

City of Culver City, California  
**City Council Agenda Item Report**

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| Meeting Date: 08/27/2007                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |  | Item Number: <u>A-1</u>                                                                           |  |
| <b>AGENDA ITEM: Review and Discussion of the Culver City Animal Licensing Program, Discussion of the Animal Control Program, Approval of an Agreement with the County of Los Angeles (Department of Animal Care and Control), and Approval of a Software Maintenance Agreement (for Animal Licensing Software) with Progressive Solutions.</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |  |                                                                                                   |  |
| Contact Person/Dept.: Martin Cole or Shelly Wolfberg                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |  | Phone Number: 310-253-6000                                                                        |  |
| Fiscal Impact: Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |  | General Fund: Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>                 |  |
| Public Hearing: <input type="checkbox"/>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |  | Action Item: <input checked="" type="checkbox"/> Attachments: <input checked="" type="checkbox"/> |  |
| Public Notification: Master Notification List (08/22/07), Friends of Culver City Animals (08/22/07)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |  |                                                                                                   |  |
| Department Approval:<br>Martin R. Cole (8/21/07)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |  | City Manager Approval:<br>Carol Schwab by Heather S. Iker (8/22/07)                               |  |
| City Controller Approval:<br>Marlee Chang (8/22/07)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |  | City Attorney Approval:<br>Jerry B. Fulwood (8/22/07)                                             |  |
| <p><b><u>RECOMMENDATION</u></b></p> <p>Staff recommends the City Council (1) review the Culver City Animal Licensing Program; (2) Discuss the canvassing, (3) Approve an Agreement with the County of Los Angeles (Department of Animal Care and Control) for shelter and other services; and (4) Approve Software Maintenance Agreement with Progressive Solutions for the period July 1, 2007 to June 30, 2010.</p> <p style="text-align: center;"><b>Budget Amendment Requires 4/5 Vote</b></p> <p><b><u>BACKGROUND</u></b></p> <p>On February 26, 2007, the City Council appropriated \$20,000 for the purchase of Animal Licensing Software from Progressive Solutions to accommodate the City's new in-house animal licensing program on a trial basis. At that time, the City Council also adopted a resolution authorizing an animal licensing amnesty program for the period of April 1, 2007 to June 29, 2007 (the last business day of Fiscal Year 2006/2007).</p> <p>As discussed at the February 26, 2007 meeting, the purpose of bringing an animal licensing program in-house was two-fold: (1) to help resolve customer service issues experienced by Culver City residents under the previous, county-administered licensing program; and (2) to help determine the revenue stream potential of an in-house licensing program. Upon conclusion of the amnesty period, the City Council</p> |  |                                                                                                   |  |

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directed staff to return to the City Council with the results of operations. For these reasons, this item is before the City Council this evening.

**DISCUSSION**

*Animal Licensing Program*

Since 1998, the City has contracted with the County of Los Angeles (Department of Animal Care and Control) for animal care and control services, including: Animal Licensing, Animal Sheltering, and Animal Control (on-street enforcement). To help address both customer service and revenue realization issues, the City Council authorized the purchase of animal licensing software from Progressive Solutions in February, 2007.

Under a very tight schedule, staff worked together with Progressive Solutions, Inc. and members of the Information Technology Department to bring the in-house animal licensing software online. One of the critical items toward this effort was the conversion of the City's licensure data from the existing database utilized by the County of Los Angeles. With the data converted, the City was able to begin its in-house licensing program on April 1, 2007.

As part of the start-up of this program, Staff sent a postcard to every postal address in the City providing notice of this new program, along with providing advertisement of two animal licensing clinics where Culver City residents could obtain free microchips, low-cost vaccination, and renew/obtain animal licenses. The Friends of Culver City Animals also distributed thousands of flyers advertising the clinic held on June 16, 2007 (complete with a copy of the animal license application on the back of the flyer) and also provided volunteers on the day of the clinic. The license clinics resulted in 211 and 356 licenses issued, respectively. These numbers reflect new and renewed licenses.

*Successes and Challenges*

- As reflected on Attachment #1, the City "inherited" 2350 individual license records from the County of Los Angeles on April 1, 2007. By the end of the first quarter of operations, the number of individual license records had increased by 277 to a total of 2627 (or an 11.79% increase).
- The implementation of this new program has been staff-time intensive. A significant amount of the staff time devoted to this new program is attributed to the conversion of data, correction of errors in the database, and assisting residents to comply with the new requirements of licensure (mandatory

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microchipping and mandatory alteration). As discussed at the February 26, 2007 City Council meeting, a good estimate of the staff time devoted to this effort is included in the analysis provided in Attachment #1. It is important to note, once the licensing program has gone through its first year of renewals (all licenses in the database will have gone through one licensing renewal period – all data in the database would have been fully updated), staff time for the licensing function will decrease. An estimate of the second year of operational costs for licensing only is also included.

- The number of June renewals (557) coupled with the licensing clinics and the amnesty program required processing of over 1,000 license renewals during the month of June. This required significant staff time. However, over the subsequent months, staff has been able to send out almost all licenses applied for.

*Statistical and Fiscal Analyses*

Attachments 1 through 6 provide the City Council with statistical data related to the Culver City Animal Licensing Program and County Animal Control Program. At the City Council meeting, staff will provide additional verbal comment when presenting the attachments.

*City Council Animal Control Subcommittee*

The City Council's Animal Control Subcommittee (Mayor Corlin and Councilmember Silbiger) has worked together with staff and the Friends of Culver City Animals to prepare certain recommendations to the City Council. The Subcommittee's recommendations are noted in bold.

**Queries and Options**

Staff is requesting direction from the City Council on the following items:

- (1) Should the City continue to perform licensing duties in-house?

Utilizing the actual data from one quarter of operations of the licensing program in-house allows staff to provide the City Council with an accurate estimation of potential revenues and expenditures for an in-house licensing program. Given this level of income, staff requests the City Council's direction on whether or not to continue this program in-house. To perform licensing in-house, the cost will be \$36,000 for a regular part-time position at Administrative Clerk level. It is anticipated that after April 2008, the in house licensing program will be

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transferred from the City Manager's Office. **Subcommittee Recommendation: Continue the in-house licensing program.**

- (2) Should the City Council determine to continue the in-house licensing program, then Staff requests the City Council's direction on the issue of performing a canvassing program.

As noted in the attachments, using the actual data provided by the County from the last City-wide canvassing undertaken in FY 02/03, the County was able to increase licenses issued from 1,900 to 3,900 (an approximate increase in licenses issues of 100%). To improve compliance with the City's licensing laws, staff recommends the City council authorize staff to contract with the County of Los Angeles in the amount of \$20,000, to perform a canvassing program during the first part of calendar year 2008. **Subcommittee Recommendation: Direct staff to work with County to bring canvassing proposal to City Council.**

- (3) Conduct one additional licensing/microchipping/vaccination clinic during the first quarter of calendar year 2008.

In calendar year 2007, the City (with the cooperation of the County of Los Angeles) held two licensing/microchipping/vaccination clinics (only one clinic per year had been held in the past). At these clinics, resident of Culver City were able to enjoy "one stop shopping." Pet owners could comply with almost all facets of Culver City's dog licensing ordinance in one place by receiving low-cost vaccination, free microchipping, and licensing (it was not feasible to provide alteration services at the clinics).

While the clinics in calendar year 2007 were well attended, a successful clinic involves significant coordination with the County of Los Angeles and numerous hours of volunteer time (including dedicated City staff members who volunteer for these events). Additionally, as the licensing program begins to approach 100% licensing compliance, it is expected the number of residents needing to attend a clinic will decline (as licensing can be accomplished via mail and, eventually e-mail and through the web).

Staff requests the City Council's direction on whether or not to attempt to schedule two clinics during the second half of FY 07/08. Should the City Council so direct, staff would work together with the County to see if their available resources would allow scheduling of a second clinic (targeted for late January/late February). **Subcommittee Recommendation: Direct staff to attempt to schedule two clinics in the second half of Fiscal Year 2007-2008.**

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- (4) Renewal of the Contract with the County of Los Angeles for Animal Control Field Services and Sheltering.

The City's contract with the County of Los Angeles expired on June 30, 2007. However, the County has continued to provide field services and sheltering under the terms of the former contract until this item could be presented to the City Council for consideration. As presented to the City Council in January, 2006, the provision of field services and sheltering involve significant challenges to a smaller agency (like the City of Culver City) to provide in a cost-efficient manner. High land costs (especially in Culver City) make providing an in-City shelter very costly (both in land, construction, and ongoing staffing).

With respect to field services, while the majority of field services are provided during daylight hours, from time to time the need for off-hour services arises. The estimated costs to provide comprehensive field services were provided to the City Council in January, 2006. This information is provided as Attachment #4 for the Council's ease of reference. ***Staff recommendation: Approve the renewal of an agreement with the County of Los Angeles for animal control field services and sheltering for the five-year period ending June 30, 2012.***

- (5) Approval of Animal Licensing Software Maintenance Agreement.

Should the City Council determine to continue the in-house licensing program, then the Software Maintenance Agreement in the amount of \$2,600 should be approved. ***Staff recommendation: Approve the Animal Licensing Software Maintenance Agreement.***

### **Subcommittee Comments**

Mayor Corlin and Councilmember Silbiger have worked with staff and community representatives on this issue for over one year. The members of the Sub-Committee may wish to provide additional comments on the issues provided in this report.

### **FISCAL ANALYSIS**

Currently, the budgeted contract amount with the County of Los Angeles for animal control field services and sheltering program is \$36,000, a detailed fiscal analysis is provided in the attachments. To summarize:

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|                             | <b><i>Without<br/>Canvassing</i></b> | <b><i>With<br/>Canvassing</i></b> | <b><i>After<br/>Canvassing</i></b> |
|-----------------------------|--------------------------------------|-----------------------------------|------------------------------------|
| Total Gross Revenues        | 59,000                               | 87,000                            | 87,000                             |
| Total Operating Expenses    | 39,000                               | 63,000                            | 63,000                             |
| Canvassing Costs (one-time) | 0                                    | 20,000                            | 0                                  |
| Net Program Income/(Loss)   | 20,000                               | (18,000)                          | 24,000                             |

It should be noted, that once canvassing is completed, it is expected the increased licensing compliance would be retained in future years. Canvassing should be considered on a periodic basis (once every three to five years) in the case licensing renewal rates fall.

If approved by the City Council, the following items require a budget amendment:

|                                       |                 |
|---------------------------------------|-----------------|
| Regular Part-Time Position            | \$36,000        |
| Annual Software Maintenance Agreement | \$2,600         |
| Canvassing Program                    | \$20,000        |
| <b>TOTAL:</b>                         | <b>\$58,600</b> |

### **ATTACHMENTS**

1. Staff Report from January, 2006 related to Animal Care and Control
2. Statistical and Financial Analysis of In-House Licensing Program.

### **MOTION**

That the City Council:

1. Direct staff to continue the City's in-house animal licensing program
2. Direct staff to work with the County of Los Angeles to schedule a canvassing program during the second half of Fiscal Year 2007/2008 (Jan – Jun 2008)
3. Direct staff to work with the County of Los Angeles to schedule two licensing clinics during the second half of Fiscal Year 2007/2008 (Jan – Jun 2008).
4. Approve the renewal of the contract with the County of Los Angeles for animal control field services and sheltering
5. Direct the City Attorney to review the contract with the County and approve as to form and authorize the City Manager to execute the agreement on behalf of the City.
6. Approve the software maintenance agreement with Progressive Solutions, Inc.