

City of Culver City, California
City Council Agenda Item Report

Meeting Date: 08/28/06		Item Number: <u> A-2 </u>
AGENDA ITEM: Authorization of an Animal Control Canvassing Program for Fiscal Year 2006/2007		
Contact Person/Dept.: Martin Cole / Akil Manley		Phone Number: (310) 253-6007 / (310) 253-6015
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☒ No ☐
Public Hearing: ☐		Action Item: ☒ Attachments: ☐
Public Notification: Friends of Culver City Animals, Los Angeles County Department of Animal Care and Control (08/23/06)		
Department Approval: Martin R. Cole (08/23/2006)		City Manager Approval: Jerry B. Fulwood (08/23/2006)
City Controller Approval: Marlee Chang 8/23/06		

RECOMMENDATION:

Staff recommends the City Council authorize staff to implement an Animal Control Canvassing Program for Fiscal Year 2006/2007 for a cost not to exceed \$15,000.

BACKGROUND:

According to California law, animal owners have the responsibility to procure a new or renewal license for their dogs. While many animal owners license their dogs as required by law, the City could improve upon its activities relating to canvassing. Dog license canvassing is the process by which a trained staff person goes to a home of a pet owner who is out of compliance to bring a household into compliance and to delinquent obtain fees.

The City periodically procures canvassing services from the Los Angeles County Department of Animal Care and Control (LACDACC), who is charged with administering the City's animal care and control program, and licensing services.

The last door-to-door canvassing, performed by LACDACC, was completed in November 2005, targeted households out of compliance in the 90232 zip code, and covered approximately one-third (1/3) of the City at a cost of \$14,666.49. The effort resulted in bringing an additional 831 households into compliance. The canvassing effort generated a total of \$24,545 in licensing and late fee revenues.

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In reviewing the City's animal care and control expenditures for the last three (3) fiscal years, the average net animal care and control program costs were \$21,666. In FY 2004-2005, 1,900 licenses were sold, generating \$33,945 in revenue with no canvassing effort undertaken. In comparison, the partial canvassing carried out in FY 2005-2006, in which 2,860 licenses were sold, generated \$70,314 in license revenue to the City.

LICENSE AND CANVASSING STATISTICS			
Service Provided	7/1/03- 6/30/04	7/1/04- 6/30/05	7/1/05-6/30/06
Licenses Sold	1,745	1,900	2,974
Canvassing (Hours)	5:00	0:00	321:00
License Revenue	\$31,832.50	\$33,945.00	\$70,314.50
Program Expenses (i.e. Housing, Canvassing, Veterinarian Costs)	\$55,940.17	\$61,978	\$83,172.65
PROGRAM NET COST	\$24,107.67	\$28,033.00	\$12,858.15

The data suggest a positive correlation between canvassing efforts and license fee revenues and net program costs.

DISCUSSION:

Establishing an annual canvassing program is a proactive approach in keeping records updated, enforcing the requirement to have dogs licensed, reducing shelter overcrowding, lowering euthanasia rates, lowering associated housing costs, and realizing revenue to offset cost of the program.

To bring a greater number of dog-owning households into compliance, staff proposes to continue the City's 2005-2006 canvassing program by conducting an additional effort in FY 2006 - 2007. Staff would work with LACDACC to structure this canvassing program that would canvass a second, one-third (1/3) segment of households in the City that are out of compliance. This year's program would begin in winter at a cost not to exceed \$15,000. Staff would also monitor the program to evaluate the results for program enhancement to keep records updated, to increase the percentage of compliance among dog owning households, and to realize revenue to more fully offset costs.

To notify residents of required licensing and upcoming canvassing effort, staff will advertise scheduled canvassing efforts in local newspapers, the City Community Calendar, public service announcements and cable crawlers on Cable Channel 35. The City's animal control liaison will also be available to address citizens' questions during the duration of the canvassing period.

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FISCAL IMPACT:

The proposed canvassing effort is expected to raise revenue from improved licensing and late fee collection. However, the actual amount to be collected is difficult to estimate at this time.

It is expected the \$15,000 in canvassing costs could be absorbed by existing appropriations. Therefore, a budget amendment would not be necessary.

MOTION:

That the City Council:

1. Authorize staff to enter into a contract with Los Angeles County Officials to implement a canvassing program for FY 2006-2007, covering a second, one-third (1/3) segment of the City annually, with a cost not to exceed \$15,000.