactive pet license sales by sales partners. Veterinary clinics and QFC stores, for example, may promote pet license sales by providing more wall space for posters advertising them. Veterinary clinics may remind clients that they can purchase their license during their visit.

The goal of the two programs previously mentioned would be to increase the volume from sales partners to make up the difference from the higher rebates so more revenue will be earned overall. The City of Seattle currently provides a \$5 rebate to its sales partners for both new license sales and renewals for cat and dog licenses. Seattle Pet License fees vary, so the rebate amount as a percentage of the total fee on regular licenses varies from a 33 percent rebate (for a 1-year altered cat) to an 8 percent rebate (for a 2-year unaltered dog). King County's rebate as a percentage of the total fee on regular licenses would also vary from a 33 percent rebate (for a new altered dog license) to a 3 percent rebate (for an unaltered dog license renewal).

Since cities are partners with King County in providing animal care and control services to their citizens, King County Pet Licensing recommends keeping the rebates for cities status quo.

## **5. Detailed analysis of existing license sales data**

For purposes of this motion response, the detailed analysis of pet license sales data as requested will begin in 1992, the year that the King County Council adopted comprehensive changes to the animal care and control program, including significant changes to the pet license program that put King County on the leading edge of the animal care and control industry. The 1992 ordinance changes included the creation of a pet license canvassing program, one of the first in the country. Along with the canvassing program was a marketing program to educate the public about responsible pet ownership, including the benefits of pet licensing.

Since these comprehensive changes were adopted by the Council in 1992, the number of pet licenses issued has more than doubled (please see Table B below). Total pet license sales were 62,788 in 1992, with 62,661 of those being paid licenses (the others were



lifetime senior renewals at no cost). In 2008, the total number of pet licenses issued was 134,027, with 111,597 paid licenses sold.

**Table B – King County Pet License Sales 1992 - 2008**

<b>Year</b>	<b>Dog Licenses</b>	<b>Cat Licenses</b>	<b>Total Licenses</b>
1992	46,676	16,112	62,788
1993	58,026	28,967	86,993
1994	61,911	35,816	97,727
1995	65,059	37,223	102,282
1996	64,398	38,998	103,396
1997	67,943	40,677	108,620
1998	70,285	41,110	111,395
1999	74,103	44,073	118,176
2000	83,358	52,539	135,897
2001	90,798	59,466	150,264
2002	89,129	58,703	147,832
2003	93,533	58,662	152,195
2004	90,837	56,717	147,554
2005	89,368	53,293	142,661
2006	85,503	53,939	139,442
2007	88,794	50,103	138,897
2008	85,825	48,202	134,027

**Statistics of Note**

- The biggest gains in pet license sales between 1992 and 2008 on a percentage-gained basis came in the cat license sales category. Total cat license sales have gone from 16,112 in 1992 to 48,202 in 2008 – a three-fold increase. Dog license sales have also increased dramatically since 1992, going from 46,676 in 1992 to 85,825 in 2008, an 84 percent increase.
- Pet license sales broke the 100,000 mark for the first time in 1995 when 102,282 licenses were issued (95,117 paid). 1997 was the first year that more than 100,000 paid licenses were issued (100,685).
- Monthly pet license issuance has exceeded 16,000 on three occasions -- April 1992 when 16,749 licenses were issued (all were paid licenses); August 2001 when 16,849 licenses were issued (14,246 paid); and September 2002 when 16,326 licenses were issued (13,994 paid). The high volumes in August 2001, and September 2002 can be partially attributed to significant pet license canvassing efforts in those years.
- Pet license sales peaked in 2003 with 152,195 total licenses issued, and 131,668 paid licenses sold. Total pet license issuance and paid license sales have declined since then.
- While overall pet license sales have been declining in recent years, online pet license sales have continued to increase since the service began in 2004, going from 1,484 in 2004 to 23,919 in 2008.

### **Recent Pet License Sales Decline**

Several factors are responsible for the overall license sales decline since 2003. A primary factor is where Animal Care and Control focused its resources – increasing pet license sales was a strong focus in 2003, and that is reflected in the overall sales numbers. Between 2004 and 2008, the program focus was not as strong on increasing pet license sales as much more focus had been put on improving the care of the animals in King County shelters and reducing euthanasia rates (care of the animals and reducing euthanasia continue to be the primary focus).

The diminished focus resulted in fewer programmatic additions to the pet licensing operation between 2003 and 2008 than in previous years. The last major programmatic enhancement prior to the adoption of the “Saving Lives Pet Partnership” in 2008 (for implementation in 2009) was the introduction of online pet license sales in 2004.

### **Successful Pet Licensing Strategies**

King County Pet Licensing reached the high water mark for sales in 2003 through a combination of approaches:

- A strong mail renewal program. The vast majority of licenses sold each year are renewals in response to the mail renewal program;
- Ease of payment for pet owners. A primary component of this strategy has been the recruitment of a significant number of pet license sales partners. The first private partners came on board in 1999 and were veterinary clinics (online licensing started in 2004);
- Pet license canvassing. Pet license canvassing began in 1993 and has occurred every year since;
- Incentives for pet license purchasers. These include a free-ride home for lost pets, longer stays at the shelter for lost pets, the vacation alert program, and others;
- Education/outreach about responsible pet ownership and the benefits of licensing.

These primary strategies have been implemented in various ways throughout the history of the pet licensing program:

- Paid advertising campaigns occurred in 1993 and 1994 (“Spot Your Spot,” “License Your Pet – It’s the Law.”);
- Direct mailing campaigns occurred in 1993, 1994, 1997, 1998, 1999, 2000, 2001, and 2009 (inserts into outgoing vehicle license mail in 2009);
- Grocery store canvassing (canvassers deployed at grocery stores) occurred in 1994, 1995, 1996, 1997, 1998, 1999, and 2000;
- Pet store canvassing occurred in 1994 - 2000;
- Event outreach/canvassing (at events such as Issaquah Salmon Days and the King County Fair) has occurred to varying degrees every year;
- Spay/Neuter Voucher Program (King County underwrote spay/neuter surgeries for citizens that purchased licenses) occurred in 1995, 1996, 1997, 1998 and 1999 (King County still provides a \$25 voucher for partial spay/neuter surgery reimbursement for unaltered pet license purchasers);

- Special promotions for pet license purchases (free vaccinations, free microchips, dog-obedience training, buy-one-get-one-free) have occurred to varying degrees every year;
- Pet license renewals sent via US Mail;
- Promotional collateral (signs, buttons, posters, post-it notes) have occurred to varying degrees every year.

### **Successful Pet Licensing Years**

As the data shows, the years with the greatest increases in licensing are the years when the agency put the most emphasis on increasing sales – in particular, the years with the most pet license canvassing. Here are some of the years in which increasing pet license sales was particularly emphasized and therefore successful:

#### **1. 2000**

Total Licenses Issued: **135,897**; (*118,176 in 1999*)

Total Paid Licenses Issued: **115,147**; (*105,194 in 1999*)

2000 is a year in which a number of strategies came together to produce excellent results, including significant canvassing, increasing sales partners, and direct mail.

In 2000, King County Pet Licensing employed 26 canvassers, one renewal canvasser, and one canvassing coordinator. The canvassing program was responsible for selling 19,586 licenses in 2000 – 16,382 in the field.

The number of pet license partners increased to more than 100 in 2000.

Other strategies in 2000 included:

King County front counter emphasis;

Direct mailing in vehicle license tab renewals;

Email – citizens could receive a free 3-month license via email (the objective was to get the name in the system so they could be sent a renewal form);

Special promotions – free microchip; buy-one-get-one-free; \$5 Buddy License.

This effort in 2000 resulted in King County receiving a National Association of Counties (NACo) Achievement Award.

#### **2. 2001**

Total Licenses Issued: **150,264**; (*135,897 in 2000*)

Total Paid Licenses Issued: **126,320**; (*115,147 in 2000*)

As a follow up to 2000, 25 canvassers were hired, along with one renewal canvasser and a canvassing coordinator. The canvassing program was responsible for selling 28,556 licenses in 2001 – 24,162 in the field.

Other strategies included:

Public Service Announcements;

Direct mailing (in Val-Pak);

#### **3. 2003**

Total Licenses Issued: **152,195**; (*147,832 in 2002*)

Total Paid Licenses Issued: **131,668**; (*129,141 in 2002*)

2003 was the high-water mark for pet license sales, as 152,195 licenses were issued that year, the result of several years of strong efforts to build the pet license base.

2003 was also the end of large canvassing crews as only eight canvassers and a

canvassing coordinator were hired. The canvassing program was responsible for selling 11,686 licenses in 2003 – 11,436 in the field. The drop in license canvassing sales shows up in the 2004 overall licensing statistics as the numbers start to go down steadily (147,554 overall, 125,350 paid).

2003 was the year that QFC Stores joined as pet license sales partners.

**5-year Analysis of Pet License Program**

The 152,195 pet licenses issued in 2003 was the all-time record for King County pet licensing then and remains the record to this day. A decline in pet license issuance began in 2004 and has continued through to 2008. The decline is present in many license categories, but the largest loss between 2003 and 2008 is in the number of altered cats licensed. A total of 45,847 altered cat licenses were sold in 2003; a total of 35,795 altered cat licenses were sold in 2008, for a difference of 10,052. A total of 69,814 altered dog licenses were sold in 2003; a total of 63,673 altered dog licenses were sold in 2008, for a difference of 6,141. Those two categories account for 16,193 of the 18,168 total difference between 2003 and 2008.

The ability to purchase a license on-line has continued to be popular, and the number of licenses purchased on-line has continued to increase – 1,484 in 2004; 14,643 in 2005; 18,042 in 2006; 23,212 in 2007; and 23,919 in 2008.

**Table C -- 5-year Pet Licensing Trend**

	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>
<b>Total Licenses</b>	147,554	142,661	139,442	138,897	134,027
<b>Paid Licenses</b>	125,350	122,082	118,803	118,175	111,597
<b>Programs</b>	Introduction of online licensing	No significant changes	No significant changes	Executive introduced “No Tolerance” program. Considered but not approved by Council.	Executive Proposed “Saving Lives Pet Partnership” approved by Council. Includes penalty for failure to license.

**2009**

In 2009, King County Records and Licensing Services is increasing pet license sales revenue through the Saving Lives Pet Partnership, approved in the 2009 budget. Through this program, Records and Licensing Services will do more to highlight the benefits of licensing, reach out to more sales partners, and for the first time in many years, has the authority to issue penalties to pet owners that refuse to license their pets.

### **Senior Lifetime Pet Licenses**

One area of particular note in the pet license statistics is the number of senior lifetime licenses that are renewed each year at no-cost to the pet owner. King County citizens 65 and older may purchase a license for their dog or cat that is good for the life of the animal (as long as the animal is altered). The senior only pays for the license in the first year – after that it is renewed at no cost. King County may be the only jurisdiction with a senior license program like this – we have been unable to find another. Many other jurisdictions provide a senior citizen discount -- typically 50 percent off. In 2008, King County issued 20,077 senior renewals at no cost. If these licenses were issued for \$15, a 50 percent discount from the regular \$30 fee (like in the City of Seattle), the revenue would have been over \$300,000.

While overall pet license sales have declined in the last five years, senior pet license renewals has increased year after year. The number of senior renewals was the highest ever in 2008. Senior renewals have gone from 5,742 in 1993, to 20,077 in 2008. As the population in King County continues to age, this trend of an increased number of senior licenses is likely to continue.

### **Pet License Canvassing**

King County was one of the first jurisdictions in the country to create a pet license canvassing program. When the program launched in 1993, it was considered an innovation and drew a large amount of attention from the media and jurisdictions around the country. The pet licensing canvassing program has generated some controversy, as well, as some citizens do not like government employees going door-to-door collecting money.

However, statistically the pet license canvassing program has been successful for King County. In the 1990s, when King County was making a concerted effort to increase the pet license base, the canvassing program made large contributions. In the first year in 1993, pet license canvassers sold 16,017 pet licenses (keep in mind that in 1992, King County had issued a *total* of 62,788 pet licenses). In 1994, pet license canvassers sold 14,934 licenses. The high water year for the pet license canvassing program was 2001, when 28,556 licenses were sold by pet license canvassers. Other significant years were 2002 when 20,957 licenses were sold by pet license canvassers, and 2000 when 19,586 licenses were sold by pet license canvassers.

Perhaps even more important than the annual sales total for the pet license canvassers are these two factors: 1) field canvassers generate a high percentage of new licenses; 2) these new licenses are renewed year after year. In 2008, for example, 92 percent of the licenses sold by field canvassers were new. In April 2009, nearly 31,000 active licenses in the database had been issued by a canvasser (about one-quarter of all licenses in the database). More than 1,300 of these licenses have been in the system since 1993, being renewed each year.

In addition, the statistics for the canvassing program only account for the pet licenses *directly* sold by the canvassers when they have the opportunity to talk with pet owners in

person. When pet owners are not home, canvassers leave an informational door hanger about the value of pet licensing and how to do it. Many citizens upon receiving such a door hanger respond positively by licensing their pets online, or going to a local sales partner. King County Pet Licensing is tracking the effectiveness of door hangers in 2009 and initial tracking shows that the citizen responses to the door hangers can be as high as 70 percent in some neighborhoods. In addition, for every two door hangers left, nearly one license sale is being generated. Some sales partners in areas being canvassed in 2009 (Shoreline) quickly ran out of licenses and had to be replenished.

(For more detailed information about the canvassing program, including training documents for pet license canvassers and sales scripts for pet license canvassers, please see Appendix D.)

### **City Partners**

Contract cities have been pet license sales partners dating back to the 1970s. In some years, a large percentage of the total pet license sales volume was sold at city halls – as much as 9.8 percent in 1997 (10,631 total licenses). Other top years for pet license sales at city halls include 1999 (10,055), 1998 (9,943), and 2000 (9,693). Since 2000, the number of pet licenses sold at city halls has declined and was 4,006 in 2008.

As part of the Saving Lives Pet Partnership in 2009, King County Pet Licensing is working with cities to increase the number of licenses sold at city halls or through city programs. Cities are putting out additional information about pet licensing to their citizens via newsletters and websites, and a city canvassing partnership is being developed.

### **Differential Pet License Fees for Altered/Unaltered**

Programs to charge differential license fees for animals that are altered versus animals that are unaltered are regarded as best practices. In these programs, the pet license fees for unaltered animals are set at a higher rate – sometimes a much higher rate – to encourage pet owners through financial incentives to have their dogs and cats spayed or neutered. The primary goal is to decrease the overall pet population in the community, thereby reducing the number of animals coming into animal shelters. Fewer animals in the shelters should translate into fewer animals being euthanized overall, and a lower euthanasia rate in the shelters.

King County has charged differential fees for spayed or neutered cats and dogs since the early 1970s. At that time, the cost of a license for a spayed or neutered cat or dog was half the fee of a license for an unaltered pet. In 1974, for example, an unaltered dog license was \$8, while an altered dog license was \$4. An unaltered cat license was \$4 in 1974, while an altered cat license was \$2.

There is little doubt that the goal of differential pet license fees is an important and worthy one. Nonetheless, it is worth analyzing whether King County's differential pet license fee system is meeting the intended goal.

King County's differential is relatively high. The cost for altered cats and dogs is \$30, while the cost for unaltered cats and dogs is \$90 – for a difference of \$60. In 2008, prior to the latest fee increase, the multiplier was still three – unaltered licenses were then three times the cost of altered – but the cost differential was \$40 (\$20 for altered, \$60 for unaltered).

Reviewing the data shows a downward trend for the sale of unaltered pet licenses since 1992 (see Table D below). The percentage of unaltered licenses compared to total license sales by species has fallen from 16 percent unaltered licenses for dogs in 1992 and 2 percent unaltered licenses for cats in 1992, to 5 percent unaltered licenses for dogs in 2008 and .3 percent unaltered licenses for cats in 2008. This decline started in 1993 when the fee differential increased to three-fold, as unaltered dog licenses were 9 percent of that species total in 1993, and unaltered cat licenses were .4 percent of that species total in 1993.

The fee differential between altered and unaltered has actually been as high as 5.5 times, between 1994 and 1998, when an altered pet license was \$10 and an unaltered pet license was \$55.

**Table D -- Unaltered Pet License Sales**

Species	1992	1993	1994	1995	2008
Unaltered Dog	7,571 (16%)	5,298 (9%)	4,971 (8%)	4,702 (7%)	4,540 (5%)
All Dog	46,676	58,026	61,911	65,059	85,825
Unaltered Cat	395 (2%)	129 (.4%)	182 (.5%)	193 (.5%)	168 (.3%)
All Cat	16,112	28,967	35,816	37,223	48,202

The question is whether the program has had the desired effect. In other words, did the number of unaltered licenses sold go down since 1992 because there are fewer unaltered animals in the community to license? Or, are people with unaltered pets not purchasing an unaltered license because the cost is so high, and the penalty for not licensing (\$75) is actually lower than the cost of the license (\$90), so unaltered pet owners are not sufficiently motivated to purchase. Or, is it a combination of the two?

Certainly, animal populations at King County's animal shelters have declined significantly since 1992, going from 15,969 in 1992 to 10,631 in 2008. The amount of credit that should be attributed to differential pet license fees is difficult to estimate since there has been a comprehensive program to promote spay/neuter throughout the community, including spay/neuter clinics, spay/neuter voucher programs, free- or low-cost spay neuter options, and extensive education campaigns.

Even before 1993, the number of unaltered cats that were licensed was relatively low. But there were a significant amount of unaltered dogs licensed. We estimate that the overall license compliance rate for dogs in King County in 2008 was 29 percent. One question –

if it could be answered -- would be what the estimated license compliance rate for unaltered dogs is. Unfortunately, this is a question that we can't easily answer.

It may be worthwhile to reduce the differential cost between unaltered and altered pet licenses so the total difference in cost is not so high. One possibility is to reduce the multiplier back to two, like it was in the 1970s. In King County's case, this would have resulted in \$141,240 less revenue based on total sales from 2008 (adjusted for 2009 license fees). However, it is possible that overall sales of unaltered pet licenses would increase if the total cost was reduced, so this increased volume may compensate from a revenue perspective for the lower per-license cost (2,354 more licenses would have to be sold to break even).

Another possibility is for King County to offer a higher-value spay/neuter voucher to encourage spay/neuter and pet licensing. The current voucher, which has not increased in value since the 1990s, is only worth \$25, and compared to the cost of having a pet spayed or neutered, may not be a significant financial incentive.

## **6. Best practices of other jurisdictions in encouraging the sale of pet licenses and the participation of non-licensing agencies in the sale of licenses;**

It's not hard to find "best practices" for animal sheltering or animal control field operations – a large and diverse number of organizations publish them. When it comes to pet licensing, however, it's a more difficult task as there aren't nearly as many organizations providing information on "best practices" for "encouraging the sale of pet licenses," as required by Motion 12961. Nonetheless, we were able to assemble a collection of best practices for pet licensing based on program elements recognized by national organizations for their success or innovation, and based on reviews of other successful jurisdictions.

A review of national organizations in the animal welfare industry produced both general guidance on pet licensing and specific information on programs that are achieving success.

### **The American Society for the Prevention of Cruelty to Animals (ASPCA)**

The following position statement can be found on the ASPCA website:

#### ***Background***

*License programs for dogs and cats are a means of ensuring that guardians are reunited with their pets should they become lost. Licensing fees also help fund local animal control programs and in some jurisdictions, low-cost spay/neuter programs. Requiring companion dogs and cats to be licensed also provides a measure of public safety since inoculation against rabies is often a prerequisite to obtaining a license.*

#### ***ASPCA Position***

*The ASPCA supports and encourages license programs for all companion dogs and cats,*



*including those used for breeding, show, sport, work and service. The ASPCA strongly supports fee differentials for intact vs. spayed or neutered pets. The differential should be sufficient to encourage the surgery, as it is a primary means to reduce the overpopulation of dogs and cats. The ASPCA believes that license laws should exclude feral cat colonies. Because feral cats are not companions, or pets, in the usual sense of the word, license laws cannot be meaningfully enforced on them and should not be used as a means to rid areas of these cats.*

### **American Humane**

American Humane sponsors "Every Day Is Tag Day" the first Saturday of April each spring to encourage pet owners to tag or microchip their companion animals. According to the American Humane Every Day Is Tag Day press release posted on the agency website:

*Pet care is more than providing food, water and shelter. Pet care also includes tagging your pet.*

*According to the National Council on Pet Population Study and Policy, about 1 million dogs and half a million cats are taken into U.S. animal shelters as strays each year. Sadly, only 15 percent of those dogs and 2 percent of those cats are reunited with their owners.*

*Why? Their owners failed to put identification on their animals. Even the most responsible pet owners can be accidentally or unexpectedly separated from their pets.*

*All cats and dogs need to wear collars with city licenses and rabies vaccination tags. Personal ID tags are essential backups. The tag should include the owner's name, address, telephone numbers (day and evening) and the pet's name. Also:*

*If you are willing to pay a reward, put the word "reward" on the tag.*

*If you are traveling, put a temporary tag on your pet with the contact information of someone who knows how to reach you.*

*For cats, use a specially made collar that has a short piece of elastic sewn in it. These collars allow the cat to escape if it gets caught on window blinds, furniture, fencing or other objects.*

*Tag your cat even if you never let it outside. It could slip through an open door and quickly become lost in the neighborhood.*

### **American Veterinary Medical Association (AVMA)**

The AVMA endorses the Compendium of Animal Rabies Prevention and Control developed by the National Association of State Public Health Veterinarians. The Compendium, as endorsed by the AVMA, contains the following section:

**4. ADJUNCT PROCEDURES:** *Methods or procedures that enhance rabies control include the following:*

*(a) IDENTIFICATION. Dogs, cats, and ferrets should be identified (e.g., metal or plastic tags or microchips) to allow for verification of rabies vaccination status.*

*(b) LICENSURE. Registration or licensure of all dogs, cats, and ferrets is an integral component of an effective rabies control program. A fee is frequently charged for such licensure, and revenues collected are used to maintain rabies- or animal control*

activities. Evidence of current vaccination should be an essential prerequisite to licensure.

(c) *CANVASSING*. House-to-house canvassing by animal control officials facilitates enforcement of vaccination and licensure requirements.

(d) *CITATIONS*. Citations are legal summonses issued to owners for violations, including the failure to vaccinate or license their animals. The authority for officers to issue citations should be an integral part of each animal control program.

(e) *ANIMAL CONTROL*. All local jurisdictions should incorporate stray animal control, leash laws, animal bite prevention, and training of personnel in their programs.

(f) *PUBLIC EDUCATION*. All local jurisdictions should incorporate education covering responsible pet ownership, bite prevention, and appropriate veterinary care in their programs.

### **National Animal Control Association (NACA)**

The National Animal Control Association publishes the following policy statements regarding pet licensing:

#### ***Pet Licenses - Cats***

##### ***Policy Statement***

*State and/or local statutes should require that all cats to be licensed, and require licenses to be worn at all times. NACA rejects the argument that cats are wildlife, and adopts the policy described for dogs.*

##### ***Basis For Policy***

*Cats pose similar problems in today's society to that of dogs. Public health concerns include the threat of rabies or other diseases from cat-inflicted bites or scratches. Damage to property and overpopulation results in the degradation of community appearance and sanitation. NACA cites the pet food industry as one example of American's society's classification of cats as domestic animals. Cats share people's lives, homes, and hearts as proven companion animals. Cat ownership, then, should require responsibility for their welfare and owner responsibility to the general public. Cat licensing also extends to owners the benefits or legal ownership, a valuable means of identification, and services that cats considered as wildlife might not otherwise be afforded.*

##### ***Policy Recommendations***

*Licensing laws should be fully enforceable by animal control officers and police officers, and should prescribe progressive penalties for repeat violations. Licenses considered as permits may be revoked for specific violations. NACA recommends that licensing programs be designed to provide a fast, efficient means of identifying cats and their owners. Licensing records can be easily maintained via a central, local registry. Annual registration may help keep licensing records current and accurate, as circumstances frequently change in the lives of people and their pets. At the minimum, NACA recommends that licenses include complete owner contact information, and a complete description of the licensed cat. It is also helpful to include whether the cat has been spayed/neutered.*

*Licensing should be required as a condition for owning, harboring, or keeping a cat, and not combined with restraint laws.*

## ***Pet Licenses - Dogs***

### ***Policy Statement***

*State and or local statutes should require all dogs to be licensed, and require licenses to be worn at all times. Licenses should be considered as permits which shall mandate specified responsibility and privileges of ownership. Licenses should be issued only upon proof of necessary immunizations.*

### ***Basis For Policy***

*Licenses provide for the proper identification of dogs and their owners. It has been proven that licensing programs, adequately enforced, greatly reduce the numbers of surplus animals impounded unnecessarily, and encourage owner responsibility. Licenses provide owners with proof of legal ownership. Licensing fees can provide a necessary revenue base for animal control services. Fines for licensing violations also help offset the tax burden to the general public for such services.*

### ***Policy Recommendations***

*Licensing laws should be fully enforceable by animal control officers and police officers, and should prescribe progressive penalties for repeat violations. Licenses considered as permits may be revoked for specific violations. NACA recommends that licensing programs be designed to provide a fast, efficient means of identifying dogs and their owners. Licensing records can be easily maintained via a central, local registry. Annual registration may help keep licensing records current and accurate, as circumstances frequently change in the lives of people and their pets. At the minimum, NACA recommends that licenses include complete owner contact information, and a complete description of the licensed dog. It is also helpful to include whether the dog has been spayed/neutered.*

*Licensing should be required as a condition for owning, harboring, or keeping a dog, and not combined with restraint laws.*

## **No Kill Advocacy Center**

While the vast majority of animal welfare organizations overall strongly support pet licensing programs, it should be noted that that is not true for “No Kill” animal welfare organizations. A leading No Kill organization, the No Kill Advocacy Center, which is guided by the primary figure in the No Kill movement, Nathan Winograd, does not support all pet licensing efforts.

The No Kill Advocacy Center is particularly opposed to pet licensing laws for cats. According to information on the No Kill Advocacy Center website, the organization does not believe cat licensing laws help to reduce overall euthanasia rates, nor do they help increase the number of lost animals returned to their owners.

*Punitive legislation will only discourage people from caring for homeless pets or drive disadvantaged people “underground,” making them even harder to reach and help, according to the No Kill Advocacy Center website.*

The No Kill Advocacy Center also opposes licensing because, as stated on the website, in most jurisdictions, the revenue from licensing goes into a city or county’s general fund, and not directly to the animal shelter.

“The Companion Animal Protection Act of 2007,” which is promoted on the No Kill Advocacy website as *model legislation to help animal lovers and animal advocates achieve their goal of No Kill communities*, would repeal cat licensing laws and set out very specific uses for revenue generated from dog licenses in jurisdictions in which it is adopted. Under the Companion Animal Protection Act, dog license revenues would be used as follows:

- 60 percent shall be used exclusively for free and low-cost spay/neuter of feral cats and owned animals (subject to income guidelines or other conditions);
- 40 percent shall be used exclusively for free and low-cost medical assistance, including vaccinations, of feral cats and owned animals (subject to income guidelines or other conditions).

### **Pet Licensing Best Practices**

Based on information published by national animal welfare organizations, available studies on pet licensing, and a review of jurisdictions that have successful pet licensing programs, we have assembled a collection of program elements that can be considered “best practices” for pet licensing.

#### **Pet License Renewal Program**

This is the administrative function of tracking pet owners (usually through a database) that have licenses and sending them a renewal notice at the appropriate interval. This interval can be yearly, bi-annually, or longer. Most renewal programs include a mechanism to send reminder notices when renewals aren’t completed in a timely manner, and late notices when the reminder notices do not produce results.

*This is a very common practice for licensing agencies and is considered essential to increasing compliance rates. It is universal among successful programs, including Calgary, Seattle, and Multnomah County.*

- **King County Pet Licensing** – Yes. King County has a strong renewal program (see page 9).

#### **Ease of Payment -- Pet License Sales Partners**

The main objective with this program element is to make it as easy as possible for citizens to purchase pet licenses (a secondary objective is to ease the operational and administrative work load of actually selling the licenses). License sales can be enhanced by providing sales outlets away from the downtown government administrative offices. Veterinary clinics and pet supply stores are typical locations. Acceptance of credit cards for pet license sales also falls under this category.

*This is a common practice for licensing agencies, and supporters believe it increases compliance rates. However, it is not universal among all successful programs. Seattle and Multnomah County, Oregon, for example, have multiple sales partners. On the other hand, one of the most successful programs, Calgary, does not have pet license sales partners.*

- **King County Pet Licensing** – Yes/No. Yes, King County has multiple sales partners (see page 9). Yes, King County accepts credit cards for online sales. No, King County does not accept credit cards in the field and in the shelter. King County could make purchasing a pet license easier if credit cards could be accepted in the field and at the shelters – Pet Licensing is working on plans to address this.

#### **Ease of Payment -- Online Pet License Sales**

Goal is to make it as easy as possible for pet owners to purchase pet licenses. Another objective is to take advantage of internet sales. Lastly, online sales are efficient and effective for the agency as the information from the purchaser is usually loaded directly into the licensing database.

*This is a common practice for licensing agencies, and is considered essential to increasing compliance rates. Jurisdictions big and small across the U.S. and Canada have online sales available, including Calgary, Seattle, Albuquerque, New Mexico, Montgomery County, Maryland, Fulton County, Georgia, Philadelphia, and Lakewood, Washington.*

- **King County Pet Licensing** – Yes. King County has online sales (see page 11).

#### **Deterrent To Not Licensing/Penalty For Failure To License**

The objective of a deterrent to not licensing is to compel pet owners to license based on the consequences of not licensing. The deterrent is based on jurisdictions having laws that require pets to be licensed. Dog license requirements are more universal than cat licensing requirements as a few jurisdictions have made cat licensing voluntary as opposed to mandatory. The deterrent typically is a fine for not licensing. However, some jurisdictions, such as the City of Tacoma, and the City of Omaha, Nebraska, have what are called “Problem Pet Owner” codes. Under these codes, pet owners that commit a set number of violations of the animal control code (three, for example) in a set timeframe (24 months, for example), can have their pet license revoked, be forced to relinquish their animals, and be banned from owning any animals for a set time (24 months, for example). Failure to license is usually considered a “three strikes” violation under Problem Pet Owner Codes. In these jurisdictions, pet owners that refuse to license can lose their animal and be banned from getting others.

*Having a deterrent to not licensing is a common practice, and many jurisdictions say that this is the most important program element. If there are no consequences for not licensing, it is difficult to get a reasonable compliance rate, they argue. Without consequences, the only people that will license are those that are the most responsible. Supporters say the most effective penalties are those that are high enough to be a deterrent to not licensing. Jurisdictions large and small across the U.S. and Canada have deterrents to not licensing, including Calgary, Seattle, Multnomah County, Spokane County, and the City of Renton. Penalties run as high as \$250 (Renton, Calgary) in the jurisdictions we reviewed.*

- **King County Pet Licensing** – Yes/No. Yes, the King County Council added a penalty to the King County Code in 2008 and Animal Care and Control began soft enforcement of it in 2009 (see page 11 and Appendix B). No, King County does not have a high penalty. In addition, stronger enforcement could make this a stronger program for increasing pet license compliance rates.

### **Incentives For Licensing**

This strategy is aimed at encouraging pet owners to purchase a license because it is a good deal based on the benefits. Typical benefits include: Free ride home for a lost pet; longer stays in the shelter for a lost pet; publication of the owner's phone number to facilitate reunions; vacation alerts; free euthanasia when the time comes; free pick-up if release of the animal becomes necessary.

*Having incentives for licensing is a very common practice and is virtually universal. In addition to being a positive program element, jurisdictions with penalties for not licensing, like Calgary, say you can't have the penalties without the incentives as the negative approach alone will not work over the long term.*

- **King County Pet Licensing** – Yes. King County has good incentives for licensing (see page 10).

### **Pet License Canvassing**

This program element provides a proactive approach to contacting pet owners and educating them about the licensing law, the benefits of licensing, and ultimately selling them a license from the comfort of their home. Pet license canvassers usually go door-to-door, but sometimes canvass by telephone.

*Pet license canvassing is a common practice and is used by a number of small and large jurisdictions. It is particularly popular in California, as a number of jurisdictions in that state are canvassing, including the City of Long Beach, San Bernadino County, Orange County, the City of Murrieta, and Santa Barbara County. Closer to home, the City of Pasco, the City of Eugene, Oregon, and Lane County, Oregon have recently canvassed. Supporters say the true value of canvassing is not in the number of licenses brought in each year, but the fact that those pet owners continue to renew year after year, constituting a significant percentage of the overall pet license base.*

- **King County Pet Licensing** – Yes. King County has a pet license canvassing program (see page 10).

### **Education/Outreach**

Though most communities have made pet licensing a legal requirement, not all citizens seem to be aware of this. In addition, many citizens don't know the benefits of licensing, and they don't understand that pet licensing is the primary source of revenue for many government-operated animal shelters. Education/outreach is aimed at changing this.

*Education/outreach regarding the value of pet licensing and responsible pet ownership is universal. Supporters say they devote staff time and financial resources to outreach and educational campaigns to lay the foundation for their programs.*

- **King County Pet Licensing** – Yes/No. Yes, King County does education/outreach regarding responsible pet ownership and the benefits of licensing (see page 11). No, King County does not have a budget for paid advertising. In addition, King County’s education/outreach program could be much stronger with more focus on outreach to the community, and King County’s collateral materials, such as pamphlets, are outdated and need to be upgraded.

#### **Pet license tied to rabies vaccinations**

This program element can take several forms. The basis is usually threefold: rabies vaccinations are required by law; pet licenses are required by law; rabies vaccinations are required to obtain a pet license. One way to link rabies vaccinations with the licensing program is to require veterinarians to provide pet owner information to the pet licensing agency when performing a rabies vaccination. The licensing agency will then contact the pet owner regarding licensing if the pet is not already licensed. In some cases, the veterinarians are offered the option of selling a pet license to the pet owner obtaining a vaccination, instead of just providing contact information.

*Requiring rabies vaccinations as a prerequisite for a pet license is a common practice, particularly in areas of the country that have higher rates of rabies. In some places, such as Montgomery County, Maryland, the fine for not having a rabies vaccination is much higher than the fine for not licensing -- \$500 for not vaccinating, as opposed to \$100 for not licensing. Some jurisdictions, including Multnomah County, Oregon, require veterinarians who perform vaccinations to report that information to the pet licensing agency, or give the veterinarian the option to sell a license.*

- **King County Pet Licensing** – No. King County does not have a program linking rabies vaccinations with pet licenses.

#### **Senior/Disabled Discounts**

The object is to help senior citizens and disabled people with the financial aspects of responsible pet ownership. The discounts vary, but a typical approach is a 50 percent discount.

*This is a common practice and most jurisdictions use it. Close to home, Seattle provides a 50 percent discount for seniors and disabled people.*

- **King County Pet Licensing** – Yes/No. Yes, King County provides a significant discount to senior citizens. No, King County does not provide a discount for disabled people (except for those using service animals) (see page 11).

### **Differential license fees for altered and unaltered**

This program element involves charging a higher fee for unaltered pets to encourage citizens to have their animal spayed or neutered based on financial incentives – i.e. the cost of the annual pet license.

*This a common practice and has been used for many years as a strategy to reduce the pet population. The difference in the fee spread fees varies from jurisdiction, but in some, including King County, it can be quite high, such as 3 to 1.*

- **King County Pet Licensing** – Yes. King County was one of the first jurisdictions to adopt this approach. King County has one of the higher ratios of 3 to 1 (see page 11).

### **Other Jurisdictions**

In general, most pet licensing agencies around North America that are focusing on compliance are achieving license rates in the twenty percent range based on the AVMA pet population estimation formula – in other words, 20 to 30 percent of the dogs and cats in their jurisdiction are licensed.

As noted previously, the AVMA pet population estimation formula is as follows: .632 dogs per household; .713 cats per household; household = population divided by 2.5.

What follows is an analysis of the pet licensing efforts in several jurisdictions.

### **Jurisdictions Issuing Recent Reports on Pet Licensing**

#### **Pierce County**

Service area

Population: 365,910 (2007)

License facts: Annual licenses for cats and dogs required  
Licenses required at 8 weeks of age  
Dogs and cats must wear licenses  
Differential fees for altered and unaltered

License fees:	Fine for not licensing --	\$120
	Unaltered Dogs --	\$55
	Altered Dogs --	\$20
	Unaltered cats --	\$55
	Altered cats --	\$12
	Juvenile (up to 6 months) --	\$10 (dog) \$6 (cat)
	Senior/Disabled –	
	S/D unaltered dog/cat --	\$30
	S/D altered dogs --	\$10
	S/D altered cats --	\$5

Pierce County performed a brief audit of its pet licensing program in October, 2008 (see Appendix E). The Pierce County audit, which was termed a “brief study” by the performance audit program, did not make specific recommendations on strategies to



increase licensing. The audit did recommend continued efforts to increase licensing in general, and annual reporting to the County Council on licensing and animal control issues.

Following the presentation of the brief audit, the Pierce County Auditor, whom is responsible for the pet licensing program, requested a full performance audit of the pet licensing program. This full performance audit is currently underway and Pierce County expects it to be completed this summer.

Pierce County, like King County, is taking measures to reverse a recent decline in overall pet license sales. Pet license sales in Pierce County have fallen from 26,207 in 2007 to 21,586 in 2008. The 2008 total is lower than the 2006 total of 24,117.

Pierce County has implemented several pet licensing best practices and is considering implementing others.

**Already in place in Pierce County:**

- Pet License Renewal Program
- Deterrent To Not Licensing/Penalty For Failure To License (Pierce County has a \$120 fine for failure to license)
- Incentives For Licensing (Pierce County has typical incentives like a free-ride home)
- Pet License Canvassing (Pierce County pet license canvassers are currently focusing on apartment complexes and working with rental companies)
- Education/Outreach
- Senior/Disabled Discounts (Pierce County offers seniors and disabled people \$5 for altered cats and \$10 for altered dogs)
- Differential license fees for altered and unaltered (\$20 for altered dogs and \$55 for unaltered dogs; \$12 for altered cats and \$55 for unaltered cats)

**Being considered in Pierce County:**

- Ease of Payment -- Pet License Sales Partners (Pierce County does not have licensing partners, but is studying partnering with vets and licensing subagents).
- Ease of Payment -- Online Pet License Sales (Pierce County hopes to have online pet license sales available later this year)
- License tied to rabies vaccinations (Pierce County is currently considering this option)

As part of the brief audit in 2008, Pierce County calculated pet license compliance rates in several local jurisdictions. The Pierce County audit calculations for 2007 combined dog and cat pet license compliance were as follows:

- Pierce County 13 percent
- Snohomish County 11 percent
- Kitsap County 11 percent
- City of Tacoma 23 percent
- King County 22 percent

## **Minneapolis, Minnesota**

Service area

Population: 382,618 (2000)

License facts: Annual licenses for cats and dogs required  
Licenses required at 4 months of age  
Dogs and cats must wear licenses unless micro-chipped and registered with animal control.  
Differential fees for altered and unaltered

Fine for not licensing --	\$100
License fees: Unaltered Dogs --	\$50
Altered Dogs --	\$30
Unaltered Cats --	\$50
Altered Cats --	\$30
Lifetime License --	\$200 (must be altered and chipped)
Senior --	\$15

The City of Minneapolis recently conducted a study on ways to increase pet license compliance rates in that jurisdiction. The report was submitted on March 11, 2008 (see Appendix F).

The Minneapolis report found the following strategies to be important in terms of increasing the license compliance rate:

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

The most common pet licensing practices noted in the Minneapolis report include: online pet licensing; door to door canvassing; significant fines for non-compliance; multiple locations to purchase licenses; discounts for seniors; options for multi-year licenses; marketing campaigns promoting the benefits of licensing; and a holistic approach to animal care and control.

Four jurisdictions were studied closely in the Minneapolis report: Seattle, St. Paul, Calgary, and Washington County, Oregon.

The Minneapolis report makes several recommendations regarding strategies to increase pet licensing. They are broken into two categories – strategies within current Minneapolis resources, and those requiring additional resources:

### **Current Resources**

- Adding incentives like a “free-ride home” and a 50 percent discount for seniors
- Enhancing the ease and availability of purchasing
- Increasing consequences for violators -- \$100 to \$200 citations

- Increasing marketing/advertising, including inserts in utility bills

**Additional Resources**

- Adding additional incentives like late notice reminders
- Enhancing ease and availability by implementing online licensing
- Increasing marketing/advertising through door to door canvassing and direct mailing

Since the issuance of the report, Minneapolis has taken steps to implement many of the strategies identified in the report. Minneapolis Animal Care and Control Director Dan Niziolek said his agency is preparing to implement several measures later this year, including:

- Online licensing
- Licensing partnerships with veterinarians and pet stores
- Pet license canvassing
- Promotional license fees to get pet owners in the system
- Pet licensing informational inserts in utility bills
- Moving to a 12-month rolling license period instead of January to January
- More aggressively enforcing a new failure to license fine (the fine was recently increased from \$25 to \$100)

**License Compliance Statistics in Minneapolis:**

Applying the AVMA pet population estimation formula to Minneapolis would provide the following results:

Human Population	Households	Dog Population	Cat Population	Total Pets Population
382,618	153,047	96,726	109,123	205,859

Dog Licenses	Cat Licenses	Total Dog and Cat Licenses	Dog License Rate	Cat License Rate	Total License Rate
7,997	744	8741	8.3 %	.7 %	4.2 %

**Model Jurisdiction Analysis**

**Calgary, Alberta**

Service area

Population: 1,042,892

License facts: Annual licenses for cats and dogs required

Licenses required at 3 months of age

Dogs must wear licenses; cats must wear license if not micro-chipped or tattooed.

Differential fees for altered and unaltered

Fine for not licensing -- \$250

License fees:	Altered Dogs --	\$31
	Puppies (up to 6 months) --	\$31
	Unaltered Dogs --	\$52
	Unaltered Cats --	\$30
	Unaltered kittens (up to 6 months) --	\$15
	Altered cats --	\$10

The City of Calgary Animal Services Department is considered a model for pet licensing programs by many animal welfare organizations, including Best Friends, a leading proponent of no-kill animal sheltering, and the ASPCA.

Calgary is known for having one of the highest license compliance rates anywhere. Calgary Animal Services states that its compliance rate for dog licenses is 91 percent and its compliance rate for cat licenses is 45 percent (see below for more information on calculating compliance rates). Calgary Animal Services estimates its dog population at 110,242, and its cat population at 107,514. Calgary Animal Services currently licenses 100,250 dogs and 48,000 cats.

Like many pet licensing programs, Calgary's top priority is to reunite lost animals with their owners, according to Tony Thomas, Operations Manager for Calgary Animal Services. The city's program is extraordinarily successful in this goal when it comes to dogs. In 2008, 4,830 dogs were impounded. Of those, 4,125 were returned to their owner (1,325 were given a ride home by Animal Services).

Thomas said the factors that make the city's pet licensing program successful are:

- A supportive City Council.
- Excellent Public Education programs regarding responsible pet ownership.
- Well-trained staff. Thomas said all Calgary Animal Control Officers are trained in public mediation techniques.

### **Pet Licensing Best Practices in Calgary:**

#### **Pet License Renewal Program**

Licenses are renewed annually. However, the actual tag is a permanent tag – a renewal fee is paid each year. If the license renewal notice is not responded to, Calgary will mail out a friendly renewal reminder. If the friendly reminder does not work, the licensing staff will call the pet owner to attempt to get the renewal done over phone. If that doesn't work, an Animal Control Officer is sent to the address.

#### **Ease of Payment -- Pet License Sales Partners**

Ease of payment. Calgary does not have a lengthy list of pet license sales partners. There are only a couple of locations in which licenses can be purchased. However, Calgary Animal Services accepts credit cards online, over the phone, and in-person (officers in the field are capable of accepting credit cards).

### **Ease of Payment -- Online Pet License Sales**

Pet licenses can be purchased online, and about 80 percent of the licenses are renewed online.

### **Deterrent To Not Licensing/Penalty For Failure To License**

Calgary has a “Zero Tolerance” pet license enforcement program. The penalty for not licensing your pet in Calgary is \$250. If a pet owner does not license their animal and an animal control officer has to visit their home to follow-up, the visit generates a \$250 fine. “The fine has to be high enough to be a deterrent. It can’t be \$50 or people will take the chance (not to license),” Thomas said.

Calgary Animal Control Officers patrol parks on bicycle looking for pet license violations, in addition to other violations.

Calgary has used amnesty periods to encourage licensing. During the amnesty period, pet owners can come in to license without risking a penalty.

### **Incentives For Licensing**

Based on market research, Calgary believes the most desired benefit from pet owners is the Free-Ride Home program, in which a licensed animal gets a free-ride home if picked up by an Animal Control Officer or found and dropped off at the shelter.

### **Pet License Canvassing**

Calgary does not use pet license canvassers.

### **Education/Outreach**

Public Education on pet licensing and responsible pet ownership is a big part of Calgary’s program. Calgary has four staff on its public education team. They focus on educating citizens about responsible pet ownership (including licensing), and the services provided by Calgary Animal Services.

### **License tied to rabies vaccinations**

Calgary has not linked rabies vaccinations to pet licenses.

### **Senior/Disabled Discounts**

Calgary does not have differential fees for seniors or disabled people.

### **Differential license fees for altered and unaltered**

Calgary has higher fees for unaltered animals.

### **Other**

Dogs and cats are not allowed in Calgary parks unless they are licensed.

Calgary is considering a lifetime license. Discussions about how to set the fee surround estimating the life of the animal at 10 years, multiplying the years by the current fee, and providing a percentage discount for collecting the revenue up front. The funds would be put into an interest-earning account to pay for future services.

### **License Compliance Statistics in Calgary:**

It should be noted that Calgary does not use the AVMA pet population calculation method to establish its license compliance rates like most if not all other jurisdictions. Calgary is calculating its dog and cat population – and therefore its license compliance rate -- based on an annual census of the city.

This annual census of the city has been conducted for 51 consecutive years, according to Wanda Seatter, Assistant Returning Officer for Calgary Elections and Information. Seatter said the annual census strives for a 100 percent response rate, and achieves a 98 percent response rate (meaning that census takers are able to talk with and get information from inhabitants at 98 percent of the occupied dwellings). As part of the census, Calgary Animal Services periodically will ask that a question be included regarding the number of pets in the household. The census takers will ask at each dwelling whether the inhabitants have pets, and how many. Seatter believes this provides a more accurate accounting of the number of pets in Calgary than using a population estimating formula.

In the interest of standardization for this report, we will apply the AVMA pet population estimation formula to Calgary to enable us to compare the jurisdictions we have studied. The goal of this exercise is not to declare that using the AVMA method is better than Calgary's method or vice versa – it is simply to enhance our ability to analyze the jurisdictions we have studied. Applying the AVMA pet population formula to Calgary would provide the following results:

Human Population	Households	Dog Population	Cat Population	Total Pets Population
1,042,892	417,157	263,643	297,433	561,076

Dog Licenses	Cat Licenses	Total Dog and Cat Licenses	Dog License Rate	Cat License Rate	Total License Rate
100,250	48,000	148,250	38 %	16 %	26 %

### **Seattle, Washington**

**Service area**

**Population:** 592,800 (2008)

**License facts:** One-year or two-year licenses for cats and dogs required  
The actual license tag is permanent, but needs to be renewed each year (Seattle citizens don't get a new tag each year)  
Licenses required at the age of 8 weeks  
Reduced price licenses (50 % discount) available for seniors (65 and older) and disabled people  
Dogs must wear licenses; cats must be micro-chipped if not wearing a license.

Differential fees for altered and unaltered  
 Fine for not licensing -- \$125

**License fees:**

**Dogs**  
**Altered**  
 1-year -- \$20; 2-year -- \$30  
**Unaltered**  
 1-year -- \$40; 2-year -- \$62

**Cats**  
**Altered**  
 1-year -- \$15; 2-year -- \$22  
**Unaltered**  
 1-year -- \$25; 2-year -- \$40

**Senior (60 years of age) and disabled discount is 50 percent for altered and unaltered**

Seattle Animal Shelter Director Don Jordan attributes a great deal of his agency's pet licensing success to the city's "No Tolerance" pet licensing program. Because the program has a significant fine of \$125, and citizens know that if they are caught without a pet license that they will be cited, the deterrent factor is high in Seattle. This has encouraged people to license.

Jordan said a particularly successful element of the No Tolerance program are the amnesty periods in which pet owners that haven't licensed are given the opportunity to do so without the threat of a fine. Seattle has also made good use of Park Patrols, particularly in the many off-leash areas in which dog owners congregate.

Jordan said Seattle also has put an emphasis on educating its citizens about responsible pet ownership and the benefits of licensing. Seattle has tried direct mass mailings in recent years, but Jordan does not believe that the return on the investment (2 to 3 percent return rate) was high enough to continue that strategy.

### **Pet Licensing Best Practices in Seattle:**

#### **Pet License Renewal Program**

Seattle sends out renewal forms, along with reminder notices and late notices with penalties.

#### **Ease of Payment -- Pet License Sales Partners**

Seattle has 26 pet license sales partners, including 16 vet clinics, 7 city-operated neighborhood service centers, private licensing business, and the PAWS cat adoption center. Pet license sales partners receive a \$5 rebate for new or renewed one or two year licenses.

#### **Ease of Payment -- On-line Pet License Sales**

Seattle has online sales for new and renewals. About 40 percent of all Seattle pet license sales are done online.

**Deterrent To Not Licensing/Penalty For Failure To License**

As previously noted, Seattle has a comprehensive deterrent program, including a \$125 fine for not licensing.

**Incentives For Licensing**

Seattle offers many benefits for licensing pets: Free ride home for a lost pet; longer stays in the shelter for a lost pet; publication of the owner’s phone number to facilitate reunions; vacation alerts.

**Pet License Canvassing**

Seattle has operated a pet license canvassing program in previous years, but has moved away from canvassing to enforcement of the No Tolerance program. Licensing enforcement officers now go door-to-door instead of canvassers.

**Education/Outreach**

Seattle has an effective education strategy related to responsible pet ownership, including collateral materials such as cards and pamphlets.

**License tied to rabies vaccinations**

Seattle has not linked pet licenses with rabies vaccinations.

**Senior/Disabled Discounts**

Seattle offers a 50 percent discount for seniors and disabled people.

**Differential license fees for altered and unaltered**

Seattle has higher fees for unaltered animals.

**License Compliance Statistics in Seattle:**

Applying the AVMA pet population estimation formula to Seattle would provide the following results:

Human Population	Households	Dog Population	Cat Population	Total Pets Population
592,800	237,120	149,860	169,067	318,927

Dog Licenses	Cat Licenses	Total Dog and Cat Licenses	Dog License Rate	Cat License Rate	Total License Rate
38,000	26,000	64,000	25 %	15 %	20 %



## **Multnomah County, Oregon**

### **Service area**

**Population:** 710,000 (includes City of Portland)

**License facts:** One-year, two-year or three-year licenses for cats and dogs required  
Licenses required within 30 days of obtaining the age of 6 months  
Reduced price licenses (50 % discount) available for seniors (65 and older)  
Dogs and cats must wear licenses.  
Differential fees for altered and unaltered  
Fine for not licensing -- \$100

### **License fees:**

#### **Dogs**

##### **Altered**

1-year -- \$18; 2-year -- \$26; 3-year -- \$38

##### **Unaltered**

1-year -- \$30; 2-year -- \$50; 3-year -- \$65

#### **Cats**

##### **Altered**

1-year -- \$8; 2-year -- \$14; 3-year -- \$19

##### **Unaltered**

1-year -- \$30; 2-year -- \$60; 3-year -- \$90

**Senior discount is 50 percent for altered and unaltered**

Multnomah County Animal Services Director Mike Oswald said a two-year-old program (approved in May 2007, in effect August 2007) linking rabies vaccinations with pet licenses has been a key factor in nearly doubling license compliance in Multnomah County. Rabies vaccinations are required before a pet license will be issued, and veterinarians must share vaccination information with Animal Services. Overall cat and dog license issuance has gone from 39,676 in 2007 to the current number of 73,634. Oswald also said the ability to pay for a license online has had a big impact on pet license sales.

### **Pet Licensing Best Practices in Multnomah County:**

#### **Pet License Renewal Program**

Multnomah County sends out renewal forms, along with reminder notices and late notices.

#### **Ease of Payment -- Pet License Sales Partners**

Multnomah County has about 60 veterinary clinics that are pet license sales partners. Pet license sales partners receive a \$2 rebate for new licenses, and a \$1 rebate for renewals.

#### **Ease of Payment -- Online Pet License Sales**

Multnomah County has on-line sales for renewals. New licenses can not be purchased on-line due to the rabies vaccination requirement.

### **Deterrent To Not Licensing/Penalty For Failure To License**

Multnomah County has a deterrent for not licensing – a \$100 fine for failure to license. Oswald said Multnomah County has been using a softer approach to licensing over the last several years, but is beginning to take a stronger enforcement approach this year and moving forward.

### **Incentives For Licensing**

Multnomah County offers many benefits for licensing pets: Free ride home for a lost pet; longer stays in the shelter for a lost pet; publication of the owner's phone number to facilitate reunions; phone call or letter to the owner if the pet arrives at the shelter.

### **Pet License Canvassing**

Multnomah County has operated a pet license canvassing program in previous years, but no longer does. Oswald said Multnomah County's canvassing program more than paid for itself and generated many new license for the system, but there were a number of complaints about the program and the support among elected officials was not there to continue it.

### **Education/Outreach**

Multnomah County is increasing its education and outreach efforts. Oswald said Multnomah County will be focusing on promoting the whole animal services system and how licensing fits in, along with the benefits of licensing from the public safety, public health and animal welfare perspectives.

### **License tied to rabies vaccinations**

This is the primary element responsible for the big increase in license sales in Multnomah County in the last two years. Rabies vaccinations are required for both dogs and cats, and a pet license will not be issued without proof of rabies vaccination. By law, veterinarians in Multnomah County are required to share rabies vaccination information with Animal Services. The veterinarians have the option of selling the pet owner acquiring the rabies vaccination a pet license, or providing the name and contact information to Multnomah County Animal Services. Once Animal Services has the contact information, a pet license is mailed to the pet owner (if not already purchased), along with a bill for the cost of the license. The pet owner can then go online to pay, or mail payment in. If payment is not received by Animal Services, a fine for failure to license is automatically generated and sent to the pet owner. If the pet owner responds after receiving the fine and licenses the pet, the fine is waived. Oswald said about 80 percent of pet owners are compliant with this program and license their pets after rabies shots.

### **Senior/Disabled Discounts**

Multnomah County offers a 50 percent discount for seniors.

### **Differential license fees for altered and unaltered**

Multnomah County has higher fees for unaltered animals.

**License Compliance Statistics in Multnomah County:**

Applying the AVMA pet population estimation formula to Multnomah County would provide the following results:

Human Population	Households	Dog Population	Cat Population	Total Pets Population
710,000	284,000	179,488	202,492	381,980

Dog Licenses	Cat Licenses	Total Dog and Cat Licenses	Dog License Rate	Cat License Rate	Total License Rate
47,955	25,679	73,634	27 %	13 %	19 %

**ASPCA Recognized Programs:**

**Spokane County Regional Animal Care and Protection Services (SCRAPS)  
City of Fremont, California  
(Calgary was also recognized by the ASPCA)**

**SCRAPS**

**Service area**

**Population:** 200,000 (*approximate -- 2000*)

**License facts:** One-year for cats and dogs required  
Licenses required at 6 months  
Senior discount (\$5 on an altered license)  
Differential fees for altered and unaltered

**License fees:**

**Dogs**

**Altered**

1-year -- \$20;

**Unaltered**

1-year -- \$40;

**Cats**

**Altered**

1-year -- \$15;

**Unaltered**

1-year -- \$25;

**Senior discount is \$5 for altered pets**

**ASPCA Recognized Program**

The SCRAPS program recognized by the ASPCA included multiple elements aimed at increasing license compliance and raising revenue for spay/neuter services:

- Adding a \$3 surcharge (now \$4) to dog and cat licenses for spay/neuter
- Raising the fine for an unlicensed pet from \$75 to \$200
- Conducting a multi-media campaign about the need to license

- Included inserting pet licensing information into other mailings from County government.
- Making access to license applications easy by putting them in grocery stores, fast food restaurants, and on the agency website;
- Closely tracking results to measure effectiveness
- Sending renewal notices promptly, and following-up with reminders.

While the Spokane County Code already included a fine for not licensing, SCRAPS concluded that the amount was not high enough to motivate compliance, particularly in the context of the broader program. The increase in the fine amount from \$75 to \$200 was done in conjunction with an amnesty period in which there was no penalty to purchase a license if you previously did not have one.

Spokane County budgeted \$10,000 (2003 dollars) for market research to determine which messages would motivate their citizens to license their pets. An additional \$45,000 (2003 dollars) was budgeted for the media campaign in year one for production costs and advertising space.

The market research pointed toward two key messages that would promote license sales:

- Licensing will help return your lost pet to you;
- Licensing pays for adoption and protection services that can help reduce or eliminate euthanasia of adoptable animals.

The market research also found that the decision makers regarding pet licensing were typically women between the ages of 18 and 50.

The program was successful, resulting in a 12 percent increase in revenue from pet licensing (equal to \$40,000). The number of new licenses increased an average of 22 percent per month during the media campaign, while renewals increased an average of 7 percent per month.

### **Other Licensing Practices for SCRAPS**

- Pet License Renewal Program
  - SCRAPS has a renewal program.
- Ease of Payment -- Pet License Sales Partners
  - SCRAPS' 23 private sales partners include veterinary clinics and pet and feed stores. They can receive a \$2 rebate through an optional surcharge which they can add to the cost of the pet license.
- Ease of Payment -- Online Pet License Sales
  - SCRAPS has pet license renewals online and is adding new license online sales soon.
- Deterrent To Not Licensing/Penalty For Failure To License
  - The SCRAPS penalty is now \$200. SCRAPS provides citizens the opportunity to purchase a license before applying the fine. Pet owners can be given up to 48 hours to buy before being fined.
- Incentives For Licensing

- SCRAPS has incentives for licensing, such as a free ride home for a lost pet.
- Pet License Canvassing
  - SCRAPS has canvassed in the past, but is not canvassing this year.
- Education/Outreach
  - SCRAPS is inserting information about pet licensing into Spokane County tax assessments.
- License tied to rabies vaccinations
  - SCRAPS has not tied licenses to rabies vaccinations.
- Senior/Disabled Discounts
  - SCRAPS offers a \$5 discount for seniors.
- Differential license fees for altered and unaltered
  - SCRAPS has differential fees for altered/unaltered.
- Other Strategies
  - SCRAPS Director Nancy Hill said one strategy that is working well to increase license sales is the spay/neuter voucher program. To be eligible for the spay/neuter vouchers, pet owners must have a valid license. The vouchers are worth \$50 for dog spays, \$45 for dog neuters or cat spays, and \$27.50 for cat neuters. Any vet in Spokane County will take them. The vouchers are funded by the spay/neuter surcharge mentioned above. Hill said the surcharge generates about \$100,000 per year.

**License Compliance Statistics for SCRAPS:**

Applying the AVMA pet population estimation formula to SCRAPS would provide the following results:

Human Population	Households	Dog Population	Cat Population	Total Pets Population
200,000	80,000	50,560	57,040	107,600

Dog Licenses	Cat Licenses	Total Dog and Cat Licenses	Dog License Rate	Cat License Rate	Total License Rate
23,657	9,171	32,828	47 %	16 %	31 %

**Fremont, California**

**Service area**

**Population:** 203,413 (2000)

**License facts:** One-year, two-year or three-year licenses for cats and dogs required  
 Licenses required at 4 months  
 Small price reduction (10 % discount) for seniors (60 and older)  
 Dogs and cats must wear licenses.  
 Differential fees for altered and unaltered

**License fees:**

**Dogs and Cats**

**Altered**

1-year -- \$12; 2-year -- \$17; 3-year -- \$21

**Unaltered**

1-year -- \$25; 2-year -- \$35; 3-year -- \$42

The City of Fremont program recognized by the ASPCA involved the implementation of an automatic pet license renewal and citation system, and the linking of rabies vaccination information with the pet licensing database.

The Fremont pet licensing system is set-up to automatically mail renewal notices and citations for not licensing. Reminders to license are sent at 30 days, 60 days, and 90 days intervals. After 90 days, the first citation notice is sent by mail. Each month, another citation is mailed if the pet license is not purchased. At 120 days, the citation is \$30, at 150 days it is \$60, and at 180 days it is \$120. Citations not paid in 120 days double.

Fremont Pet License Supervisor Suzanne Mundy said the key to the program success is the Administrative Remedy Ordinance that allows the city to send the citations automatically by mail.

The existing license database is enhanced by requiring that veterinarians in the city submit animal and animal owner information for each rabies vaccination performed. This information is added to the City of Fremont database for automatic follow-ups. After 60 days, the pet owners who got rabies shots for their pets are mailed a reminder to purchase a license.

Mundy said veterinarians must provide the rabies vaccination information monthly, and if they don't, they receive a follow-up call to remind them to submit the information.

The initial implementation of the program was very successful. In the first 27 months, the revenue from pet licensing nearly doubled, from \$101,000 to \$195,000, and the number of citations increased from 84 to 2,564.

**License Compliance Statistics for Fremont, California:**

Applying the AVMA pet population estimation formula to Fremont, California would provide the following results:

Human Population	Households	Dog Population	Cat Population	Total Pets Population
203,413	81,365	51,423	58,013	109,436

Dog Licenses	Cat Licenses	Total Dog and Cat Licenses	Dog License Rate	Cat License Rate	Total License Rate
16,340	8,146	24,486	32 %	14 %	22 %

**Summary of License Compliance Rates in Model Jurisdictions and King County**

**Table E - Summary Table of Pet License Sales and Compliance Rates in Model Jurisdictions and King County**

<b>Jurisdiction</b>	<b>Combined Dog and Cat License Sales</b>	<b>Dog License Compliance Rate</b>	<b>Cat License Compliance Rate</b>	<b>Combined Dog and Cat License Compliance Rate</b>
Calgary	148,250	38%	16%	26%
Seattle	64,000	25%	15%	20%
Multnomah County	73,634	27%	13%	19%
SCRAPS	32,828	47%	16%	31%
Fremont, California	24,486	32%	14%	22%
King County	134,027	29%	14%	21%

**7. Cost of implementation;**

The cost of implementation related to an increase in financial incentives for King County pet license sales partners ultimately depends on which financial incentives are used.

Input from a survey conducted recently by King County Pet Licensing shows that better financial incentives would encourage sales partners to increase pet license sales. King County Pet Licensing is responding to these survey results and Motion 12961 by considering creating two programs related to rebates for sales partners:

1. The first program would be aimed at retaining existing private sales partners and attracting new sales partners by increasing the base rebates for pet license sales significantly – to \$10 for regular new dog and cat licenses, \$3 for dog and cat paid license renewals, and \$5 for new paid senior licenses.
2. The second program, based on sales performance, would be aimed at encouraging all private sales partners to increase new pet license sales. The program would provide additional financial rebates based on the following formula – a 2 percent rebate for a 25 percent increase in new pet license sales; 4 percent for a 50 percent increase; 6 percent for a 75 percent increase; 8 percent for an increase of 100 percent or more. Private sales partners will be eligible for the performance rebates at the end of 2010 based on previous year (2009) sales totals for new licenses. (Example: Partner A sells 100 new licenses in 2009 for \$3,000 in revenue; in 2010, Partner A sells 150 new licenses for \$4,500 in revenue. Partner A receives an additional 4 percent rebate or \$180)

Table F below provides an estimate of what the financial incentive program related to the base rebate amounts would have cost in 2008, 2007, and 2006 had it been implemented in those years. Table F cannot provide an absolute comparison because the underlying data for the table did not capture how many of the new licenses in previous years were senior licenses. The pilot program for 2010 will provide a separate rebate amount for senior licenses. Table F also includes three totals – one including revenue from cities and the Humane Society of Seattle-King County; one without cities; and one without cities and the Humane Society.

**Table F – Increased Partner Rebate Costs If Applied to Previous Years**

<b>Financial Incentive Program – Base Rebate Changes</b>				
<b>Partner</b>	<b>Current Rebate (new or renew)</b>	<b>2008 Sales If \$10 rebate new, \$3 rebate renew</b>	<b>2007 Sales If \$10 rebate new, \$3 rebate renew</b>	<b>2006 Sales If \$10 rebate new, \$3 rebate renew</b>
Agents/ Clinics	\$3 new or renew	\$10,969	\$14,168	\$12,453
QFC/ Non Profits	\$2 new or renew	\$22,657	\$23,835	\$27,657
Cities	\$1 new or renew	\$14,372	\$17,382	\$14,003
Total estimated rebate cost with cities and Humane Society		\$47,998	\$55,385	\$54,113
Total estimated rebate cost without cities <sup>6</sup>		\$33,626	\$38,003	\$40,110
Total estimated rebate cost without cities and without Humane Society (approximate) <sup>7</sup>		\$15,408	\$18,178	\$16,043

<sup>6</sup> The total without cities is included because the rebate change is not proposed to apply to cities.

<sup>7</sup> The total without the Humane Society of Seattle-King County is included because the Humane Society notified King County on January 14, 2009 that the organization will no longer sell King County pet licenses and is no longer doing so as of February 2009 (the Humane Society of Seattle-King County also stopped selling pet licenses for the Seattle Animal Shelter).



Please see Appendix G for a review of other rebate options.

The cost of the performance-based rebates would be difficult to estimate. Here's one example of how it would work -- Partner A sells 100 new pet licenses in 2009 for \$3,000 in revenue; in 2010, Partner A sells 150 new pet licenses for \$4,500 in revenue. Partner A receives an additional 4 percent rebate or \$180.

Applying the rebate categories – 25, 50, 75, and 100 percent increases on new pet license sales – would have yielded the estimated results in 2008 in Table G below:

**Table G – Performance Rebate Cost Estimates**

Annual Revenue Estimate New Licenses – all private partners	2008	25 Percent Increase	50 Percent Increase	75 Percent Increase	100 Percent Increase
Total	\$94,978	\$118,722	\$142,467	\$166,211	\$189,956
Total Rebate Paid to partners		\$2,374 (2 percent rebate)	\$5,699 (4 percent rebate)	\$9,973 (6 percent rebate)	\$15,196 (8 percent rebate)
Revenue from new licenses to King County (not including deductions for base rebate payments)	\$94,978	\$116,348	\$136,768	\$156,238	\$174,760

## **8. A pilot project in order to test and evaluate different incentive options.**

King County Pet Licensing currently offers rebates to pet license sales partners ranging from \$1 per license sold by suburban cities, to \$2 per license sold for QFC Stores and non-profits, to \$3 per license sold for Licensing Sub-Agents and veterinary clinics. Given the relative low amount of these rebates, there are opportunities for financial incentive programs that could be developed for pet licensing sales partners.

Input from a survey conducted recently by King County Pet Licensing shows that better financial incentives would encourage sales partners to increase pet license sales. King

County Pet Licensing is responding to these survey results and Motion 12961 by considering creating two programs related to rebates for sales partners.

1. The first program would be aimed at retaining existing private sales partners and attracting new sales partners by increasing the base rebates for pet license sales significantly – to \$10 for regular new dog and cat licenses, \$3 for dog and cat paid license renewals, and \$5 for new paid senior licenses.
2. The second program, based on sales performance, would be aimed at encouraging all private sales partners to increase new pet license sales. The program would provide additional financial rebates based on the following formula – a 2 percent rebate for a 25 percent increase in new pet license sales; 4 percent for a 50 percent increase; 6 percent for a 75 percent increase; 8 percent for an increase of 100 percent or more. Private sales partners will be eligible for the performance rebates at the end of 2010 based on previous year (2009) sales totals for new licenses. (Example: Partner A sells 100 new licenses in 2009 for \$3,000 in revenue; in 2010, Partner A sells 150 new licenses for \$4,500 in revenue. Partner A receives an additional 4 percent rebate or \$180)

## **IV. Recommendations**

### **Looking Forward**

King County Pet Licensing is focusing on several program enhancements in the short-term:

- Saving Lives Pet Partnership (see Appendix B for more details)
  - Increased education regarding responsible pet ownership and the benefits of licensing.
    - King County Pet Licensing is working with Seattle Pet Licensing to jointly insert flyers (see Appendix H) about pet licensing and animal welfare issues into vehicle license renewal mailings.
    - King County Pet Licensing has enhanced its canvassing program to reach more neighborhoods in 2009 with the message about the benefits of licensing pets. Canvassers leave behind informational door hangers when citizens aren't home and are also selling licenses door-to-door when they speak directly with pet owners.
    - King County Animal Control Officers are educating citizens about the benefits of licensing as part of their normal calls.
    - King County is working with contract cities to increase outreach regarding pet licensing, including on city web sites and in city newsletters.
  - Soft enforcement of the new penalty for failure to license. King County Animal Control Officers are using soft enforcement techniques to apply the new law allowing a penalty for failure to license as part of their normal

calls. In addition, enhanced services officers are also using soft enforcement techniques to apply the new law.

- Soft enforcement techniques include:
  - Offering the citizen the opportunity to purchase a license before issuing a penalty.
  - If a pet owner is willing to purchase, but unable due to finances or other reasons, King County is offering a free temporary license to provide additional time to complete the license sale.
  - Offering payment plans to pet owners in the most severe financial hardship cases.
- New sales partnerships
  - King County Pet Licensing is working with the owners and managers of apartment complexes that allow pets to bring them on-board as sales partners.
  - As part of a pilot program, King County is offering apartment managers significant rebates for license sales -- \$10 for new licenses, \$5 for new paid senior licenses, and \$3 for renewals. King County Pet Licensing has contacted nearly 100 apartment complexes in King County about this partnership and has already signed agreements with six apartment complexes. These apartment complexes have been trained as sales partners and are selling licenses. King County Pet Licensing hopes to have about a dozen apartment complexes on-board as sales partners by the end of June.
  - Additional pet supply stores
    - King County Pet Licensing has contacted corporate offices for PetSmart, Petco, and Mudd Bay to initiate discussions regarding pet license sales partnerships in King County.
- Licensing partnership with contract cities
  - Contract city canvassing
    - King County Records and Licensing Services Managers have been meeting with suburban cities that contract for animal care and control services to discuss future operations. As part of these meetings, King County RALS is discussing potential methods to bridge the gap between the animal care and control services King County provides, and the revenue brought in by cities through King County pet license sales. One potential option is for contract cities to hire and pay pet license canvassers who would be managed by King County Pet Licensing through a development partnership. A portion of the revenue brought in by the City Canvassers by selling King County Pet Licenses would be rebated back to the city to cover the labor costs. King County RALS has received positive responses from cities and is providing several contract cities with draft contracts to initiate this partnership in 2009.
  - City licensing enforcement

- In addition to the Pet License Canvassing partnership, King County RALS is also working with contract cities on the potential for a license enforcement collaboration in which cities would hire a license enforcement officer to perform park patrols and use educational strategies in support of the canvassing partnership.
- Enhanced financial incentives for sales partners
  - Increasing base rebates for all private sales partners (see #8)
  - Creating performance-based rebates for all private sales partners (see #8)
- Evaluating linking rabies vaccinations with pet licenses
  - Requires code changes by King County Council
    - King County Pet Licensing has been working with King County Public Health and the City of Seattle to evaluate a proposal to link rabies vaccinations with pet licenses. The new Rabies Vaccination Program would work similar to the one in Multnomah County (see page 42). Veterinarians in King County would be required to provide animal care and control authorities throughout King County (including King County, and potentially the City of Seattle, and other cities that do not contract with King County) with the contact information of pet owners whenever they perform a rabies vaccination. In addition, the veterinarians would have the option of selling the pet owner a license (veterinarians in King County's service area would be offered the same rebates of \$10 for new, \$5 for new paid senior, and \$3 for renewals). For this program to be implemented by King County, the King County Council will need to adopt the appropriate code changes to the Public Health codes and the Animal codes. (See Appendix I for sample ordinances)
      - King County Public Health Veterinarian has expressed support for the linking of rabies vaccinations with pet licenses as a public safety measure that will aid in the protection of our community from rabies infections.
- Other King County Code changes
  - Senior, disabled, and low-income licenses
    - King County Pet Licensing is evaluating a proposal to change the Senior Pet Licenses prospectively from the current lifetime license after one payment, to a 50 percent discount annually (similar to senior discounts in other jurisdictions including Seattle). Senior citizens that already have lifetime licenses would be grandfathered in. Any new senior pet licenses (for altered animals only) would be annualized with a 50 percent discount. This will require a change to the code by the King County Council.
    - King County Pet Licensing is evaluating a proposal to add a new section to the code to provide a 50 percent discount (for altered animals only) for citizens with disabilities that can meet approved criteria (similar to discounts for disabled people in other jurisdictions including Seattle). This will require a change to the code by the King County Council.

- King County Pet Licensing is evaluating a proposal to add a new section to the code to provide a 50 percent discount (for altered animals only) for citizens living in public assistance housing. This will require a change to the code by the King County Council.
- King County Pet Licensing is evaluating a proposal to increase the penalty for failure to license pets from \$75 to \$150 and removing the requirement that pet owners must be offered the chance to purchase a license before being fined (similar to the deterrent program in Calgary). An additional element of the proposal is to double the penalty for unaltered animals not licensed.
- King County Pet Licensing is evaluating a proposal to reduce the cost for an unaltered pet license to \$60 or twice the cost of a license for an altered pet.
- Pet License Rebate Language
  - King County Pet Licensing is evaluating a proposal to add a new section to the code explicitly allowing the Executive to provide rebates on pet licenses. King County Pet Licensing is asking that the language be flexible to allow for negotiations with partners.
- Credit Card Acceptance
  - King County Pet Licensing is evaluating a proposal for the County Council to explicitly allow Animal Care and Control and Pet Licensing staff to accept credit card payments for pet licenses.

**Executive Response to Metropolitan King County Council  
Motion 2009-12961**

**Appendix A  
Pet License Statistics 1992 - 2008**

1992 PET LICENSE STATS

	Jan	Feb	March	April	May	June	July	August	Sept	October	Nov	Dec	Total
Pet Licenses Issued:													
Dog: Altered	2,185	2,014	2,294	10,150	3,260	2,924	3,108	2,575	2,719	2,163	2,013	1,880	37,285
Unaltered	624	583	617	1,891	815	662	647	385	402	338	258	349	7,571
Juvenile	0	0	0	0	0	0	42	69	145	118	141	89	604
Senior - New	120	67	86	173	96	83	86	134	71	61	66	83	1,126
Senior - Renew	0	0	0	0	0	0	0	0	0	0	0	90	90
Service Animal	0	0	0	0	0	0	0	0	0	0	0	0	0
Subtotal:	2,929	2,664	2,997	12,214	4,171	3,669	3,883	3,163	3,337	2,680	2,478	2,491	46,676
Cat: Altered	942	740	795	4,371	1,190	1,193	981	978	835	942	930	833	14,730
Unaltered	31	78	14	56	28	37	63	22	5	15	17	29	395
Juvenile	0	0	0	0	0	0	43	36	59	42	68	29	277
Senior - New	49	25	37	108	60	46	102	45	85	39	32	45	673
Senior - Renew	0	0	0	0	0	0	0	0	0	0	0	37	37
Subtotal:	1,022	843	846	4,535	1,278	1,276	1,189	1,081	984	1,038	1,047	973	16,112
Reissues/Transfers	85	59	84	97	90	97	126	104	72	119	284	102	1,319
Total Licenses Issued:	<b>3,951</b>	<b>3,507</b>	<b>3,843</b>	<b>16,749</b>	<b>5,449</b>	<b>4,945</b>	<b>5,072</b>	<b>4,244</b>	<b>4,321</b>	<b>3,718</b>	<b>3,525</b>	<b>3,464</b>	<b>62,788</b>
Total Paid Licenses:	3,951	3,507	3,843	16,749	5,449	4,945	5,072	4,244	4,321	3,718	3,525	3,337	62,661
Renewals Sent:	0	0	0	0	0	0	0	0	0	0	0	0	0
Pet Licenses Sold:													
ACO's	99	120	173	161	153	186	152	143	87	84	88	89	1,535
Inspectors	0	19	26	67	37	29	40	58	18	15	12	20	341
Mail/Counter	3,053	2,739	2,786	15,347	4,172	3,716	3,865	3,234	3,402	2,853	2,602	2,884	50,653
Shelters	493	473	474	724	554	571	729	583	483	511	412	414	6,421
City Halls	391	215	468	547	623	540	412	330	403	374	695	159	5,157
Canvassing	0	0	0	0	0	0	0	0	0	0	0	0	0
Less Reissues/Trans	-85	-59	-84	-97	-90	-97	-126	-104	-72	-119	-284	-102	-1,319
Total:	<b>3,951</b>	<b>3,507</b>	<b>3,843</b>	<b>16,749</b>	<b>5,449</b>	<b>4,945</b>	<b>5,072</b>	<b>4,244</b>	<b>4,321</b>	<b>3,718</b>	<b>3,525</b>	<b>3,464</b>	<b>62,788</b>

1993 PET LICENSE STATS

	Jan	Feb	March	April	May	June	July	August	Sept	October	Nov	Dec	Total
Pet Licenses Issued													
Dog - Altered	2,399	1,682	4,724	4,933	4,429	3,060	4,335	5,676	3,514	3,557	2,549	3,060	43,918
Unaltered	312	301	714	734	471	581	420	532	303	380	250	300	5,298
Juvenile	162	183	206	145	171	305	425	355	359	347	297	341	3,296
Senior - New	69	47	107	113	89	116	201	172	155	108	41	93	1,311
Senior - Renew	83	70	229	87	538	2,575	185	88	58	63	59	112	4,147
Service Animal					4	28	7	6	6	3	1		55
Subtotal:	3,025	2,283	5,980	6,012	5,702	6,665	5,573	6,829	4,396	4,458	3,197	3,906	58,026
Cat - Altered	918	698	1,802	2,215	1,879	1,514	2,630	3,321	2,380	2,187	1,328	1,952	22,824
Unaltered	2	3	14	14	11	9	22	15	9	8	6	16	129
Juvenile	23	31	43	69	98	239	426	388	507	475	379	527	3,205
Senior - New	27	26	46	47	48	82	229	216	143	128	34	188	1,214
Senior - Renew	42	28	76	52	181	932	94	60	22	28	16	64	1,595
Subtotal:	1,012	786	1,981	2,397	2,217	2,776	3,401	4,000	3,061	2,826	1,763	2,747	28,967
Reissues/Transfers	116	123	198	108	134	156	134	138	142	143	102	127	1,621
Total Licenses Issued:	4,037	3,069	7,961	8,409	7,919	9,441	8,974	10,829	7,456	7,284	4,960	6,653	86,992
Total Paid Licenses:	3,912	2,971	7,656	8,270	7,196	5,906	8,688	10,681	7,376	7,190	4,884	6,477	81,207
Renewals Sent:	3,634	3,667	4,573	17,148	4,702	10,734	5,297	4,595	4,096	3,897	3,207	3,711	69,261
Pet Licenses Sold:													
ACO's	85	91	132	130	127	177	123	117	73	105	95	78	1,333
Inspectors	12	39	14	35	33	59	156	71	78	109	30	53	689
Mail/Counter	3,500	2,219	6,821	7,072	6,475	7,300	4,369	5,747	2,652	3,482	3,478	3,401	56,516
Shelters	378	434	618	693	553	677	738	528	493	473	416	424	6,425
City Halls	178	409	574	587	865	521	826	892	769	551	478	983	7,633
Canvassing						863	2,896	3,612	3,533	2,707	565	1,841	16,017
Less Reissues/Trans	-116	-123	-198	-108	-134	-156	-134	-138	-142	-143	-102	-127	-1,621
Total:	4,037	3,069	7,961	8,409	7,919	9,441	8,974	10,829	7,456	7,284	4,960	6,653	86,992



1994 PET LICENSE STATS

	Jan	Feb	March	April	May	June	July	August	Sept	October	Nov	Dec	Total
<b>Pet Licenses Issued:</b>													
Dog - Altered:	3,003	2,352	5,576	6,743	3,070	5,633	3,501	5,075	4,324	3,018	2,293	2,985	47,573
Unaltered	342	327	541	734	415	568	343	472	387	325	227	290	4,971
Juvenile	322	251	322	304	295	310	345	377	355	360	283	244	3,768
Senior - New	106	82	196	134	75	146	125	178	103	70	61	82	1,358
Senior - Renew	115	91	312	163	1,894	823	184	184	113	66	32	199	4,176
Service Animal	1	2	7	2	13	25	2	4	2	5	1	1	65
Subtotal:	3,889	3,105	6,954	8,080	5,762	7,505	4,500	6,290	5,284	3,844	2,897	3,801	61,911
Cat - Altered:	1,941	1,578	2,988	3,258	1,456	3,180	2,437	3,384	2,741	1,935	1,422	1,890	28,210
Unaltered	8	9	15	36	21	17	13	14	11	12	8	18	182
Juvenile	276	122	116	231	278	500	624	405	515	332	412	238	4,049
Senior - New	134	101	172	68	50	174	148	197	96	52	47	53	1,292
Senior - Renew	47	42	150	76	712	403	138	154	68	75	43	175	2,083
Subtotal:	2,406	1,852	3,441	3,669	2,517	4,274	3,360	4,154	3,431	2,406	1,932	2,374	35,816
Reissues/Transfers	140	95	171	177	172	271	213	235	202	194	127	107	2,104
<b>Total Licenses Issued:</b>	<b>6,295</b>	<b>4,957</b>	<b>10,395</b>	<b>11,749</b>	<b>8,279</b>	<b>11,779</b>	<b>7,860</b>	<b>10,444</b>	<b>8,715</b>	<b>6,250</b>	<b>4,829</b>	<b>6,175</b>	<b>97,727</b>
<b>Total Paid Licenses:</b>	<b>6,132</b>	<b>4,822</b>	<b>9,926</b>	<b>11,508</b>	<b>5,660</b>	<b>10,528</b>	<b>7,536</b>	<b>10,102</b>	<b>8,532</b>	<b>6,104</b>	<b>4,753</b>	<b>5,800</b>	<b>91,403</b>
Renewals Sent:	4,640	4,464	5,482	15,344	5,237	10,760	8,962	8,889	7,607	6,698	4,297	6,083	88,463
<b>Pet Licenses Sold:</b>													
ACO's	91	110	139	160	141	126	101	123	96	121	120	74	1,402
Inspectors	26	36	50	120	55	72	80	27	121	42	7	16	652
Mail/Counter	3,476	2,858	6,929	9,887	6,673	8,268	4,197	6,639	5,615	4,425	3,083	4,511	66,561
Shelters	596	451	591	688	613	711	612	660	522	554	398	460	6,856
City Halls	343	268	1,308	819	847	686	1,084	1,029	763	653	817	809	9,426
Canvassing-Mail	392	219	266	252	122	177	250	275	398	144	88	113	2,696
Canvassing-Field	1,511	1,110	1,283	0	0	2,010	1,749	1,926	1,402	505	443	299	12,238
Less Reissues/Trans	-140	-95	-171	-177	-172	-271	-213	-235	-202	-194	-127	-107	-2,104
<b>Total:</b>	<b>6,295</b>	<b>4,957</b>	<b>10,395</b>	<b>11,749</b>	<b>8,279</b>	<b>11,779</b>	<b>7,860</b>	<b>10,444</b>	<b>8,715</b>	<b>6,250</b>	<b>4,829</b>	<b>6,175</b>	<b>97,727</b>

1995 PET LICENSE STATS

	Jan	Feb	March	April	May	June	July	August	Sept	October	Nov	Dec	Total
<b>Pet Licenses Issued:</b>													
Dog - Altered	3,517	3,068	4,449	4,718	5,336	4,928	4,324	6,738	4,217	3,489	3,075	3,136	50,995
Unaltered	375	284	428	492	590	493	333	519	338	322	257	271	4,702
Juvenile	315	191	258	190	350	335	357	465	358	346	252	271	3,688
Senior - New	59	54	81	93	86	79	90	161	112	101	63	65	1,044
Senior - Renew	114	325	299	134	1,076	1,419	197	321	149	134	151	208	4,527
Service Animal	2	9	4	6	19	28	9	11	6	0	5	4	103
Subtotal:	4,382	3,931	5,519	5,633	7,457	7,282	5,310	8,215	5,180	4,392	3,803	3,955	65,059
Cat - Altered	2,035	1,781	2,611	2,394	2,654	2,743	2,770	4,286	2,747	2,343	1,892	1,911	30,167
Unaltered	22	18	23	23	20	16	18	14	8	4	18	9	193
Juvenile	222	62	91	103	260	423	436	568	474	469	341	198	3,647
Senior - New	38	34	56	37	61	58	54	130	71	60	43	39	681
Senior - Renew	86	159	161	55	494	668	142	292	126	78	124	150	2,535
Subtotal:	2,403	2,054	2,942	2,612	3,489	3,908	3,420	5,290	3,426	2,954	2,418	2,307	37,223
Reissues/Transfers	144	123	101	132	108	174	153	208	164	184	143	116	1,750
<b>Total Licenses Issued:</b>	<b>6,785</b>	<b>5,985</b>	<b>8,461</b>	<b>8,245</b>	<b>10,946</b>	<b>11,190</b>	<b>8,730</b>	<b>13,505</b>	<b>8,606</b>	<b>7,346</b>	<b>6,221</b>	<b>6,262</b>	<b>102,282</b>
<b>Total Paid Licenses:</b>	<b>6,583</b>	<b>5,492</b>	<b>7,997</b>	<b>8,050</b>	<b>9,357</b>	<b>9,075</b>	<b>8,382</b>	<b>12,881</b>	<b>8,325</b>	<b>7,134</b>	<b>5,941</b>	<b>5,900</b>	<b>95,117</b>
Renewals Sent:	6,918	6,145	7,129	14,117	5,672	11,811	9,588	9,316	8,251	6,307	4,898	6,138	96,290
<b>Pet Licenses Sold:</b>													
CSC - LW	0	0	0	0	0	0	14	13	4	0	6	2	39
ACO's	149	129	118	146	173	130	150	171	166	116	83	112	1,643
Inspectors	41	21	23	66	22	52	11	24	34	12	0	6	312
Mail/Counter	5,693	4,647	6,404	6,676	9,030	8,667	5,331	9,861	5,442	4,737	4,543	4,596	75,627
Shelters	546	453	623	647	770	708	577	718	638	682	514	442	7,318
City Halls	379	756	577	761	972	810	1,016	929	560	1,201	617	848	9,426
Canvassing-Mail	121	102	817	81	87	99	189	290	277	238	185	65	2,551
Canvassing-Field	0	0	0	0	0	898	1,595	1,705	1,649	544	416	307	7,114
Less Reissues/Trans	-144	-123	-101	-132	-108	-174	-153	-206	-164	-184	-143	-116	-1,748
<b>Total:</b>	<b>6,785</b>	<b>5,985</b>	<b>8,461</b>	<b>8,245</b>	<b>10,946</b>	<b>11,190</b>	<b>8,730</b>	<b>13,505</b>	<b>8,606</b>	<b>7,346</b>	<b>6,221</b>	<b>6,262</b>	<b>102,282</b>

1996 PET LICENSE STATS

	Jan	Feb	March	April	May	June	July	August	Sept	October	Nov	Dec	Total
<b>Pet Licenses Issued</b>													
Dog - Altered	2,812	3,770	3,630	5,757	4,090	3,865	5,385	7,292	4,353	3,536	3,205	3,351	51,046
Unaltered	300	355	345	466	415	407	417	504	373	336	235	269	4,422
Juvenile	284	259	184	291	268	383	360	434	343	251	227	198	3,482
Senior - New	74	55	85	95	86	123	137	128	124	80	55	50	1,092
Senior - Renew	170	271	176	300	1,418	416	246	463	172	163	192	256	4,243
Service Animal	6	8	3	8	24	13	21	10	10	4	3	3	113
<b>Subtotal:</b>	<b>3,646</b>	<b>4,718</b>	<b>4,423</b>	<b>6,917</b>	<b>6,301</b>	<b>5,207</b>	<b>6,566</b>	<b>8,831</b>	<b>5,375</b>	<b>4,370</b>	<b>3,917</b>	<b>4,127</b>	<b>64,398</b>
<b>Cat - Altered</b>	<b>1,665</b>	<b>2,022</b>	<b>3,202</b>	<b>3,017</b>	<b>2,101</b>	<b>2,332</b>	<b>3,462</b>	<b>4,729</b>	<b>3,074</b>	<b>2,191</b>	<b>1,938</b>	<b>1,912</b>	<b>31,645</b>
Unaltered	7	7	20	30	17	9	8	18	25	9	12	14	176
Juvenile	259	101	88	142	301	479	569	386	487	369	295	177	3,653
Senior - New	28	51	86	80	66	107	135	129	112	47	49	16	906
Senior - Renew	91	148	320	145	578	248	187	400	126	103	117	155	2,618
<b>Subtotal:</b>	<b>2,050</b>	<b>2,329</b>	<b>3,716</b>	<b>3,414</b>	<b>3,063</b>	<b>3,175</b>	<b>4,361</b>	<b>5,662</b>	<b>3,824</b>	<b>2,719</b>	<b>2,411</b>	<b>2,274</b>	<b>38,998</b>
Reissues/Transfers	183	136	125	150	136	169	191	196	186	173	127	93	1,865
<b>Total Licenses Issued:</b>	<b>5,696</b>	<b>7,047</b>	<b>8,139</b>	<b>10,331</b>	<b>9,364</b>	<b>8,382</b>	<b>10,927</b>	<b>14,493</b>	<b>9,199</b>	<b>7,089</b>	<b>6,328</b>	<b>6,401</b>	<b>103,396</b>
<b>Total Paid Licenses:</b>	<b>5,429</b>	<b>6,620</b>	<b>7,640</b>	<b>9,878</b>	<b>7,344</b>	<b>7,705</b>	<b>10,481</b>	<b>13,630</b>	<b>8,891</b>	<b>6,916</b>	<b>5,892</b>	<b>5,990</b>	<b>96,416</b>
Renewals Sent:	6,954	6,285	8,077	12,566	5,935	11,365	10,002	10,294	9,054	6,687	5,381	6,442	99,042
<b>Pet Licenses Sold:</b>													
CSC - L/W	5	5	3	5	11	12	9	19	9	12	5	8	103
ACO's	111	113	187	143	111	125	106	153	106	100	129	21	1,405
Inspectors	0	0	0	0	0	0	0	0	0	0	0	0	0
Mail/Counter	4,329	5,877	5,669	8,418	7,266	5,137	6,603	10,673	5,379	5,501	4,931	5,614	75,397
Shelters	554	497	552	626	688	542	726	660	627	545	455	468	6,940
City Halls	761	499	454	1,049	921	666	981	641	1,341	720	770	300	9,103
Canvassing-Mail	119	192	1,399	240	111	212	441	433	459	221	165	83	4,075
Canvassing-Field	0	0	0	0	392	1,857	2,252	2,110	1,464	163	0	0	8,238
Less Reissues/Trans	-183	-136	-125	-150	-136	-169	-191	-196	-186	-173	-127	-93	-1,865
<b>Total:</b>	<b>5,696</b>	<b>7,047</b>	<b>8,139</b>	<b>10,331</b>	<b>9,364</b>	<b>8,382</b>	<b>10,927</b>	<b>14,493</b>	<b>9,199</b>	<b>7,089</b>	<b>6,328</b>	<b>6,401</b>	<b>103,396</b>

# 1997 Pet License Statistics

	Jan	Feb	March	April	May	June	July	August	Sept	October	Nov	Dec	Total
<b>Pet Licenses Issued</b>													
Dog - Altered	3,123	3,271	6,220	4,041	4,665	5,004	5,922	6,370	5,133	3,696	2,945	3,602	53,992
Unaltered	301	253	509	362	376	372	452	465	421	375	229	300	4,415
Juvenile	410	257	266	241	176	373	424	410	234	206	167	322	3,486
Senior - New	91	103	94	89	75	109	139	104	91	72	64	75	1,106
Senior - Renew	108	336	465	263	1,367	461	419	376	347	210	184	311	4,847
Service Animal	5	10	8	4	15	17	9	7	11	2	1	8	97
<b>Subtotal:</b>	<b>4,038</b>	<b>4,230</b>	<b>7,562</b>	<b>5,000</b>	<b>6,674</b>	<b>6,336</b>	<b>7,365</b>	<b>7,732</b>	<b>6,237</b>	<b>4,561</b>	<b>3,590</b>	<b>4,618</b>	<b>67,943</b>
Cat - Altered	1,783	1,824	4,166	2,313	2,317	2,825	3,727	4,223	3,446	2,456	1,750	2,167	32,997
Unaltered	15	5	23	15	16	4	5	20	23	30	14	20	190
Juvenile	267	158	124	158	237	382	503	426	410	440	271	349	3,725
Senior - New	82	55	80	46	55	57	161	76	53	42	33	34	774
Senior - Renew	62	205	305	127	689	332	315	293	256	106	132	169	2,991
<b>Subtotal:</b>	<b>2,209</b>	<b>2,247</b>	<b>4,698</b>	<b>2,659</b>	<b>3,314</b>	<b>3,600</b>	<b>4,711</b>	<b>5,038</b>	<b>4,188</b>	<b>3,074</b>	<b>2,200</b>	<b>2,739</b>	<b>40,677</b>
Reissues/Transfers	157	82	117	136	122	185	220	209	205	164	97	143	1,837
<b>Total Licenses Issued:</b>	<b>6,247</b>	<b>6,477</b>	<b>12,260</b>	<b>7,659</b>	<b>9,988</b>	<b>9,936</b>	<b>12,076</b>	<b>12,770</b>	<b>10,425</b>	<b>7,635</b>	<b>5,790</b>	<b>7,357</b>	<b>108,620</b>
<b>Total Paid Licenses:</b>	<b>6,072</b>	<b>5,926</b>	<b>11,482</b>	<b>7,265</b>	<b>7,917</b>	<b>9,126</b>	<b>11,333</b>	<b>12,094</b>	<b>9,811</b>	<b>7,317</b>	<b>5,473</b>	<b>6,869</b>	<b>100,685</b>
Renewals Sent:	7,082	6,697	8,888	11,609	6,498	11,965	11,101	11,340	9,689	6,844	5,293	6,206	103,212
<b>Pet Licenses Sold:</b>													
RJC	0	0	0	31	21	24	17	33	15	23	7	20	191
CSC's	6	16	12	6	24	19	16	37	23	32	23	33	247
ACO's	78	77	76	144	75	71	101	82	60	89	51	61	965
Inspectors	5	0	0	0	0	1	0	2	0	0	0	10	18
Mail/Counter	3,556	4,417	10,228	6,002	8,698	7,534	7,971	9,539	8,578	6,198	4,807	5,561	83,089
Shelters	539	483	578	582	543	492	740	570	585	509	410	586	6,617
City Halls	1,128	731	628	863	654	749	1,045	1,070	1,149	869	559	1,186	10,631
Canvassing-Mail	85	127	855	167	95	97	193	425	166	57	30	43	2,340
Canvassing-Field	1,007	708	0	0	0	1,134	2,213	1,221	54	22	0	0	6,359
Less Reissues/Trans	-157	-82	-117	-136	-122	-185	-220	-209	-205	-164	-97	-143	-1,837
<b>Total:</b>	<b>6,247</b>	<b>6,477</b>	<b>12,260</b>	<b>7,659</b>	<b>9,988</b>	<b>9,936</b>	<b>12,076</b>	<b>12,770</b>	<b>10,425</b>	<b>7,635</b>	<b>5,790</b>	<b>7,357</b>	<b>108,620</b>

# 1998 Pet License Statistics

	Jan	Feb	March	April	May	June	July	August	Sept	October	Nov	Dec	Total
<b>Pet Licenses Issued</b>													
Dog - Altered	3,699	5,104	5,378	4,346	3,511	5,679	6,755	5,920	4,604	3,354	2,690	4,416	55,456
Unaltered	318	442	419	432	287	423	539	398	421	314	244	359	4,596
Juvenile	251	365	346	269	224	297	373	461	358	310	221	288	3,763
Senior - New	101	145	140	99	87	100	126	136	118	72	67	71	1,262
Senior - Renew	262	444	437	290	989	707	479	350	291	256	182	420	5,107
Service Animal	4	13	8	3	12	14	21	9	3	5	1	8	101
<b>Subtotal:</b>	<b>4,635</b>	<b>6,513</b>	<b>6,728</b>	<b>5,439</b>	<b>5,110</b>	<b>7,220</b>	<b>8,293</b>	<b>7,274</b>	<b>5,795</b>	<b>4,311</b>	<b>3,405</b>	<b>5,562</b>	<b>70,285</b>
Cat - Altered	2,063	2,974	3,398	2,828	1,910	3,245	4,173	3,637	2,911	2,101	1,700	2,704	33,644
Unaltered	14	12	26	50	22	23	24	19	21	15	9	20	255
Juvenile	102	138	123	190	178	344	494	323	390	339	232	349	3,202
Senior - New	63	96	104	68	51	92	67	85	72	60	29	44	831
Senior - Renew	163	255	275	204	474	444	367	253	217	150	134	242	3,178
<b>Subtotal:</b>	<b>2,405</b>	<b>3,475</b>	<b>3,926</b>	<b>3,340</b>	<b>2,635</b>	<b>4,148</b>	<b>5,125</b>	<b>4,317</b>	<b>3,611</b>	<b>2,665</b>	<b>2,104</b>	<b>3,359</b>	<b>41,110</b>
Reissues/Transfers	158	119	154	141	124	141	178	403	196	149	96	99	1,958
<b>Total Licenses Issued:</b>	<b>7,040</b>	<b>9,988</b>	<b>10,654</b>	<b>8,779</b>	<b>7,745</b>	<b>11,368</b>	<b>13,418</b>	<b>11,591</b>	<b>9,406</b>	<b>6,976</b>	<b>5,509</b>	<b>8,921</b>	<b>111,395</b>
<b>Total Paid Licenses:</b>	<b>6,611</b>	<b>9,276</b>	<b>9,934</b>	<b>8,282</b>	<b>6,270</b>	<b>10,203</b>	<b>12,551</b>	<b>10,979</b>	<b>8,895</b>	<b>6,565</b>	<b>5,192</b>	<b>8,251</b>	<b>103,009</b>
Renewals Sent:	8,512	8,150	8,674	10,933	6,687	12,021	12,097	11,805	9,355	6,958	5,461	6,492	107,145
<b>Pet Licenses Sold:</b>													
RJC	13	19	22	29	15	18	15	14	17	11	9	10	192
CSC's	33	84	76	65	30	44	41	45	35	31	29	32	545
ACO's	50	53	67	41	74	49	27	26	42	33	31	21	514
Inspectors	0	19	13	85	11	10	47	62	21	26	20	0	314
Mail/Counter	5,421	7,205	7,862	7,267	6,105	9,044	9,743	8,833	6,873	5,559	4,160	7,436	85,508
Shelters	464	427	515	544	596	619	635	578	524	555	448	473	6,378
City Halls	338	979	731	629	1,021	695	1,357	597	1,212	845	673	866	9,943
Canvassing-Mail	44	228	602	216	17	26	98	195	204	65	223	182	2,100
Canvassing-Field	835	1,093	920	44	0	1,004	1,633	1,644	674	0	12	0	7,859
Less Reissues/Trans	-158	-119	-154	-141	-124	-141	-178	-403	-196	-149	-96	-99	-1,958
<b>Total:</b>	<b>7,040</b>	<b>9,988</b>	<b>10,654</b>	<b>8,779</b>	<b>7,745</b>	<b>11,368</b>	<b>13,418</b>	<b>11,591</b>	<b>9,406</b>	<b>6,976</b>	<b>5,509</b>	<b>8,921</b>	<b>111,395</b>

# 1999 Pet License Statistics

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Total
<b>Pet Licenses Issued:</b>													
Dog - Altered	4,323	5,363	6,023	4,538	4,669	5,708	5,402	5,215	4,997	4,254	2,496	4,104	57,092
Unaltered	326	437	494	409	360	429	377	357	427	355	249	277	4,497
Juvenile	307	356	472	237	230	301	315	449	323	319	240	244	3,793
Senior - New	84	83	194	116	80	101	102	107	108	103	44	65	1,187
Senior - Renew	334	514	536	370	1,078	707	539	342	379	327	104	435	5,665
Service Animal	12	16	8	8	12	14	11	13	11	4	8	9	126
Free 3 Mon.	0	0	0	0	0	0	232	762	294	49	58	137	1,532
2 For 1	0	0	0	0	0	0	0	92	99	8	7	5	211
<b>Subtotal:</b>	<b>5,386</b>	<b>6,769</b>	<b>7,727</b>	<b>5,678</b>	<b>6,429</b>	<b>7,260</b>	<b>6,978</b>	<b>7,337</b>	<b>6,638</b>	<b>5,419</b>	<b>3,206</b>	<b>5,276</b>	<b>74,103</b>
<b>Cat - Altered</b>	<b>2,409</b>	<b>3,058</b>	<b>4,210</b>	<b>2,475</b>	<b>2,450</b>	<b>3,263</b>	<b>3,301</b>	<b>3,038</b>	<b>3,223</b>	<b>2,774</b>	<b>1,571</b>	<b>2,520</b>	<b>34,292</b>
Unaltered	22	22	45	32	25	23	14	20	13	21	7	25	269
Juvenile	144	99	132	117	256	344	443	426	390	332	313	218	3,214
Senior - New	61	47	206	52	56	94	59	64	83	69	28	51	870
Senior - Renew	227	336	374	206	574	444	371	250	272	220	61	301	3,636
Free 3 Mon.	0	0	0	0	0	0	243	879	253	23	26	28	1,452
2 For 1	0	0	0	0	0	0	0	120	91	66	41	22	340
<b>Subtotal:</b>	<b>2,863</b>	<b>3,562</b>	<b>4,967</b>	<b>2,882</b>	<b>3,361</b>	<b>4,168</b>	<b>4,431</b>	<b>4,797</b>	<b>4,325</b>	<b>3,505</b>	<b>2,047</b>	<b>3,165</b>	<b>44,073</b>
Reissues/Transfers	124	122	121	131	108	141	129	170	184	164	107	109	1,610
<b>Total Licenses Issue:</b>	<b>8,249</b>	<b>10,331</b>	<b>12,694</b>	<b>8,560</b>	<b>9,790</b>	<b>11,428</b>	<b>11,409</b>	<b>12,134</b>	<b>10,963</b>	<b>8,924</b>	<b>5,253</b>	<b>8,441</b>	<b>118,176</b>
<b>Total Paid Licenses:</b>	<b>7,676</b>	<b>9,465</b>	<b>11,776</b>	<b>7,976</b>	<b>8,126</b>	<b>10,263</b>	<b>10,013</b>	<b>9,676</b>	<b>9,564</b>	<b>8,227</b>	<b>4,928</b>	<b>7,504</b>	<b>105,194</b>
Renewals Sent:	9,428	8,701	10,123	10,358	6,881	12,317	10,133	9,435	7,502	7,160	7,298	8,436	107,772
<b>Pet Licenses Sold:</b>													
RJC	14	20	24	18	27	18	21	51	40	16	14	6	269
CSC's	36	29	43	62	31	44	49	40	42	41	21	34	472
ACO's	30	21	29	27	20	49	57	96	115	69	81	155	749
Inspectors	58	25	18	26	32	10	30	27	40	2	8	3	279
Mail/Counter	6,431	8,325	8,714	6,779	8,119	9,044	8,691	7,973	8,298	6,836	4,031	6,799	90,040
Shelters	476	477	580	488	637	619	598	679	558	642	542	490	6,786
City Halls	445	698	803	912	752	695	1,092	966	1,167	1,322	426	777	10,055
Canvassing-Mail	202	109	1,053	311	128	86	492	164	38	125	160	228	3,096
Canvassing-Field	681	749	1,551	68	152	1,004	503	2,218	757	0	43	2	7,728
Veterinary	0	0	0	0	0	0	5	90	92	35	34	56	312
Less Reissues/Trans	-124	-122	-121	-131	-108	-141	-129	-170	-184	-164	-107	-109	-1,610
<b>Total:</b>	<b>8,249</b>	<b>10,331</b>	<b>12,694</b>	<b>8,560</b>	<b>9,790</b>	<b>11,428</b>	<b>11,409</b>	<b>12,134</b>	<b>10,963</b>	<b>8,924</b>	<b>5,253</b>	<b>8,441</b>	<b>118,176</b>

2000 Pet License Statistics

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
<b>Pet Licenses Issued:</b>													
Dog: Altered	4,677	4,445	5,016	4,453	4,621	5,137	6,164	5,562	5,856	4,190	5,205	5,681	61,007
Unaltered	391	396	418	390	432	377	471	413	397	400	363	407	4,855
Juvenile	288	336	289	303	287	294	397	328	604	218	205	294	3,843
Senior - New	65	99	103	119	114	104	116	150	126	129	93	103	1,321
Senior - Renew	446	354	493	304	523	882	484	417	532	349	635	898	6,317
Service Animal	11	10	6	7	7	15	19	6	18	11	15	17	142
3 Free 3 Mon.	317	248	292	318	377	457	585	727	510	625	382	378	5,216
2 for 1-n/c	41	8	0	0	0	0	1	1	2	0	0	0	75
Buddy \$5	0	6	39	35	59	53	80	71	76	80	48	35	582
<b>Subtotal:</b>	<b>6,236</b>	<b>5,902</b>	<b>6,656</b>	<b>5,929</b>	<b>6,420</b>	<b>7,319</b>	<b>8,317</b>	<b>7,675</b>	<b>8,121</b>	<b>6,002</b>	<b>6,946</b>	<b>7,835</b>	<b>83,358</b>
<b>Cat.: Altered</b>	<b>2,680</b>	<b>2,590</b>	<b>2,931</b>	<b>2,564</b>	<b>2,693</b>	<b>3,089</b>	<b>3,944</b>	<b>3,754</b>	<b>3,853</b>	<b>2,844</b>	<b>3,497</b>	<b>3,442</b>	<b>37,881</b>
Unaltered	43	30	31	23	20	28	28	34	26	19	19	27	328
Juvenile	163	88	224	155	230	286	479	283	355	258	131	245	2,897
Senior - New	45	50	73	81	103	87	107	149	117	90	63	76	1,041
Senior - Renew	290	247	332	203	255	570	326	289	315	240	467	502	4,036
3 Free 3 Mon.	162	98	163	215	353	589	605	754	678	513	273	311	4,714
2 for 1	29	1	0	0	0	0	18	42	39	25	35	61	250
Buddy \$5	0	13	50	69	139	180	195	219	202	172	108	45	1,392
<b>Subtotal:</b>	<b>3,412</b>	<b>3,117</b>	<b>3,804</b>	<b>3,310</b>	<b>3,793</b>	<b>4,829</b>	<b>5,702</b>	<b>5,524</b>	<b>5,585</b>	<b>4,161</b>	<b>4,593</b>	<b>4,709</b>	<b>52,539</b>
<b>Reissues/Transfers</b>	<b>135</b>	<b>112</b>	<b>126</b>	<b>130</b>	<b>126</b>	<b>127</b>	<b>150</b>	<b>209</b>	<b>158</b>	<b>149</b>	<b>104</b>	<b>168</b>	<b>1,694</b>
<b>Total Licenses Issued:</b>	<b>9,648</b>	<b>9,019</b>	<b>10,460</b>	<b>9,239</b>	<b>10,213</b>	<b>12,148</b>	<b>14,019</b>	<b>13,199</b>	<b>13,706</b>	<b>10,163</b>	<b>11,539</b>	<b>12,544</b>	<b>135,897</b>
<b>Total Paid Licenses:</b>	<b>8,352</b>	<b>8,053</b>	<b>9,174</b>	<b>8,192</b>	<b>8,698</b>	<b>9,635</b>	<b>11,981</b>	<b>10,963</b>	<b>11,612</b>	<b>8,400</b>	<b>9,732</b>	<b>10,355</b>	<b>115,147</b>
<b>Renewals Sent:</b>	<b>10,031</b>	<b>9,852</b>	<b>11,054</b>	<b>10,650</b>	<b>7,525</b>	<b>11,622</b>	<b>12,183</b>	<b>12,693</b>	<b>9,697</b>	<b>7,594</b>	<b>6,776</b>	<b>7,474</b>	<b>117,151</b>
<b>Pet Licenses Sold:</b>													
KENT RJC	14	21	26	21	29	26	14	26	19	16	19	20	251
CSC	22	37	32	30	37	30	39	34	60	28	66	26	441
ACO's	229	281	224	170	168	118	144	136	179	212	136	227	2,224
Inspectors	23	23	11	10	36	37	1	8	266	5	6	0	426
Mail/Counter	7,371	7,229	7,675	6,608	6,622	8,086	9,476	7,803	8,832	6,185	8,479	9,539	93,905
Shelters	575	447	652	499	704	645	828	775	609	675	547	561	7,517
City Halls	706	720	948	810	813	858	665	1,303	808	717	711	634	9,693
Email (Free 3 Mon)	0	0	0	0	0	0	0	0	29	224	90	36	379
Canvassing-Mail	59	0	12	49	60	34	83	57	74	42	47	49	566
Canvassing-Field	615	181	701	908	1,507	2,109	2,387	2,607	2,032	1,531	925	879	16,382
RE/Follow-Up Program	128	115	196	108	176	116	342	286	289	297	301	284	2,638
Non Profits	9	7	7	7	3	0	1	0	1	0	11	4	50
Veterinary	32	67	83	149	174	157	116	244	448	279	145	284	2,178
Pet Shops	0	3	19	0	0	12	9	0	14	0	0	9	66
V. V. License	0	0	0	0	10	9	4	3	13	9	0	0	48
Subagencies	0	0	0	0	0	38	60	126	191	92	160	160	827
Less Reissues & Trnas.	135	112	126	130	126	127	150	209	158	149	104	168	1,694
<b>TOTAL</b>	<b>9,648</b>	<b>9,019</b>	<b>10,460</b>	<b>9,239</b>	<b>10,213</b>	<b>12,148</b>	<b>14,019</b>	<b>13,199</b>	<b>13,706</b>	<b>10,163</b>	<b>11,539</b>	<b>12,544</b>	<b>135,897</b>

2001 Pet License Statistics

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
<b>Pet Licenses Issued:</b>													
Dog: Altered	4,778	3,803	5,234	5,130	5,434	5,438	6,814	7,202	4,804	5,737	4,787	5,792	64,953
Unaltered	363	341	449	461	508	410	525	548	449	507	412	404	5,377
Juvenile	297	222	254	308	383	340	299	410	321	414	277	243	3,768
Senior - New	99	66	108	184	113	143	171	166	152	173	94	76	1,545
Senior - Renew	165	361	320	402	357	1,316	716	751	593	433	359	1,558	7,331
Service Animal	9	9	9	13	12	24	10	15	7	19	14	15	156
3 Free 3 Mon.	501	471	495	634	646	706	640	637	511	445	230	194	6,110
2 for 1-n/c	14	6	5	3	1	0	0	2	1	1	2	1	36
Buddy \$5	69	49	86	181	167	166	167	198	175	171	59	34	1,522
<b>Subtotal:</b>	<b>6,295</b>	<b>5,328</b>	<b>6,960</b>	<b>7,316</b>	<b>7,621</b>	<b>8,543</b>	<b>9,342</b>	<b>9,929</b>	<b>7,013</b>	<b>7,900</b>	<b>6,234</b>	<b>8,317</b>	<b>90,798</b>
<b>Cat: Altered</b>	<b>18</b>	<b>13</b>	<b>28</b>	<b>45</b>	<b>38</b>	<b>26</b>	<b>17</b>	<b>37</b>	<b>34</b>	<b>35</b>	<b>13</b>	<b>30</b>	<b>334</b>
Unaltered	131	42	65	145	173	301	259	324	213	297	220	303	2,473
Juvenile	83	57	87	126	101	114	154	151	138	173	114	88	1,386
Senior - New	88	246	216	245	219	826	595	599	417	292	234	1,066	5,043
Senior - Renew	332	255	332	484	454	716	519	584	517	421	184	167	4,965
3 Free 3 Mon.	16	11	15	10	24	43	33	15	22	39	39	36	303
2 for 1	95	111	204	278	255	273	311	343	323	286	93	65	2,637
Buddy \$5	3,471	3,137	4,137	4,715	4,423	5,563	6,510	6,920	5,077	5,580	4,480	5,453	59,466
<b>Subtotal:</b>	<b>156</b>	<b>129</b>	<b>133</b>	<b>124</b>	<b>191</b>	<b>118</b>	<b>160</b>	<b>188</b>	<b>162</b>	<b>174</b>	<b>115</b>	<b>140</b>	<b>1,790</b>
Reissues/Transfers													
<b>Total Licenses Issued:</b>	<b>9,766</b>	<b>8,465</b>	<b>11,097</b>	<b>12,031</b>	<b>12,044</b>	<b>14,106</b>	<b>15,852</b>	<b>16,849</b>	<b>12,090</b>	<b>13,480</b>	<b>10,714</b>	<b>13,770</b>	<b>150,264</b>
<b>Total Paid Licenses:</b>	<b>8,641</b>	<b>7,106</b>	<b>9,705</b>	<b>10,240</b>	<b>10,331</b>	<b>10,475</b>	<b>13,339</b>	<b>14,246</b>	<b>10,022</b>	<b>11,830</b>	<b>9,652</b>	<b>10,733</b>	<b>126,320</b>
<b>Renewals Sent:</b>	<b>7,355</b>	<b>9,813</b>	<b>11,531</b>	<b>11,311</b>	<b>8,764</b>	<b>10,632</b>	<b>12,781</b>	<b>12,792</b>	<b>10,665</b>	<b>8,593</b>	<b>7,737</b>	<b>8,909</b>	<b>120,883</b>
<b>Pet Licenses Sold:</b>													
KENT RJC	26	13	30	18	29	18	18	34	11	14	19	9	239
CSC	42	47	38	25	44	31	25	47	43	44	36	15	437
ACO's	197	223	161	180	192	138	151	138	116	146	133	99	1,874
Inspectors	7	7	0	0	0	0	0	0	0	0	0	0	14
Mail/Counter	6,617	5,302	7,281	7,174	7,337	9,084	10,276	10,505	7,329	8,697	7,452	10,701	97,755
Shelters	495	487	514	644	600	701	682	739	562	738	556	536	7,254
City Halls	598	646	689	602	622	586	1,014	638	656	533	918	969	8,471
Email (Free 3 Mon)	93	59	69	88	55	77	54	169	92	57	57	47	917
Canvassing-Mail	19	57	82	78	54	57	138	129	129	53	58	14	868
Canvassing-Field	1,093	1,020	1,639	2,599	2,443	2,981	2,897	3,050	2,674	2,298	883	595	24,162
REFollow-Up Program	335	377	335	274	286	122	355	421	246	368	257	150	3,526
Non Profits	16	8	16	20	15	11	62	14	11	0	0	5	183
Veterinary	247	251	189	261	344	245	246	600	163	359	264	253	3,422
Pet Shops	4	0	0	0	15	0	13	63	53	21	60	148	377
V. V. License	0	1	7	8	6	0	0	8	2	5	2	1	40
Subagencies	133	96	180	184	193	173	91	482	165	321	129	368	2,515
Less Reissues & Trnas.	156	129	133	124	191	118	160	188	162	174	115	140	1,790
<b>TOTAL</b>	<b>9,766</b>	<b>8,465</b>	<b>11,097</b>	<b>12,031</b>	<b>12,044</b>	<b>14,106</b>	<b>15,852</b>	<b>16,849</b>	<b>12,090</b>	<b>13,480</b>	<b>10,714</b>	<b>13,770</b>	<b>150,264</b>



2002 Pet License Statistics

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
<b>Pet Licenses Issued:</b>													
Dog: Altered	5,784	3,550	5,834	6,455	6,127	5,517	6,055	6,078	7,044	5,707	4,371	4,643	67,165
Unaltered	388	346	445	546	515	380	472	440	580	478	397	377	5,364
Juvenile	224	253	335	236	465	306	349	364	422	233	263	249	3,699
Senior - New	98	105	123	152	143	114	130	139	115	93	89	86	1,387
Senior - Renew	12	22	731	769	498	348	802	840	721	550	409	438	6,140
Service Animal	11	9	11	8	14	7	7	9	10	19	11	10	126
3 Free 3 Mon.	280	279	319	395	359	433	532	453	553	318	155	156	4,232
2 for 1-n/c	0	1	0	0	1	0	2	0	0	1	1	0	6
Buddy \$5	71	64	75	103	89	81	111	135	139	60	48	34	1,010
<b>Subtotal:</b>	<b>6,868</b>	<b>4,629</b>	<b>7,873</b>	<b>8,664</b>	<b>8,211</b>	<b>7,186</b>	<b>8,460</b>	<b>8,458</b>	<b>9,584</b>	<b>7,459</b>	<b>5,744</b>	<b>5,993</b>	<b>89,129</b>
Cat: Altered	3,429	2,367	3,772	4,119	3,773	3,471	4,099	4,194	5,204	4,083	3,246	3,502	45,259
Unaltered	27	26	36	35	28	21	25	28	28	12	18	33	317
Juvenile	91	53	153	50	186	172	277	210	162	221	195	183	1,963
Senior - New	70	84	112	124	110	74	96	85	86	72	79	75	1,067
Senior - Renew	10	2	531	496	352	261	676	702	567	460	319	362	4,738
Service Animal	0	8	0	0	0	0	0	0	1	0	0	2	11
3 Free 3 Mon.	212	175	181	273	237	277	469	421	428	241	96	48	3,058
2 for 1	29	15	13	13	24	30	30	50	52	45	41	38	380
Buddy \$5	120	132	172	224	175	135	252	243	214	103	90	60	1,920
<b>Subtotal:</b>	<b>3,988</b>	<b>2,862</b>	<b>4,970</b>	<b>5,334</b>	<b>4,885</b>	<b>4,441</b>	<b>5,924</b>	<b>5,933</b>	<b>6,742</b>	<b>5,237</b>	<b>4,084</b>	<b>4,303</b>	<b>58,703</b>
Reissues/Transfers	150	128	139	150	130	128	137	170	155	177	107	102	1,673
<b>Total Licenses Issued:</b>	<b>10,856</b>	<b>7,491</b>	<b>12,843</b>	<b>13,998</b>	<b>13,096</b>	<b>11,627</b>	<b>14,384</b>	<b>14,391</b>	<b>16,326</b>	<b>12,696</b>	<b>9,828</b>	<b>10,296</b>	<b>147,832</b>
<b>Total Paid Licenses:</b>	<b>10,302</b>	<b>6,980</b>	<b>11,057</b>	<b>12,044</b>	<b>11,611</b>	<b>10,271</b>	<b>11,866</b>	<b>11,916</b>	<b>13,994</b>	<b>11,062</b>	<b>8,796</b>	<b>9,242</b>	<b>129,141</b>
<b>Renewals Sent:</b>	<b>10,507</b>	<b>9,639</b>	<b>11,241</b>	<b>11,538</b>	<b>9,708</b>	<b>12,040</b>	<b>13,670</b>	<b>13,935</b>	<b>11,862</b>	<b>9,780</b>	<b>8,353</b>	<b>9,124</b>	<b>131,397</b>
<b>Pet Licenses Sold:</b>													
KENT RJC	17	15	23	34	23	28	62	32	7	37	25	28	331
CSC	35	25	27	41	35	33	35	29	37	30	24	10	361
AGO's	57	119	139	155	172	197	138	144	143	150	148	102	1,664
Inspectors	0	0	0	0	0	0	0	0	0	0	0	0	0
Mail/Counter	8,518	4,549	9,432	9,874	9,181	8,234	8,944	9,082	11,565	9,444	7,081	7,892	103,796
Shelters	575	501	529	557	597	622	977	740	774	681	628	556	7,737
City Halls	348	413	700	721	578	467	871	1,259	647	508	931	670	8,113
Email (Free 3 Mon)	98	87	106	69	105	126	131	45	154	103	53	67	1,144
Canvassing-Mail	33	53	60	29	47	37	17	16	62	0	35	23	412
Canvassing-Field	1,062	1,232	1,315	1,933	1,574	1,582	2,590	2,505	2,426	874	243	236	17,572
REIFollow-Up Program	69	189	217	246	234	250	182	163	190	477	353	403	2,973
Non Profits	4	0	7	0	3	0	0	3	0	2	0	1	20
Veterinary	133	294	245	306	244	112	285	233	294	414	172	303	3,035
Pet Shops	0	15	0	0	0	0	0	0	0	16	81	0	112
V. V. License	0	0	0	0	0	0	0	0	0	0	0	0	0
Subagencies	57	127	182	183	433	67	289	310	182	137	161	107	2,235
Less Reissues & Trnas.	150	128	139	150	130	128	137	170	155	177	107	102	1,673
<b>TOTAL</b>	<b>10,856</b>	<b>7,491</b>	<b>12,843</b>	<b>13,998</b>	<b>13,096</b>	<b>11,627</b>	<b>14,384</b>	<b>14,391</b>	<b>16,326</b>	<b>12,696</b>	<b>9,828</b>	<b>10,296</b>	<b>147,832</b>

2003 Pet License Statistics

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
<b>Pet Licenses Issued</b>													
Dog: Altered	5,528	5,835	7,092	6,353	4,531	5,893	7,404	6,397	5,707	6,080	3,584	5,450	69,814
Unaltered	450	418	513	501	398	425	498	526	541	513	323	417	5,523
Juvenile	316	208	589	216	309	526	282	554	282	426	183	310	4,201
Senior - New	108	86	167	134	94	135	147	96	118	101	81	96	1,363
Senior - Renew	739	612	845	859	596	1,249	876	878	777	599	442	487	8,959
Service Animal	10	12	19	10	21	18	6	15	10	15	8	14	158
3 Free 3 Mon.	207	200	242	250	235	228	292	371	256	299	181	147	2,908
2 for 1-n/c	0	0	0	0	0	0	0	0	0	1	0	1	3
Buddy \$5	57	49	58	48	47	43	71	80	62	46	35	8	604
<b>Subtotal:</b>	<b>7,415</b>	<b>7,420</b>	<b>9,485</b>	<b>8,371</b>	<b>6,231</b>	<b>8,517</b>	<b>9,576</b>	<b>8,917</b>	<b>7,754</b>	<b>8,079</b>	<b>4,838</b>	<b>6,930</b>	<b>93,533</b>
Cat: Altered	3,418	3,594	4,462	3,894	2,748	3,729	4,918	4,760	3,911	4,229	2,563	3,621	45,847
Unaltered	23	15	30	38	20	12	24	20	19	28	27	17	273
Juvenile	197	68	113	114	113	195	117	251	214	288	56	140	1,866
Senior - New	69	68	105	105	62	101	103	128	92	92	57	65	1,047
Senior - Renew	483	453	642	592	422	845	771	720	630	496	376	424	6,854
Service Animal	0	0	0	1	0	0	1	0	0	0	1	0	4
3 Free 3 Mon.	114	90	111	121	88	198	127	176	157	151	92	78	1,503
2 for 1	1	2	0	0	0	0	1	22	40	21	42	9	138
Buddy \$5	71	76	107	116	110	92	135	153	115	75	55	25	1,130
<b>Subtotal:</b>	<b>4,376</b>	<b>4,366</b>	<b>5,570</b>	<b>4,981</b>	<b>3,563</b>	<b>5,172</b>	<b>6,197</b>	<b>6,230</b>	<b>5,178</b>	<b>5,381</b>	<b>3,268</b>	<b>4,380</b>	<b>58,662</b>
Reissues/Transfers	108	75	123	150	124	122	114	131	134	143	68	94	1,385
<b>Total Licenses Issued:</b>	<b>11,791</b>	<b>11,786</b>	<b>15,055</b>	<b>13,352</b>	<b>9,794</b>	<b>13,689</b>	<b>15,773</b>	<b>15,147</b>	<b>12,932</b>	<b>13,460</b>	<b>8,106</b>	<b>11,310</b>	<b>152,195</b>
<b>Total Paid Licenses:</b>	<b>10,237</b>	<b>10,417</b>	<b>13,196</b>	<b>11,519</b>	<b>8,432</b>	<b>11,151</b>	<b>13,699</b>	<b>12,965</b>	<b>11,061</b>	<b>11,878</b>	<b>6,964</b>	<b>10,149</b>	<b>131,668</b>
<b>Renewals Sent:</b>	<b>11,040</b>	<b>10,260</b>	<b>11,726</b>	<b>11,868</b>	<b>10,042</b>	<b>12,423</b>	<b>13,803</b>	<b>13,914</b>	<b>12,020</b>	<b>9,647</b>	<b>8,256</b>	<b>9,038</b>	<b>134,037</b>
<b>Pet Licenses Sold:</b>													
KENT RJC	20	38	22	17	39	21	38	24	12	38	18	17	304
CSC	31	18	36	27	28	26	31	31	22	31	17	20	318
ACO's	153	142	127	141	141	132	197	135	105	165	89	103	1,630
Inspectors	0	0	0	0	0	115	11	0	0	1	7	48	182
Mail/Counter/Sr.Renewal	8,960	9,333	11,503	10,573	7,271	10,300	12,267	11,091	9,226	9,761	5,812	8,859	114,956
Shelters	631	521	596	535	673	685	724	815	650	713	470	650	7,663
City Halls	590	189	653	379	268	508	465	347	746	524	171	314	5,154
Email (Free 3 Mon)	74	76	135	143	120	124	98	178	98	119	82	54	1,301
Canvassing-Mail	19	24	22	35	18	23	24	32	21	23	0	9	250
Canvassing-Field	591	789	807	929	815	835	1,334	1,506	1,447	1,243	795	345	11,436
Canvassing-Phons	63	184	144	51	13	22	36	8	20	10	51	41	643
Non Profits	363	165	369	258	257	398	259	490	246	417	336	710	4,268
Veterinary	190	221	232	176	155	235	206	165	249	225	129	141	2,324
Pet Shops	49	0	12	10	0	17	0	0	11	0	0	0	99
V. V. License	0	0	0	0	0	0	0	0	0	0	0	0	0
Subagencies	165	161	520	228	118	370	197	456	203	333	151	88	2,990
GFC (Stores)	0	0	0	0	0	0	0	0	10	0	46	5	61
Less Reissues & Trnas.	108	75	123	150	122	122	114	131	134	143	68	94	1,384
<b>TOTAL</b>	<b>11,791</b>	<b>11,786</b>	<b>15,055</b>	<b>13,352</b>	<b>9,794</b>	<b>13,689</b>	<b>15,773</b>	<b>15,147</b>	<b>12,932</b>	<b>13,460</b>	<b>8,106</b>	<b>11,310</b>	<b>152,134</b>

2004 Pet License Statistics

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
<b>Pet Licenses Issued</b>													
Dog: Altered	5,717	4,629	7,041	5,834	4,992	5,532	6,213	7,221	5,961	4,959	5,321	4,258	67,678
Unaltered	377	389	518	475	418	425	450	449	517	406	411	332	5,167
Juvenile	149	383	326	332	360	304	421	331	351	224	380	264	3,825
Senior - New	64	78	85	150	83	80	96	110	123	73	82	67	1,091
Senior - Renew	668	903	928	672	1,195	928	883	829	651	472	519	813	9,461
Service Animal	17	9	20	16	12	20	14	14	11	15	8	15	171
3 Free 3 Mon.	222	272	242	379	287	258	278	301	354	233	119	79	3,024
2 for 1-n/c	1	0	0	0	0	0	0	0	1	0	0	0	2
Buddy \$5	11	30	27	42	32	60	39	52	62	33	23	7	418
<b>Subtotal:</b>	<b>7,226</b>	<b>6,693</b>	<b>9,187</b>	<b>7,900</b>	<b>7,379</b>	<b>7,607</b>	<b>8,394</b>	<b>9,307</b>	<b>8,031</b>	<b>6,415</b>	<b>6,863</b>	<b>5,835</b>	<b>90,837</b>
Cat: Altered	3,502	2,852	4,227	3,500	2,923	3,473	4,025	4,975	4,136	3,362	3,657	2,804	43,436
Unaltered	22	16	38	23	18	28	12	15	11	15	33	11	242
Juvenile	86	103	114	108	107	145	283	111	299	135	137	163	1,791
Senior - New	52	85	97	117	85	95	99	123	103	71	71	71	1,069
Senior - Renew	479	676	653	483	865	816	783	687	520	406	447	574	7,389
Service Animal	0	1	1	2	0	0	2	1	2	1	0	0	11
3 Free 3 Mon.	74	95	197	208	129	95	145	326	314	108	295	158	2,144
2 for 1	0	0	1	0	0	0	0	0	1	0	0	0	2
Buddy \$5	39	49	37	68	74	87	40	67	89	57	22	4	633
<b>Subtotal:</b>	<b>4,254</b>	<b>3,877</b>	<b>5,365</b>	<b>4,509</b>	<b>4,201</b>	<b>4,739</b>	<b>5,389</b>	<b>6,305</b>	<b>5,475</b>	<b>4,155</b>	<b>4,662</b>	<b>3,786</b>	<b>56,717</b>
Reissues/Transfers	72	151	133	100	112	116	95	137	140	65	89	82	1,292
<b>Total Licenses Issued:</b>	<b>11,480</b>	<b>10,570</b>	<b>14,552</b>	<b>12,409</b>	<b>11,580</b>	<b>12,346</b>	<b>13,783</b>	<b>15,612</b>	<b>13,506</b>	<b>10,570</b>	<b>11,525</b>	<b>9,621</b>	<b>147,854</b>
<b>Total Paid Licenses:</b>	<b>10,019</b>	<b>8,614</b>	<b>12,510</b>	<b>10,649</b>	<b>9,092</b>	<b>10,229</b>	<b>11,678</b>	<b>13,454</b>	<b>11,652</b>	<b>9,335</b>	<b>10,137</b>	<b>7,981</b>	<b>125,350</b>
<b>Renewals Sent:</b>	<b>10,791</b>	<b>10,132</b>	<b>11,248</b>	<b>11,368</b>	<b>9,656</b>	<b>11,944</b>	<b>13,013</b>	<b>13,663</b>	<b>11,519</b>	<b>9,949</b>	<b>8,409</b>	<b>9,083</b>	<b>130,775</b>
<b>Pet Licenses Sold:</b>													
KENT RJC	38	19	29	18	30	12	32	32	11	18	20	9	268
CSC	18	29	21	28	21	33	19	21	14	29	14	12	259
ACO's	81	157	128	156	199	168	177	155	102	75	177	80	1,655
Inspectors	0	20	7	32	20	42	0	18	3	4	1	9	156
Mail/Counter/Sr.Renewal	9,778	7,895	11,636	8,887	8,698	9,714	10,476	11,946	9,346	8,136	8,199	6,982	111,693
Shelters	441	640	523	567	523	797	828	771	806	579	604	629	7,708
City Halls	286	245	769	482	448	139	575	389	690	188	358	406	4,975
Email (Free 3 Mon)	136	125	82	145	122	137	124	169	187	142	59	0	1,428
On Line (Credit Card)	67	44	45	42	26	16	29	37	9	38	479	652	1,484
Canvassing-Mail	0	0	0	0	7	7	0	0	0	10	21	0	45
Canvassing-Field	404	601	660	858	845	900	530	1,002	1,229	831	397	14	8,271
Canvassing-Phons	0	0	0	0	0	0	0	0	0	0	0	0	0
Non Profits	92	394	310	426	202	313	313	623	545	207	602	449	4,476
Veterinary	66	223	176	381	188	105	248	145	164	138	132	169	2,135
Pet Shops	6	0	73	0	53	0	91	153	160	0	250	87	873
V. V. License	0	0	0	0	0	0	0	0	0	0	0	0	0
Subagencies	139	302	202	242	166	79	195	186	199	129	177	114	2,130
QFC (Stores)	0	27	24	245	144	0	241	102	181	111	124	91	1,290
Less Reissues & Trnas.	72	151	133	100	112	116	95	137	140	65	89	82	1,292
<b>TOTAL</b>	<b>11,480</b>	<b>10,570</b>	<b>14,552</b>	<b>12,409</b>	<b>11,580</b>	<b>12,346</b>	<b>13,783</b>	<b>15,612</b>	<b>13,506</b>	<b>10,570</b>	<b>11,525</b>	<b>9,621</b>	<b>147,554</b>

2005 Pet License Statistics

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
<b>Pet Licenses Issued</b>													
Dog: Altered	5,951	4,508	6,848	5,134	5,739	5,780	6,477	5,289	7,541	5,124	4,680	4,127	67,198
Unaltered	425	328	464	411	403	435	461	494	619	432	317	293	5,092
Juvenile	389	206	392	243	281	426	312	458	461	293	222	438	4,121
Senior - New	80	93	109	105	87	99	155	105	114	74	84	54	1,159
Senior - Renew	699	946	993	706	1,181	946	924	848	683	487	519	852	9,784
Service Animal	23	14	17	18	18	21	15	11	25	9	13	12	196
3 Free 3 Mon.	100	156	108	117	137	124	95	123	121	135	78	105	1,399
2 for 1-n/c	0	0	0	0	0	0	1	0	0	0	0	0	1
Buddy \$5	7	7	21	9	20	59	71	73	99	41	16	5	428
<b>Subtotal:</b>	<b>7,674</b>	<b>6,258</b>	<b>8,952</b>	<b>6,743</b>	<b>7,866</b>	<b>7,890</b>	<b>8,511</b>	<b>7,401</b>	<b>9,663</b>	<b>6,595</b>	<b>5,929</b>	<b>5,886</b>	<b>89,368</b>
Cat: Altered	3,563	2,373	3,765	2,913	3,084	3,444	4,052	3,484	5,062	3,425	3,205	2,500	40,870
Unaltered	13	27	24	24	17	25	9	12	29	13	25	10	228
Juvenile	158	22	55	125	109	190	235	128	161	203	125	113	1,624
Senior - New	67	59	72	67	58	72	135	111	112	77	67	48	945
Senior - Renew	530	715	695	536	908	851	806	725	537	442	464	579	7,788
Service Animal	1	0	2	0	0	0	3	0	0	1	1	0	8
3 Free 3 Mon.	33	102	23	40	48	287	62	185	159	172	118	174	1,403
2 for 1	0	0	0	0	0	0	0	0	0	0	0	0	0
Buddy \$5	2	5	5	1	16	40	94	96	101	59	8	0	427
<b>Subtotal:</b>	<b>4,367</b>	<b>3,303</b>	<b>4,641</b>	<b>3,706</b>	<b>4,240</b>	<b>4,909</b>	<b>5,396</b>	<b>4,741</b>	<b>6,161</b>	<b>4,392</b>	<b>4,013</b>	<b>3,424</b>	<b>53,293</b>
Reissues/Transfers	113	101	135	98	120	134	114	106	133	150	83	100	1,387
<b>Total Licenses Issued:</b>	<b>12,041</b>	<b>9,561</b>	<b>13,593</b>	<b>10,449</b>	<b>12,106</b>	<b>12,799</b>	<b>13,907</b>	<b>12,142</b>	<b>15,824</b>	<b>10,987</b>	<b>9,942</b>	<b>9,310</b>	<b>142,661</b>
<b>Total Paid Licenses:</b>	<b>10,655</b>	<b>7,628</b>	<b>11,755</b>	<b>9,032</b>	<b>9,814</b>	<b>10,570</b>	<b>12,001</b>	<b>10,250</b>	<b>14,299</b>	<b>9,741</b>	<b>8,749</b>	<b>7,588</b>	<b>122,082</b>
<b>Renewals Sent:</b>	<b>10,138</b>	<b>9,672</b>	<b>10,559</b>	<b>10,522</b>	<b>9,471</b>	<b>11,102</b>	<b>11,818</b>	<b>12,154</b>	<b>10,890</b>	<b>9,296</b>	<b>7,841</b>	<b>8,448</b>	<b>121,911</b>
<b>Pet Licenses Sold:</b>													
KENT RJC	25	11	28	10	29	12	28	15	23	17	10	23	231
CSC	18	31	31	39	24	26	16	20	38	18	8	8	277
ACO's	99	149	130	135	145	129	86	101	139	133	91	112	1,449
Inspectors	17	0	9	3	4	19	0	133	2	0	18	0	205
Mail/Counter/Sr.Renewal	9,161	7,082	10,669	7,394	8,873	8,649	9,128	7,139	10,959	6,718	6,575	6,174	98,521
Shelters	689	515	600	631	574	743	811	641	691	693	501	530	7,609
City Halls	306	249	378	448	350	435	409	412	378	432	347	293	4,437
Email (Free 3 Mon)	0	0	0	0	0	0	0	0	0	0	0	0	0
On Line (Credit Card)	1,124	823	1,186	962	1,295	1,244	1,440	1,581	1,347	1,295	1,140	1,206	14,643
Canvassing-Mail	0	0	0	0	0	0	0	0	0	0	0	0	0
Canvassing-Field	0	0	2	11	163	575	978	1,044	1,217	663	67	0	4,720
Canvassing-Phons	0	0	0	0	0	14	198	258	367	484	293	0	1,614
Non Profits	371	345	72	440	294	226	411	325	381	256	544	365	4,030
Veterinary	118	150	263	151	171	173	216	158	183	146	193	117	2,039
Pet Shops	10	58	0	14	0	228	25	100	93	118	83	134	863
V. V. License	0	0	0	0	0	0	0	0	0	0	0	0	0
Subagencies	118	147	184	161	133	184	200	170	139	133	155	117	1,841
QFC (Stores)	98	102	176	148	171	276	75	151	0	41	0	331	1,569
Less Reissues & Tmas.	113	101	135	98	120	134	114	106	133	150	83	100	1,387
<b>TOTAL</b>	<b>12,041</b>	<b>9,561</b>	<b>13,593</b>	<b>10,449</b>	<b>12,106</b>	<b>12,799</b>	<b>13,907</b>	<b>12,142</b>	<b>15,824</b>	<b>10,987</b>	<b>9,942</b>	<b>9,310</b>	<b>142,661</b>

**2006 Pet License**

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
<b>Pet Licenses Issued:</b>													
Dog: Altered	5,212	4,556	6,784	4,839	6,053	3,795	5,336	6,443	5,692	5,020	4,563	4,229	62,522
Unaltered	429	324	467	345	514	501	434	532	470	403	366	358	5,143
Juvenile	370	312	458	177	412	436	682	523	304	415	246	282	4,617
Senior - New	75	61	96	100	130	107	105	118	107	95	68	46	1,108
Senior - Renew	739	978	1,013	725	731	1,131	960	894	703	961	544	885	10,264
Service Animal	15	24	24	13	39	21	14	21	20	14	14	10	229
3 Free 3 Mon.	86	128	86	113	116	81	112	109	97	124	65	100	1,217
2 for 1-n/c	0	0	0	0	0	0	0	0	0	0	0	0	0
Buddy \$5	6	9	10	33	89	57	57	63	42	33	3	1	403
<b>Subtotal:</b>	<b>6,932</b>	<b>6,392</b>	<b>8,938</b>	<b>6,345</b>	<b>8,084</b>	<b>6,129</b>	<b>7,700</b>	<b>8,703</b>	<b>7,435</b>	<b>7,065</b>	<b>5,869</b>	<b>5,911</b>	<b>85,503</b>
<b>Cat.: Altered</b>	<b>3,034</b>	<b>2,467</b>	<b>3,773</b>	<b>2,652</b>	<b>3,480</b>	<b>6,609</b>	<b>3,190</b>	<b>4,241</b>	<b>3,791</b>	<b>3,244</b>	<b>2,842</b>	<b>2,659</b>	<b>41,982</b>
Unaltered	18	19	29	18	22	14	18	13	17	12	15	22	217
Juvenile	134	22	74	57	78	143	106	229	143	175	171	62	1,394
Senior - New	43	60	72	53	84	102	94	81	91	75	58	58	871
Senior - Renew	561	693	706	527	527	891	850	742	592	453	462	568	7,572
Service Animal	1	2	3	1	2	1	3	2	2	5	2	0	23
3 Free 3 Mon.	165	114	81	99	96	41	140	175	82	173	93	75	1,334
2 for 1	0	0	0	0	0	0	0	0	0	0	0	0	0
Buddy \$5	9	4	9	64	130	84	77	67	46	54	1	1	546
<b>Subtotal:</b>	<b>3,965</b>	<b>3,381</b>	<b>4,747</b>	<b>3,471</b>	<b>4,419</b>	<b>7,885</b>	<b>4,478</b>	<b>5,550</b>	<b>4,763</b>	<b>4,191</b>	<b>3,644</b>	<b>3,445</b>	<b>53,939</b>
<b>Reissues/Transfers</b>	<b>88</b>	<b>100</b>	<b>99</b>	<b>63</b>	<b>99</b>	<b>138</b>	<b>91</b>	<b>119</b>	<b>85</b>	<b>77</b>	<b>78</b>	<b>89</b>	<b>1,126</b>
<b>Total Licenses Issued:</b>	<b>10,897</b>	<b>9,773</b>	<b>13,685</b>	<b>9,816</b>	<b>12,503</b>	<b>14,014</b>	<b>12,178</b>	<b>14,253</b>	<b>12,198</b>	<b>11,256</b>	<b>9,513</b>	<b>9,356</b>	<b>139,442</b>
<b>Total Paid Licenses:</b>	<b>9,330</b>	<b>7,834</b>	<b>11,772</b>	<b>8,338</b>	<b>10,992</b>	<b>11,848</b>	<b>10,099</b>	<b>12,310</b>	<b>10,703</b>	<b>9,526</b>	<b>8,333</b>	<b>7,718</b>	<b>118,803</b>
<b>Renewals Sent:</b>	<b>9,737</b>	<b>9,169</b>	<b>10,311</b>	<b>10,000</b>	<b>8,963</b>	<b>10,877</b>	<b>11,493</b>	<b>12,138</b>	<b>10,748</b>	<b>9,349</b>	<b>7,690</b>	<b>8,301</b>	<b>118,776</b>
<b>Pet Licenses Sold:</b>													
KENT RJC	11	11	37	11	19	32	18	41	9	9	33	4	235
CSC	19	17	26	20	14	13	17	15	21	14	5	5	186
ACO's	94	139	103	125	119	96	131	111	115	166	81	124	1,404
Inspectors	6	0	7	6	22	48	8	1	1	2	0	5	106
Mail/Counter/Sr.Re	7,788	6,607	10,275	6,371	7,907	9,122	7,571	8,759	7,957	6,961	6,175	6,338	91,831
Shelters	504	637	544	424	654	785	644	901	729	841	582	610	7,855
City Halls	432	265	346	418	355	445	268	463	398	351	307	210	4,258
On Line (Credit Ca	1,404	1,420	1,565	1,304	1,538	1,780	1,487	2,016	1,407	1,387	1,377	1,357	18,042
Canvassing-Field	0	44	62	457	1,271	893	848	815	689	694	0	0	5,773
<b>Canvassing-Phone</b>	<b>0</b>	<b>50</b>	<b>107</b>	<b>138</b>	<b>95</b>	<b>86</b>	<b>185</b>	<b>183</b>	<b>231</b>	<b>142</b>	<b>113</b>	<b>54</b>	<b>1,384</b>
Non Profits	289	297	221	212	180	366	126	614	436	519	405	494	4,159
Veterinary	108	136	111	140	153	118	178	137	160	84	112	96	1,533
Pet Shops	134	90	55	77	57	28	96	0	0	0	0	0	537
Subagencies	122	160	166	127	218	226	214	316	130	163	159	148	2,149
QFC (Stores)	74	0	159	49	0	114	478	0	0	0	242	0	1,116
Less Reissues & Time	88	100	99	63	99	138	91	119	85	77	78	89	1,126
<b>TOTAL</b>	<b>10,897</b>	<b>9,773</b>	<b>13,685</b>	<b>9,816</b>	<b>12,503</b>	<b>14,014</b>	<b>12,178</b>	<b>14,253</b>	<b>12,198</b>	<b>11,256</b>	<b>9,513</b>	<b>9,356</b>	<b>139,442</b>

2007 Pet License

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
<b>Pet Licenses Issued</b>													
Dog: Altered	5,628	5,567	5,867	5,214	5,235	5,987	7,357	6,077	4,493	5,797	5,196	4,284	66,702
Unaltered	402	465	432	379	398	462	453	503	441	466	397	274	5,072
Juvenile	221	479	333	348	297	523	278	292	312	250	211	338	3,882
Senior - New	98	135	118	114	112	126	127	86	105	98	70	77	1,266
Senior - Renew	749	984	1,022	787	1,078	895	957	935	750	457	525	924	10,063
Service Animal	20	18	13	12	15	25	31	20	18	22	15	15	224
3 Free 3 Mon.	99	95	93	83	75	122	72	97	70	91	93	94	1,084
2 for 1-n/c	0	0	0	0	0	0	0	0	0	0	0	0	0
Buddy \$5	9	16	16	79	84	77	70	70	45	27	7	1	501
Subtotal:	7,226	7,759	7,894	7,016	7,294	8,217	9,345	8,080	6,234	7,208	6,514	6,007	88,794
<b>Cat: Altered</b>													
Unaltered	3,025	2,751	3,115	2,758	2,822	3,225	4,135	3,934	2,755	3,539	3,289	2,592	37,940
Juvenile	18	20	22	9	28	12	9	20	16	15	14	5	188
Senior - New	145	60	33	50	80	143	119	149	114	105	73	40	1,111
Senior - Renew	67	61	75	82	95	95	87	111	82	96	61	86	998
Services Animal	554	686	713	575	867	751	864	748	617	518	473	568	7,934
3 Free 3 Mon.	1	3	5	0	1	0	5	10	1	3	0	0	29
2 for 1	211	50	171	23	116	64	107	167	100	124	133	122	1,388
Buddy \$5	0	0	0	0	0	0	0	0	0	0	0	0	0
Subtotal:	4,028	3,645	4,138	3,553	4,089	4,380	5,381	5,232	3,754	4,440	4,046	3,417	50,103
Reissues/Transfers	100	117	106	93	118	125	111	136	116	87	67	63	1,239
<b>Total Licenses Issued:</b>	<b>11,254</b>	<b>11,404</b>	<b>12,032</b>	<b>10,569</b>	<b>11,383</b>	<b>12,597</b>	<b>14,726</b>	<b>13,312</b>	<b>9,988</b>	<b>11,648</b>	<b>10,560</b>	<b>9,424</b>	<b>138,897</b>
<b>Total Paid Licenses:</b>	<b>9,620</b>	<b>9,568</b>	<b>10,015</b>	<b>9,089</b>	<b>9,231</b>	<b>10,740</b>	<b>12,690</b>	<b>11,335</b>	<b>8,432</b>	<b>10,433</b>	<b>9,321</b>	<b>7,701</b>	<b>118,175</b>
<b>Renewals Sent:</b>	<b>9,541</b>	<b>8,926</b>	<b>9,989</b>	<b>9,871</b>	<b>9,768</b>	<b>10,903</b>	<b>10,986</b>	<b>11,879</b>	<b>10,273</b>	<b>9,258</b>	<b>7,267</b>	<b>8,007</b>	<b>116,668</b>
<b>Pet Licenses Sold:</b>													
KENT RJC	11	14	13	12	35	10	23	15	11	36	24	5	209
CSC	20	23	15	22	41	27	24	18	16	24	10	12	252
ACO's	121	124	104	119	95	146	66	100	107	101	121	120	1,324
Inspectors	4	0	14	25	5	9	4	6	0	15	0	0	82
Mail/Counter/Sr. Renewal	7,880	7,338	8,131	6,433	6,803	7,690	9,699	8,179	5,594	7,185	7,109	5,606	87,647
Shelters	467	735	514	663	620	856	677	802	531	641	453	666	7,625
City Halls	339	390	311	352	451	353	474	401	459	454	289	289	4,562
On Line (Credit Card)	1,897	1,929	1,931	1,841	1,776	2,030	2,457	2,131	1,901	1,885	1,658	1,776	23,212
Canvassing-Field	0	67	55	591	817	810	591	812	477	308	12	4	4,544
Canvassing-Phone	10	0	24	15	10	13	15	53	158	342	335	160	1,135
Non Profits	400	384	463	238	339	269	379	431	253	468	325	356	4,305
Veterinary	87	195	167	89	129	180	190	127	168	97	152	101	1,682
Subagencies	118	212	176	167	274	247	238	246	218	179	139	148	2,362
QFC (Stores)	0	110	220	95	106	82	0	127	211	0	0	244	1,195
Less Reissues & Tmas.	100	117	106	93	118	125	111	136	116	87	67	63	1,239
<b>TOTAL</b>	<b>11,254</b>	<b>11,404</b>	<b>12,032</b>	<b>10,569</b>	<b>11,383</b>	<b>12,597</b>	<b>14,726</b>	<b>13,312</b>	<b>9,988</b>	<b>11,648</b>	<b>10,560</b>	<b>9,424</b>	<b>138,897</b>

2008 Pet Licenses

2008	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
<b>Pet Licenses Issued:</b>													
Dog - Altered	5,175	4,956	6,336	5,432	4,759	5,924	6,375	6,841	5,504	4,662	3,958	3,751	63,673
Unaltered	353	366	451	375	371	415	467	486	408	316	271	261	4,540
Juvenile	263	190	252	300	262	327	321	257	304	255	160	255	3,146
Senior - New	57	113	106	104	111	103	137	109	133	103	60	56	1,192
Senior - Renew	1,782	1,018	1,072	846	1,138	1,033	1,003	936	809	562	548	914	11,661
Service Animal	27	21	17	26	15	15	33	35	20	25	16	16	266
3 Free 3 Mon.	79	90	109	104	29	102	68	57	85	56	34	99	912
2 for 1-n/c	0	0	0	0	0	0	0	0	0	0	0	0	0
Buddy \$5	5	6	8	24	37	44	92	70	71	47	19	12	435
<b>Subtotal:</b>	<b>7,741</b>	<b>6,760</b>	<b>8,351</b>	<b>7,211</b>	<b>6,722</b>	<b>7,963</b>	<b>8,496</b>	<b>8,791</b>	<b>7,334</b>	<b>6,026</b>	<b>5,066</b>	<b>5,364</b>	<b>85,825</b>
<b>Cat: Altered:</b>	<b>2,909</b>	<b>2,519</b>	<b>3,068</b>	<b>2,732</b>	<b>2,363</b>	<b>3,159</b>	<b>3,929</b>	<b>4,017</b>	<b>3,455</b>	<b>2,903</b>	<b>2,405</b>	<b>2,336</b>	<b>35,795</b>
Unaltered	7	9	11	17	11	26	9	22	18	10	8	20	168
Juvenile	106	62	46	113	66	83	129	221	108	68	105	61	1,168
Senior - New	63	60	50	64	79	88	109	124	97	94	71	60	959
Senior - Renew	723	692	725	621	889	906	887	796	645	475	504	553	8,416
Services Animal	2	5	1	2	0	6	4	5	2	1	4	0	32
3 Free 3 Mon.	90	58	138	53	59	101	74	99	105	129	64	173	1,143
2 for 1	0	0	0	0	0	0	0	0	0	0	0	0	0
Buddy \$5	4	2	19	26	33	38	111	71	98	68	26	25	521
<b>Subtotal:</b>	<b>3,904</b>	<b>3,407</b>	<b>4,058</b>	<b>3,628</b>	<b>3,500</b>	<b>4,407</b>	<b>5,252</b>	<b>5,355</b>	<b>4,528</b>	<b>3,748</b>	<b>3,187</b>	<b>3,228</b>	<b>48,202</b>
Reissues/Transfers	93	72	80	91	101	86	84	143	91	79	79	61	1,060
<b>Total Licenses Issued:</b>	<b>11,645</b>	<b>10,167</b>	<b>12,409</b>	<b>10,839</b>	<b>10,222</b>	<b>12,370</b>	<b>13,748</b>	<b>14,146</b>	<b>11,862</b>	<b>9,774</b>	<b>8,253</b>	<b>8,592</b>	<b>134,027</b>
<b>Total Paid Licenses:</b>	<b>8,942</b>	<b>8,283</b>	<b>10,347</b>	<b>9,187</b>	<b>8,092</b>	<b>10,207</b>	<b>11,679</b>	<b>12,218</b>	<b>10,196</b>	<b>8,526</b>	<b>7,083</b>	<b>6,837</b>	<b>111,597</b>
<b>Renewals Sent:</b>	<b>9,501</b>	<b>9,102</b>	<b>9,569</b>	<b>9,884</b>	<b>9,677</b>	<b>10,933</b>	<b>10,762</b>	<b>11,645</b>	<b>8,887</b>	<b>7,152</b>	<b>7,847</b>	<b>8,993</b>	<b>113,952</b>
<b>Pet Licenses Sold:</b>													
KENT RJC	9	10	6	26	13	16	7	14	9	15	7	7	139
CSC	13	19	33	18	27	23	20	16	16	32	8	9	234
ACO's	101	100	117	98	33	113	46	32	54	41	7	82	824
Inspectors	0	18	0	0	11	15	0	0	0	0	0	0	44
Mail/Counter/St.Renewal	8,361	6,975	8,514	6,703	6,523	7,777	8,367	8,749	6,727	5,371	4,981	5,666	84,714
Shelters	588	517	568	540	541	572	760	722	644	593	446	571	7,062
City Halls	340	397	250	405	279	300	364	394	424	308	305	240	4,006
On Line (Credit Card)	1,710	1,588	2,395	2,199	2,039	2,160	2,435	2,678	2,248	1,847	1,470	1,150	23,919
Canvassing-Field	3	6	8	174	254	330	930	707	860	719	176	3	4,170
Canvassing-Phone	128	27	0	0	100	186	189	157	162	234	235	165	1,583
Non Profits	278	391	259	265	178	387	286	487	311	362	435	356	3,995
Veterinary	81	100	155	98	113	145	147	89	148	89	96	94	1,355
Subagencies	126	91	184	144	212	228	192	244	133	242	148	80	2,024
QFC (Stores)	0	0	0	260	0	204	89	0	217	0	0	230	1,000
Less Reissues & Trnas.	93	72	80	91	101	86	84	143	91	79	61	61	1,042
<b>TOTAL</b>	<b>11,645</b>	<b>10,167</b>	<b>12,409</b>	<b>10,839</b>	<b>10,222</b>	<b>12,370</b>	<b>13,748</b>	<b>14,146</b>	<b>11,862</b>	<b>9,774</b>	<b>8,253</b>	<b>8,592</b>	<b>134,027</b>

**Executive Response to Metropolitan King County Council  
Motion 12961**

**Appendix B  
Saving Lives Pet Partnership Plan for 2009**

**Key Plan Elements**

**Public Outreach**

- Inform citizens about new penalty for failure to license
- Inform citizens about new license fees
- Inform citizens about benefits associated with licensing pets
- Outreach Plan Includes
  - Earned media generated through news releases
  - Website information
  - Information in contract city newsletters
  - Informational flyers in pet license renewal mailings
  - Informational flyers in other licensing mailings, including vehicle
  - In-person information from Animal Control Officers
  - In-person information from License Canvassers

**Pet License Canvassing**

- Enhanced Canvassing Strategies
  - New Temporary Pet License
    - For citizens willing, but unable to purchase
    - License expiration date is the last day of the month following issuance date
    - Citizen must purchase annual license by end of expiration or subject to \$75 Penalty
    - System will generate a Past Due reminder notice if citizen does not purchase annual license by expiration date. Past due notice provides 14 days to renew.
    - If not renewed by end of 14 days, system will generate a \$75 Penalty mailed to pet owner
- Early start of pet license canvassing
- Limited field and phone canvassing initiated February 28
- Canvassing schedule began in March, including phone canvassing
- Field canvassing will sweep through areas faster than in the past in an effort to increase number of doors reached, and therefore number of licenses issued. Less time spent on follow-up by canvassers – some follow-up to License Enforcement Animal Control Officer, and some follow-up by mail.
- Field canvassing program will focus on cities and unincorporated areas north and south of I-90. Early canvassing is focusing on:
  - Kirkland and surrounding unincorporated
  - Shoreline



- Lake Forest Park
- Algona
- Pacific
- Unincorporated areas near Kent West Hill
- Other areas canvassing will focus on in short-term:
  - Auburn
  - Kent
  - Unincorporated areas around Renton
  - White Center
  - Sammamish
  - Maple Valley
  - Issaquah
  - Mercer Island
- Door-to-door strategies
  - Citizen Not Home
    - Pet visible or audible -- leave door hanger instructing citizen to license
    - No visible or audible pet – leave informational hanger
  - Citizen Home
    - Pets Licensed – thank you!
    - Pets Not Licensed
      - Sell License
      - Investigating program to provide canvassers with hand-held credit card charging devices to enhance customer service and increase license sales.
      - Pet owner willing, but unable to purchase at this moment (lack of funds, etc)
        - Issue Temporary License
      - Pet owner refuses to purchase license
        - Canvassers makes them aware of consequences – subject to \$75 penalty
        - Enforcement visit by Licensing Enforcement ACO
        - \$75 Penalty Mailed

### **Enforcement of \$75 Penalty**

- All Animal Control Officers as part of normal duties
  - On every call, check every reporting party, suspect and witness for pet licenses.
  - Tell citizen benefits of licensing.
  - Offer them the opportunity to purchase a license
  - Offer temporary license if appropriate
  - Citizen refuses to license
    - Make sure you have offered the opportunity to purchase a license
    - Write Notice and Order for Failure to License
    - Cost is \$75 per animal

- Add cost of licenses according to S/N status
- Check box noting that you provided opportunity to license
- Make notes in Log Sheet about N&O and note that you offered opportunity to purchase

#### **License Enforcement Officer**

- Using Revenue-Backed FTE approved in 2009 budget for Enhanced Services
  - FTE available as not enough cities are currently contracting for Enhanced Services at this time.
- LEO will work evenings and weekends to increase contacts with pet owners
- Patrol dog parks and other parks and trails on-foot
- Follow-up enforcement in neighborhoods using waking sheets generated by canvassing program

#### **Sales Partners**

- Efforts to increase the number of sales partners
  - Pet supply stores
  - License agency businesses
- Special program aimed at apartment complexes that allow pets
  - Reaching out to apartment complex managers to become sales partner for tenants
- Plan to increase sales rebates

**Executive Response to Metropolitan King County Council  
Motion 2009-12961**

**Appendix C  
Pet License Sales Partner Survey Responses**

survey title:  
**Pet Licensing Survey**

current report: **Default Report**

Displaying 1 of 9 respondents

<b>Response Type:</b> Anonymous Response	<b>Collector:</b> Pet license survey (Web Link)
<b>Custom Value:</b> empty	<b>IP Address:</b> empty
<b>Response Started:</b> Fri, Mar 27, 2009 5:46:35 PM	<b>Response Modified:</b> Fri, Mar 27, 2009 5:50:19 PM

**1. Please provide us with your licensing location and business phone number. Please be aware that this information may be provided in a report to the King County Council, and therefore could become available to the public.**

WI Klahanie Center Veterinary Hospital 425-392-3110

**2. How can we help you increase license sales?**

Advertising  
Different promotional materials

**3. Please use this box to contribute additional thoughts on how we can help you increase license sales.**

No Response

**4. How can we encourage you to increase license sales?**

No Response

**5. Please use this box to contribute additional thoughts on how we can encourage you to increase license sales.**

We make a suggestion at the time of all spays and neuters that now would be a good time to license. Also we mention whenever we have a client that has moved into the area what the licensing requirements are for King County.

**6. How easy is it for you to administer pet license sales?**

Easy

**7. Please tell us how we can make pet license sales easier for you.**

We are not finding the process difficult

**8. Can you tell us what your costs are in selling licenses for us, including your labor and administrative costs?**

minimal.

**9. Are there improvements we can make to the rebate program?**

Make it faster

**10. Have you received enough training in how to sell licenses?**

Yes

<p><b>11. Do you have enough promotional materials from us?</b></p> <p>Yes</p>
--

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survey title:  
**Pet Licensing Survey**

current report: **Default Report**

Displaying 2 of 9 respondents

<b>Response Type:</b> Anonymous Response	<b>Collector:</b> Pet license survey (Web Link)
<b>Custom Value:</b> empty	<b>IP Address:</b> empty
<b>Response Started:</b> Mon, Mar 30, 2009 7:36:30 AM	<b>Response Modified:</b> Mon, Mar 30, 2009 7:40:26 AM

**1. Please provide us with your licensing location and business phone number. Please be aware that this information may be provided in a report to the King County Council, and therefore could become available to the public.**

VQ Bellevue, Wa 425-746-1800

**2. How can we help you increase license sales?**

Advertising  
More training  
Different promotional materials

**3. Please use this box to contribute additional thoughts on how we can help you increase license sales.**

Education

**4. How can we encourage you to increase license sales?**

Advertising  
Sales bonus

**5. Please use this box to contribute additional thoughts on how we can encourage you to increase license sales.**

Staff and public education, staff incentives

**6. How easy is it for you to administer pet license sales?**

Neutral

**7. Please tell us how we can make pet license sales easier for you.**

You can't. Its hard because we are a very busy veterinary practice and our staff is very busy all the time.

**8. Can you tell us what your costs are in selling licenses for us, including your labor and administrative costs?**

Very rough estimate would be \$50.00 to \$75.00/month

**9. Are there improvements we can make to the rebate program?**

?

**10. Have you received enough training in how to sell licenses?**

No

**11. Do you have enough promotional materials from us?**

Yes

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**Displaying 3 of 9 respondents**

<b>Response Type:</b> Anonymous Response	<b>Collector:</b> Pet license survey (Web Link)
<b>Custom Value:</b> empty	<b>IP Address:</b> empty
<b>Response Started:</b> Mon, Mar 30, 2009 2:15:10 PM	<b>Response Modified:</b> Mon, Mar 30, 2009 2:25:33 PM

**1. Please provide us with your licensing location and business phone number. Please be aware that this information may be provided in a report to the King County Council, and therefore could become available to the public.**  
 City of Bothell City Clerk Office 18305 101st Ave. NE Bothell, WA 98011 425.486.3256

**2. How can we help you increase license sales?**  
 Advertising

**3. Please use this box to contribute additional thoughts on how we can help you increase license sales.**  
 Just by letting the general public know where the offices are that have the tags available.

**4. How can we encourage you to increase license sales?**  
 Better rebates

**5. Please use this box to contribute additional thoughts on how we can encourage you to increase license sales.**  
 No Response

**6. How easy is it for you to administer pet license sales?**  
 Easy

**7. Please tell us how we can make pet license sales easier for you.**  
 No Response

**8. Can you tell us what your costs are in selling licenses for us, including your labor and administrative costs?**  
 I do not have that information. I work in the City Clerk office and selling the licenses is one of my duties.

**9. Are there improvements we can make to the rebate program?**  
 No Response

**10. Have you received enough training in how to sell licenses?**  
 Yes

**11. Do you have enough promotional materials from us?**  
 Yes

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survey title:  
**Pet Licensing Survey**

current report: **Default Report**

Displaying 4 of 9 respondents

<b>Response Type:</b> Anonymous Response	<b>Collector:</b> Pet license survey (Web Link)
<b>Custom Value:</b> empty	<b>IP Address:</b> empty
<b>Response Started:</b> Mon, Apr 6, 2009 11:12:10 AM	<b>Response Modified:</b> Mon, Apr 6, 2009 11:15:57 AM

**1. Please provide us with your licensing location and business phone number. Please be aware that this information may be provided in a report to the King County Council, and therefore could become available to the public.**

City of Auburn City Clerk's Office 25 W Main St Auburn WA 98001

**2. How can we help you increase license sales?**

Advertising  
Different promotional materials

**3. Please use this box to contribute additional thoughts on how we can help you increase license sales.**

More neighborhood canvassing

**4. How can we encourage you to increase license sales?**

Better rebates  
Advertising

**5. Please use this box to contribute additional thoughts on how we can encourage you to increase license sales.**

The City of Auburn already promotes animal licensing and currently contract with King County for an Animal Control Officer who provides prompt attention to Auburn residents and emergency situations.

**6. How easy is it for you to administer pet license sales?**

Very easy

**7. Please tell us how we can make pet license sales easier for you.**

No Response

**8. Can you tell us what your costs are in selling licenses for us, including your labor and administrative costs?**

Approximately \$900 - \$1,000 per year

**9. Are there improvements we can make to the rebate program?**

Process rebates in a more timely fashion OR allow agencies to deduct the rebates directly from recaps to reduce administrative costs for both King County and the City of Auburn

**10. Have you received enough training in how to sell licenses?**

Yes
<b>11. Do you have enough promotional materials from us?</b>
Yes

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survey title:  
**Pet Licensing Survey**

current report: **Default Report**

Displaying 5 of 9 respondents

<b>Response Type:</b> Anonymous Response	<b>Collector:</b> Pet license survey (Web Link)
<b>Custom Value:</b> empty	<b>IP Address:</b> empty
<b>Response Started:</b> Tue, May 26, 2009 2:07:53 PM	<b>Response Modified:</b> Tue, May 26, 2009 2:09:49 PM

**1. Please provide us with your licensing location and business phone number. Please be aware that this information may be provided in a report to the King County Council, and therefore could become available to the public.**

VCA Redmond Animal Hospital 17980 NE Union Hill Rd Redmond 425-885-1476

**2. How can we help you increase license sales?**

Advertising  
Different promotional materials

**3. Please use this box to contribute additional thoughts on how we can help you increase license sales.**

No Response

**4. How can we encourage you to increase license sales?**

Better rebates

**5. Please use this box to contribute additional thoughts on how we can encourage you to increase license sales.**

n/a

**6. How easy is it for you to administer pet license sales?**

Neutral

**7. Please tell us how we can make pet license sales easier for you.**

No Response

**8. Can you tell us what your costs are in selling licenses for us, including your labor and administrative costs?**

No Response

**9. Are there improvements we can make to the rebate program?**

No Response

**10. Have you received enough training in how to sell licenses?**

No

**11. Do you have enough promotional materials from us?**

Yes
-----

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survey title: <b>Pet Licensing Survey</b>
current report: <b>Default Report</b>

Displaying 6 of 9 respondents

<b>Response Type:</b> Anonymous Response	<b>Collector:</b> Pet license survey (Web Link)
<b>Custom Value:</b> empty	<b>IP Address:</b> empty
<b>Response Started:</b> Sun, May 31, 2009 2:46:29 PM	<b>Response Modified:</b> Sun, May 31, 2009 2:48:46 PM

**1. Please provide us with your licensing location and business phone number. Please be aware that this information may be provided in a report to the King County Council, and therefore could become available to the public.**

City of Pacific 100 3rd Ave SE Pacific, WA 98047 (253) 929-1104

**2. How can we help you increase license sales?**

Advertising  
Different promotional materials

**3. Please use this box to contribute additional thoughts on how we can help you increase license sales.**

No Response

**4. How can we encourage you to increase license sales?**

Better rebates

**5. Please use this box to contribute additional thoughts on how we can encourage you to increase license sales.**

No Response

**6. How easy is it for you to administer pet license sales?**

Very easy

**7. Please tell us how we can make pet license sales easier for you.**

No Response

**8. Can you tell us what your costs are in selling licenses for us, including your labor and administrative costs?**

No Response

**9. Are there improvements we can make to the rebate program?**

No Response

**10. Have you received enough training in how to sell licenses?**

Yes

**11. Do you have enough promotional materials from us?**

No
----

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Displaying 7 of 9 respondents

Response Type: Anonymous Response

Collector: Pet license survey (Web Link)

Custom Value: empty

IP Address: empty

Response Started: Thu, Jun 4, 2009 4:45:31 PM

Response Modified: Thu, Jun 4, 2009 4:48:54 PM

1. Please provide us with your licensing location and business phone number. Please be aware that this information may be provided in a report to the King County Council, and therefore could become available to the public.

City of Kenmore 425 398-8900

2. How can we help you increase license sales?

Advertising

3. Please use this box to contribute additional thoughts on how we can help you increase license sales.

Advertising in our local newspaper, "Kenmore Reporter"

4. How can we encourage you to increase license sales?

Advertising

5. Please use this box to contribute additional thoughts on how we can encourage you to increase license sales.

No Response

6. How easy is it for you to administer pet license sales?

Very easy

7. Please tell us how we can make pet license sales easier for you.

No Response

8. Can you tell us what your costs are in selling licenses for us, including your labor and administrative costs?

No Response

9. Are there improvements we can make to the rebate program?

No Response

10. Have you received enough training in how to sell licenses?

Yes

11. Do you have enough promotional materials from us?

No

survey title: <b>Pet Licensing Survey</b>
current report: <b>Default Report</b>

Displaying 8 of 9 respondents

<b>Response Type:</b> Anonymous Response	<b>Collector:</b> Pet license survey (Web Link)
<b>Custom Value:</b> empty	<b>IP Address:</b> empty
<b>Response Started:</b> Wed, Jun 17, 2009 11:38:04 AM	<b>Response Modified:</b> Wed, Jun 17, 2009 11:46:40 AM

<b>1. Please provide us with your licensing location and business phone number. Please be aware that this information may be provided in a report to the King County Council, and therefore could become available to the public.</b>
1827 156th Ave NE Bellevue, WA 98007 425-746-1800

<b>2. How can we help you increase license sales?</b>
Advertising More training

<b>3. Please use this box to contribute additional thoughts on how we can help you increase license sales.</b>
Staff training, info for our lobby and website

<b>4. How can we encourage you to increase license sales?</b>
Sales bonus

<b>5. Please use this box to contribute additional thoughts on how we can encourage you to increase license sales.</b>
Staff training on the importance of pet licensing, literature for our clients we could use in our puppy and kitten kits that all new pet owners receive

<b>6. How easy is it for you to administer pet license sales?</b>
Easy

<b>7. Please tell us how we can make pet license sales easier for you.</b>
Again, staff training and literature. The training we have received in the past has been great, but with staff turnover it would probably be beneficial to do an annual training

<b>8. Can you tell us what your costs are in selling licenses for us, including your labor and administrative costs?</b>
Very rough estimate would be \$50-75.00/month

<b>9. Are there improvements we can make to the rebate program?</b>
No Response

<b>10. Have you received enough training in how to sell licenses?</b>
No



<p><b>11. Do you have enough promotional materials from us?</b></p> <p>No</p>
---

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survey title: <b>Pet Licensing Survey</b>
current report: <b>Default Report</b>

Displaying 9 of 9 respondents

<b>Response Type:</b> Anonymous Response <b>Custom Value:</b> empty <b>Response Started:</b> Wed, Jun 17, 2009 5:03:34 PM	<b>Collector:</b> Pet license survey (Web Link) <b>IP Address:</b> empty <b>Response Modified:</b> Wed, Jun 17, 2009 5:38:44 PM
---	---

**1. Please provide us with your licensing location and business phone number. Please be aware that this information may be provided in a report to the King County Council, and therefore could become available to the public.**

Worthington Licensing 425-481-1714 10035 NE 183rd St., Bothell, WA 98011

**2. How can we help you increase license sales?**

Advertising  
 Different promotional materials

**3. Please use this box to contribute additional thoughts on how we can help you increase license sales.**

A simple handout to give King County customers when they are renewing vehicle license tabs.

**4. How can we encourage you to increase license sales?**

Better rebates  
 Sales bonus

**5. Please use this box to contribute additional thoughts on how we can encourage you to increase license sales.**

Sandy Jones is wonderful. She gets things done. When we are running low on supplies, she is there promptly to comply. She took action when we did not receive rebate payment in 2008. She needs to know that the rebate part has not improved.

**6. How easy is it for you to administer pet license sales?**

Easy

**7. Please tell us how we can make pet license sales easier for you.**

Include a section on the pet application to certify if animal is altered instead of having to complete a second form when they do not have certification from a vet. A computer database to renew the licenses electronically would really make sales easier.

**8. Can you tell us what your costs are in selling licenses for us, including your labor and administrative costs?**

Our costs would be labor and postage. (Larger envelopes (#10) would be helpful.) On a new application I would estimate up to 10 minutes to complete the transaction.

**9. Are there improvements we can make to the rebate program?**

We should be paid monthly. The last rebate payment we received was for 2008 transactions. We have not received payment yet for any transactions completed in 2009.

**10. Have you received enough training in how to sell licenses?**

Yes

**11. Do you have enough promotional materials from us?**

No

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survey title:  
**Pet Licensing Survey**

current report: **Default Report**

Displaying 10 of 10 respondents

<b>Response Type:</b> Anonymous Response	<b>Collector:</b> Pet license survey (Web Link)
<b>Custom Value:</b> empty	<b>IP Address:</b> empty
<b>Response Started:</b> Thu, Jun 18, 2009 11:55:52 AM	<b>Response Modified:</b> Thu, Jun 18, 2009 12:20:42 PM

**1. Please provide us with your licensing location and business phone number. Please be aware that this information may be provided in a report to the King County Council, and therefore could become available to the public.**  
 Valley Vehicle Licensing 27331 172nd AVE SE STE 116 Covington, WA 98042 253-630-7090

**2. How can we help you increase license sales?**  
 Advertising

**3. Please use this box to contribute additional thoughts on how we can help you increase license sales.**  
 Our webpage advertises KC Pets and we have had thousands of hits since its inception. I think that the more places you have our name, the better for both of us. www.valleyvehiclelicensing@com

**4. How can we encourage you to increase license sales?**  
 Better rebates

**5. Please use this box to contribute additional thoughts on how we can encourage you to increase license sales.**  
 We do the best we can. As long as the supplies are here and our customers had good service last year at our office, they will return here again. Your staff is very helpful when we call, and we appreciate it.

**6. How easy is it for you to administer pet license sales?**  
 Easy

**7. Please tell us how we can make pet license sales easier for you.**  
 Apart from more aggressive advertising, I can't think of anything else. Could we have access to a webpage that we could fill in as we go and then at the end of the month, follow up with the paperwork and money?

**8. Can you tell us what your costs are in selling licenses for us, including your labor and administrative costs?**  
 By far the greatest labor cost is for me, the owner, to assemble the paperwork at the end of the month. All members of my staff sell licenses, but the separation of the paperwork, checks and money takes at least an hour to process. Plus I enter the sales every few days on my own format just to stay up with the sales..I have prepared my own word document to help me, but then I need to translate that information to your format. When I include the time it takes to sell the licenses throughout the month and the time it takes to assemble and mail, plus the cost of postage, I suppose the cost runs about \$50-75 per month. Each sale can be from 5 minutes to 15 minutes if we need to call Seattle.

**9. Are there improvements we can make to the rebate program?**  
 Quicker turn around time on the rebate program. I typically return everything to KC about every 5 weeks or at \$1000 but my rebate

appears to be paid quarterly. Perhaps the rebate could be paid electronically. Also the Recap document should be reworked. Last, a raise in the rebate program would be appreciated.

**10. Have you received enough training in how to sell licenses?**

Yes

**11. Do you have enough promotional materials from us?**

Yes

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**Humane Society of Seattle-King County**  
**Pet License Sales Partner Survey Response**  
**Answers Confirmed Via Email**

**Q: Is there anything we can do to help you increase license sales?**

A: Not applicable as we no longer sell licenses to adopters

**Q: Is there anything we can do to encourage you to increase license sales?**

A: Not applicable as we no longer sell licenses to adopters

**Q: How easy is it for you to administer pet license sales?**

A: The following is from our previous experience – we no longer sell licenses. Very burdensome. The renewal penalty chart was burdensome and if we didn't collect appropriately, we had the concern that we could be charged. There was a lot of work related to tracking and auditing tags. This touched lots of individual departments. We were basically compensating King County to collect license fees for you.

**Q: Is there anything we can do to make the program more efficient for you?**

A: Not applicable – we no longer sell licenses.

**Q: Can you tell us what your costs are in selling licenses for us, including your labor and administrative costs?**

A: The dollar amount we collected exceeded the dollar amount we received. We were using donor funds to pay for a county function and that doesn't work for a private non-profit.

We asked if the county fees would go up, would partners see an increase in the rebates. We were told no by Scott Baynard.

**Q: Are there improvements we can make to the rebate program?**

A: There is no dollar amount that you could pay us to sell licenses – because we no longer sell licenses. There is no rebate amount that would work for us – because we no longer sell licenses.

(For other partners) you could make the compensation equal to actual time spent on selling licenses.

**Q: Have you received enough training regarding the sale of pet licenses?**

A: Training not a problem

**Q: Have we provided you with enough promotional materials?**

A: Don't believe we had promotional materials.

**Q: Is there anything King County could do to bring you back as a pet license sales partner?**

A: Not at this time.

5/28/09

# Siles Licensing Agency

Page Two, Pet Licensing Partner Letter

If you can't take the survey, please reply to this letter. Here are some questions for you to consider in providing input:

Is there anything we can do to help you increase license sales? *No*

Is there anything we can do to encourage you to increase license sales? *No*

How easy is it for you to administer pet license sales? *OK*

Is there anything we can do to make the program more efficient for you? *DON'T THINK SO*

Can you tell us what your costs are in selling licenses for us, including your labor and administrative costs? *VARIES DEPENDING ON EACH APPLICATION*

Are there improvements we can make to the rebate program?

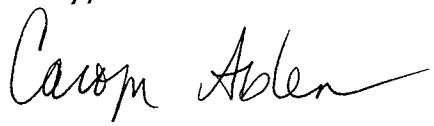
Have you received enough training regarding the sale of pet licenses? *YES*

Have we provided you with enough promotional materials? *YES*

Again, thank you for being a partner in our pet licensing program, and helping us to build a model animal care and control program. We hope you are able to provide input by taking the online survey or replying to this letter. The sooner you can provide input, the better, but please do so by June 5. The survey is located at this web address:

[http://www.surveymk.com/s.aspx?sm=ob5NI5NnfwcgWksJz58Y2g\\_3d\\_3d](http://www.surveymk.com/s.aspx?sm=ob5NI5NnfwcgWksJz58Y2g_3d_3d) If you have any questions, would like a link to the survey emailed to you, or would like to talk with us about how we can improve the program, please call or email Al Dams at 206-205-6312 or [al.dams@kingcounty.gov](mailto:al.dams@kingcounty.gov).

Sincerely,



Carolyn Ableman, Director  
Records and Licensing Services Division

*WE DO PET LICENSING AS A SERVICE TO OUR CUSTOMERS (COMMUNITY), NOT FOR BIG PROFITS. OUR MAIN BUSINESS IS LICENSING (VEHICLE/VESSELS)*



# Kent Licensing Agency

Page Two, Pet Licensing Partner Letter

If you can't take the survey, please reply to this letter. Here are some questions for you to consider in providing input:

Is there anything we can do to help you increase license sales?

better advertising - posters (laminated) would help  
Is there anything we can do to encourage you to increase license sales? better incentives, it can be time consuming for very little reward.

How easy is it for you to administer pet license sales? Fairly easy

Is there anything we can do to make the program more efficient for you? No other than stop the price changes!

Can you tell us what your costs are in selling licenses for us, including your labor and administrative costs? 3 hours a month doing the reconciliation & paperwork - maybe 2 hrs accumulative in actual sales time

Are there improvements we can make to the rebate program?

yes - increase it

Have you received enough training regarding the sale of pet licenses?

yes

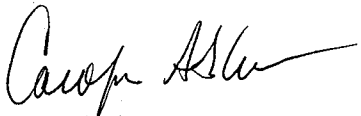
Have we provided you with enough promotional materials?

No - or we have depleted our stock.

Again, thank you for being a partner in our pet licensing program, and helping us to build a model animal care and control program. We hope you are able to provide input by taking the online survey or replying to this letter. The sooner you can provide input, the better, but please do so by June 5. The survey is located at this web address:

[http://www.surveymk.com/s.aspx?sm=ob5NI5NnfwcgWksJz58Y2g\\_3d\\_3d](http://www.surveymk.com/s.aspx?sm=ob5NI5NnfwcgWksJz58Y2g_3d_3d) If you have any questions, would like a link to the survey emailed to you, or would like to talk with us about how we can improve the program, please call or email Al Dams at 206-205-6312 or [al.dams@kingcounty.gov](mailto:al.dams@kingcounty.gov).

Sincerely,



Carolyn Ableman, Director  
Records and Licensing Services Division

**Executive Response to Metropolitan King County Council  
Motion 2009-12961**

**Appendix D  
Pet License Canvassing Program Materials**

**GENERAL INSTRUCTIONS AND REMINDERS FOR ISSUING  
A KING COUNTY PET LICENSE**

Remember, we have the right to knock on doors. This right was upheld in 2002 by the U.S. Supreme Court. In the same vein home owner's have the right to not open their door or kick us off their property. Always be respectful to ALL citizens in King County and ALWAYS represent King County in a favorable manner.

**A. SERVICE AREA**

The following cities do not contract with King County for animal control services:

1.	Seattle	(206) 386-4262
2.	Medina and Hunts Point	(425) 454-9222
3.	Des Moines	(206) 878-4595
4.	Renton (Five (5) Digit addresses are King County Jurisdiction most of the time.)	(425) 235-2607
5.	Newcastle	(425) 649-4444
6.	Normandy Park	(206) 248-7603

PLEASE DO NOT ISSUE A PET LICENSE FOR THE AREAS LISTED ABOVE THAT WE DO NOT SERVICE. It costs the County in terms of wasted time, postage, and computer time for handling a refund request. Please take the time to look at the address and ensure that it is in our service area. If the pet owner is in a non-covered jurisdiction (see above) and wants to buy a King County pet license, please note this information on the license application.

In addition to providing services to unincorporated county areas, King County Animal Care and Control serves 34 cities. Most (29) cities are served with the same consistent regional service model with the County (the specifics are listed below). King County Animal Care and Control serves the following cities:

- |                               |                      |                      |
|-------------------------------|----------------------|----------------------|
| 1. Algona                     | 12. Duvall           | 23. Mercer Island*** |
| 2. Beaux Arts                 | 13. Enumclaw         | 24. Pacific          |
| 3. Auburn (King & Pierce)     | 14. Hunts Point **** | 25. Newcastle**      |
| 4. Bellevue                   | 15. Issaquah         | 26. SeaTac           |
| 5. Black Diamond              | 16. Federal Way      | 27 North Bend        |
| 6. Bothell (King & Snohomish) | 17. Kenmore          | 28. Tukwila          |
| 7. Burien                     | 18. Kent             | 29. Redmond          |
| 8. Carnation                  | 19. Kirkland         | 30. Sammamish        |
| 9. Covington                  | 20. Maple Valley     | 31. Shoreline        |
| 10. Clyde Hill                | 21. Lake Forest Park | 32. Snoqualmie       |
| 11. Des Moines *              | 22. Normandy Park*   | 33. Woodinville      |
|                               |                      | 34. Yarrow Point     |

\*Cities have sheltering-only contracts with King County. Animal Control services and pet licensing are provided by these cities for their own residents.

\*\*City has sheltering contract with King County Animal Care and Control. King County Animal Care and Control are provided by city request on a fee for service basis. City does own pet licensing.

\*\*\*Requires only dogs to be licensed. King County encourages cats to be licensed also, but they are optional.

\*\*\*\*City uses King County Animal Care and Control on a fee for service basis. City does not require their residents to purchase pet licenses.

**Section A Questions**

1. Name the six cities within King County that are not required to purchase a license from King County: (1) \_\_\_\_\_ (2) \_\_\_\_\_  
\_\_\_\_\_ (3) \_\_\_\_\_ (4) \_\_\_\_\_ (5) \_\_\_\_\_  
\_\_\_\_\_ (6) \_\_\_\_\_

2. What city within King County only requires dogs to be licensed: \_\_\_\_\_  
\_\_\_\_\_

Can you license a cat in that city: \_\_\_\_\_ Yes \_\_\_\_\_ No

3. Should I sell a King County license to a citizen living in the following cities (check either yes or no):

Medina	_____	Yes	_____	No
Normandy Park	_____	Yes	_____	No
Mercer Island	_____	Yes	_____	No
Maple Valley	_____	Yes	_____	No
Kirkland	_____	Yes	_____	No
Algona	_____	Yes	_____	No
Tukwila	_____	Yes	_____	No
Hunts Point	_____	Yes	_____	No
Covington	_____	Yes	_____	No
Bothell (Snohomish County)	_____	Yes	_____	No

4. Can you sell a license to someone not living within the King County jurisdiction area: \_\_\_\_\_ Yes \_\_\_\_\_ No

If the answer is Yes what must you do: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## B. GENERAL PROCESSING PROCEDURES AND INSTRUCTIONS FOR ISSUING A PET LICENSE

### Types of Licenses King County Sells

King County pet licenses are for dogs and cats only. Listed below are the types of licenses King County issues:

- Unaltered: the animal is **not** spayed/neutered, Cost = \$90. Benefit – the customer will get a voucher for \$25 off on spay/neuter surgery for the pet. Voucher is mailed out from King County Administration Building, Room 403.
- Altered: the animal is spayed/neutered, Cost = \$30. If NEW license the citizen must provide the County one of the three types of spay/neuter proof (see Section “D”).
- Juvenile: puppies/kittens 6-months of age and under, Cost = \$5. The dog/cat does not need to be spayed/neutered to purchase this license, but the license is good only for six-months.
- Senior Lifetime pet license: This license is for senior citizens 65 years of age and older. The pet **must** be altered. The license is valid for the lifetime of the pet (not person). Meaning if the pet expires than the lifetime license expires too. Cost = \$20 for dogs and \$12 for cats (this is the only license where the prices are different for dogs and cats.) The senior citizen pays a one-time up-front fee (\$20 – dogs and \$12 – cats) and the annual renewals are free. Renewals are sent automatically each year through the mail. To receive this license the citizen must provide the following proof: that the pet is altered (See Section “D”) and the citizen must be 65 years of age or older. Look at the citizen’s driver’s license or other proof to verify age and write “SAW PROOF OF AGE” on the pet license application (we do not need a copy of the proof). Senior citizens must pay for their license up to age 65. (i.e., if the citizen’s pet’s license expires in May 2009 and the citizen turns 65 in August 2009 they must pay for the renewal license in 2009 and purchase their first time senior license in 2010 and in 2011 it will be free and mailed automatically to them.)

*NOTE: There can only be a maximum of three (3) senior lifetime licenses issued per household! Any additional licenses must be purchased annually at the annual fee. There are no exceptions to this rule (i.e., like putting some pets in the husband’s name and some in the wife’s name.) It is three senior lifetime licenses per HOUSEHOLD. The resident’s of the City of Auburn are allowed four senior lifetime licenses issued per household.*

- Service Animals: Cost = \$0 No Charge. Ask the citizen the following question “has the pet been trained to aid them in their disability.” If the answer is “yes,” than you have a service animal. The citizen needs to write the following information on a piece of paper and this paper is submitted with the license application. They need to write that they have a disability (they do not need to tell King County what their disability is) and they need to write that the pet has been trained to aid them in their disability. They need to sign and date this document. If the citizen says “no” to the question, but they say something to the affect of “I could not get along without the pet,” you do not have a service animal, but rather a companion pet. The charge for a companion pet is listed above. Service animals are not required to be spayed/neutered. If the animal is spayed/neutered please provide proof (see Section “D”).

*NOTE: Service animal means any guide dog, signal dog, or other individually trained to work or perform tasks for the benefit of an individual with a disability, including, but not limited to guiding individuals with vision disabilities, alerting individuals with hearing*

*disabilities to intruders or sounds, providing minimal protection or rescue work, pulling a wheelchair, or fetching dropped items. Service animals may also include those animals needed for psychological, emotional, or other health or medical reasons; these may be referred to as therapy animals or emotional support animals.*

*By this definition a disabled person who has a companion cat or dog for purposes of only being a pet does not qualify for a free service animal license. The dog or cat must be trained to aid them in their disability. Additionally, federal and State law relating to disabled persons indicate the agencies cannot require a person to disclose their disability.*

Remember the key question when trying to determine whether or not you need to issue a service license is “Has your animal been trained to aid you in your disability?” If the answer to that question is “yes” than follow the steps below to issue a service license. If the answer is “no,” but I couldn’t get along without my animal you have a companion pet and the citizen needs to purchase a yearly license for the pet.

Please Use the Following Procedures when Processing a Service Animal License:

- Complete the pet license application form and provide spay/neuter information if applicable (no fee charged, so place a “0” in the fee sections of the application) and issue a license.
- Have the citizen/customer provide a signed written statement that they are disabled (they do not have to disclose or nor do we want them to disclose their disability) and the animal has been trained to aid them in their disability and is being used for that purpose.
- Forward the documentation along with the pet license application to the downtown office for processing.

**Transfers:**

King County honors pet licenses from other jurisdictions as long as they are current. Example: pet owner moves from City of Seattle to Auburn. They have a City of Seattle pet license, which expires February 2012. They can be issued a King County pet license for \$3.00. The month of the license will stay the same as the pervious jurisdiction’s (February), but the year will be the next year not 2012. If you are in 2009 it will expire February 2010 (use a tag that begins with a zero).

You CANNOT issue a transferred pet license unless you verify the expiration date of the transferring jurisdiction’s license. If they do not have the transferring jurisdiction’s expiration date information do the following:

- Provide them an application with the words “Canvass Program and your location code” written at the top (provide only the top copy (white) of the application, as the entire three-part application (white, yellow and pink ) can serve as a receipt that the license is already paid for).
- Provide them an envelope, with your location code written on the outside, for them to mail payment into King County.
- Put the address on your callback sheets along with the citizen’s name and telephone number. Callback/call in approximately one month to make sure they transferred the license. Let the citizen know you will be calling back/calling to verify licensing compliance has been met.

*Note: The citizen may want to be issued a NEW license versus a transfer, so they can take advantage o f one of our promotions.*

It is also called a transfer when a pet has a new owner and you transfer the information from the old pet owner to the new pet owner. If you find a pet at a residence and they have a license, but they are not showing up on your "Zip Code Sheets," and you find that they have a new owner then write out an application with the pet's old information and there new information (include the license number) and turn this application in with your paperwork for the day, so the license can be transferred from the old owner to the new owner.

You may also find a pet owner that has moved to a new address. Always write out the old address information along with the new address information, the citizen's name, telephone number, license number(s) and pet's name(s) on an application and turn it in with your paperwork. If you do not do this then the renewal notice will be sent to the wrong address. If the mail is returned, and we are lucky enough to have a forwarding address given to us by the U.S. Post Office, it will take staff time to send out the renewal notice a second time. This waists County resources and time and could have been handled easily and efficiently by you.

**Replacements:**

If a dog/cat loses their license the cost to replace the lost license is \$5.00. Remember you must issue the correct tag. If the license expires in 2009 then issue a tag that begins with a "9," if the license expires in 2010 then issue a tag that begins with a "0." Just write key information on the application, such as date, location, the old license number, the name of the citizen, the animal's name, a phone number (make sure the address is still the same) and the new license number. In the "fee" section and the "Total" sections write \$5.00 and place an "X" in the type of payment you accepted (cash or check). Remember in King County dogs are required to wear their King County license. It is best for cats to wear their license too, but if they won't tell the citizen to save the license and application in a safe spot just incase they have to redeem their cat from the shelter.

Expiration Information

All King County licenses expire on the last day of the month.

January, March, May, July, August, October, and December = 31<sup>st</sup>

April, June, September, and November = 30<sup>th</sup>

February = 28<sup>th</sup> or 29<sup>th</sup>

Always issue the correct tag series. Licenses that expire in 2009 use licenses that begin with a "9" and licenses that expire in 2010 use licenses that begins with a "0." Listed below are some handy tables showing you which tag to use.

<b>TEMPORARY LICENSES EXPIRATION DATES</b>	
<b>Issue Date</b>	<b>Expiration Date</b>
January 2009	February 28, 2009
February 2009	March 31, 2009
March 2009	April 30, 2009
April 2009	May 31, 2009
May 2009	June 30, 2009
June 2009	July 31, 2009
July 2009	August 31, 2009
August 2009	September 30, 2009
September 2009	October 30, 2009



October 2009	November 30, 2009
November 2009	December 31, 2009
December 2009	January 31, 2010

<b>JUVENILE LICENSES EXPIRATION DATES</b>	
<b>Issue Date</b>	<b>Expiration Date</b>
January 2009	July 2009
February 2009	August 2009
March 2009	September 2009
April 2009	October 2009
May 2009	November 2009
June 2009	December 2009
July 2009	January 2010
August 2009	February 2010
September 2009	March 2010
October 2009	April 2010
November 2009	May 2010
December 2009	June 2010

<b>YEARLY LICENSE EXPIRATION DATES</b>	
<b>Issue Date</b>	<b>Expiration Date</b>
January 2009	January 2010
February 2009	February 2010
March 2009	March 2010
April 2009	April 2010
May 2009	May 2010
June 2009	June 2010
July 2009	July 2010
August 2009	August 2010
September 2009	September 2010
October 2009	October 2010
November 2009	November 2010
December 2009	December 2010

General Reminders

- Remember to always PRINT LEGIBLY and SPELL CORRECTLY when filling out an application. If you cannot read it then no one else can!
- Always write down the complete address

Wrong: 15234 Stone N  
 Correct: 15234 Stone Avenue or (Ave.) N

Wrong: 37343 SE 184<sup>th</sup>  
 Correct: 37343 SE 184<sup>th</sup> Street or (St.)

- Do not issue tags out of order. Issue the lowest number first, it makes keeping track of the inventory of the licenses in your possession easier. (Remember we are audited by the State.)
- Do not use or give your pet license(s) to another canvasser. You are responsible for all pet licenses issued to you. These tags have been assigned to you in the pet license computer inventory system. ***If you run into a situation where you have no licenses contact the Supervisor on Duty immediately for instructions.*** If you find that you are missing any licenses report this information in writing to the Canvass Coordinator immediately (206) 205-6167. A good rule to follow is when you have finished a box of licenses order a new box of licenses to replace it.

### Money

Always collect the correct amount of money. At the top of the three-part application always place an "X" in the appropriate box for the type of payment you received (Check or Cash). If you collect a check for the license payment always write down the license number(s) you sold the citizen in the "memo" section of the check (bottom – left corner of the check). Remember we are audited by the State of Washington and the money collected must match the amount stated on the application. Once again, the cost of a license is as follows: the price for a spayed/neutered dog/cat is \$30 per year. Licenses for an unaltered dog/cat is \$90 per year, which includes a \$25 spay/neuter voucher. A juvenile license for a puppy/kitten six-months of age and younger is \$5, and lasts six months. Senior citizens, 65 years of age and older, can obtain a license for the lifetime of the pet, the one-time cost to license an altered dog is \$20; an altered cat is \$12. Please familiarize yourself with the different fees and always collect the correct amount from the citizen.

### Filling Out the Application

The following instructions relate, by number (1-20), to the attached Pet License Application forms (see attached copy):

Enter pet owner's information (or ask the customer to fill out this section):

1. ALL FIELDS MUST BE FILLED OUT
  - a. Enter home & alternate telephone number including area code. (The alternate phone number is any other number where the pet owner can be reached or a message given. This number is important for contacting a pet owner in the event their pet is found. Pets do not usually get out and lost when pet owners are home.)
  - b. Enter first and last name.
  - c. Enter address, this is the physical address where the pet resides (we prefer to not have the mailing address only, as the physical address is where we try to deliver the pet home to if it is picked up by Animal Care and Control).
  - d. Enter mailing address only if different than the physical address where pet lives (P.O. boxes should go on this line).
  - e. Enter city, state, zip.
2. Enter expiration date (example: 4-30-00). All pet licenses expire on the last day of the expiring month. A new one-year pet license obtained on 4-15-09 will expire on 4-30-00. Assign the correct expiration date first, then issue the license which begins with the same number as the last number in the year of expiration. A license expiring 11-30-2009 is issued pet license number starting with a 9-\*\*\*\*\*, a license expiring 5-31-00 is issued pet license number starting with a 0-\*\*\*\*\*. This is true whether a new, renew, replacement or transfer is issued.
3. Enter the new pet license tag number. Ensure the correct year tag is issued (issue license tags in sequential order (smallest number to largest number)). Our licenses are always 7 digits long. Always double check to make sure you have written down the correct number on the application for the license you are selling the citizen.
4. Always enter the previous license tag number or write "none" (or put a line through the space) if this is a new license application only. You can get old license numbers from your zip code sheets.
5. Specify if the pet is a dog "D" or a cat "C".
6. Specify if the pet is male "M" or female "F".
7. Enter breed of pet. Ask your customer which breed the pet mainly resembles
  - If a dog is not a pure bred than you should write down what breed the animal mainly resembles with an "x" after the breed's name. The "x" signifies mix.
  - Most cats are: DSH (domestic short hair)  
DMH (domestic medium hair)  
DLH (domestic long hair)
8. Enter color(s) of the pet with predominant color first. Our system can handle up to three colors.
9. Enter pet's name (what the owner calls them). Make sure you have the spelling correct.
10. Indicate whether the pet is spayed (S) or neutered (N). If he/she is altered, proof is required. Remember there are three ways to provide proof of spay/neuter: 1. You saw proof, 2. Owner's statement of spay/neuter, or 3. Subject to proof (P). For a thorough understanding of spay/neuter proof see section "D" titled Proof of Spay/Neuter. If the pet is unaltered you will leave this box blank.
11. Enter the "TYPE" code for the animal you are licensing. The codes are as follows: "J" for Juvenile, "A" for Altered, "U" for Unaltered and "S" for Senior Dog or Cat license.

# Pet License Application



**Records and Licensing Services**  
 500 Fourth Avenue, Room 403  
 Seattle, WA 98104-3277  
 206-296-2712 TTY Relay: 711

Make check payable to

20. 125388

(staff use only)

Old License Number (if applicable)	Dog Cat	Sex	Breed	Color	Pet's Name	S/N	Type	Microchip # (if applicable)	Fee (see below)
4.	5.	6.	7.	8.	9.	10.	11.	12.	\$13.
									\$
									\$

**Owner Information. Fill in all fields.**

Home Phone: ( ) a. Alternate Phone: ( )

First Name: b. Last Name: c.

Physical Address: d. Unit No. e.

Mailing Address (if different): ZIP

City: State: ZIP

<b>J</b> Juvenile	10.00
<b>A</b> Altered	10.00
<b>U</b> Unaltered	10.00
<b>S</b> Spayed/Neutered	12.00

Write in fund # designation (1 to 4). See reverse for fund info.

Fund # 14 a. Donation \$ 14.

**Provide proof of your pet's Spay/Neuter**

- Show us a statement/receipt from your veterinarian or clinic that did the surgery or examined your pet and can verify surgery
- Provide previous license information showing spay/neuter
- Provide affidavit of spay/neuter

See reverse for more information

Questions? Call 206-296-2712 or go to [www.kingcounty.gov/pets](http://www.kingcounty.gov/pets)

Single Pet License Application form – place an “x” by the type of pet you are licensing

	Juvenile (Under 6 months 6 month expiration)	\$5
X	Altered Proof Required	\$30
	Unaltered	\$90
	Sr. Citizen Proof Altered Dog Proof 65/Older Cat	\$20 \$12
	Donations	

Three-Part Pet Application Form

J	Juvenile Under 6 months, 6 month expiration	\$5
A	Altered Proof Required	\$30
U	Unaltered Voucher for spay/neuter savings included	\$90
S	Sr. Citizen Proof Altered & proof 65 or older Fee is for lifetime of pet Annual renewals are free	Dog \$20 Cat \$12

*Note: A senior citizen must show you proof that he/she is 65 or older. This license is good for the lifetime of the pet and no renewal fee is charged. Renewals will automatically come via the mail each year. Please notify the senior that this is a lifetime pet license GOOD FOR THE LIFETIME OF THE PET, NOT THEIR LIFETIME. If the pet is given to another owner the new owner must pay for the license. The license is not transferable to another pet; once the pet expires the senior license expires. When obtaining a senior citizen license for the first time the senior citizen must pay the fee for the license in the year they turn 65 and then the next year it is free. If they turn 65 in June and you are at the door in April they will pay the license fee this year and the next year too and then the following year it will be free.*

12. Enter microchip number if applicable. If the customer does not have their pet’s microchip number with them, they can call it in or email it to us (phone number and email address are listed on the application).

13. Enter pet license fee (see above).

14. Enter donations collected.

There are four different types of donations citizens can make. These four donation types are listed on our website, so we need to be aware of the four types and ask citizens if they have a preference as to where their money goes when they make a donation. If the donation type is not stipulated than the donation will go into the Benefit Bequest Fund. Listed below are the four donation types. There is a handy reference sheet in your money pouch.

<p><b>Benefit Bequest Fund</b> This is an overall donation account that may be used for any program, service or purchase that benefits the animals including, but not limited to, facility improvements, services for hard-to-place animals, or any of the services outlined in the Spay/Neuter, Help the Animals or Animal Retention funds.</p>
<p><b>Spay/Neuter Fund</b> Donations may be used to pay or off-set the cost of spaying and neutering of pets, promote public awareness about the benefits and importance of spaying and neutering or to purchase new spay and neuter equipment that may not otherwise be obtained.</p>
<p><b>Help the Animals Fund (Angel Fund)</b> Donations may be used to provide shelter and/or veterinary care for abused animals or pay for medical care associated with rehabilitating sick and injured animals through the shelter’s Foster Care Program.</p>
<p><b>Animal Retention Fund</b> Donations may be used for such activities as developing public education videos, advertisements, classes or other programs that promote responsible pet ownership or provide tools for correcting animal behavior.</p>

15. Enter the total fees collected for this application. If the citizen has more than three pets and you fill out two applications DO NOT add the two receipts together and put this amount down as the total. Each application should be kept separate, but they can write one check for the two applications.

16. Enter today’s date.

17. Enter your Location Code (located on the license box, example “AA”).

18. Enter the total fees collected for this application (on three-part application). The two Total sections (15 & 18) should always match.

19. Mark one of the following boxes (cash or check) for the type of payment you received.

20. Write the promotion name on the top of the application, if applicable (“microchip voucher,” “temporary license,” or “buddy license”)
21. Write pet license number(s) on customer’s check.
22. Give the pet owner a “customer receipt” copy (pink) of the application along with the following:
  - Matching license tag(s)
  - Educational handouts and flyers.

## Section B Questions

Complete the application process from the following dialogue:

# Pet License Application

King County

**Records and Licensing Services**  
500 Fourth Avenue, Room 403  
Seattle, WA 98104-3277  
206-296-2712 TTY Relay: 711

Make check payable to

125398

(staff use only)

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Old License Number (if applicable)	New License #	Exp. Date	Dog	Cat	Sex	Breed	Color	Pet's Name	S/N	Type	Microchip # (if applicable)	Fee (see below)
												\$
												\$
												\$

**Owner information. Fill in all fields.**

Home Phone ( ) ( )	Alternate Phone ( ) ( )
First Name	Last Name
Physical Address	Unit No.
Mailing Address (if different)	ZIP
City	State ZIP

<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20px; text-align: center;"><b>J</b></td> <td style="font-size: 0.8em;">Juvenile (Under 6 months old)</td> <td style="text-align: right; font-weight: bold;">\$5.00</td> </tr> <tr> <td style="text-align: center;"><b>A</b></td> <td style="font-size: 0.8em;">Adulter (6 months - 6 years)</td> <td style="text-align: right; font-weight: bold;">\$30.00</td> </tr> <tr> <td style="text-align: center;"><b>U</b></td> <td style="font-size: 0.8em;">Unaltered (6 years - 12 years)</td> <td style="text-align: right; font-weight: bold;">\$90.00</td> </tr> <tr> <td style="text-align: center;"><b>S</b></td> <td style="font-size: 0.8em;">Senior Citizen (12 years and older)</td> <td style="text-align: right; font-weight: bold;">\$20.00</td> </tr> </table>	<b>J</b>	Juvenile (Under 6 months old)	\$5.00	<b>A</b>	Adulter (6 months - 6 years)	\$30.00	<b>U</b>	Unaltered (6 years - 12 years)	\$90.00	<b>S</b>	Senior Citizen (12 years and older)	\$20.00	<p>Write in fund # designation (1 to 4). See reverse for fund info.</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 60%; border: 1px solid black;">Fund #</td> <td style="width: 40%; border: 1px solid black;">Donation</td> </tr> <tr> <td style="text-align: center;">\$</td> <td style="text-align: center;">\$</td> </tr> </table> <p><b>Provide proof of your pet's Spay/Neuter</b></p> <ul style="list-style-type: none"> <li>• Show us a statement/receipt from your veterinarian, or clinic that did the surgery or examined your pet and can verify surgery</li> <li>• Provide previous license information showing spay/neuter</li> <li>• Provide affidavit of spay/neuter</li> </ul> <p>See reverse for more information Questions? Call 206-296-2712 or go to <a href="http://www.kingcounty.gov/pets">www.kingcounty.gov/pets</a></p>	Fund #	Donation	\$	\$
<b>J</b>	Juvenile (Under 6 months old)	\$5.00															
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<b>U</b>	Unaltered (6 years - 12 years)	\$90.00															
<b>S</b>	Senior Citizen (12 years and older)	\$20.00															
Fund #	Donation																
\$	\$																

1735 (Rev. 12/08)

“Hi! My name is \_\_\_\_\_, and I am an official with King County Pet Licensing. We’ve been sent to this neighborhood to make sure that people are current and legal on pet licenses for their cats and dogs. How many cats or dogs do you have?”

Citizen: “We have 1 dog and 1 cat, but I’m sure they are already licensed.”

Canvasser: “Great, just let me check with my zip code sheet for your area. For some reason I don’t have any pets listed for your address of 14346 113<sup>th</sup> Avenue NE. Is that the correct address?”

Citizen: “That is the correct address, but I’m still certain they are licensed.”

Canvasser: “Did you just move here within the past two years?”

Citizen: “No we have lived here since 1997.”

Canvasser: “Are the pets here, so I can see the license numbers, because for some reason they are not showing up on my zip code print out and I want to make sure they are protected with the license they have.”

Citizen: “The dog is, but who knows where the cat is. Will it help to clear up this mistake if you only see his license number?” “Here Fido!”

*Fido comes wagging his tale*

Canvasser: Sees a license on the dog, but notices it is blue (the two current year of tags are maroon – 2009 and blue - 2010) and sees that the license begins with a 6. This means the license expired in 1996 or 2006, so it is long over due and states the following to the citizen: “This license expired over three years ago, so that is why it is not showing up in my zip code sheet records. The zip code sheets I have only show me licenses in our system for the last two years plus the current year. The information regarding these licenses is in the King County database, so we will use the old number(s) for an easy match on the renewal of these license(s). The licenses are yearly licenses and need to be renewed every year and because these licenses are past due I need to take care of renewing these licenses today to get you in compliance with the law. Every year approximately two months before your license is due you will get a renewal notice in the mail. Past due licenses normally carry a penalty and I should charge you for 2007, 2008 and 2009 licenses, but my main concern is to get your pets protected and in compliance today, so I’m going to waive all these fees.

Citizen: “I don’t really have to take care of it now do I, as I don’t have any money.”

Canvasser: “It is very important we get your pet licenses current today and remember I will waive all past due penalties.”

Citizen: “If you are sure I have to do this today I only have a few minutes, as I have to be somewhere.”

Canvasser: “No problem, I already have half of the application filled out” (*do you have any sections on the application filled out?*).

*Note: The new license numbers for this transaction will be 0-010034 and 0-010035*

Canvasser: “The dog is a male and his name is Fido, is this correct?”

Citizen: “Yes!”

Canvasser: “What breed is the dog?”

Citizen: “A black lab.”

Canvasser: “Does the dog have any other predominant colors besides black?”

Citizen: “No”

Canvasser: “Has Fido been neutered?”

Citizen: “Yes”



Canvasser: "Because my records do not show if you provided spay neuter proof the first time you licensed your pets I'm going to have you fill out this form (hand the citizen the Owner's Statement of Spay Neuter) to verify proof of the spaying/neutering of your pets. Is your cat male or female?"

Citizen: "Female and yes she is fixed."

Canvasser: Most cats are domestic short hair (DSH), domestic medium hair (DMH) or domestic long hair (DLH). Is your cat a specific breed or one of these?"

Citizen: "She is a red tabby with short hair."

Canvasser: "What is the cat's name and your name?"

Citizen: "The cat's name is Sammy, short for Samantha and mine is Joe Smith."

Canvasser: "Your home phone number and an alternate number. The alternate number should be a key number we can reach you or someone at who knows how to reach you should the pets get out."

Citizen: "My home number is (425) 481-7866 and I will give you my cell number (206) 351-9533.

Canvasser: "Let me verify one more time that I have your address correct, is it 14346 113<sup>th</sup> Avenue NE in Kirkland Washington with a zip of 98034. Do you have a post office box we should use to mail your renewal to?"

Citizen: "That is my correct address and no we don't have a post office box. Are we about done, as I'm really in a hurry?"

Canvasser: "Yes, we are almost done, that will be \$60. I take cash or check made out to King County Pet Licensing. Do you have the owner's statement completed?"

Citizen: "I'll write you a check and here is your sheet.

Canvasser: *Reviews the Owner's Statement of Spay Neuter sheet that was just handed to him and everything looks great.* While handing the pink copy of the application and the licenses to the citizen the canvasser states the following – "these licenses will identify your pet if it gets lost. The fees generated here today will support our shelters which provide safe haven, food and medical care for lost and abandoned pets, thank you.

1. Give a dollar amount for each of the types of licenses:

Replacement License \$ \_\_\_\_\_  
 Unaltered License \$ \_\_\_\_\_  
 Senior Cat License \$ \_\_\_\_\_

Does a cat need to be spayed/neutered to receive a Sr. license: \_\_\_\_ Yes \_\_\_\_ No

What proof(s) does a citizen need to provide to the County to issue a senior license:

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

2. What is the key question you need to ask a citizen who would like you to issue them a free service animal license: \_\_\_\_\_

\_\_\_\_\_

3. If the citizen answers “no” to question number 2 and states the following “but, I couldn’t get along without my dog.” Would you issue a service animal license: \_\_\_\_ Yes \_\_\_\_ No

Explain why you would or would not issue a Service Animal License: \_\_\_\_\_

\_\_\_\_\_  
 \_\_\_\_\_

4. What paperwork do you need to turn in with a service animal application for the Licensing Department to be able to process the paperwork (choose which ones are applicable).

- Completed Application
- Spay/Neuter Proof if applicable
- Signed, written statement from applicant – stating that they have a disability and their animal has been trained to aid them in their disability.
- A notarized affidavit attesting to the fact the applicant is disabled.

5. What is the cost of a transferred license \$ \_\_\_\_\_. When issuing a transferred license what key item needs to remain the same in the old jurisdiction and King County:

\_\_\_\_\_

6. What day of the month do applications expire (choose one)?

- The last day of the month
- The date you are writing out the application on.

7. In the following table fill in the blanks:

Type of License	Issue Date	Expiration Date	2009/2010 License
Juvenile	April 2009		2009
	June 2009	June 2010	2010
Unaltered	October 2009	October 2010	
Altered		September 2010	
Temporary	April 2009		

Replacement	January 2009		
Juvenile	July 2009		2010
Transfer (You are in the month of April 2009)	May 2008	May 2009	2009 Should the citizen transfer Yes No
	July 2009	July 2010	

8. Place a “√” next to each address that you would be able to use on an application and a Field Tracking sheet. If it is NOT usable write down the reason it is not usable in the box provided:

Place a “√” Here	Address	Why is the Address NOT Usable
	10040 113 <sup>th</sup> Ave.	
	10040 NE 113 <sup>th</sup> St.	
	541 Stone	
	Ave. NE 13411	
	50 Big Bear Pl. NW	
	32411 SE 184 <sup>th</sup>	
	14346 113 <sup>th</sup> Ave. NE	
	51 5 <sup>th</sup> Place SW	

9. Why must you place a “√ or x” in one of the boxes for the type of funds (cash or check) you collected from the citizen: \_\_\_\_\_
10. What number do you need to write on the citizen’s check: \_\_\_\_\_

### **C. LIMIT ON NUMBER OF PETS**

Some cities place a limit of three (3) dogs/cats per household that a person may keep (in Auburn (4)). If your customer has more than three dogs/cats, please inform the customer that King County Animal Services does not unilaterally initiate enforcement action at homes with excess pets. As long as pets are well cared for and no complaints are received, the County does not intervene. The "Special Hobby Kennel License" provision in the code allows this. They still need to purchase a license for all dogs/cats. If they would like a thorough interpretation of the law they can phone a King County Animal Inspector at (206) 296-2713.

**Section C Questions**

1. What is the limit for the amount of pets (dogs/cats) you can have in King County (choose the answers that apply):

- 3       5       2       4 (in Auburn)       No Limit

2. If a citizen has over the legal limit what does King County do (choose one):

- Requires the citizen to surrender pets to get down to the legal limit;  
 Requires the citizen to apply for a Hobby Kennel License;  
 The County does not unilaterally initiate enforcement action at homes with excess pets. As long as pets are well cared for and no complaints are received, the County does not intervene.

3. If a citizen is over the legal limit of dogs/cats should they purchase a license for all pets?  
\_\_\_\_\_ Yes \_\_\_\_\_ No

## D. PROOF OF SPAY/NEUTER

There are **three** ways to provide proof of spay and neuter. Following the correct procedures for gaining spay/neuter required documentation is a very important aspect of the canvassing job.

### Saw Proof

Where proof was provided, write in "saw proof" on the application. Listed below are acceptable forms of spay/neuter proof:

- Spay/neuter certificate from veterinarian who performed the surgery.
- Receipt for surgical procedure.
- Old license receipt/application showing S/N fee paid.
- Letter/verification from current vet. Stating that the pet was previously spayed or neutered (written on vet letterhead.)
- Call customer's veterinarian to verify (only can be done during veterinarian's regular business hours.)

**DO NOT WRITE SAW PROOF UNLESS YOU CAN VERIFY IT BY ONE OF THE MEANS LISTED ABOVE. IF THEY DO NOT HAVE PROOF AND THE PET IS SPAYED/NEUTERED THEN FILL OUT AN OWNER'S STATEMENT OF SPAY/NEUTER.**

### Owner's Statement of Spay/Neuter

The use of the Owner's Statement is a perfectly legitimate way to provide proof of spaying/neutering to King County. The Owner's Statement was created for those instances when the animal has been altered, but the owner has no way (or it is extremely difficult) to provide proof to King County. They can use this option instead of supplying the spay/neuter verification at a later date (the Subject to Proof option listed below). The Owner's Statement is an affidavit and must be filled out completely. To guarantee it is complete and accurate, please check the form over carefully after the owner has filled it out. If there are any corrections or additions to make, request the pet owner make them. When the form is complete, place the license number you issued the pet in the bottom right-hand corner of the Owner's Statement. Turn in the completed form with the application and charge the citizen the altered animal price.

### Subject to Proof

If the pet is altered, but the pet owner does not have the proof when you are completing the transaction or they have a vet appointment booked within the next two weeks to have the spay/neuter procedure performed they can purchase the license at the altered rate and provide proof within 15 days.

Take the following steps to issue a "Subject to Proof" license:

- Write the words "Subject to Proof" on the application and place a "P" (means pending proof to the County) in the box titled "S/N" on the application.
- Provide the citizen with a "Pet License Subject to Spay/Neuter Proof" information sheet.
- Provide the citizen with a blue King County return envelope. Write on the front of the envelope the license number(s) you assigned the citizen, your location code, and today's date.

*Note: If the pet was previously licensed pending proof "P" you cannot license the pet "Subject to Proof," when renewing the license. The owner must provide proof to receive the altered*

*price. You will know the pet was licensed pending proof "P," by checking your "Zip Code Sheets" and under the column titled "A" for altered it will have a "P."*

**Section D Questions**

1. What are the three forms of spay/neuter proof the County accepts: (1) \_\_\_\_\_  
(2) \_\_\_\_\_ (3) \_\_\_\_\_
  
2. If a citizen shows you proof at the door for the spay/neuter of their pet what do you write on the application: \_\_\_\_\_
  
3. What are some acceptable forms of spay/neuter proof the County will accept:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
  
4. If the citizen thinks the dog/cat has been altered should you use the Owner's Statement of Spay/Neuter proof to provide proof to the County: \_\_\_\_\_ Yes \_\_\_\_\_ No  
Justify your answer: \_\_\_\_\_  
\_\_\_\_\_
  
5. The dog/cat is not spayed, but the owner has an appointment set for next week to have the animal spayed/neutered. What is the best way to provide proof to the County of the spay/neuter: \_\_\_\_\_  
Justify your answer: \_\_\_\_\_  
\_\_\_\_\_
  
6. If the citizen does not put down their phone number on the Owner's Statement of Spay/Neuter form what should you do: \_\_\_\_\_  
\_\_\_\_\_
  
7. Once the Owner's Statement of Spay/Neuter is filled out correctly where do you write the license(s) number(s) you issued on the form: \_\_\_\_\_
  
8. If a citizen fills out an Owner's Statement of Spay/Neuter which price do you charge the pet owner (choose one): \_\_\_\_\_ Altered \_\_\_\_\_ Unaltered
  
9. Where does the Owner's Statement of Spay/Neuter go once it has been completed: \_\_\_\_\_  
\_\_\_\_\_
  
10. When issuing a license "Subject to Proof" what two things do you do on the application to let the Licensing staff know you issued this type of license:  
\_\_\_\_\_  
\_\_\_\_\_
  
11. When issuing a license "Subject to Proof" what two things do you provide the citizen:



---

---

12. When issuing a license "Subject to Proof" what three things do you write on the front of the envelope you provide the citizen: (1) \_\_\_\_\_  
(2) \_\_\_\_\_ (3) \_\_\_\_\_

13. Should you ever take the citizen's word that the pet has been spayed/neutered  
(choose one): \_\_\_\_\_ Yes \_\_\_\_\_ No

Justify your answer: \_\_\_\_\_  
\_\_\_\_\_

## E. PROMOTIONS

### SPAY-NEUTER DISCOUNTS

The purchaser of a NEW or RENEW pet license for an unaltered pet will receive a voucher good for \$25.00 off the cost of spay/neuter surgery done by a participating veterinarian (see attached participating vet list). You do not have to do anything to the application to alert the Licensing staff that the citizen needs to be sent a Spay-Neuter Voucher our system automatically generates a voucher when the unaltered license data is entered.

When issuing any of the other three promotions (Voucher for free Microchip Implant or Buddy License or Temporary License) to a citizen you must always write on the application the type of promotion(s) you are issuing. A good place to write the type of promotion is next to the fee amount in the box titled "Microchip #." It should look something like this:

Microchip # (if applicable)	Fee (See below)
BUDDY	5
ALTERED LICENSE WITH BUDDY	30
MICROCHIP	30
TEMPORARY	0

Except as noted, the promotions listed below are available only with the purchase of the following NEW King County pet license and the citizen can only receive one promotion per each NEW pet license:

- a. Unaltered adult dog or cat (\$90) license
- b. Altered dog or cat (\$30) license
- c. Senior pet license (altered adult pet owned by someone 65 or older) (\$20 dogs/\$12 cats)

The promotions listed below are currently **NOT** available for those obtaining these licenses:

- Juvenile pets (6 months or younger) (\$5)
- All renewals (\$30 & \$90) or senior renewals (no charge)
- Reissue (\$5) or transfers (\$3).

### VOUCHER FOR FREE MICROCHIP IMPLANT

#### **Voucher offered with:**

- i. Purchase of new, full price license.
- ii. Expires 3 months after purchase date (i.e. purchase license on April 3 the voucher with expire on July 31

Coupon redeemable at:

<b>Humane Society of Seattle &amp; King County</b> Call to verify hours at (425) 641-0080 ext. 2	<b>Animal Control Shelter in Kent</b> Call to verify hours & availability at (206) 296-3956
---	---

Recorded information about redeeming the coupon is available at (206) 296-PETS [7387], extension 45. The citizen will hear a recorded message on the current locations and times available for the microchip procedure. If this is a long distance call for the citizen, please have

them use our toll-free number, 1-800-325-6165 and then dial extension 6-7387. When you are connected with the Pet Hotline, press in extension 45.

This information can be accessed over the web at [www.kingcounty.gov/pets](http://www.kingcounty.gov/pets). If the citizen has any questions not answered by the recorded message they can call (206) 296-2712, Monday – Friday from 8:30 a.m. to 4:30 p.m., or e-mail us at [pets@kingcounty.gov](mailto:pets@kingcounty.gov).

### **BUDDY LICENSES**

“Buy one NEW unaltered, altered or senior pet license at the regular price, and get the second NEW license of equal or lesser value for \$5.” The citizen must pay for the highest price license and if applicable get the lowest price license for \$5 (i.e. the citizen is purchasing one unaltered license and one altered license they will pay \$90 for the unaltered license and \$5 (Buddy) for the altered license – they saved \$25.)

### **TEMPORARY LICENSE**

Get a free introductory license for an altered or unaltered pet that is NEW to our system, then pay the full, annual price when the renewal is mailed out. This introductory license is also available over the County’s web site at [www.kingcounty.gov/pets](http://www.kingcounty.gov/pets).

<b>Temporary Pet License Expiration Table</b>	
<b>Month Issued</b>	<b>Month &amp; Day Expired</b>
January	February 28
February	March 31
March	April 30
April	May 31
May	June 30
June	July 31
July	August 31
August	September 30
September	October 31
October	November 30
November	December 31
December	January 31

Promotions are not normally used by our partners, but they can use them if they choose to.

### **Canvassers and Temporary Licenses**

Canvassers can have a great influence on whether pet owners choose to renew their pet licenses. Our relationships with pet owners should be direct, pleasant, and informative, so that the pet owner understands the licensing requirements and is willing to renew. Temporary licenses present a special challenge to the renewal process. They can be an effective tool to identify pets, but if too many are issued, they can quickly become a renewal burden. Currently only 25% to 30% of temporary licenses are actually renewed. On the other hand, nearly 75% of licenses that are **old** are automatically renewed after a renewal notice is sent. The difference is gigantic especially when one considers that the object of identifying the animals has been reached in both cases. Much extra time and work can go into renewing a temporary non-renewal, through phone canvassing and renewal visits by Enforcement Officials when you already had the opportunity to speak to them face-to-face and sell them the license.

- Do not raise the issue of the license sales until after filling out the license application.

Your door approach should emphasize identifying the pets in the home and filling out the license application. At the end of that process, merely say something like the following: "That will be \$30. Will that be cash or check?" This relieves you of having to persuade a pet owner to buy a license. Instead the purchase becomes a natural part of the process you have directed.

- Be clear that you should collect the funds when issuing the license by cash or check.

Sometimes pet owners may object that they do not have any money. Tell them that you take checks as well as cash. If they ask whether they have to pay now, your response should be a direct affirmative. The temporary license is only meant for pet owners who cannot pay right then.

- When to Issue a "Temporary License."

When someone makes it clear that they cannot pay for their license(s) at the door, let them know that you will need to issue them a "Temporary License". If they refuse the "Temporary License" let them know that you will have to put this visit down on your "Canvass Field Tracking Sheets" as a *Refusal* and they will be visited by an Enforcement Official with King County Animal Care and Control. Make sure you place a "√" or an "X" on the line for their street address under the box titled "Refusal." In addition to marking the box **always** make sure you give the Enforcement Official a brief synopsis of what happened and a description of what animals you saw at the address on the back of the "Canvass Field Tracking Sheet."

- Follow these simple procedures when issuing a "Temporary License."

It is very important that you issue **only** the license application that states "Temporary Pet License Application," when you are issuing a Temporary License. The citizen must **always** sign the application (located in the bottom right-hand corner of the application). Please read the statement and then have them sign the application. It states the following statement: Temporary Pet License Application – This license(s) was issued in accord with King County Code Title 11, Section 11.04.030. With issuance of this license(s) I agree to purchase an annual license(s) on or before the Expiration Date listed above. I understand that if I fail to renew this temporary license(s) I may be issued a \$75 penalty pursuant to a Notice & Order of violation for not licensing my pet(s).

Issue a 2009 license (2010 in December). We are issuing 2009 (2010 in December) licenses and the staff is entering them in the computer as if they are a 3-month free license. We NEVER mention that the license technically expires in three months. See the table below for the flow of these licenses:

Temporary License Schedule				
License Issued	Assign Exp. Date	Data Enter Renewal NO LATER THAN:	Failure to Renew Letter/N&O	Data Extract Non-Renewals
			Printed 14-Days after license expiration	
January	2/28	3/13	3/14	4/14
February	3/31	4/13	4/14	5/14
March	4/30	5/13	5/14	6/14
April	5/31	6/13	6/14	7/14
May	6/30	7/13	7/14	8/14

June	7/31	8/13	8/14	9/14
July	8/31	9/13	9/14	10/14
August	9/30	10/13	10/14	11/14
September	10/31	11/13	11/14	12/14
October	11/30	12/13	12/14	1/14
November	12/31	1/13	1/14	2/14
December	1/31	2/13	2/14	3/14

On the application under fee you should write a \$0 for money collected. Remember these applications are audited by the State. If you put an amount down in either the "total" or "fee" sections than money should be collected and then it isn't a "Temporary License".

If you issue a citizen a Temporary license they can receive no other promotional offer (Buddy or Microchip), as they have already received a promotional offer (Temporary License).

It is imperative to handle the spay/neuter proof when you issue the "Temporary License." The three acceptable forms of spay neuter proof are saw proof, owner's statement and subject to proof (see Section "D").

Do not ever issue a "Temporary License(s)" for a non-renewal license this will be one of the few times you might possibly do a callback. You will know if a citizen has a non-renewal license(s) by looking up each and every address you visit in your "Zip Code Sheets." *Note: Your zip code sheets normally contain a list of pets that are expired for two or less years for each address in that zip code.* If the pet(s) at a residence need to be renewed let the citizen know that you are canvassing the neighborhood and then repeat to them what information you have for their address in your "Zip Code Sheets." If they still have the pet(s) let them know that you need to renew the pet licenses today because they are expired. If they do not agree to renew the pet license(s) let them know that you will have to report that they still have the pets and that they are refusing to renew the license(s) to the Enforcement Official and that they could incur a penalty of \$75/animal. If they no longer have the pets make sure you mark down on your "Canvass Field Tracking Sheets" (or write out an application) the license numbers, names of the pet(s) and reason for termination (deceased, no longer have, given away, moved, etc.) in the box titled "Address." Use a special approach for pet owner's of expired pets who say they have no money. When a pet owner says they will not renew their pet licenses or say they do not have the money to renew their pet licenses right then, say something like the following: "is it possible that you can pay right now? With expired pets I have to mark this down as a refusal." If they insist that they cannot pay right then, reassure them by saying "no problem, what we'll need to do is set an appointment to renew your license(s) in order to bring you up-to-date. When would be a good time for me to stop back by?" Let them know that at the appointment you will waive all late fees. Place the appointment on your callback sheets. It is always best to fill out all applications the first time you are at the house versus on your return visit. That way if there are further problems with licensing the expired or new pet(s) you will have all the information should a follow-up Enforcement Official visit need to be made. When passing along the applications for an Enforcement Official visit please explain any extenuating circumstances so the Enforcement Official will be better prepared to assist this citizen with renewing their pet's license(s).

# Temporary Pet License Application



**Records and Licensing Services**  
500 Fourth Avenue, Room 403  
Seattle, WA 98104-3277  
King County 206-296-2712 TTY Relay: 711

Mail renewal fee and check by Exp. Date

0960 (New 2/09)

Old License Number (if applicable)	New License #	Exp. Date	Dog	Cat	Sex	Breed	Color	Pet's Name	S/N	Type	Microchip # (if applicable)	Fee (see below)
<b>Owner information. Fill in all fields.</b>												
Home Phone												Unit No.
Alternate Phone												
First Name ( ) ( ) ( )												Last Name
Physical Address												City
Mailing Address (if different)												State
ZIP												ZIP
Type												Fee
<b>J Juvenile</b>												\$15
Under 6 months, 6 months expiration.												
<b>A Altered</b>												\$30
Proof Required.												
<b>U Unaltered</b>												\$90
Voucher for spay/neuter savings included.												
<b>S Senior/Citizen</b>												\$20
Proof Altered and proof 65 or older.												
Fees for lifetime of pet.												
Annual renewals are free.												
Write in fund # designation (1 to 4). See reverse for fund info.												Fund #
Temporary Pet License Application												Donation
This license(s) was issued in accord with King County Code Title 11, Section 11.04.030. With issuance of this license(s) I agree to purchase an annual license(s) on or before the Expiration Date listed above. I understand that if I fail to renew this temporary license(s) I may be issued a \$75 penalty pursuant to a Notice & Order of Violation for not licensing my pet(s).												\$

White: Data Entry Yellow: Agent Pink: Customer Receipt

Pet(s) Owner Signature

# Temporary Pet License Application



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Old License Number (if applicable)	New License #	Exp. Date	Dog	Cat	Sex	Breed	Color	Pet's Name	S/N	Type	Microchip # (if applicable)	Fee (see below)
<b>Owner information. Fill in all fields.</b>												
Home Phone												Unit No.
Alternate Phone												
First Name ( ) ( ) ( )												Last Name
Physical Address												City
Mailing Address (if different)												State
ZIP												ZIP
Type												Fee
<b>J Juvenile</b>												\$15
Under 6 months, 6 months expiration.												
<b>A Altered</b>												\$30
Proof Required.												
<b>U Unaltered</b>												\$90
Voucher for spay/neuter savings included.												
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White: Data Entry Yellow: Agent Pink: Customer Receipt

Pet(s) Owner Signature

**IMPORTANT RABIES INFORMATION**

King County Code 11.04.520 requires all dogs and cats six months of age or older to be vaccinated against rabies. Proof of rabies vaccination is not required to obtain a King County pet license, although current vaccination is required by law for your pet's protection and for public health concerns.

**WHO NEEDS A KING COUNTY PET LICENSE?**

All dogs/cats that reside in King County (except the cities of Seattle, Renton, Des Moines, Medina, Newcastle and Normandy Park) must be licensed by King County.

**LOST YOUR TAG?**

Return this receipt to the address on the front along with \$5 to receive a new tag.

**SENIOR CITIZEN?**

If you are 65 or older and your pet is spayed/neutered, you are eligible for a senior citizen lifetime pet license. This license is valid for the life of the pet. The license is not transferable. Only three senior pet licenses allowed per household. If this is your first senior citizen lifetime pet license, please provide proof of age, proof of spay/neuter, your payment, and check the front of this form.

**BENEFIT OF PET LICENSING**

Licensed pets get a "free ride" home if impounded by Animal Care and Control. We will attempt to return the pet directly when possible. Otherwise, your pet will be held at least 5 days after telephone notification or 2 weeks after notification by mail. The impound fee is waived on the 1st impound. Unlicensed pets (strays) are held 3 days only. (K.C.C. 11.04.210)

**ADOPTION SERVICES**

We have many wonderful pets waiting for the right home. For more information, please call 206-296-PETS and press 41 (touch-tone).

**GOING ON VACATION?**

We encourage you to use our "Vacation Pet Alert" program. Just call us at 206-296-2712 to register where your dog/cat will be while you are on vacation and/or who will be taking care of your pet and where to reach you.

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**PET LICENSE LOCATIONS**

More locations are listed on our website: [www.kingcounty.gov/pets](http://www.kingcounty.gov/pets)

**KING COUNTY SHELTERS / OTHERS**

**King County Pet Licenses**

500 - 4th Avenue, Seattle, WA 98104-3277  
8:30 a.m. - 4:30 p.m.

**KC Kent Animal Care and Control Shelter**

21615 64th Ave. S., Kent, WA 98032  
Monday 3 p.m. - 7 p.m.  
Tuesday-Friday 11 a.m. - 7 p.m.  
Saturday-Sunday 10 a.m. - 6 p.m.

**KC Eastside Crossroads Shelter**

821 164th Ave. N.E., Bellevue, WA 98008-3507  
Tuesday - Friday 2 p.m. - 6 p.m.  
Saturday Noon - 6 p.m.

**The Seattle Humane Society**

13212 S.E. Eastgate Way  
Bellevue, WA 98005

**ANIMAL BENEFIT BEQUEST FUND**

**Fund 1: General.** Any program benefiting animals including the below three funds.

**Fund 2: Spay/Neuter Fund.** Public awareness of benefits of S/N, off-set costs of S/N.

**Fund 3: Help the Animals Fund (Angel Fund).** Shelter or vet care for abused animals; cost associated with rehabilitation of sick-injured animals in foster program.

**Fund 4: Animal Retention Fund.** Programs that promote responsible pet ownership and animal behavior correction.

**CITY HALLS**

Algona	253-833-2897
Auburn	253-931-3039
Bellevue	425-452-6800
Bellevue Mini	425-452-2800
Black Diamond	360-886-2560
Bothell	425-486-3256
Burien	206-241-4647
Carnation	425-333-4192
Clyde Hill	425-453-7800
Duvall	425-788-1185
Enumclaw	360-825-3591
Federal Way	253-835-2526
Issaquah	425-837-3000
Kenmore	425-398-8900
Kent	253-859-3300
Kirkland	425-587-3135
Lake Forest Park	206-368-5440
Maple Valley	425-413-8800
Mercer Island	206-236-5300
Pacific	253-833-2856
Sammamish	425-898-0660
SeaTac	206-973-4800
Shoreline	206-546-1700
Snoqualmie	425-888-1555
Tukwila	206-433-1800
Woodinville	425-489-2700
Yarrow Point	425-454-6994

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Bothell	425-486-3256
Burien	206-241-4647
Carnation	425-333-4192
Clyde Hill	425-453-7800
Duvall	425-788-1185
Enumclaw	360-825-3591
Federal Way	253-835-2526
Issaquah	425-837-3000
Kenmore	425-398-8900
Kent	253-859-3300
Kirkland	425-587-3135
Lake Forest Park	206-368-5440
Maple Valley	425-413-8800
Mercer Island	206-236-5300
Pacific	253-833-2856
Sammamish	425-898-0660
SeaTac	206-973-4800
Shoreline	206-546-1700
Snoqualmie	425-888-1555
Tukwila	206-433-1800
Woodinville	425-489-2700
Yarrow Point	425-454-6994

**Section E Questions**

1. Place a “√” next to each license type that is eligible to receive a promotion:

- Unaltered
- Altered
- Juvenile
- Senior License
- Renewal License
- Reissue/Replacement
- Transfer
- Service Animal

2. What numbers do citizen’s call to find out up-to-date information on the microchip program: \_\_\_\_\_ (206) \_\_\_\_\_ Extension

or \_\_\_\_\_ (206) \_\_\_\_\_

The citizen can also access this information through what website: \_\_\_\_\_

3. List the two places the microchip coupon is redeemable at in King County:

(1) \_\_\_\_\_

(2) \_\_\_\_\_

4. What is the price of a Buddy License (choose one):

- \$3       \$5       \$10       Free       \$7       \$15

5. For you to issue a Buddy License do both licenses need to be NEW licenses:

\_\_\_\_\_ Yes      \_\_\_\_\_ No

6. Give the expiration date for the following temporary licenses:

Month Issued	Month Expired
August	
January	
April	
May	
October	
September	

7. If you issue a Temporary License is there a special application you should use to issue it on? \_\_\_\_\_ Yes      \_\_\_\_\_ No

8. What promotion can a citizen still take advantage of if they have been issued a temporary license?: \_\_\_\_\_

9. Can you issue a citizen a temporary license if they have not renewed their pet’s license: \_\_\_\_\_ Yes      \_\_\_\_\_ No



10. If a citizen has a non-renewed license and they express the fact that they have no money to pay for the license during your visit what should you do (choose one):

- Issue them a Temporary License
- Give them an envelope and Top Copy of the application to Renew by Mail
- Let them know that you need to mark this down as a Refusal and Leave
- Establish a date and time for you to return to renew the license (write out the application the first time you are at the door.)

11. If you find pets at a residence that need to be canceled what should you do: \_\_\_\_\_

\_\_\_\_\_

12. When issuing a temporary license when should the spay/neuter information be provided (choose one):

- The license is a short term license, so proof of spaying/neutering is not needed
- At the time of issuing the Temporary or Three-Month Free license just like you would when you issue a full-price license
- When they renew the Temporary or Three-Month Free license. Provide the citizen a Subject to Proof of Spay/Neuter sheet, so they will know what type of proof to send in.

F. **REQUESTING REFUNDS**

1. The King County Pet License office will issue refunds for pet licenses as appropriate.
2. Requests for refunds must be in writing with written supporting documentation to:

Refunds  
King County Pet Licenses  
King County Administration Building  
500 4<sup>th</sup> Avenue, Room 403  
Seattle, WA. 98104

3. Refunds are granted on a case-by-case basis. However, refunds can be issued under the following circumstances:
  - a. New pet license – pet dies within 30 days from the purchase of a license (need veterinarian proof).
  - b. Renew pet license – pet dies 30 days after the previous expiration date. License will be refunded as long as proof of death is submitted. Example: pet owner renews pet license on February 15 and the license expires on March 31. His pet dies on April 15. License will be refunded as long as proof of death is submitted.
  - c. Unaltered fee charged for an altered pet. Customer will receive a refund of \$60 (difference from \$90 and \$30) as long as proof is submitted that the pet was already altered within 30 days of purchase of the license.  
*NOTE: The spay/neuter voucher generated with the purchase of a \$90 pet license where the citizen has the pet altered within the next 30 days cannot be used in conjunction with a request to refund \$60 of the license fee. The customer may choose one or the other, not both. The \$25 spay/neuter voucher is automatically generated with the purchase of a \$90 pet license. For pets that will be altered within 30 days of the purchase date please encourage the customer to use the \$25 voucher instead of requesting a \$60 refund.*
  - d. Pet resides outside of the licensing jurisdiction of King County.  
*NOTE: King County pet licenses should not be issued in the following cities within King County, as they do not contract with King County for animal control services: Seattle, Des Moines, Normandy Park, Medina, Renton (five (5) digit addresses are okay), Newcastle and Hunts Point.*

Questions regarding refunds should be directed to Linda Chan at (206) 296-4021

**Section F Questions**

1. If a citizen would like to obtain a refund for their pet license what should they do: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2. If a citizen takes the time to send in a letter with supporting documentation are they guaranteed they will get a refund: \_\_\_\_\_ Yes \_\_\_\_\_ No

If no, fill in the blank: Refunds are granted on a \_\_\_\_\_ basis.

3. If a pet dies how many days from the purchase of the license must the pet die to receive a refund (choose one):

- 60 Days       90 Days       One Year       30 Days

4. What type of proof do you need to submit to get a refund if your pet dies within the allotted time (choose one):

- Veterinary Proof       Letter       Notarized Statement

5. Besides a pet dieing what are two other reasons you may receive a refund from King County:

- (1) \_\_\_\_\_  
(2) \_\_\_\_\_

**G. HOBBY KENNEL/HOBBY CATTERY – KING COUNTY CODE 11.04.060**

A Hobby Kennel or a Hobby Cattery is where a household owns or keeps four or more adult dogs and/or cats for “the enjoyment of the species,” which means the animals are kept for companionship, training, organized shows, obedience trials, or similar non-commercial purposes.

The legal limit in King County is 3 adult pets (6-months and older) (4 pets in the City of Auburn). Please inform the citizen that King County does not unilaterally initiate enforcement action at homes with excess of three (four in Auburn) pets. As long as the pets are well cared for and no complaints are received, the County does not intervene. The citizen still needs to purchase licenses for all dogs/cats.

If the citizen wishes to hear/discuss a full interpretation of the law or they would like to apply for a Hobby Kennel/Hobby Cattery license have them contact Diana Toledo, Enforcement Coordinator at (206) 296-2713. She will have an inspector set-up an appointment for them, so they can apply for the license. An inspection will be made to ensure compliance with all sections of the King County Code regarding Hobby Kennel/Hobby Cattery is being met.

**Section G Questions**

1. If a pet owner has more than 3 pets in King County should they apply for a Hobby  
Kennel License: \_\_\_\_\_ Yes \_\_\_\_\_ No

Justify your answer: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2. If a citizen would like a full interpretation of the Hobby Kennel/Hobby Cattery – King  
County Code 11.04.060 who should they contact: \_\_\_\_\_

@ \_\_\_\_\_

**H. DAILY OPERATIONS RECAP, CANVASSER FIELD TRACKING SHEET, CANVASSER CALL BACK SHEET, DEPOSIT SLIP TO KEY BANK AND CANVASSER STANDARD ADDRESS REPORT FOR ZIP CODE**

When filling out any form it is imperative you WRITE LEGIBLY, so you and King County Licensing staff are able to read it.

Daily Operations Recap

Name (1) \_\_\_\_\_ Date (2) \_\_\_\_\_

Loc. (3) \_\_\_\_\_ Deposit Date \_\_\_\_\_

Pet License Tag Numbers:

\_\_\_\_\_ (4) \_\_\_\_\_ to \_\_\_\_\_

\_\_\_\_\_ (5) \_\_\_\_\_ to \_\_\_\_\_

(6)Dogs: Altered (6.a.) x 30 \$(6.b.) \_\_\_\_\_  
 Unaltered \_\_\_\_\_ x 90 \$ \_\_\_\_\_  
 Juvenile \_\_\_\_\_ x 5 \$ \_\_\_\_\_  
 Sr./Lifetime new \_\_\_\_\_ x 20 \$ \_\_\_\_\_  
 Sr./Lifetime renew \_\_\_\_\_ x 0 \$ \_\_\_\_\_  
 Temporary \_\_\_\_\_ x 0 \$ \_\_\_\_\_  
 Buddy Lic. \_\_\_\_\_ x 0 \$ \_\_\_\_\_  
 Reissue \_\_\_\_\_ x 5 \$ \_\_\_\_\_  
 Transfer \_\_\_\_\_ x 3 \$ \_\_\_\_\_  
 Subtotal \$(7) \_\_\_\_\_

(8)Cats: Altered (8.a.) x 30 \$(8.b.) \_\_\_\_\_  
 Unaltered \_\_\_\_\_ x 90 \$ \_\_\_\_\_  
 Juvenile \_\_\_\_\_ x 5 \$ \_\_\_\_\_  
 Sr./Lifetime new \_\_\_\_\_ x 12 \$ \_\_\_\_\_  
 Sr./Lifetime renew \_\_\_\_\_ x 0 \$ \_\_\_\_\_  
 Temporary \_\_\_\_\_ x 0 \$ \_\_\_\_\_  
 Buddy Lic. \_\_\_\_\_ x 0 \$ \_\_\_\_\_  
 Reissue \_\_\_\_\_ x 5 \$ \_\_\_\_\_  
 Transfer \_\_\_\_\_ x 3 \$ \_\_\_\_\_  
 Subtotal \$(9) \_\_\_\_\_

Microchip Total (10) \_\_\_\_\_ Donation/Other \$(11) \_\_\_\_\_

License Total (12) \_\_\_\_\_ Grand Total \$(13) \_\_\_\_\_

Doors(14) Hours(15) \_\_\_\_\_ Currency (19) \_\_\_\_\_

Contacts (16) \_\_\_\_\_ Coins (20) \_\_\_\_\_

City, Zip (17) \_\_\_\_\_ Check (21) \_\_\_\_\_

(18) Field Store Event Other Total (22) \_\_\_\_\_

Back Side of Daily Operations Recap

Please list each check separately by bank number

Checks	Dollars				Cents
1 (23)					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
Please forward total to reverse side					(24)

Cash Count – For Office Use Only			
(25)	x	100	
	x	50	
	x	20	
	x	10	
	x	5	
	x	2	
	x	1	
<b>TOTAL (26)</b>			\$

Reviewed by: (27)

Written Instructions for Filling out the Daily Operations Recap form

- (1) Write your name here.
- (2) Write today's date. The Daily Operation Recap should be filled out at the end of your shift with no exceptions.
- (3) Write your two-letter or one letter & one number code assigned to you by the Canvass Coordinator.
- (4) Put your applications in order from smallest to largest number. List the 2009 licenses you sold on one line and the 2010 licenses you sold on the second line. Tags should be sold in order from smallest to largest number. If you do not sell in order and you have missing license numbers in between the licenses you sold you need to NOT list those license numbers (i.e. you sold 9-012345 to 9-012349 and 9-012351 to 9-012353 you need to write down only these numbers. This signifies you did not sell license number 9-012350.)
- (5) Same as number (4), but you need to list the 2010 licenses you sold.
- (6) You go through the license applications one at a time and place a hash mark to the left hand side of the type of license you sold (i.e. Dogs: Altered III ). Once you have gone through all the applications you put the number for the amount of hash marks you have for each type of license in section (6.a.) Then you times that number by the amount listed (i.e. 3 x 30 \$ 90 ).

- (7) Total all the lines in (6.b.) and place the totaled amount in this space.
- (8) Do the same steps as 6, 6.a., and 6.b. for the cat licenses you sold.
- (9) Total all the lines in (8.b.) and place the totaled amount in this space.
- (10) When going through the applications place a hash mark to the left-hand side of the word "Microchip Total" for each microchip you gave. Once you have gone through all the applications you put the number for the amount of hash marks you have for the number of microchip vouchers you distributed in this space.
- (11) If you receive a donation you put it here. List the license number the donation correlates to. Also, if you are over or short money (meaning your Grand Total (13) and Total (22) do not match) and you cannot get it corrected when you are completing your paperwork you need to list that amount here (i.e. Donation/Other \$<-10.00> license 0-012345), so you will balance. In this case listed the person accepted \$20 not \$30 for license number 0-012345 and they could not correct it by getting the additional \$10 that evening. The next day when they report to work they should revisit the household and get the additional \$10 and then their recap would look like this \$+10.00 license 0-012345 sold on (date).
- (12) Add up all the licenses sold in sections (6.a.) and (8.a.) and place this number here. Make sure you go through your applications and manually count to make sure the number of applications matches the number you have written down.
- (13) Add up (7), (9) and (11 – if applicable) and place that dollar amount here.
- (14) You count up all the doors you visited from your "Canvass Field Tracking Sheets" and place that number here. Hint: There are 13 lines on each page of the "Canvass Field Tracking Sheet."
- (15) List the amount of time you worked that day (do not include lunch and breaks in this time) to the nearest ¼ hour (i.e.5, 5.25, 5.50 or 5.75 hours). The total time for each day should look like this: Monday – Friday 3.75 hours (excludes time for one 15 minute break in a 4 hour work day), Saturday 8.0 hours (excludes time for one half an hour lunch and two 15 minute breaks in a 9 hour day), and Sunday 6.25 hours (excludes time for one half an hour lunch and one 15 minute break in a 7 hour day).
- (16) From your "Canvass Field Tracking Sheet" you list the number of people that you circled a "Y" in the column entitled "Home Y/N."
- (17) List the city(s) and zip code(s) that you canvassed in for that day (i.e. Kirkland-98034 and Bothell-98011).
- (18) You should always place a (√) in the box titled "Field."
- (19-22) To get the numbers for 19-22 you fill out the back of the Daily Operations Recap form and carry those numbers from the back to these spaces on the front of the form. Hint: For section 20 it is easier for you to stop at the nearest store or gas station and exchange your change for the day into dollar bills.
- (23) Write down all your checks (one check for each number). Put the bank draft number (i.e. 19-10, 19-2, 34-827 not the check number) under the column titled "checks." Place the amount the check is written for in the "dollars and cents" columns.
- (24) Add up all your checks and place that amount here and under number 21 on the front of the form.
- (25) Place a hash mark next to the appropriate dollar amount in this section for each bill you have (i.e. IIII x 20 = 80.00). Once you have gone through all your bills multiply the number you have times the dollar amount and carry that number over.
- (26) Total the cash you have and place that amount here and under number 19 on the front of the form.
- (27) If you do not make your own deposit and give your funds to another canvasser to deposit it is imperative they count the money you are giving them and make sure the dollar amount matches the total amount you have written down. You and he/she must verify the funds they counted match the totals written on lines (13) and (22). If they do match the person receiving the



funds for deposit must place their initials in this space. *Note: If this space isn't initialed and the dollar amount deposited doesn't match the amount stated on the "Daily Operations Recap" form the canvasser could be liable for the difference.*



Written Instructions for Filling out the Canvass Field Tracking Sheet

- (1) Write down the city(s) and zip code(s) you are working in/pertaining to the addresses (#4) written down on the page.
- (2) Write down the date you are doing the work (the date you canvassed the addresses listed on the page). Keep all pages with the same date together and staple them together at the end of the day/evening.
- (3) Write down your name and your location code (Note: Your location code can always be found on the box of licenses assigned to you.)
- (4) Write down every address you visit, as you visit them. These sheets should serve as a diary/map of each and every house you visited for any given day. The Canvass Coordinator should be able to trace your day through these sheets, so make sure they are accurate and complete. Always begin each new "Canvass Field Tracking Sheet" with a street name (\*see below). Sometimes the pages get out of order and it is hard to tell which street you are on from page to page. Also make sure that when you change streets you write down the new street name. Did you know that street names can have directional signs (N, NE, NW, S, SE, and SW) before and after them? It can make a big difference as to where you are at in the County by placing the directional sign before or after the street name (if you write down NE 1<sup>st</sup> Place you are in the cities of Renton, Bellevue or Sammamish and if write down 1<sup>st</sup> Place NE you are in the city of Issaquah.) This means that it is imperative that you get the street names from the street signage and write it down accurately. When possible confirm/verify street addresses/names with citizens. It should look something like this:

**Canvass Field Tracking Sheet**

City/Town & Zip Code:

Date:

Name:

Address (List Name if known) List license numbers that need to be canceled.	Home Y/N (Circle 1)	Left Door Hangar A/B	Number of Dogs (Give brief description/ comments)
10040 NE 142 <sup>nd</sup> Pl	Y   N	A   B	No. _____
10036	Y   N	A   B	No. _____
10032	Y   N	A   B	No. _____
14234 100 <sup>th</sup> Ave. NE	Y   N	A   B	No. _____

...NEW PAGE

**Canvass Field Tracking Sheet**

City/Town & Zip Code:

Date:

Name:

Address (List Name if known) List license numbers that need to be canceled.	Home Y/N (Circle 1)	Left Door Hangar A/B	Number of Dogs (Give brief description/ comments)
14246 100 <sup>th</sup> Ave. NE	Y   N	A   B	No. _____
14340	Y   N	A   B	No. _____
	Y   N	A   B	No. _____

14346				
10033 NE 141 <sup>st</sup> St.	Y	N	A	B
				No. _____

...NEW PAGE

### Canvass Field Tracking Sheet

City/Town & Zip Code:

Date:

Name:

Address (List Name if known) List license numbers that need to be canceled.	Home Y/N (Circle 1)	Left Door Hangar A/B	Number of Dogs (Give brief description/ comments)		
10030 NE 141 <sup>st</sup> St.	Y	N	A	B	No. _____
10026	Y	N	A	B	No. _____
10022	Y	N	A	B	No. _____
10018	Y	N	A	B	No. _____

If you discover a name (first/last) for the address you are at write down that information in this column with the address it is associated with (see example below).

### Canvass Field Tracking Sheet

City/Town & Zip Code:

Date:

Name:

Address (List Name if known) List license numbers that need to be canceled.	Home Y/N (Circle 1)	Left Door Hangar A/B	Number of Dogs (Give brief description/ comments)		
Tom & Sandy Jones 10040 NE 142 <sup>nd</sup> Pl	Y	N	A	B	No. _____
10036	Y	N	A	B	No. _____
10032	Y	N	A	B	No. _____
14234 100 <sup>th</sup> Ave. NE	Y	N	A	B	No. _____

If you find old/new license numbers that needs to be canceled write down the license number(s) and the reason it needs to be canceled in this column (see below).

### Canvass Field Tracking Sheet

City/Town & Zip Code:

Date:

Name:

Address (List Name if known) List license numbers that need to be canceled.	Home Y/N (Circle 1)	Left Door Hangar A/B	Number of Dogs (Give brief description/ comments)		
9-134297 deceased	Y	N	A	B	No. _____

10040 NE 142 <sup>nd</sup> Pl				
10036	Y	N	A	B No. _____
10032	Y	N	A	B No. _____
14234 100 <sup>th</sup> Ave. NE	Y	N	A	B No. _____

Listed below are the some possible reasons for cancellation:

Pet Died                      Pet Lost                      Moved Away                      Pet Returned  
 Given Away                      No Longer Have                      Other

- (5) Did you speak with anyone at the residence, "Y" for yes or "N" for no (circle one). Note: Canvassers never engage in a conversation with a minor (18 or under). If a minor answers the door ask if a parent/guardian is at home. If a parent/guardian is not at home tell the minor who you are and who you represent (door opener) and then give them a door hangar A (Sorry We Missed You), so their parents can get a hold of us if they would like to. If you see signs of a pet(s) that need to be licensed then give them door hangar B (72 Hour Courtesy Notice) with the information filled out (date, address, pets and control no.). Do not ask the child questions to fill out this form do it as if you were at a home that no one answered the door and you saw/heard pet(s) at. In the Number of Dogs/Cats (Give a brief description/comments) section of your "Field Tracking Sheet," note that it was a "minor" who answered the door.
- (6) All doors with no one home will be left a door hangar. Door hangar "A" is the door hangar with the title of "Sorry We Missed You!" This door hangar will be left at residences when you do not see/hear a sign of pets. Door hangar "B" is the door hangar with the title of "72-Hr. Courtesy Notice to Pet Licensing." This door hangar will be left at residences you do see/hear signs of pet(s). Door hangar "B" is in duplicate format, this means you will need to fill out the bottom portion of the door hangar (date, address, pet(s) and control no. (this is your location code) – fill it out entirely do not miss filling out any of these lines).
- Note: See attached examples of the door hangars**
- (7) Write down how many dog(s) are at the residence. This can be from visual, hearing, or spoken (citizen – being the owner or a neighbor) observation. You will give a brief description of the dog(s) in this section (i.e., big dog behind door, black lab in window, neighbor says has small-indoor dog, etc.)
- (8) Write down how many cat(s) are at the residence. This can be from visual, hearing, or spoken (citizen – being the owner or a neighbor) observation. You will give a brief description of the cat(s) in this section (i.e., DLH brown cat in window, cat bowl/door outside, etc.) Note: It is imperative you put down all information you see/hear/told in this section and on door hangar "B" because if someone else has to enforce licensing it is imperative we give them as much information as possible. This means it is important to take the time to fill out these sections accurately.
- (9) From your "Canvass Standard Address Report for Zip Code Sheets" you should be able to verify if and how many current and expired license(s) there are at every house you visit within a zip code. Don't pass a house over just because they have current pet(s) licenses, instead stop by and let them know that you are in the area doing a door-to-door campaign and thank them for licensing their pet(s) and ask them if they would like

literature (show them the series of brochures the County has to offer) from the County. You never know, the citizen may have a new pet or they may need to cancel a pet.

- (10) Write down how many licenses you sold at each and every address. At the end of the day/evening the amount of licenses written on our "Daily Operations Recap Sheet" should match the total amount of licenses placed in this column. It is highly suggested that you write down the license number(s) you sold in this column too.
- (11) If you have spoken to the owner of the pet(s) and they refuse to license the pet(s) with you or be issued a "Temporary License" you need to place a "√" or an "X" in this column. This will signify to the Canvass Coordinator that the citizen has refused to comply with King County's licensing laws. Make sure you give accurate information (address, comments, dog/cat numbers and descriptions). It is very helpful to also know who refused (i.e., black haired lady, long brown hair man, etc.). If the citizen refuses to give you any information or open the door and you do not see any visible signs of pet(s) do not mark this box instead note this information in the comment sections of "7" or "8".
- (12) At the end of your shift you will tally each sheet and combine the numbers to signify how many "Door Hangar B" you issued that day. You will compare the number you stated you issued on your "Canvass Field Tracking Sheet" to the number you are turning in and the two numbers should be identical. If they are not you need to go through your paperwork and rectify the data, so it is correct.
- (13) At the end of the evening you will tally each sheet and combine the numbers to signify how many doors you visited on that day. There are 13 spaces for addresses on each sheet, don't try and crowd more on a page, as that makes it hard for you to write down the information and then equally hard for someone to read the information. The total number of doors you knocked on for that day gets carried over to your "Canvasser Recap Sheet."
- (14) At the end of the evening you will tally each sheet and combine the numbers to signify how many addresses had someone home (contacts). The total number of contacts you made that day (#5 – circled "Y" someone is home) gets carried over to your "Canvasser Recap Sheet."

## Sorry We Missed You!

King County Animal Care and Control and Pet Licensing officials are contacting King County residents to verify compliance with County and City pet licensing requirements.

King County as well as City laws requires all dogs and cats eight weeks and older, harbored, kept, or maintained in King County be licensed and registered annually.

### Licensing – easy and convenient

- Apply online. Go to [www.kingcounty.gov/pets](http://www.kingcounty.gov/pets) and purchase your license(s). A small convenience fee may apply.
- Complete the pet license application on the reverse and mail it in.
- Purchase a pet license in person including your neighborhood QFC store. See [www.kingcounty.gov/pets](http://www.kingcounty.gov/pets) for a complete list of convenient locations.
- Phone 206-205-6167 to schedule an appointment to purchase license(s) in person at your home.

Remember, dogs and cats eight weeks and older must be licensed and registered annually (King County Code 11.04.030 or equivalent city law). A license not only protects your pet, but thousands of other pets in our community.

### It's the Law! Besides . . .

- **Lost pets** are reunited quickly with their owner through the Found Pet Information Line at 206-296-2712.
- **Free ride home for licensed pets** the first time found. Personal delivery service plus redemption fees waived.
- **Longer care period.** Impounded licensed pets are held at least 5 days after phone contact or two weeks after mailed notice.
- **Vacation Pet Alert.** Free registration of alternate pet care information while you are on vacation should your pet get loose.
- **Free microchip tracking.** Register your microchip number at the time of licensing.
- **Spay/neuter \$25 voucher** mailed for all unaltered pet license purchases.
- **Saving lives!** Protect not only your pet but thousands of other pets in our community. License revenues support the county's Animal Care and Control program that provides shelter and care for more than 12,000 stray and abandoned cats and dogs each year; supports rescue, foster, adoption, and medical care and treatment for our animals; provides animal control enforcement services and brings those that abuse animals to justice through the animal cruelty investigations program.

### No Pets?

- Consider making a donation to one or more of our funds that help the animals. See reverse.

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# Pet License Application



Records and Licensing Services  
500 Fourth Avenue, Room 403  
Seattle, WA 98104-3277  
King County 206-296-2712 TTY Relay: 711

Make check payable to

Old License Number (if applicable)	Dog/Cat	Sex	Breed	Color	Pet's Name	S/N	Type	Microchip # (if applicable)	Fee (see below)
<b>Owner Information. Fill in all fields.</b>									
Home Phone	Alternate Phone		Last Name		Unit No.		State		ZIP
Physical Address	City		State		ZIP				

Write in fund # designation (1 to 4). See above for fund info.

**Provide proof of your pet's Spay/Neuter**

- Show us a statement/receipt from your veterinarian or clinic that did the surgery or examined your pet and can verify surgery
- Provide previous license information showing spay/neuter
- Provide affidavit of spay/neuter

Questions? Call 206-296-2712 or go to [www.kingcounty.gov/pets](http://www.kingcounty.gov/pets)

0984a (Rev. 2/09)

## Save a life!

Donate online at [www.kingcounty/pets](http://www.kingcounty/pets)

King County Animal Care and Control gladly accepts donations for helping our animals. You can donate to any, or all, of these four funds:

- Benefit Bequest Fund.** An overall donation account used for any program, service or purchase that benefits the animals including facility improvements, services for hard-to-place animals, or any of the services outlined in the below funds.
- Spay/Neuter Fund.** Donations pay or off-set the cost of pet spay and neuters, promote public awareness about spay/neuter benefits, or assist in the purchase of new spay/neuter equipment that may not otherwise be obtained.
- Help the Animals Fund (Angel Fund).** Donations provide shelter and/or veterinary care for abused animals or pay for medical care associated with rehabilitating sick and injured animals through our Foster Care Program.
- Animal Retention Fund.** Donations cover such activities as developing public education videos, advertisements, classes or other programs that promote responsible pet ownership or provide tools for correcting animal behavior.

# Pet License Application



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Old License Number (if applicable)	Dog/Cat	Sex	Breed	Color	Pet's Name	S/N	Type	Microchip # (if applicable)	Fee (see below)
<b>Owner Information. Fill in all fields.</b>									
Home Phone	Alternate Phone		Last Name		Unit No.		State		ZIP
Physical Address	City		State		ZIP				

Write in fund # designation (1 to 4). See above for fund info.

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## 72-hr. Courtesy Notice to License Pets

King County Animal Care and Control and Pet Licensing officials are contacting King County residents to verify compliance with County and City pet licensing requirements.

King County, as well as City laws, requires all dogs and cats eight weeks and older, harbored, kept, or maintained in King County be licensed and registered annually.

Records indicate that you may be in violation of King County Code Title 11, Section 11.04.030 or equivalent city law (maintaining unlicensed pets). Attempts to contact you have not been successful and it is important that you take care of this matter within 72 hours of receipt of this notice or a \$75 (per unlicensed dog/cat) non-compliance fine may be assessed.

### How to license

- Apply online. Go to [www.kingcounty.gov/pets](http://www.kingcounty.gov/pets) and purchase your license(s). A small convenience fee may apply.
- Purchase a pet license in person. Some locations listed on reverse. See [www.kingcounty.gov/pets](http://www.kingcounty.gov/pets) for a complete list of convenient locations.
- Phone 206-205-6167 to schedule an appointment to purchase license(s) in person at your home.

### It's the Law! Besides . . .

- **Lost pets** are reunited quickly with their owner through the Found Pet Information Line at 206-296-2712.
- **Free ride home for licensed pets** the first time found. Personal delivery service plus redemption fees waived.
- **Longer care period.** Licensed pets enjoy a longer care period when in the shelter.
- **Vacation Pet Alert.** Free registration of alternate pet care information while you are on vacation should your pet get loose.
- **Free microchip tracking.** Register your microchip number at the time of licensing.
- **Protection for all pets.** Protect not only your pet but thousands of other pets in our community. License revenues help provide shelter and care for more than 12,000 cats and dogs annually and bring those that abuse animals to justice through the animal cruelty investigations program.

Date: \_\_\_\_\_

Address: \_\_\_\_\_

Pet(s): \_\_\_\_\_

Control No.: \_\_\_\_\_

## 72-hr. Courtesy Notice to License Pets

King County Animal Care and Control and Pet Licensing officials are contacting King County residents to verify compliance with County and City pet licensing requirements.

King County, as well as City laws, requires all dogs and cats eight weeks and older, harbored, kept, or maintained in King County be licensed and registered annually.

Records indicate that you may be in violation of King County Code Title 11, Section 11.04.030 or equivalent city law (maintaining unlicensed pets). Attempts to contact you have not been successful and it is important that you take care of this matter within 72 hours of receipt of this notice or a \$75 (per unlicensed dog/cat) non-compliance fine may be assessed.

### How to license

- Apply online. Go to [www.kingcounty.gov/pets](http://www.kingcounty.gov/pets) and purchase your license(s). A small convenience fee may apply.
- Purchase a pet license in person. Some locations listed on reverse. See [www.kingcounty.gov/pets](http://www.kingcounty.gov/pets) for a complete list of convenient locations.
- Phone 206-205-6167 to schedule an appointment to purchase license(s) in person at your home.

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Date: \_\_\_\_\_

Address: \_\_\_\_\_

Pet(s): \_\_\_\_\_

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## In-person License Locations

City Halls			
Algona	Clyde Hill	Lake Forest Park	Snoqualmie
Auburn	Duvall	Maple Valley	Tukwila
Bellevue	Enumclaw	Mercer Island	Woodinville
Black Diamond	Issaquah	Pacific	Yarrow Point
Bothell	Kenmore	Sammamish	
Burien	Kent	SeaTac	
Carnation	Kirkland	Shoreline	

Community Service Centers	
Black River	919 S.W. Grady Way, Renton
Cottage Lake	19145 N.E. Woodinville-Duvall Rd., Woodinville
Covington	27331 172nd Ave. S.E., #116
Northshore	10808 N.E. 145th St., Bothell
Kent Regional Justice Ctr	401 4th Ave. N., Room 1A
Sammamish	801 228th Ave. S.E.
Vashon	19021 Vashon Hwy. S.W.

Shelters	
KCACC - Kent	21512 - 64th Ave. S., Kent
KCACC - Crossroads	821 - 164th Ave. S.E., Bellevue

License Subagencies	
Alpine Management Services, Inc.	1175 N.W. Gilman Blvd., B-3, Issaquah
Auburn License Agency	124 Auburn Way N.
Federal Way Auto License	32610 17th Ave. S.
Kent License Inc	331 Washington Ave. S.
Eastside Auto License	12006 N.E. 85th St., Kirkland
Siler License Agency Inc	628 S.W. 151st St., Burien
Sno-Falls License Agency	9025 Meadowbrook Way S.E., Snoqualmie
Valley Licensing	27331 172nd Ave. S.E., #116, Covington
White Center License	10250 16th Ave. S.W., Seattle
Woodinville License	17403 139th Ave. N.E.
Worthington Licensing	10035 N.E. 183rd St., Bothell

- Other**
- Your neighborhood QFC
  - Many local vets (call to verify)

**Saving lives!**  
 Donate online at [www.kingcounty/pets](http://www.kingcounty/pets) to help the animals

King County Animal Care and Control gladly accepts donations for helping our animals. You can donate to any, or all, of these four funds:

**Benefit Bequest Fund.** An overall donation account used for any program, service or purchase that benefits the animals including facility improvements, services for hard-to-place animals, or any of the services outlined in the below funds.

**Spay/Neuter Fund.** Donations pay or off-set the cost of pet spay and neuters, promote public awareness about spay/neuter benefits, or assist in the purchase of new spay/neuter equipment that may not otherwise be obtained.

**Help the Animals Fund (Angel Fund).** Donations provide shelter and/or veterinary care for abused animals or pay for medical care associated with rehabilitating sick and injured animals through our Foster Care Program.

**Animal Retention Fund.** Donations cover such activities as developing public education videos, advertisements, classes or other programs that promote responsible pet ownership or provide tools for correcting animal behavior.

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Written Instructions for Filling out the Canvasser Callback Sheet

- (1) Write down your name and your location code. (Note: if you forget your location code it can always be found on the top of your license's box.)
- (2) Write down the city and zip code for the addresses that are listed in Section (3).
- (3) Write down ALL addresses you visited that have pets and NO licenses sales (new or renew) were generated and you need to revisit the address at a future time/date to sell a pet license. Hint: It is a good idea to write down in section (3) the date you first visited the address.
- (4) In this section write down the dates you make your callbacks to the address listed in section three.
- (5) Write down any comments you may have in this section. Some examples are listed below:
  - No \$, but wanted to pay for license on a certain date, write down the date and time here and make sure you honor that appointment.
  - Need to renew license number 7-012345 for Skeeter the dog.

Most of your callbacks will be because the citizen did not have the money when you were at their door the first time. Make sure you write down the agreed upon date and time and honor that appointment.

If you are doing a callback for a house that has non-renewed licenses remember to do your callbacks at different times each day. Mix it up! A citizen may never be home on Tuesdays at 4:00 p.m., but maybe they are always home on Wednesdays at 7:00 p.m. As you go through your callback lists cross off any address you reach compliance at. List the outcome in the comment section. Such as: sold 2 licenses 0-012345&46, renewed @ QFC license number 0-011126 and non-renewed pet Fido, license number 7-014567 is deceased.

DAILY OPERATIONS RECAP

Name AL CRAWFORD Date 6/6/08

Loc. GE Deposit Date \_\_\_\_\_

Pet License Tag Numbers: \_\_\_\_\_

8-123456 to 8-123475  
8-654321 to 0

Dogs: Altered 4 x 20 \$ 80  
 Unaltered 2 x 60 \$ 120  
 Juvenile \_\_\_\_\_ x 5 \$ \_\_\_\_\_  
 Senior/Lifetime - new \_\_\_\_\_ x 20 \$ \_\_\_\_\_  
 Senior/Lifetime - renew \_\_\_\_\_ x 0 \$ \_\_\_\_\_  
 Free 3 Month 1 x 0 \$ 0  
 Buddy Lic. 2 x 5 \$ 10  
 Reissue \_\_\_\_\_ x 5 \$ \_\_\_\_\_  
 Transfer \_\_\_\_\_ x 3 \$ \_\_\_\_\_  
 Subtotal \$ 210

Cats: Altered 6 x 20 \$ 120  
 Unaltered \_\_\_\_\_ x 60 \$ \_\_\_\_\_  
 Juvenile 2 x 5 \$ 10  
 Senior/Lifetime - new \_\_\_\_\_ x 12 \$ \_\_\_\_\_  
 Senior/Lifetime - renew \_\_\_\_\_ x 0 \$ \_\_\_\_\_  
 Free - 3 Month \_\_\_\_\_ x 0 \$ \_\_\_\_\_  
 Buddy Lic. 3 x 5 \$ 15  
 Reissue \_\_\_\_\_ x 5 \$ \_\_\_\_\_  
 Transfer \_\_\_\_\_ x 3 \$ \_\_\_\_\_  
 Subtotal \$ 175

Microchip Total \_\_\_\_\_ Donation/Other \$ \_\_\_\_\_  
 License Total 20 Grand Total \$ 355  
 Doors 85 Hours 1 1/2 Currency \$ 55  
 Contacts 70 Coins \$ \_\_\_\_\_  
 City, Zip 98052 Check \$ 300  
 Field  Store  Event  Other Total \$ 355

DAILY OPERATIONS RECAP

Name JOE SMITH Date 6/6/08

Loc. NO Deposit Date \_\_\_\_\_

Pet License Tag Numbers: \_\_\_\_\_

4-654321 to 9-654332  
to \_\_\_\_\_

Dogs: Altered 7 x 20 \$ 140  
 Unaltered \_\_\_\_\_ x 60 \$ \_\_\_\_\_  
 Juvenile 2 x 5 \$ 10  
 Senior/Lifetime - new \_\_\_\_\_ x 20 \$ \_\_\_\_\_  
 Senior/Lifetime - renew \_\_\_\_\_ x 0 \$ \_\_\_\_\_  
 Free 3 Month \_\_\_\_\_ x 0 \$ \_\_\_\_\_  
 Buddy Lic. 2 x 5 \$ 10  
 Reissue \_\_\_\_\_ x 5 \$ \_\_\_\_\_  
 Transfer \_\_\_\_\_ x 3 \$ \_\_\_\_\_  
 Subtotal \$ 160

Cats: Altered 3 x 20 \$ 60  
 Unaltered \_\_\_\_\_ x 60 \$ \_\_\_\_\_  
 Juvenile \_\_\_\_\_ x 5 \$ \_\_\_\_\_  
 Senior/Lifetime - new \_\_\_\_\_ x 12 \$ \_\_\_\_\_  
 Senior/Lifetime - renew \_\_\_\_\_ x 0 \$ \_\_\_\_\_  
 Free - 3 Month \_\_\_\_\_ x 0 \$ \_\_\_\_\_  
 Buddy Lic. \_\_\_\_\_ x 5 \$ \_\_\_\_\_  
 Reissue \_\_\_\_\_ x 5 \$ \_\_\_\_\_  
 Transfer \_\_\_\_\_ x 3 \$ \_\_\_\_\_  
 Subtotal \$ 60

Microchip Total \_\_\_\_\_ Donation/Other \$ \_\_\_\_\_  
 License Total 12 Grand Total \$ 220  
 Doors 64 Hours 1 1/2 Currency \$ 80  
 Contacts 25 Coins \$ \_\_\_\_\_  
 City, Zip 98053 Check \$ 140  
 Field  Store  Event  Other Total \$ 220

Please list each check separately by bank number

Checks	Dollars	Cents
1 14-2		130
2 16-2		20
3 17-4		20
4 19-5166		20
5 19-2204		40
6 19-10		20
7 17-2		30
8 19-18		20
9		<del>300</del>
10		
11		
12		
13		
14		
15		

Please forward total to reverse side

Cash Count - For Office Use Only	
	x 100
	x 50
2	x 20
1	x 10
1	x 5
	x 2
	x 1
<b>TOTAL</b>	<b>\$ 55</b>

Reviewed by: *[Signature]*

Please list each check separately by bank number

Checks	Dollars	Cents
1 19-2		25
2 19-10		25
3 19-18		30
4 19-2		40
5 19-8134		20
6		
7		
8		140
9		
10		
11		
12		
13		
14		
15		

Please forward total to reverse side

Cash Count - For Office Use Only	
	x 100
	x 50
4	x 20
	x 10
	x 5
	x 2
	x 1
<b>TOTAL</b>	<b>\$ 80</b>

Reviewed by: *[Signature]*



Please list each check separately by bank number

Checks	Dollars	Cents
1 19-2		60
2 19-10		25
3 19-10		25
4 19-2		70
5 19-8/66		60
6 19-8/44		70
7		
8		
9		270
10		
11		
12		
13		
14		
15		

Please forward list to reverse side

Cash Count - For Office Use Only	
x 100	
x 50	
3 x 20	60
x 10	
x 5	
x 2	
x 1	
<b>TOTAL</b>	<b>\$ 60</b>

Reviewed by:







### Written Instructions for Filling out the Zone Recap and Deposit Slip to Key Bank

The most important consideration is to always remember "money" is involved and must be accounted for during each step of the process. Anytime you are not in balance, stop the process and do not continue until you have located and fixed the problem. It is of the utmost importance when more than one canvasser's money is involved. Problems can be avoided if each step is carefully completed before moving on to the next. It is easy to think you can find and fix a problem "later, at home where I have room and it is quiet." However, it will always be easiest to fix the problem on the spot.

Each canvasser is responsible for his/her own "Daily Operations Recap" (DOR). The liaison is responsible for his/her own DOR, the Zone Recap and Bank Deposit. If there is no liaison for your area then the canvasser is responsible for his/her own DOR and Bank Deposit (If there is only one canvasser then a Zone Recap is not used.) For the purpose of this instructional manual we will be showing you as if you are the liaison for a group. Begin by reviewing each canvasser's paperwork. If you are satisfied that the dollar figures are correct, sign off on the back of the DOR (#27). Be sure to always total the checks and count the cash, once you have signed for it, it is your responsibility.

Once you have each of the canvassers accounted for, the next step is to transfer the various totals to the Zone Recap. All the information that is needed for the Zone Recap will be found on each canvasser's DOR. It is easiest to begin with your own DOR. You will enter the totals requested on the Zone Recap Sheet in the appropriate spaces provided. Move on to the second canvasser's DOR and the third, etc...until you have finished entering all the data from all the canvassers in your area.

After all the figures are transposed on to the Zone Recap you need to add up the currency, coins (please do not deposit coins, instead exchange them at a store/gas station for bills) checks and then total each column and enter the totals at the bottom under the Section titled "Total" encased in the bold boxes. It is best for you to use a calculator. If a canvasser receives a donation you do not put that dollar amount up above in their totals for Currency, Coins, Checks and Total, but instead down at the bottom of the sheet under the section titled "Donations/Other." It is best to note the canvasser's location code to the left of the section titled "Donation/Other," when writing down the donation. If more than one canvasser receives a donation then list the canvasser and the dollar amount to the left of the section titled "Donation/Other," and then put the total for these figures in the space. The bold sections titled "Total" along with the boxes titled "Donation/Other," "Over/Short" and "Total Deposit" become your deposit data and need to be carried forward to the Key Bank Deposit Data box.

Transpose these figures to a Key Bank Deposit Ticket (see attached), with the total cash as a singular dollar amount and each canvasser's check total as separate entries. Be sure each individual item and total is matched by the figures on the DOR and Zone Recaps. If you are doing an individual deposit transpose the figures from your DOR to the Key Bank Deposit Ticket, with the total cash listed above and your check total listed under "checks."

Once the Key Bank Deposit Ticket is completed you will attach the yellow copy of the Deposit Ticket to the Zone Recap (or DOR if you are doing an individual deposit), place the other two copies in a Key Bank Deposit and Payment Envelope with the funds and put the sealed envelope in a night deposit box at the Key Bank branch office you have selected (see attached list). It is best to do all your deposits at one location in case there is any discrepancy.

Keep the Zone Recaps (if applicable), DOR(s), Field Tracking Sheets together for each day and the Canvass Coordinator will retrieve all items at least once per week from an agreed upon location.

LICENSING & REGULATORY SERVICES - PET LICENSING  
 CANVASS STANDARD ADDRESS REPORT FOR ZIP CODE 98008 2.

ADDRESS	NAME	LICENSE	PET NAME	PET BREED	PET COLOR	T	S	A	SR	EXP	FEE
1911 165TH PL NE	HELEN ROBERTSON	8-088999	ROAMER	DSH	ORANGE	C	M	Y	Y	10/31/08	12.00
2404 165TH PL NE	NANCY LAWALL	8-036113	BELLE	BEAGLE	BLK/TN/WHT	D	F	Y	Y	01/31/08	20.00
2407 165TH PL NE	TERRY BITZ	8-083596	DAKOTA	LAB	YELLOW	D	F	Y	Y	04/30/08	20.00
2407 165TH PL NE	TERRY BITZ	8-083597	BABY	CHIHUAHUA	WHT/BUTTER	D	F	P	P	04/30/08	20.00
2407 165TH PL NE	TERRY BITZ	8-083538	SAM	DSH	GLD/WHT	C	M	P	P	04/30/08	20.00
2411 165TH PL NE	DAVID CARLSON	7-186302	JAZZY	LEONBERGER	RED BROWN	D	F	F	F	12/31/07	5.00
2411 165TH PL NE	DAVID CARLSON	8-049359	HAMMER	BULL MASTI	FAWN BLK	D	M	Y	Y	05/31/08	20.00
2412 165TH PL NE	YOUNG BARLOW	8-004180	VIXEN	POM	BLK	D	F	F	F	04/30/08	60.00
2416 165TH PL NE	GENE SAHNDW	7-126000	MOLLY	DSH	BLK WHT	C	F	Y	Y	11/30/07	0.00
2810 165TH PL NE	LINDA MELLER	8-069218	ANNIE	FLAT COAT	BLACK	D	F	Y	Y	04/30/08	20.00
2810 165TH PL NE	LINDA MELLER	8-081800	SHADOW	DSH	BLK/WHT	C	M	Y	Y	04/30/08	5.00
2814 165TH PL NE	KARIN JONES	8-083634	TASSIO	LAB	YELLOW	D	M	Y	Y	04/30/08	20.00
3005 165TH PL NE	GREGORY BROWN	8-044489	REBEL	DCH	GREY	C	M	Y	Y	04/30/08	20.00
3005 165TH PL NE	GREGORY BROWN	8-044484	MYSTIC	DLH	BLACK	C	F	Y	Y	04/30/08	20.00
3014 165TH PL NE	MARK/DEBORAH BRANDJORD	8-129201	SNEAKERS	DLH TABBY	BRN/WH PAW	C	M	Y	Y	08/31/08	20.00
3023 165TH PL NE	STACY DEBRUYN	7-164107	FOSTER	MEX	TAN WHT	D	M	Y	Y	11/30/07	20.00
3024 165TH PL NE	KAREN DRAPERS	7-167707	LEO	GOLDEN RXX	BLOND	D	M	Y	Y	11/30/07	20.00
3024 165TH PL NE	KAREN DRAPERS	7-167708	TONKA	DSH	GRY TABBY	C	F	Y	Y	12/31/07	20.00
3035 165TH PL NE	TIFFANY MONTGOMERY	8-097961	BINDI	SHELTYE	TRI	D	F	Y	Y	08/31/08	20.00
3050 165TH PL NE	JAMES A. CARPENTER	8-025553	GRACIE	WESTIE	WHITE	D	F	Y	Y	05/31/08	0.00
3050 165TH PL NE	JAMES CARPENTER	8-026054	POPPY	SIAMESE BP	GRAY	C	F	Y	Y	05/31/08	0.00
3254 165TH PL NE	JIA WEN CHAN	8-138921	SUNSHINE	SHELTYE	SBLE/WHT	D	F	Y	Y	09/30/08	20.00
3272 165TH PL NE	ROD GOPELAND	8-083672	MAGGIE	FOX TERR	WHT/TAN	D	F	A	A	06/30/08	20.00
3316 165TH PL NE	BRETT TOCCO	7-161710	JASMINE	BERNIE MTN	TRI	D	F	Y	Y	11/30/07	20.00
3316 165TH PL NE	BRETT TOCCO	8-049090	BAILEY	AUSSIE/SHX	BLK/TAN	D	F	Y	Y	08/31/08	20.00
3325 165TH PL NE	HAROLD VINDYA	8-006871	KALANI	DSH	GRAY	C	M	Y	Y	01/31/08	20.00

### Explanation of Canvass Standard Address Report For Zip Codes

Zip Code Sheets contain a wealth of knowledge of pets already licensed in the zip code section you are working and at the same time letting you know when a pet isn't currently licensed. Please use them at each and every house you visit, as you will find them to be one of your strongest selling tools when issuing a license. Many seasoned canvassers take the time to highlight non-renewed licenses for the zip code they are working.

(1) This is the date the report was printed. Any licenses sold/entered after that date will not appear on the report, so if a citizen states their animal is licensed and it does not appear on the report let them know it doesn't and ask to see the license (write the license number in the comment section of your "Field Tracking Sheet.") Please don't just put down they have a current license in the comment section because sometimes we have problems and the more information you give the better chance the Canvass Coordinator has in solving them. The Zip Code Sheets contain information on pets in that zip code for three years (this year the reports will contain addresses for the years 2008, 2009 and 2010.) This means any pets that were licensed in 2007 or before will not show up on the report.

(2) The Zip Code the information in the report contains.

(3) All the addresses within that zip code. The report starts with the lowest number in that zip code and goes to the largest number and then lists streets with names. Note: Remember to always repeat back to the citizen the address you think you are standing at the door to. This is important because you may be off and they will have the chance to correct you if you are.

(4) The citizen's name the pet is licensed owning to.

(5) The license number(s), if any, the County has listed for each pet at that address.

(6) The pet's name. Make sure we have the spelling correct.

(7) The breed of the pet. For dogs please see the attached list. For cats, most are Domestic Short Hair (DSH), Domestic Medium Hair (DMH) or Domestic Long Hair (DLH).

(8) The color of the pet's fur. Our system can handle up to three abbreviated colors.

(9) The "T" stands for Type, meaning dog or cat. The "S" stands for Sex, either male or female. The "A" stands for Altered – was proof of spay/neuter provided with the licensing of the pet. If this column has an "A" or a "Y" in it then proof was provided. If proof was not provided (the section is blank) this means the animal was licensed as a \$5 Juvenile or \$90 Unaltered (It will say \$60 for all licenses sold prior to 2009) license the citizen can provide you the proof by one of three ways:

➤ "Saw Proof,"

➤ fill out a "Statement of Spay/Neuter" form or

➤ license the animal "Subject to Proof" (you would only use this one if the pet isn't spayed/neutered, but they have the appointment set to do the procedure).

If there is a "P" in this column with a \$30 price (It will say \$20 for all licenses sold prior to 2009) then the citizen has to provide you proof of spay and neuter today (Saw Proof or fill out an Owner's Statement of Spay/Neuter) or pay the \$90 unaltered license fee. You **cannot** issue them another license "P" – Subject to Proof license.

(10) This section tells you whether or not the citizen licensing the pet is a senior citizen (65 years of age or older) or not. It states "Y" for yes this is a senior citizen or it is just blank if they are not. If they are a senior and the license hasn't been renewed then there must be a problem, as all senior citizen licenses are renewed automatically each year. Meaning the citizen does not have to do anything the license along with a computer generated application is mailed to them automatically each year. Get the citizen's name and telephone number and the license number they have then make the Canvass Coordinator aware of the situation, whatever it may be, by writing the information down in the comment section of your "Canvass Field Tracking Sheets" and calling him/her at (206) 205-6167 to report the problem.

(11) This section lists the expiration date of the license for the pet. If it has an asterisk by this date this signifies the license is expired. It is your job to either renew that license or write down in the comment section why the license should be canceled.

(12) This section lists what price the citizen paid for the license. If it is at a 0.00 cost this means the citizen did not pay for the license, meaning they got a Temporary license. When renewing these licenses the citizen must pay for them. If they no longer have the pet then notify the Canvass Coordinator of this by writing down the license number along with the pet's name in the comment section of the "Canvass Field Tracking Sheets" letting him/her know why the license needs to be canceled.

**Section H Questions**

1. Should you fill out a "Daily Operations Recap Sheet" every day you work even if you do not sell any licenses? \_\_\_\_\_ Yes \_\_\_\_\_ No

If the answer to number one is Yes, why? \_\_\_\_\_  
\_\_\_\_\_

2. On a "Daily Operations Recap Sheet" what two sections should always match? \_\_\_\_\_  
\_\_\_\_\_

3. From the following license numbers write the numbers on the lines provided below of how they would be written on your "Daily Operations Recap Sheet." 9-012345, 9-012346, 9-012347, 9-012348, 0-012233, 0-012234, 0-012235, 0-012237, 0-012238

\_\_\_\_\_ to \_\_\_\_\_  
\_\_\_\_\_ to \_\_\_\_\_

3. If you accept a payment of \$20 and it should have been \$30 what should you do? Choose all answers that are applicable:

- Nothing
- Write the shortage on the line titled Donation/Other on the "Daily Operations Recap Sheet"
- It is 8:20 and your shift ends at 8:30, so you should try and call the citizen and rectify the shortage before you do your paperwork for the evening.
- It is 8:20 and your shift ends at 8:30, so you should call the citizen and inform them of the mistake and come up with a time you can rectify the situation tomorrow evening, during your shift, and turn the paperwork in short.
- Collect the funds on a different date and time and clearly mark it on your "Daily Operations Recap Sheet" under Donation/Other.

4. If you collect coins from a citizen for payment of a license what should you do with the coins? \_\_\_\_\_

5. If you do not make your own deposit and you give your funds to another canvasser to deposit what has to happen for you to not be liable if an incorrect amount of money gets deposited? \_\_\_\_\_

6. What also should be included with your name on the top of the "Canvass Field Tracking Sheet? \_\_\_\_\_

7. Should you ever skip putting down an address you visited on your "Canvass Field Tracking Sheet? \_\_\_\_\_ Yes \_\_\_\_\_ No  
Justify your answer: \_\_\_\_\_  
\_\_\_\_\_



8. Under the column Address & Name what should always appear at the top of each "Canvass Field Tracking Sheet?" \_\_\_\_\_
9. What two numbers from your "Canvass Field Tracking Sheets" do you write on your "Daily Operations Recap Sheet?" (1) \_\_\_\_\_  
(2) \_\_\_\_\_
10. Is it important to write down the number(s) of pets you see at a residence under the columns titled Number of Dogs and Number of Cats? \_\_\_\_\_ Yes \_\_\_\_\_ No
- Justify your answer: \_\_\_\_\_  
\_\_\_\_\_
11. What type of comments should go in the Address/Number of Dogs/Number of Cats sections of the "Canvass Field Tracking Sheet" \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
12. Each time you sell a license you are noting it on your "Canvass Field Tracking Sheets" and then writing that number on your "Daily Operations Recap Sheet." To keep better track of the licenses you sold what else should you be doing? \_\_\_\_\_  
\_\_\_\_\_
13. If you are greeted at the door by a minor what should you do? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
14. What addresses should go on your "Canvass Call Back Sheets?" \_\_\_\_\_  
\_\_\_\_\_
15. Is it helpful to you and future enforcement personnel to write down comments on your "Canvasser Call Back Sheets?" \_\_\_\_\_ Yes \_\_\_\_\_ No
16. When is the best time to do your call backs? Choose only one answer.  
 One day per week  
 One hour each day at different times each day and at the agreed upon time with the citizen.  
 Never, they are a waist of my time  
 At the beginning of each of my shifts for about one hour.
17. When filling out the "Zone Recap" and "Deposit Slip to Key Bank" if at anytime in the process you are not in balance what should you do? \_\_\_\_\_  
\_\_\_\_\_

18. If there are no liaisons for your area you are working who is responsible for making the Key Bank Deposit and turning in the paperwork, once a week, to the Canvass Coordinator? \_\_\_\_\_
19. When filling out the "Zone Recap Sheet" where do you get the figures? \_\_\_\_\_
20. If you are filling out a "Zone Recap Sheet" and a canvasser has received a donation how do you list it on the sheet? \_\_\_\_\_
21. When filling out a "Key Bank Deposit Slip" where do you get your numbers to be able to fill out this slip? \_\_\_\_\_
22. When filling out a "Key Bank Deposit Slip" what canvasser funds get combined and listed as one on the slip? \_\_\_\_\_ Checks \_\_\_\_\_ Cash
23. There are three copies of the "Key Bank Deposit Slip" where does each copy go?  
White Copy \_\_\_\_\_  
Yellow Copy \_\_\_\_\_  
Pink Copy \_\_\_\_\_
24. Should you make your deposit at multiple Key Bank locations? \_\_\_ Yes \_\_\_ No  
Justify your answer: \_\_\_\_\_
25. As a liaison or a canvasser what items should you keep together each and every day, so the Canvass Coordinator can pick them up at a designated day/time each week? \_\_\_\_\_
26. When should you use your "Canvass Standard Address Report Zip Code Sheets?" \_\_\_\_\_
27. What three years will be included in the "Canvass Standard Address Zip Code Sheets you will receive to work with? \_\_\_\_\_

28, Why is it important to always repeat back to the citizen the address you think you are standing at the door to? \_\_\_\_\_  
\_\_\_\_\_

29. If there is a "P" under the column titled "A" on the Canvass Standard Address Report for Zip Code Sheets" can you license the animal as altered without proof of spaying/neutering? \_\_\_\_\_ Yes \_\_\_\_\_ No

Explain your answer: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

30. If there is an "\*" next to a date in the column titled "Expire" what does this mean? \_\_\_\_\_  
\_\_\_\_\_

31. If there is a 0.00 fee listed under the column titled "Fee" on the Canvass Standard Address Report for Zip Code Sheets" what does this mean? \_\_\_\_\_  
\_\_\_\_\_

32. If you need to cancel out any licenses, for whatever reason, that are listed on your "Canvass Standard Address Report for Zip Code Sheets" what and how should you do this to make sure they are canceled by the Canvass Coordinator? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## I. Some Common Canvasser Questions

Q. What can potentially happen if someone chooses not to license?

A. The owner may be assessed a \$75 penalty for each unlicensed pet. If needed Animal Services may get involved in the licensing process. If an unlicensed pet is picked up by Animal Services the owner will be required to purchase a license at that time (\$5-\$90) and pay a \$45 redemption fee. Buying the license up front ensures the pet can be identified and returned to its owner versus being brought to the shelter. The \$45 redemption fee is waived on a first impound if the pet is licensed.

Q. When was the law passed? Who passed it?

A. The original law was passed in 1972 and passed again in a newer form in 1992 by the King County Council. In the summer of 1993 canvassing began.

Q. Exactly how much is the fine for not licensing?

A. A citizen can be issued a Notice and Order to License. The fine is \$75/animal. This order gives the citizen (# of days) to comply with the licensing law. The order is only issued after all other means of trying to get the pet licensed have failed.

Q. How much is an impoundment fee?

A. An impounded/redemption fee can also be considered a fine for not licensing. If the pet is picked up by Animal Services the first offense is \$45, second offense within 1 year is \$85, and third offense within 1 year is \$90. If the pet is taken to the shelter a kenneling fee of \$12/per day is also charged. The first offense/redemption fee does not apply to currently licensed pets.

Q. How much are the unaltered impoundment fees?

A. The fees are the same for the pets that are unaltered, however on the second impound of an unaltered pet, the owner will be required to have their pet spayed or neutered.

Q. Can people get actual, physical licenses from the Humane Society, King County Animal Shelter, and other locations?

A. Yes, these places do sell King County pet licenses, as do most city halls. However the sooner the animal is licensed and entered into the database, the better it is to ensure they can be identified if they get lost. It is important to note that some veterinarians, vehicle vessel licensing outlets, and QFC stores sell King County pet licenses. For a list of current licensing locations the citizen may go to our website [www.kingcounty.gov/animals](http://www.kingcounty.gov/animals). It is important to remember that most veterinary clinics sell private identification tags with the owner's name and phone number engraved on them. They also sell rabies tags. Both of these tags are commonly confused as being official licenses.

Q. How long does it take to get a license through the mail?

A. Approximately 1 week. However, if you buy it today, I can provide you with a license and your pet can be entered into our database immediately.

Q. Do tax dollars employ canvassers?

A. Pet license fees collected support the cost of our program and generate revenue for our local animal programs which provides needed shelter for more than 12,000 cats and dogs each year, medical care and food for lost or abandoned animals as well as adoption and foster services that find new homes for these animals. It also helps to bring those that abuse animals to justice through the animal cruelty investigations program.

Q. Where does the money go?

A. Pet license sales support our local animal services and programs including our animal shelter which provides needed shelter, medical care and food to lost or abandoned animals and adoption and foster services that finds new homes for these animals.

Q. Is PAWS, Homeward, MEOW or the Humane Society affiliated with the King County program?

A. No, but we do work with all of these agencies on various projects occasionally. The Humane Society is the only one of these agencies that sells the King County license. Homeward and MEOW issue a temporary license with each adoption they do.

Q. How long does it take to get the spay-neuter voucher?

A. Every pet owner who purchases an unaltered license is sent a voucher when the license application is processed in the office. These vouchers are sent out monthly.

Q. What is the exact value of a spay-neuter voucher?

A. The voucher is worth \$25 towards the cost of spaying or neutering. There are over 100 participating clinics throughout King County (see attached Spay/Neuter Voucher Participants sheet for a list of participating clinics – these sheets can be found in your box of supplies and may be distributed when you sell an unaltered license.) Besides the voucher program you can provide the citizen with a list of low cost options to have their pet spayed/neutered at.

Q. How long is the spay-neuter voucher good for? Is it transferable?

A. The spay-neuter voucher is good for 1 year (same as the license). It is not transferable. It is only valid for the surgery of the pet the license was issued for.

Q. Are out-of-state licenses transferable?

A. Out-of-state licenses are transferable, as are other counties and cities licenses. They may be converted to a King County license for a \$3 fee. We must see a receipt for the other jurisdiction's license and the expiration date is kept the same as the jurisdiction where it was issued. If the expiration is within a couple of months it is better just to apply and get a yearly King County license.

Q. Can I knock at a "no soliciting" house and claim we are doing a public service?

A. Canvassers may NOT doorbell any house with "no soliciting" or "no trespassing" signs. However, canvassers should note that the house was passed by for this reason and if they see any

signs of pets (i.e., cat in window or dog in backyard). Canvassers may contact a household with a “no soliciting” or “no trespassing” sign if one of the following things occurs: 1. There is a pet at the household that was licensed in the past and the license has expired, 2. There is a pet at the household that is currently licensed and they visibly see or hear another pet at the household that is not currently licensed.

**Q.** Does King County honor “no trespassing” or “no soliciting” roads?

**A.** NO, this just means the road is not maintained by the city/county. There are multiple types of these roads in King County.

**Q.** What do you do about juvenile/unaltered guide dogs in training?

**A.** There is no fee for pet licenses for service animals. A service animal is defined as: Any animal, which is trained or being trained to aid a person who is blind, hearing impaired or otherwise disabled, and is used for that purpose and is registered with a recognized service animal organization. Various changes in Federal and State law relating to disabled persons (such as the American with Disabilities Act) have indicated that agencies cannot require a person to disclose their disability. Furthermore, in King County, there are no recognized service animal organizations for disabled persons to “register” their service animal with. Therefore, we will use the following procedures when processing a service animal license:

1. Have the citizen complete the pet license application (no fee charged, \$0);
2. Have the citizen provide a written statement stating that they are disabled (they do not have to state their disability – make that perfectly clear to the citizen);
3. Have the citizen provide proof of the service animal training, or if unable, have them include on the written statement they are providing that the animal has been trained to aid them in their disability and is being used for this purpose;
4. If the animal is in training, have the owner provide documentation showing that the animal is involved in service animal training (such as Guide Dogs for the Blind). Most guide dogs in training do not graduate and get used for this purpose, but rather become great family pets. Make sure the citizen knows that if this does happen to this pet that the license should be converted into a yearly license by the new owner if they reside in King County (If the pet license needs to be canceled please make sure the guide dog trainer calls (206) 296-2712 to do so); and
5. Forward all documentation along with the pet license application to the downtown office for data entry.

## KING COUNTY SPAY/NEUTER VOUCHER PROGRAM PARTICIPANTS

### Seattle

Admiral Veterinary Hospital	206 937-4940	North Seattle Vet Clinic	206 523-7187
Atlantic Veterinary Hospital	206 323-4433	Northeast Vet. Hospital	206 523-1900
Aurora Veterinary Hospital	206 525-6666	Northgate Plaza Vet. Clinic	206 363-8421
Ballard Animal Hospital	206 782-4222	Northwest Verterinary Hosp.	206 545-4255
Ballard Greenwood Vet. Hosp.	206 784-3810	Normandy Animal Hospital	206 248-3345
Blue Cross Vet. Hospital	206 623-1932	Pet Care Center Vet. Hosp.	206 935-3600
Broadway Vet Hospital	206 322-5444	Phinney Ridge Animal Hospital	206 784-9200
Cat Clinic Of Seattle	206 633-1133	Queen Anne Animal Clinic	206 284-2148
Crown Hill Veterinary Hospital	206 782-6363	Rainier Beach Veterinary Hosp.	206 722-3661
Eastlake Veterinary Hospital	206 328-2675	Rainier Veterinary Clinic	206 324-4144
Elliott Bay Animal Hosp.	206 285-7387	Ravenna Park Animal Clinic	206 523-2924
Green Lake Animal Clinic & Hosp.	206 524-6540	Salmon Bay Veterinary Hosp	206 789-8505
Greentree Animal Hospital	206 932-5593	Spay & Neuter Clinic	206 362-0505
Lien Animal Clinic	206 932-1133	Union Bay Veterinary Hospital	206 522-2114
Magnolia Veterinary Hospital	206 285-0515	West Seattle Animal Hospital	206 932-3308

### South King County

A Small Animal Hospital	253 874-3246	Fairwood Plaza Animal Clinic	425 226-9960
Affiliated Animal Hospital Of Renton	425 235-7387	Federal Way Vet. Hospital	253 839-3321
Airport Veterinary Clinic	206 243-7777	Five Corners Vet. Hosp. Inc. P.S.	206 243-2982
American Animal Hospital	253 927-7000	Forest Hill Vet. Hospital	253 833-9100
Animal Center	206 242-2690	Green River Veterinary Clinic	253 854-4414
Animal Clinic Of Benson	253 852-6330	Highland's Bird & Pet Clinic	425 235 7387
Animal Clinic Of Kent	253 859-1520	Highlands Veterinary Hosp Ital	425 226-8418
Animal Clinic Of Roxbury	206 935-0864	Highline Veterinary Hospital	206 243-2900
Animal Hospital Of Renton	425 255-3371	Kruger Animal Hospital	206 246-4331
Auburn South Vet Hospital	253 804-8000	Marine View Vet. Hospital	206-878-7616
Auburn Valley Animal Clinic	253 939-0630	Mission Vet. Clinic & Birth Control Center	253-520-0700
Auburn Veterinary Hospital	253 833-4510	Normandy Animal Hospital	206 248-3345
Bean Animal Hospital	206 772-1270	Moffat-Minnick Animal Hosp.	253 852-8460
Benson Center Vet. Clinic	253 852-0580	Renton Veterinary Hospital	425 255-8576
Briarwood Animal Clinic	425 226-8218	Renton West Veterinary Clinic	425 226-3380
Burien Veterinary Hospital	206 242-1290	Sacajawea Veterinary Clinic	253 941-3900
Cascade Veterinary Hospital	253 839-6633	South Seattle Vet. Hospital	206 242-8333
Cat Doctor Veterinary Center	253 874-2012	Spring Glen Vet. Hospital	425 228-1002
Cedar River Animal Hospital	425 226-9773	Sunset Pet Hospital	425 226-6359
Covington Veterinary Hospital	253 631-8616	Twin Lakes Vet. Hospital	253 839-7880
Crestwood Animal Hospital	253 839-4744	Valley Animal Hosp. Of Auburn	253 833-6701
Des Moines Veterinary Hospital	206 878-4111	West Valley Veterinary Hosp.	253 852-3530
Enumclaw Veterinary Hospital	360 825-3501	White Center Vet. Hospital P.S.	206 767-4700
		Wilderness Vet Clinic	425 432-9975

### South Snohomish County

A Pet Care Clinic	425 775-0121	Frontier Village Vet. Clinic	425 334-8585
Alderwood Companion Animal Hospital	425 775-7655	Lynnwood Veterinary Hospital	425 743-0511
All Care Pet Hospital	425 347-2111	Mill Creek Veterinary Hospital	425 745-9733
Animal Care Center	425 778-6363	Puget Park Veterinary Clinic	425 742-4444
Cats Exclusive Vet. Center	425 771-2287	Snohomish Vet. Hospital	360 568-4141
Cedar Plaza Veterinary Clinic	425 771-5224	Vets For Less, Inc.	425 672-4343
Edmonds Veterinary Hospital	425 775-3449	Woodhaven Veterinary Clinic	206 546-5164

## **J. Common Objections to Pet Licensing**

Neighborhood canvassing is a surprisingly pleasant activity. It gives you an opportunity to work with many different people in a variety of locations. You will find many people who appreciate the convenience of your service. It is natural, however, to expect some to have objections to buying a license. Some have specific objections. More often than not, however, people have an understandable reluctance to part with their money on short notice to a complete stranger. It is this often unspoken concern that you are addressing most of all. A competent door approach, a neat physical appearance and your King County ID establish your credibility, as a county official. You will be surprised at how easy it is to meet most objections because you will meet the same concerns over and over again. Use your response to help the pet license sale go forward.

### **Common Objections**

### **Possible Response**

1. "My pet never goes outdoors."  
1. "The licensing requirement is in place to protect individual pets, but it also serves as a way for pet owners to support Animal Control services such as local shelters and adoption programs."
2. "Do I have to license my pets now?"  
2. "Yes, the process only takes 3 to 4 minutes and catches you up with the licensing requirement. The sooner the pet is licensed, the sooner they are protected through the county identification system and can be returned to you if lost."
3. "I'm not going to license because I don't think government needs any more of my money."  
3. "The fee is assigned to all cat and dog owners for the support of Animal Care & Control services because they are the population of people most likely to use those services."
4. "I will license one of my dogs, but the other one is very old and on its last leg."  
4. "We still have to license elderly pets. If your pet dies within a month we of course would provide you with a refund."
5. "My cat refuses to wear a collar."  
5. "No problem. What you will need to do is save the license and receipt for your files. That way, if you ever have a reason to claim the cat from Animal Control you will be able to show you have the required license." Additionally, with your license you can have your cat microchipped at no additional charge. That information is stored in our



computer as well, and if your cat gets lost, it can be identified via the microchip.”

6. “My wife has the checkbook.”

6. “No problem, we accept cash or we can come up with and agreed upon date & time that I can return to sell the license.” *Note: fill out the application while you are at the door the first time. This will make your second visit much faster and you will have the information to pass to the Enforcement Officer if the appointment is broken. Canvassers should only issue temporary tags as a last resort.*

7. “Just give me something to mail in.”

7. “We license the pet right here to ensure your pet is protected as soon as possible as well as keep our costs down. Mailed paper work and follow up contacts add costs to the canvassing effort and reduce the amount of revenue we can dedicate to our animal programs.”

*Note: If the citizen wants to check out your legitimacy then have them go to our website [www.kingcount/pets](http://www.kingcount/pets) (click on License in the left hand column and then canvass). They also can call the (206) 296-2712. You will need to come up with an agreed upon date and time for you to return to complete the transaction. It is always best for you to write out the application the first time you are at the door. On your return visit you will just be handling the exchange of money for a copy of the application and the license.*

8. “I feed the pet, but it isn’t mine. Nobody really owns it.”

8. “You guys are doing a great thing in taking care of this pet. Feeding the pet falls under the licensing requirement because it covers any pet that is harbored, kept or maintained. Especially since the pet wanders it needs to be identified.”

9. “We’re going to be moving soon.”

9. “If you are going to be in the area longer than a month, we will still need to license your pets. Most jurisdictions will let you transfer the King County license into their

jurisdiction for a small fee. King County charges \$3.00.”

10. What am I getting for my \$30?”

10. “Your money provides identification to reunite you and your pet. Your pet may also get a free ride home on its first impound. Vacation pet alert – when you leave home just let us know who will be responsible for your pet’s care or where you can be reached. The license provides up to two weeks of safety. King County will hold an licensed pet for at least five days after phone contact with the owner or two weeks after mailed notice.”

11. “My pet is unaltered, why must I pay \$90 for a license?”

11. “There still are many unwanted pets in King County. Some of the pets become sick and must be euthanized. We are attempting to encourage people to spay/neuter their pets so that unwanted litters won’t end up at the Animal Control shelter. That is why the fee is so high. With the \$90 fee comes a spay/neuter voucher worth \$25 that you can use towards the spaying/neutering of your pet.”

12. “What is the maximum number of pets I can have at my residence?”

12. “The legal limit is 3 adult pets (6-months and older.) Please inform the citizen that King County does not unilaterally initiate enforcement action at homes with excess pets. As long as pets are well cared for and no complaints are received, the County does not intervene. They still need to purchase a license for all dogs/cats. If they would like a thorough interpretation of the law they can phone a King County Inspector at (206) 296-2713.”

13. “Why should I purchase a license when none of my neighbors have a license for their pet?”

13. “Licensing your pet is a requirement. Just because the pet is not wearing a license doesn’t mean the pet does not have a license. Let me check my list to verify if they are in compliance. If they are not I will be more than happy to stop by their residence and notify them of the law and catch them up with the ordinance/services we provide.”

## **K. Licensing Canvasser Sales Script**

**King County Licensing Canvass Philosophy:** The public and citizens are our customers and our clients. We are canvassing to sell licenses and provide a public service.

### **Canvasser Script**

As you work hard to help license the cats and dogs of King County, experience will provide you with ways to adapt your door approaches. However, there are many time-tested devices that make licensing pets remarkably easy. Here are some of the principles you will be expected to use to make your sales accurate, friendly and quick.

- 1. Memorize the door approach provided and repeat it at every door. (You will be able to adapt it later as your confidence grows.)**

“Hi! My name is \_\_\_\_\_, and I am an official with King County Pet Licensing. We’ve been sent to this neighborhood to make sure that people are current and legal on pet licenses for their cats and dogs. How many cats or dogs do you have?”

(WAIT FOR A RESPONSE.)

“Great! We issue the tags right here and get you caught up immediately.”

(BEGIN PULLING OUT THE NECESSARY LICENSE APPLICATIONS AND BEGIN TO FILL THEM OUT WITH THE PET OWNER.)

- 2. Demeanor should be direct, confident and friendly.**

Relax, you are a County Official not the Avon lady, and you can introduce yourself as such. This allows you to be direct about the purpose of your visit while making it easier to be friendly. Your confidence increases when you have the necessary information to share when needed. There are many benefits to owning a license, and King County Animal Care and Control has an impressive record when it comes to helping pets. The progress of county efforts to save, adopt and license pets over the last decade has been remarkable. Animal Control Services returns lost pets, answers numerous complaints, picks up dead animals, and saves almost all healthy, unclaimed animals by providing adoption services and even fostering animals out. Periodically read through the pamphlets you will be giving to pet owners. You should be particularly acquainted with the following publications: Regulations, Services, Pet Adoption, Breaking the Barking Habit, Dog Bites, and Questions and Answers about Spaying and Neutering. Information helps you meet concerns pet owners may have. Also, be courteous even in the face of occasional impatience or annoyance. Never engage yourself in a yelling/arguing match with a citizen. It is an American tradition to be vocal and critical of government institutions. We welcome comments. If the citizen would like to complain about you/the program in general please give them one of our business cards, so they know how to reach us. You will find that the moods and objections of pet owners are not much of an obstacle to licensing pets.

Remember the reason you are at the citizen’s residence is to raise awareness about the benefits of licensing his/her pet. King County destroys animals every year because they are unlicensed and if lost, cannot be returned to their owners. King County’s goal is to reduce these numbers by helping people to license their pets throughout King County. Having a pet licensed IS THE LAW, but more importantly it guarantees that if your pet is tagged and lost it will be returned to you. It also gives your pet a “free ride home” from Animal Care and Control if it is picked up.

**3. Don't ask "yes" or "no" questions.**

When you ask a pet owner a "yes" or "no" question, you have given him/her permission to say "no." Instead, questions should be open-ended and likely to prepare the way for a sale. For instance, do not ask, "Do you have a cat or a dog?" or "Would you like to buy a license today?" The following question is far better: "How many cats or dogs do you have?" Very often it is best to merely make a statement: "What we'll do, then, is issue the license right here."

**4. Don't take a negative response or an initial "no" as a final answer. Always give the pet owner several chances to reconsider.**

In other words, "ignore" a "no" and keep talking. It is easy to do this if you merely rephrase your intent through a simple statement that addresses the concern of the pet owner. You should memorize answers to the most common objections. However, your purpose is not to make rebuttals, but to make a sale. You can do this merely by providing both information and alternatives. People do not usually like to respond negatively time and time again. Use statements like, "No problem," "What we will do then is..." or "What we'll need to do is..." Pet owners have common objections that will be easy for you to meet with practice.

**5. The priority is to sell licenses rather than give them away.**

Pet licenses identify animals. As a result, many lost pets are returned to their owners. However, licenses also provide important revenues for King County Animal Care and Control services. The cities that contract with King County for Animal Control services receive these services free and the County receives the funds from licenses, so the people that are more likely to use Animal Care and Control and its services pay for Animal Care and Control and its services. This makes it important to give the pet owner the opportunity to pay for the license. Save the temporary license as a last resort.

**6. Have a routine for what you say, what you have in hand, and how you fill out forms.**

This can only come with practice. However, it is important as a rule to make visits brief. It allows for more contacts and more licenses.

**7. Use your zip code sheets extensively.**

While zip code sheets are not guaranteed to be 100% accurate, they provide the pet owner with authoritative evidence that you are who you say you are and that you have accurate information as of the date the zip code was printed. When someone claims to have a pet already licensed say something like, "All right, let's get you checked off our list." The walking sheet will tell you if and how many pets are currently licensed or expired in the household as of the date it was printed. Some pet owners may think that the rabies vaccination tags are licenses. The zip code sheet, because it covers every licensed pet in a zip code, gives you the ability to show a distinction between the two kinds of tags. Sometimes, only one of the pets in the home is current. The zip code sheet helps you show the pet owner which pets are current and which pets are not. You can find it useful in many ways.

**8. Fill out Canvasser Field Tracking Sheets and Pet License Recaps accurately.**

Canvasser Field Tracking Sheets give us important information about the area you canvassed. This information can lead to follow-up visits or a mailing. Pet License Recaps allow you to be accountable for the funds and tags under your care. Please fill them out accurately, so that data entry personnel in the office will not lose valuable time correcting errors or puzzling through unclear arithmetic or license counts. Remember we are audited by the State, so all information given must be accurate and legible and all tags must be accounted for.

#### **9. Some speaking points to remember:**

There are many benefits to licensing your pet:

- Licensing is a great insurance policy should your pet ever get lost.
- the first time we find your pet running loose in the community we will attempt to give it a free ride home if it has a license.
- If your pet does end up in one of our shelters, we will hold it for a longer period if it is licensed, and make every effort to call or write you to inform you that we have your pet.
- You and your pet will be eligible for the Vacation Pet Alert program, in which you can alert us when you are on vacation and provide us with the number of your pet's caretaker so we can reach the right person should your pet get loose when you are gone.
- Your pet can be picked up at no charge at your home should you need to release it to us.
- You can use our humane euthanasia service at no charge when the time comes.

You not only protect your pet, but thousands of other pets in our community. The revenue from your pet license helps support King County's Animal Care and Control programs, providing shelter for more than 12,000 cats and dogs each year, and helping to bring those that abuse animals to justice through the animal cruelty investigation program.

King County is building a model animal care and control program and pet license sales provide the primary revenue source needed for this important effort. In the last two years, we have used pet license revenue to make dramatic improvements to our animal care program, lowering our euthanasia rate to one of the lowest in the country, and to revamp our animal cruelty investigations.

Pet license fees have not been increased for five years, since 2004. King County Animal Care and Control is striving to become completely supported by pet license revenue and other fees, and not reliant on general tax dollars. We are about three-quarters of the way there. Other jurisdictions around the country have similar fees to King County. The license fee for an altered dog or cat in Minneapolis is \$30. The license for an altered dog is \$24 in Orange County, while an unaltered dog license is \$100.

Pet licensing is the law. Another change in our pet licensing program in 2009 is the addition of a \$75 fine for not licensing pets. This is the first time that King County has had a fine for not licensing. Our intention is to use this new penalty to encourage pet owners to follow the law and license their pets. We will, however, issue fines as a last resort to ensure that pets are licensed.

We've made a number of improvements over the last two years to our animal shelters and our animal care and control program:

- saving more lives than ever before. The Euthanasia rate is at or below 20%--one of the lowest in the country for a municipal, open-admission animal shelter. This is half of the 2006 rate of 40% and down from 34% in 2007.
- A new building for cat adoptions has been added, dramatically increasing the holding space for the cats and improving customer service for adopters.
- Animal placement rates are at an all-time high. Off-site adoptions are up dramatically as are the number of animals rescued by animal rescue groups.
- Care for the animals has been improved -- Medical attention for the animals in the shelters is the highest ever, and accountability for cleaning, feeding, and medicating has been increased.
- Customer service has been improved through expanded hours at the Kent Animal Shelter, now open 7 days per week.
- We've revamped the Animal Cruelty investigations program, producing a record number of cases forwarded to prosecutors. Animal Control investigators forwarded 14 cases to prosecutors in 2007, the highest number ever, more than three times the annual average of four. One Animal Control Sergeant is assigned to animal cruelty cases full-time.
- We're working hard with new partners, such as PIMA Medical Institute. Through our partnership with PIMA, a lab and classroom for veterinary technicians has been placed on the Kent Shelter grounds, providing shelter access to a wide variety of medical analytical and testing equipment and procedures.

#### **10. Leave pet owners feeling good about your visit.**

Although pet owners are licensing their animals in accordance with an ordinance requirement, King County has always chosen a friendly approach to licensing. King County Pet Licensing has given you many tools to help make pet owners feel positive about our licensing efforts. Some tools include free microchip vouchers, buddy licenses (this is where the second new license only costs \$5), complimentary cat collars and dog leashes, and, as a last resort, temporary licenses. Be an open and friendly civil servant who makes future efforts to license animals easier because of your efforts.

## L. Role Play Exercises

Fill in the blank spots of these role playing exercises

### **Number 1**

Canvasser:

“Hi! My name is \_\_\_\_\_, and I am an official with King County Pet Licensing. We’ve been sent to this neighborhood to make sure that people are current and legal on pet licenses for their cats and dogs. How many cats or dogs do you have?”  
(WAIT FOR A RESPONSE.)

Citizen: “We’re going to be moving.”

Canvasser: \_\_\_\_\_  
\_\_\_\_\_

Citizen: “We are moving to Duvall, I do not know if that is in King County.”

Canvasser: \_\_\_\_\_  
\_\_\_\_\_

Citizen: “But I don’t know if I can remember the house numbers to my new address.”

Canvasser: \_\_\_\_\_  
\_\_\_\_\_

### **Number 2**

Canvasser:

“Hi! My name is \_\_\_\_\_, and I am an official with King County Pet Licensing. We’ve been sent to this neighborhood to make sure that people are current and legal on pet licenses for their cats and dogs. How many cats or dogs do you have?”  
(WAIT FOR A RESPONSE.)

Citizen: “We are going to be moving.”

Canvasser: “Where are you going to be moving to? Is it going to be within King County?”

Citizen: “No, we are going to be moving out of state.”

Canvasser: \_\_\_\_\_  
\_\_\_\_\_

Citizen: It is April 15 and the citizen states “Yes, we will be moving at the end of June.”

Canvasser: \_\_\_\_\_  
\_\_\_\_\_

Canvasser: At this point the canvasser should already be filling out the necessary paper work and stating “Great, we issue the license right here and we will get you caught up immediately.”

**Number 3**

Canvasser:

“Hi! My name is \_\_\_\_\_, and I am an official with King County Pet Licensing. We’ve been sent to this neighborhood to make sure that people are current and legal on pet licenses for their cats and dogs. How many cats or dogs do you have?”  
(WAIT FOR A RESPONSE.)

Citizen: “Well my dog is over thirteen years old, and she is on her last leg. She is not even going to be around next year.”

*Special Note: You will hear several variations on this theme. Some examples include, but are not limited to, “My pet is dying and we’re thinking of having her put to sleep,” “My dog is so old he can’t see anymore, and he only goes outside once a day and then goes right back to his bed in the corner,” “My pet is old and never goes outside.”*

Canvasser: “Is your pet still happy and comfortable?”

*This directs the owner’s attention to the best interest of the animal and allows the owner to give you more information. Many older pets can live happily a long time and this makes their situation much like any indoor pet.*

Citizen: “Yes!”

Canvasser: \_\_\_\_\_  
\_\_\_\_\_

*At this point in the conversation you may want to ask another closing statement for issuing the pet license; such as, has your pet been spayed or neutered?”*

Citizen: The dog has been spayed, at least I think so because I can never remember if spay is for a girl or a boy.

*Remember during the conversation you are always trying to get over the spoken and unspoken hurtles in issuing the pet license. If the dog/cat is unaltered and is old you can ask the citizen if their vet would attest to the fact, in writing, that it would be a detriment to the animal to have it fixed at this point. If they think the vet would than they can license the pet “subject to proof” and provide the letter from the vet to the County in a blue envelope you will provide them (included on the outside of the envelope you would write your location code, the license number you sold and today’s date) within 15 days of the date of purchase of the license.*

Canvasser: \_\_\_\_\_  
\_\_\_\_\_

**Number 4**

Canvasser:

“Hi! My name is \_\_\_\_\_, and I am an official with King County Pet Licensing. We’ve been sent to this neighborhood to make sure that people are current and legal on pet licenses for their cats and dogs. How many cats or dogs do you have?”  
(WAIT FOR A RESPONSE.)



Citizen: "Our pets are already licensed."

Canvasser: \_\_\_\_\_  
\_\_\_\_\_

Canvasser again: "I don't see any pets licensed here at this address (repeat the address and show the citizen the sheet). Is it possible those are rabies tags?"

Citizen: "I'm not sure, I thought they were licensed."

Canvasser: "In King County two different tags are required. One is for verification of rabies vaccinations and the other is the King County license identification. I issue the King County Licenses right here."

*Remember to make a smooth transition to actually filling out the license application. Example: "Has your pet been spayed or neutered?" Proceed to ask questions to fill out the license application. You may want to finish filling out the application and then make a closing statement for the sale of the license like "That will be \$, would you like to pay for this with cash or a check?"*

### Number 5

Canvasser:

"Hi! My name is \_\_\_\_\_, and I am an official with King County Pet Licensing. We've been sent to this neighborhood to make sure that people are current and legal on pet licenses for their cats and dogs. How many cats or dogs do you have?"  
(WAIT FOR A RESPONSE.)

Citizen: "My wife already took care of the licenses."

Canvasser: \_\_\_\_\_  
\_\_\_\_\_

"I don't see any pets licensed here at this address (repeat the address back to the citizen and show them the zip code sheet), is it possible the tags are rabies tags? Are they blue?"

Citizen: "No, I'm sure my wife licensed our pets."

Canvasser: \_\_\_\_\_  
\_\_\_\_\_

Citizen: "Yes, they are wearing them and Fido is here."

Canvasser: \_\_\_\_\_  
\_\_\_\_\_

Citizen: "Sure, come here Fido!"

Canvasser: At this point you can either read the numbers of the King County license and put the information in the comments section of your Field Tracking sheet and get the citizen's name and phone number for the Canvass Coordinator to call them when he/she review the sheet or you will identify that they are not wearing a King County license, but instead a rabies tag/vet ID tag. What would you say to the citizen if it is a rabies tag? \_\_\_\_\_

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Alternate Scenario

Canvasser: "Are your pets wearing their tags?"

Citizen: "No, they lost them some time ago."

What should you do at this point (check the one that is the best answer)?

I can issue you a temporary license and if there is a duplicate the free license will be canceled.

Let me write out an application tonight and I will check with the King County Administration office to see if you have any pets licensed under your name, address, or phone number. What day would be good for me to return to discuss what I found out?

Let the citizen know that from the Zip Code sheets the pets are not current and you will need to license the pet to ensure the pets are protected as soon as possible.

Okay, thank you for your time and put it down as current licenses on my Field Tracking sheets.

**Number 6**

Canvasser:

"Hi! My name is \_\_\_\_\_, and I am an official with King County Pet Licensing. We've been sent to this neighborhood to make sure that people are current and legal on pet licenses for their cats and dogs. How many cats or dogs do you have?"

(WAIT FOR A RESPONSE.)

Citizen: "How do you even know that I have any pets?"

Canvasser: "I don't know we are canvassing the entire neighborhood, but it is my job to explain licensing requirements. In King County it is required by law that any pets that are \_\_\_\_\_, or \_\_\_\_\_ must bear a King County pet license. It is a friendly law, though, which means that a person is not responsible for complying with it until they are informed of the law. Our job is to make sure people become compliant with the ordinance. How many dogs or cats do you have?"

Citizen: "Maybe, I disagree with licensing. Why should I have to license my pet?"

Canvasser: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Citizen: "Yeah, but what if your pet is an indoor pet and never goes outside?"

Canvasser: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Citizen: "Animal Control Services, I haven't seen anyone from Animal Control in our neighborhood ever. I called once about the dog barking all night in my neighbor's back yard and they didn't do squat."

Canvasser: "I do not know about this specific situation, but King County Animal Services assigns each call a case number and if you call back they will be able to tell you the action taken for that call. You are the best eyes and ears for your neighborhood, so if the problem persists I suggest you continue to contact Animal Services (206) 296-PETS. Get a case number for each time you call and keep this information. If the problem is not resolved in a reasonable amount of time call and speak with a Sergeant at (206) 296-3958. With your own pets licensed, you will feel a lot freer to press any complaints you may have."

### Number 7

Canvasser:

"Hi! My name is \_\_\_\_\_, and I am an official with King County Pet Licensing. We've been sent to this neighborhood to make sure that people are current and legal on pet licenses for their cats and dogs. How many cats or dogs do you have?"  
(WAIT FOR A RESPONSE.)

Citizen: "I'm a senior and I don't need a license."

Canvasser: "All dogs and cats in King County that are 8 weeks and older and are \_\_\_\_\_ or \_\_\_\_\_ must have a King County pet license. We do have breaks for seniors. \_\_\_\_\_"

\_\_\_\_\_ The cost for a dog license is \$ \_\_\_\_\_ and for a cat it is \$ \_\_\_\_\_. You can have \_\_\_\_\_ senior pets per household (4 in Auburn).

Citizen: Lives in Kirkland and states the following – "But I have 2 dogs and 2 cats."

Canvasser: "No problem, we will put \_\_\_\_\_ of the pets in the senior license program and we will put one pet as a yearly license. It is best to put the pet that is most likely to expire first as the yearly license. Don't forget the pet licenses in the senior program will automatically be mailed to you each year and with the yearly license you will receive a renewal notice approximately 60 days before it needs to be renewed. You can renew the yearly license one of the following ways - \_\_\_\_\_, \_\_\_\_\_ or \_\_\_\_\_. If any of your pets expire please don't forget to call our office at (206) 296-2712 and let us know. *Hint: You can tell the citizen that the phone number can be found on their receipt of the application you filled out.*

**M. Devise Responses to the Following Questions**

This is just practice, but try and come up with the type of response you would state and the door, as we will role play with your answers.

1. What do I get out of licensing my pet(s): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
2. Why are you coming to my house on a Sunday: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
3. I have never seen an Animal Control Officer in my neighborhood: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
4. My dog has never been licensed and he is 7 years old, why should I have to license him now: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
5. I licensed my pets at the vet. You notice on your zip code sheets that there are two current licenses, but there is also one expired license. The citizen tells you that pet is dead, what do you do: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
6. I HATE government, get off my property (you see a dog in the window, as you approach the home and you check your zip code sheets and it isn't on the sheet): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
7. I'm really busy write now and I'm trying to get out the door for an appointment just give me something and I will mail it in: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

8. I have one dog and I would like to purchase a license, but all I have is a \$50 dollar bill: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

9. I don't purchase anything from people soliciting at my door: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

10. My pet is already licensed ( you don't see them on your zip code sheet), but my next door neighbor doesn't have a license for her cat or dog: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

11. I will license my dog, but not my cat, as he is an indoor pet: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

12. My pet is unaltered and I have an appointment to have him neutered next week, so I don't want to have to pay \$90 when I can buy it next week at my vet's office for \$30: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

13. We are going to put the house up for sale in the next couple of weeks, so I don't want to license my pets: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

14. My dog is a service dog, so I don't have to license it: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

15. I just purchased the license at my vet's office. There are no pets listed under the address you are looking at in your zip code sheets: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

16. My dog is already licensed (the dog is listed in the zip code sheets, but it is expired), so thanks for stopping by: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

17. It is Sunday afternoon at about 2:00 p.m. and you knock at a door and a lady answers. She states that before she buys the license she wants to check it out to see if this is legitimate. How do you respond to her, so she can check out your legitimacy: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

18. The citizen at the door looks 65, but you are not sure. How can you ask her without offending her: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

19. I don't have any proof that my dog has been neutered and I don't want to pay \$90: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

20. I'm so excited you are here I read about this in the newspaper and I wanted to do it. What do I have to do to get my dog licensed: \_\_\_\_\_

**Executive Response to Metropolitan King County Council  
Motion 2009-12961**

**Appendix E  
October 16, 2008 Pierce County Pet License Audit**



# Pierce County


## Performance Audits

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955 Tacoma Avenue South, Suite 302A  
Tacoma, WA 98402  
Telephone (253) 798-4927 Fax (253) 798-4906

October 16, 2008

To: Performance Audit Committee

From: Rick Talbert, Research Analyst 

Re: **Pet Licensing**

The 2008 performance audit work program, adopted in late 2007, includes a brief study of pet licensing. The main question that prompted the study is whether Pierce County could license more dogs and cats, and thus increase the revenue available to support animal control operations. The objectives of the study are:

1. Develop Pierce County historical data on the number of dog and cat licenses.
2. Review budget data (licensing revenue and expenditures) in recent years.
3. Develop comparative data from other local jurisdictions.
4. Review the licensing process used in Pierce County and compare with best practices.

Staff met with Mary Schmidke, Lisa Drury, and Tim Anderson of the Pierce County Auditor's Office to discuss the study and collect Pierce County pet licensing data. We also collected data on the number of pet licenses from King County, Snohomish County, Kitsap County, and the City of Tacoma.

### Analysis

Prior to 2005, Pierce County and several other local jurisdictions contracted with the Tacoma-Pierce County Humane Society for animal control and licensing services. After the Humane Society decided to stop contracting with local governments to provide these services, Pierce County temporarily placed animal control in the Sheriff's Department. In 2006, the Auditor's Office took on the responsibility for animal control and licensing. The County continues to contract with the Humane Society for shelter services.

Table 1 shows pet licensing revenues, expenditures, and the number of licenses issued in Pierce County since 2006.





Table 1  
**Pierce County Pet Licensing Data**

Year	Revenues	Expenditures	Licenses Issued
2006	\$ 419,802	\$ 242,301	24,117
2007	\$ 485,798	\$ 311,128	26,207
*2008	\$ 512,000	\$ 337,630	26,841

\*Estimate as of September

Table 2 shows comparative data from other jurisdictions on the rate of licensing activity in 2006 and 2007. Licensing figures from previous years are not reliable.

Table 2  
**Comparative Pet Licensing Data**

	2006			2007		
	Population	Dog and Cat Licenses	Licenses per 1000	Population	Dog and Cat Licenses	Licenses per 1000
Pierce County	355,089	24,117	68	365,910	26,207	72
Snohomish County	316,365	12,400	39	318,685	19,056	60
Kitsap County	169,090	10,326	61	170,000	9,916	58
City of Tacoma	199,600	24,051	120	201,700	24,583	122
King County and 20 cities	1,144,480	139,442	122	1,160,565	138,734	120

Table 2 indicates that the licensing rate per 1,000 residents in Pierce County is significantly higher than in Snohomish and Kitsap counties and much lower than in Tacoma and King County. (King County serves the unincorporated county and 20 cities for pet licensing purposes.) The explanation for this finding could be simply that urban areas have denser populations and are likely to have greater compliance with pet licensing laws.

Another possible measure of licensing activity is to compare the number of pet licenses with the estimated pet population. The American Veterinarian Medical Association (AVMA), based on census data, uses a figure of 0.632 dogs per household and 0.713 cats per household.<sup>1</sup>

Based on this estimate, and assuming 2.5 residents per household, Table 3 uses the AVMA formula to estimate the percentage of licensed pets in Pierce County and other jurisdictions. It is important to remember that this is simply an estimate based on national census data.

Table 3  
Estimated Percentage of Licensed Pets, 2007

	Estimated Dogs	Estimated Cats	Total	Actual Licenses	% Licensed
Pierce	92,502	104,358	196,860	26,207	13%
Snohomish	80,564	90,889	171,453	19,056	11%
Kitsap	42,976	48,484	91,460	9,916	11%
Tacoma	50,990	57,525	108,515	24,583	23%
King	293,391	330,993	624,384	138,734	22%

Based on a formula used to estimate total pet population, Table 3 shows that 13% of the cats and dogs in Pierce County are licensed. The percentage is much lower than in Tacoma and King County (which, as mentioned earlier, serves 20 cities), but it is a little higher than in Snohomish and Kitsap counties.

Thus, it could be argued that Pierce County's estimated number of licensed pets is in line with the experience of comparable jurisdictions.

**Best Practices**

Pierce County and other jurisdictions have used a number of approaches to increase the number of pet licenses. These include employing people to canvass areas, increasing the number of locales where licenses can be purchased, and marketing through inserts,

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<sup>1</sup> The AVMA pet calculator is at [http://www.avma.org/reference/marketstats/ownership\\_calculator.asp](http://www.avma.org/reference/marketstats/ownership_calculator.asp)  
The Pierce County Auditors Office uses the AVMA formula to aid in its work.

billboards, and other media. These efforts unfortunately have not proved very successful. The Auditor's Office is continuing to explore additional ways to reach pet owners.

### **Conclusions**

Pierce County has been providing pet licensing services for less than three years. Although the estimated percentage of licensed pets is low, it appears that Pierce County does as well or better than some other jurisdictions.

Efforts to increase the number of licensed pets should continue. Quarterly reporting to the Council was required this year. In the future, we suggest that the Auditor's Office should report to the Council on licensing and animal control issues once a year prior to adoption of the budget. If more frequent reporting is desired, written reports without formal presentations could be tried.

**Executive Response to Metropolitan King County Council  
Motion 2009-12961**

**Appendix F  
March 11, 2008 Minneapolis Pet License Study**



## 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 strategy for increasing the number of pets that are licensed in the City of Minneapolis.

**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:	<hr/> 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.

### **I. Best Practice Research**

Four programs were looked at most closely: Washington County Oregon, Seattle, Washington, St. Paul, Minnesota, and Calgary Alberta.

- **Washington County, Oregon**

Licensed approximately 43,000 dogs in 2007, representing an estimated 40% of their dog population. This was a 40% increase from the 36,000 dogs they licensed in 2006. They attributed the increase to a number of factors:

1. License renewal process includes sending out a late notice to all owners who failed to renew on time.
2. On-line licensing – Chameleon module (same data system as Minneapolis ACC).
3. Significant marketing campaign, including purchase of domain name "licenseyourpet.com" supported by marketing budget of more than \$30,000,
4. Door to door canvassing (2 interns during the summer). Handout mailer.
5. Strong partnership with their vets - who sell approximately 20% of their licenses.
6. Significant penalty for no license - \$300 to \$500

7. Offer 1, 2, and 3 year license options; representing 60%, 21%, and 19% respectfully.

- **Seattle, Washington**

Licensed 50,000 dogs in 2007, representing an estimated 30% of their dog population. This is up from approximately 19% in 2004. They license approximately 10% of the city's cat population. They attribute their success to:

1. On-line licensing (introduced in 2005) represents approximately 50% of their transactions.
2. Ease of licensing – 15 vet clinics offer licensing (clinics paid \$5), able to license over the phone (386-PETS) extended hours (7am-9pm),
3. Added 7 staff – 2 clerical, 3 Animal care staff, and 2 enforcement staff.
4. Offer 1 and 2 year licenses and Senior discount
5. License renewal process includes sending out a late notice (entitled "Collection Notice") to all owners who failed to renew on time.
6. Enforcement which includes \$125 civil citation for no license; will stop out at addresses of owners who have not renewed their license.
7. Direct mailing (20,000) – 2%-3% response rate.
8. Licensing disconnected from rabies in 2002.
9. Free transportation home to licensed animals.

Seattle Animal Control has gone away from canvassing due to headaches of managing field staff doing door to door canvassing.

- **St. Paul, Minnesota**

Licensed approximately 20% to 30% of their pet population in 2007. Fairly stable over the last few years. They attribute their success to:

1. On-line licensing
2. Partnership with Vets and Pet Stores who sell pet licenses (paid for selling).
3. Licenses sold through their office as well as the downtown licensing bureau.
4. Enforcement which includes the issuing of criminal citations resulting in a fine of \$80.
5. Offer lifetime licenses.

- **Calgary, Alberta**

Licensed approximately 100,000 dogs in 2007, representing an estimated 90% of their dog population. They attribute their success to:

1. Buy in by the community by making animal licensing a valuable commodity, backed by enforcement and an aggressive and dedicated education effort.
2. Ease of licensing (24/7) – online, through 311, shelter, and mail.
3. All proceeds from licensing and fines go to Animal Services. Last year they were able to fully support their operations and give \$250,000 to their Humane Society.
4. Promotes Responsible Pet ownership program, including strong educational efforts.
5. Promotes value of licensing – Pays for the holistic animal care and control program; including education programs and animals being returned to their owner. They initially offered free ride home, now small fee. 88% of dogs picked up are returned home, about half are returned home without going to shelter.

6. Strong enforcement - \$250 fine. This is a criminal cite. Failure to appear in court results in Bench warrant. Animal Service officers are Sworn Peace Officers.
7. Staff dedicated to licensing.
8. Sizeable marketing campaign, in excess of \$50,000; including items for officers to give out to people engaged in responsible pet ownership.

## **II. Strategies for Minneapolis Animal Care & Control**

There are a variety of strategies that Minneapolis Animal Care & Control could offer to increase pet licensing. Below we have outlined the strategies based on those available within current resources and those that would require additional resources.

### **• Current Resources**

The following strategies could be implemented with little to no additional cost to the program.

#### Incentives:

- Senior discount - 50% reduction
- "Sibling Discount" (discount for second pet) - 30% reduction
- Lifetime License - keep existing program
- Offer "free ride home" to any pet picked up by Animal Control
- No need to wear tags; required to be in possession by owner/custodian, unless animal microchipped.

#### Ease and Availability:

- Licensing conducted by Minneapolis Development Review
- Licensing conducted by Vets and Pet Stores
- Allow for self certification of rabies vaccination

#### Increased Consequences for Violators:

- Increase the penalty (\$100-\$200 administrative citations)
- "Fix-It Ticket" – portion of fine goes toward license

#### Marketing/Advertising:

- Work with Communications Department on marketing/educating campaign on the benefits of pet licensing
- Utility billing insert for December 2009 (renewal time)

### **• Additional Resources**



The following strategies require additional resources to implement, including additional FTEs and 'special project' dollars.

Incentives:

- Late notice reminders to folks who don't respond to renewal notices
- Create licensing benefit for micro-chipping

Ease and Availability:

- **On-line licensing – approximately \$25,000 one time cost or ongoing user fee**
- Purchase domain name "license your pet Minneapolis"
- Shift from January-to-January annual licensing to annual licensing based on the date of purchase

Increased Consequences for Violators:

- Increased enforcement – increase patrols and random stops

Marketing/Advertising:

- Citywide direct mailing campaign
- Develop significant marketing campaign, including radio, newspaper, and bus shelter posters
- Work with other municipalities for metro-wide marketing campaign
- Canvassing with pet license applications and information – door-to-door (houses with visible pet presence)
- Develop holistic animal care and control program, including Responsible Pet Owners Program and youth education programs
- Hire one new FTE dedicated solely to resources, which includes pet licensing, grants, donations, developing partnerships, and education programs

Based on the discussion and direction from today's committee meeting, staff will bring forward ordinance amendments for some of the no-cost strategies (senior discounts, etc.) in the near future.

**Executive Response to Metropolitan King County Council  
Motion 2009-12961**

**Appendix G  
King County Pet License Sales Partner Rebate Alternatives**



**Executive Response to Metropolitan King County Council  
Motion 2009-12961**

**Appendix H  
King County/Seattle 2009 Pet License Informational Flyer**

**Executive Response to Metropolitan King County Council  
Motion 12961**

**Appendix I  
Sample Ordinances From Other Jurisdictions**

**Fremont, California**

**Sec. 3-5712. Veterinarian's responsibilities.**

Every veterinarian who vaccinates or causes or directs to be vaccinated in the city any dog or cat with antirabies vaccine shall:

- (1) Complete the form provided by or authorized by the licensing authority to certify that such dog or cat has been vaccinated.
- (2) Provide to the license authority completed antirabies vaccination forms every thirty days or less when such dog or cat is vaccinated.

**Multnomah County, Oregon**

**§ 13.104 FILING OF RABIES VACCINATION CERTIFICATE.**

A veterinarian performing a rabies vaccination of any dog or cat must transmit a copy of the vaccination certificate or written documentation that includes the information contained on the certificate to the Director within 60 days. In the alternative, a veterinarian may issue a pet license in accordance with the rules adopted by the Director, and submit proof of licensure to the Director within 60 days.

(Ord. 1093, Add, 05/31/2007)

**§ 13.103 WAIVER OF FEES.**

(A) License fees shall be waived for any dog used primarily as a service animal upon the owner or keeper establishing the service animal's function as an assistance animal under the Americans with Disabilities Act, 42 USC 12101 et seq.

(B) License fees for dogs and cats owned by persons aged 65 or older and persons deemed by the director to be under financial hardship may be reduced by up to 50% for up to two animals per household.

(C) License fees shall be waived for any dog used as a service animal by any local, state or federal government agency. This exemption shall expire when the dog is no longer used primarily as a service animal.

(Ord. 918, passed, 08/06/1998; '90 Code, § 8.10.090, 07/01/1998; Ord. 909, passed, 06/25/1998; Ord. 850, passed, 04/11/1996; Ord. 732, passed, 09/03/1992; Ord. 684, passed, 06/02/1991; Ord. 480, passed, 10/31/1985; Ord. 156, passed, 12/22/1977)

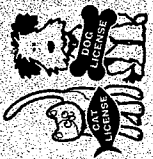
**§ 13.101 LICENSE REQUIRED; TERM.**

(A) Dogs and cats shall be licensed within 30 days of obtaining the age of six months or within 30 days of obtaining residency in the county or acquisition by the owner or keeper, whichever occurs later.

(B) Licenses shall be valid for one, two or three years from date of issuance, at the option of the pet owner or keeper and, for dogs and cats, shall require a current rabies

# TAG!

YOU'RE IT.



## BUY A PET LICENSE TODAY.

A MESSAGE FROM YOUR LOCAL  
ANIMAL SHELTER

King County and the City of Seattle are working together to make sure every cat and dog is protected and licensed. There are many benefits to licensing your pet:

1. Lost pets with licenses are reunited quickly with their owner.
2. Emergency veterinary care (vets can contact you quickly if your pet becomes injured or in need of emergency medical treatment).
3. Vacation alerts (we keep your pet's caretaker information on file while you're away).
4. License fees support the return of more than 3,500 lost pets to their homes and help adopt 8,000 homeless pets to new families every year in King County and the City of Seattle. Other services funded by pet license fees are investigation of animal neglect or cruelty, spay/neuter programs to reduce pet over-population, and community education services.



King County

### KING COUNTY LICENSE OPTIONS

- 6-Month Juvenile License**  
(6 month old dog/cat or younger)  
DOG or CAT - \$5.00
- Altered (One-year License)**  
DOG or CAT - \$30.00
- Unaltered (One-year License)**  
DOG or CAT - \$90.00
- Senior Citizen**  
DOG - \$20.00\*  
CAT - \$12.00\*

\*include proof that pet is altered & proof that you are 65 or older  
\*fee is for lifetime of pet  
\*annual renewals are free



### CITY OF SEATTLE LICENSE OPTIONS

- 6-Month Provisional License**  
DOG - \$10.00  
CAT - \$ 7.00
- 1-year License**  
DOG - \$40.00 (spayed/neutered \$20\*)  
CAT - \$25.00 (spayed/neutered \$15\*)
- 2-year License**  
DOG - \$62.00 (spayed/neutered \$30\*)  
CAT - \$40.00 (spayed/neutered \$22\*)

\*include proof of spay/neuter  
\*seniors 60 & over, pay only 50% of fees  
\*potbelly pigs & miniature goat licensees, call (206) 386-4262

# PET LICENSE APPLICATION



Please read the license fee options on reverse side for your licensing area. Check the area below in which you live and submit the appropriate fees for your licensing area:

- CITY OF SEATTLE
- KING COUNTY

Go online to purchase a pet license or submit this form with payment:

License Fee \$ \_\_\_\_\_

Donation (helps stray & injured animals) \$ \_\_\_\_\_

Total Enclosed \$ \_\_\_\_\_

Your pet(s) license tag will be mailed promptly!

## PET OWNER INFORMATION

Name \_\_\_\_\_ Unit No. \_\_\_\_\_

Address \_\_\_\_\_

Mailing address, if different: \_\_\_\_\_

Phone \_\_\_\_\_ Alternate Phone \_\_\_\_\_

Senior  Y  N  O Discount ID Number \_\_\_\_\_

**City of Seattle Residents\***  
 \*residents within City of Seattle; limits only  
 Apply online at [www.seattleanimalshelter.org](http://www.seattleanimalshelter.org)  
 or mail check and application to:

**Seattle Pet Licensing Office**  
 2061 15th Avenue W. • Seattle, WA 98119  
 Phone: (206) 386-4262  
 Phone: (206) 386-PETS

## PET INFORMATION

LICENSE FOR  Dog  Cat  
 Sex  M  F Spayed/Neutered\*  Yes  No  
 Breed \_\_\_\_\_ Color \_\_\_\_\_ Name \_\_\_\_\_  
 Microchip# \_\_\_\_\_

LICENSE FOR  Dog  Cat  
 Sex  M  F Spayed/Neutered\*  Yes  No  
 Breed \_\_\_\_\_ Color \_\_\_\_\_ Name \_\_\_\_\_  
 Microchip# \_\_\_\_\_

\*Proof of S/N required for reduced fee

**King County Residents\***  
 \*except Seattle, Renton, Medina, Normandy Park, Newcastle, Des Moines  
 Apply online at [www.kingcounty.gov/pets](http://www.kingcounty.gov/pets) or  
 mail check and application to:

**Records and Licensing Services**  
 500 Fourth Avenue, Room 403 • Seattle, WA 98104-3277  
 Phone: (206) 296-2712

inoculation for licensing period selected and shall be issued upon payment of the fee required by § 13.512.

(C) Licenses issued under prior existing county ordinances shall remain valid until expiration.

(D) The person who licenses an animal becomes the owner or keeper of record and is responsible for the action or behavior of his or her animal, including the responsibilities of owners provided in § 13.305. Penalty, see § 13.999

(Ord. 918, passed, 08/06/1998; ' 90 Code, § 8.10.070, 07/01/1998; Ord. 909, passed, 06/25/1998; Ord. 850, passed, 04/11/1996; Ord. 732, passed, 09/03/1992; Ord. 480, passed, 10/31/1985; Ord. 156, passed, 12/22/1977)

### **Omaha, Nebraska**

#### **Sec. 6-87. Reckless owner.**

The animal control authority shall initiate administrative proceedings to declare an owner, who has been convicted of one or more violations of this chapter on three separate occasions in a 24-month period, or whose animal has been determined to be dangerous or potentially dangerous and who has not complied with the requirements of this chapter pertaining to dangerous or potentially dangerous animals, a reckless owner, and to revoke all pet licenses issued to such person. Such proceedings shall be instituted by service of a notice, in writing, upon such owner either by certified and regular mail to the owner's last known address or personally. The notice shall contain:

- (a) The name and address of the owner who is subject to such declaration and revocation;
- (b) The names, descriptions and license numbers of any pet animals licensed to the owner;
- (c) A description of the violations or requirements which form the basis of such declaration and revocation, including the case numbers, if any;
- (d) A summary of the effects of such declaration, including revocation of all pet licenses and surrender of all pet animals;
- (e) The date of proposed entry of the declaration and revocation order which shall be not less than ten days after the date of mailing or personal service of the notice; and,
- (f) Notification of the availability of an appeal, if the owner objects to such declaration and revocation, within ten days of the date of mailing or personal service of the notice.

Upon entry of such declaration and revocation order, unless an appeal of such order is filed with the animal control authority in accordance with this section, such reckless owner shall be required to surrender all pet animals to the animal control authority within 24 hours. Failure to surrender such pet animals shall result in immediate impoundment by the animal control authority in accordance with section 6-41. Such surrendered or impounded pet animals shall immediately become the property of the animal control authority and may be disposed of by the animal control authority as the animal control authority deems appropriate.

An owner who is declared a reckless owner shall be prohibited from licensing, residing with, or owning any animal in the city for a period of 48 months from the date of entry of the declaration and revocation order.



An appeal of such declaration and revocation order shall be heard by a hearing officer designated by the animal control authority and shall provide an opportunity for the owner to appear and offer evidence to dispute the declaration and revocation order within ten business days. The filing fee for each appeal shall be \$100.00. A determination to affirm or reverse such order shall be entered by the hearing officer within ten days of the date of the hearing.

(Ord. No. 38257, § 15, 9-30-08)

**San Diego County, California**

**SEC. 62.612. CERTIFICATE OF VACCINATION.**

Any veterinarian who vaccinates a dog for rabies shall certify such vaccination by properly completing, as provided in Section 62.601(q), the license application - rabies certificate form issued by County for that purpose and shall forward monthly to the Department a copy of each form so completed.

(Amended by Ord. No. 7906 (N.S.), effective 6-20-91; repealed and added by Ord. No. 8211 (N.S.), effective 4-1-93; amended by Ord. No. 8353 (N.S.), effective 3-3-94; repealed and added by Ord. No. 8422 (N.S.), effective 8-11-94; repealed and readopted by Ord. No. 9098 (N.S.), effective 12-16-99; repealed and readopted by Ord. No. 9274 (N.S.), effective 12-15-00; repealed and readopted by Ord. No. 9420 (N.S.), effective 2-2-02)