

2. ANIMAL CARE AND CONTROL BY-LAW – ADMINISTRATIVE UPDATES TO FACILITATE PET REGISTRATION TRANSFORMATION

RÈGLEMENT MUNICIPAL SUR LE CONTRÔLE ET LE SOIN DES ANIMAUX – MISES À JOUR D'ORDRE ADMINISTRATIF VISANT À FACILITER LA TRANSFORMATION DE L'ENREGISTREMENT DES ANIMAUX DOMESTIQUES

COMMITTEE RECOMMENDATIONS

That Council:

- 1. Approve amendments to the Animal Care and Control By-law (By-law No. 2003-77, as amended) to reflect streamlined registration practices and to provide enhanced client service, consistent with the ServiceOttawa One Stop Citizen-Centered Model, as described in this report and detailed in Document 1; and,**
- 2. Authorize staff to finalize and make minor adjustments to the required amending by-law to give effect to the intent of Council.**

RECOMMANDATIONS DU COMITÉ

Que le Conseil:

- 1. approuve les modifications au Règlement sur le contrôle et le soin des animaux (Règlement municipal no 2003-77, tel que modifié), afin de refléter les pratiques d'enregistrement simplifiées et d'améliorer le service à la clientèle, conformément au modèle de services centralisés axé sur les citoyens de ServiceOttawa, comme le décrit le présent rapport et l'explique le document 1;**

2. autorise le personnel à finaliser et à effectuer des modifications mineures au règlement de modification requis afin qu'il soit conforme à l'intention du Conseil.

DOCUMENTATION / DOCUMENTATION

Steve Kanellakos, Deputy City Manager, City Operations report dated 13 February 2014 / Directeur municipal adjoint, Opérations municipales, daté du 13 février 2014 (ACS2014-COS-EPS-0001).

**Report to
Rapport au:**

**Community and Protective Services Committee
Comité des services communautaires et de protection**

**and Council
et au Conseil**

**February 13, 2014
13 février 2014**

**Submitted by
Soumis par:**

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Ward: CITY WIDE / À L'ÉCHELLE DE LA VILLE File Number: ACS2014-COS-EPS-0001

**SUBJECT: ANIMAL CARE AND CONTROL BY-LAW – ADMINISTRATIVE
UPDATES TO FACILITATE PET REGISTRATION
TRANSFORMATION**

**OBJET: RÈGLEMENT MUNICIPAL SUR LE CONTRÔLE ET LE SOIN DES
ANIMAUX – MISES À JOUR D'ORDRE ADMINISTRATIF VISANT À
FACILITER LA TRANSFORMATION DE L'ENREGISTREMENT DES
ANIMAUX DOMESTIQUES**

REPORT RECOMMENDATIONS

That the Community and Protective Services Committee recommend that Council:

1. Approve amendments to the Animal Care and Control By-law (By-law No. 2003-77, as amended) to reflect streamlined registration practices and to provide enhanced client service, consistent with the ServiceOttawa One Stop Citizen-Centered Model, as described in this report and detailed in Document 1; and,
2. Authorize staff to finalize and make minor adjustments to the required amending by-law to give effect to the intent of Council.

RECOMMANDATIONS DU RAPPORT

Que le Comité des services communautaires et de protection recommande au Conseil:

1. d'approuver les modifications au Règlement sur le contrôle et le soin des animaux (Règlement municipal no 2003-77, tel que modifié), afin de refléter les pratiques d'enregistrement simplifiées et d'améliorer le service à la clientèle, conformément au modèle de services centralisés axé sur les citoyens de ServiceOttawa, comme le décrit le présent rapport et l'explique le document 1;
2. d'autoriser le personnel à finaliser et à effectuer des modifications mineures au règlement de modification requis afin qu'il soit conforme à l'intention du Conseil.

BACKGROUND

The *Municipal Act, 2001*, as amended, provides Council the authority to pass by-laws respecting the regulation of animals. The Animal Care and Control By-law (By-law No. 2003-77, as amended) regulates the keeping and control of animals that reside within the City of Ottawa to protect public health and safety, prevent nuisance, and ensure animal welfare.

The by-law, among other provisions, requires that every owner of a cat or dog register their pet with the City and pay a nominal annual registration fee. The municipal tag enables pets to be identified and returned to their owner if lost or stray, thereby

providing for the safety and well-being of the pet and the general public. Ultimately, pet registration also reduces the number of animals having to be admitted to and housed in the Municipal Animal Shelter, operated by the Ottawa Humane Society on behalf of the City under an agreement. The pet registration fees offset some of the costs associated with animal control services including the retrieval and conveyance of strays to the shelter, and the operational costs associated with the Municipal Animal Shelter.

As of January 2014, there are a total of 53,878 active animal tags in Ottawa. Of those, 34,655 are dog tags and 19,223 are cat tags. There are 21,090 lifetime tags that were issued between 2003 and 2006 as part of the newly harmonized regulations, which are not required to be renewed annually. The annual renewal date for the remaining 32,788 pets is April 30th.

Registration renewals take place in-person at a Client Service Centre, through the mail or online at Ottawa.ca. New applications cannot currently be processed online. New applicants must either register in-person or mail their registration form to a Client Service Centre, or register at the Ottawa Humane Society, a pet retailer, or a participating veterinary office, including the City's own Spay/Neuter Clinic.

DISCUSSION

Pet registration has been identified as one of the first services to be made available on the MyServiceOttawa portal. The high volume of transactions and relatively straight-forward nature of the service make it ideal to be offered via the online channel. It is therefore proposed that the Animal Care and Control By-law be amended to facilitate a transition to a predominantly web-based pet registration channel that will improve the efficiency of the pet registration program and improve client service.

The transition to an online registration channel is fundamental to the broader transformation of the pet registration program. Elements of this overall transformation include reducing the three (3) municipal tags issued for different categories of animal to one (1) universal tag that will feature Ottawa's corporate branding on one side, with the pet tag number and ① 3-1-1 on the other. Pet friendly information resources will also be updated online to include information about dog parks, the City's Spay/Neuter Clinic, licensed kennels and pet shops, and other useful resources available to citizens in pet-friendly Ottawa.

Calendarization of registration renewal date:

The existing program is predominantly paper-based with conventional letter mailing serving as the primary method of communication with pet owners during the renewal period. Given the large number of registered pets, the one-month renewal period requires substantial administrative and enforcement staff resources.

To alleviate resource pressures during this period, it is proposed that the by-law be amended to replace the April 30th deadline for annual registration renewal with a calendarized renewal cycle that expires one (1) year following the initial date of issuance. This regime, which is used in many other municipalities, creates a continual yet more manageable cycle of renewals for staff to process with the assistance of information technology.

Reduced requirements for proof of pet status:

A fundamental component of the pet registration program is to encourage the identification of the greatest number of dogs and cats. As such, it is proposed that the by-law be amended to eliminate the provisions requiring proof of sterilization and microchip implant. Applicants would continue to be asked about the sterilization and microchip status of their pet and pay the corresponding fee. However, provision of proof of status would be eliminated from the registration process in order to facilitate convenient online registration and reduce barriers to the process. Many pet registrations are in fact obtained at the City's Spay/Neuter Clinic and the Ottawa Humane Society and therefore, the pets are already sterilized through those organizations at the time of registration.

Elimination of the renewal sticker:

Historically, enforcement staff in the field could not readily determine if an animal's registration tag was current and therefore, a sticker identifying the year of the tag has been provided to pet owners as part of the renewal process. The move to a predominantly web-based service channel, supported by information readily available in the field to enforcement staff through mobile technology, will eliminate the need to provide a renewal sticker. This will reduce the staff time and costs associated with the sticker and its mailing.

RURAL IMPLICATIONS

There are no direct rural implications associated with the recommendations. The provisions set out in this report apply City-wide.

CONSULTATION

Staff of By-law & Regulatory Services reviewed the recommended pet registration program updates in conjunction with the Ottawa Humane Society and Responsible Dog Owners of Canada, partners in promoting pet registration, and both are supportive.

Notification of the expected consideration of the proposed by-law amendments by the Community and Protective Services Committee was posted on the City's website.

LEGAL IMPLICATIONS

There are no legal impediments to implementing the recommendations of this report.

RISK MANAGEMENT IMPLICATIONS

There are no risk management implications associated with the recommendation.

FINANCIAL IMPLICATIONS

There are no direct financial implications associated with the recommendations as the costs, if any, are recovered from revenue collected from pet registration fees. No incremental costs are anticipated.

ACCESSIBILITY IMPACTS

There are no direct impacts on seniors and people with disabilities associated with the recommendations of this report.

TECHNOLOGY IMPLICATIONS

There are no direct technological implications associated with the recommendations. In fact, the City's procurement of the EPaL software platform (online service portal) serves as the catalyst for the transformation of the pet registration program.

TERM OF COUNCIL PRIORITIES

The proposed amendments will facilitate a transition to a predominately web-based pet registration channel that will improve the efficiency of the pet registration program and improve client service. As such, the proposed amendments will serve this Term of Council's priorities in that they will assist in achieving the objectives of service excellence (SE1 and SE2). These positive outcomes are also expected to encourage pet registration and thereby ensure public health and safety, prevent nuisance, and promote animal welfare.

SUPPORTING DOCUMENTATION

Document 1 – Drafting Instructions – Animal Care and Control By-law Amendments (immediately follows this report)

DISPOSITION

By-law & Regulatory Services Branch, in conjunction with ServiceOttawa and any other relevant Departments, to implement any Council directions emanating from this report, as appropriate. Upon approval, By-law & Regulatory Services Branch, with Legal Services, to prepare the required by-law amendments for enactment by Council.