

Revenue Generation & Best Practices for Washtenaw County's Animal & Human Population

Presented by:
Humane Society of Huron Valley

More than Best Practices

Best Practices

- Dog Licensing
- Cat Licensing
- Trap Neuter Return
- Mandatory Pit Bull S/N
- Humane Treatment Ordinances
- Programs Aimed at Intake Prevention

Benefits Long-Term

- Increased Revenue Streams
- Intake Prevention Programs
- Reduction in Population of stray/feral animals in our community
- Safer Communities
- Message to the Community
- Reuniting More Homeless Pets for Less days of Care
- Reduction in Euthanasia

Baseline – Other Counties

County	Total Population	Euthanasia Rate	# of Animals Handled Annually	Animal Control Facility Budget 2011	Expenditure Per Resident
Livingston	180,000	45%	1,790	\$485,000	\$2.69
Monroe	152,021	78%	2,800	\$404,000	\$2.66
Oakland	1,202,362	43%	9,000	\$3,183,450	\$2.65
Macomb	840,978	72%	10,800	\$1,833,000	\$2.17
Jackson	160,248	68%	4,463	\$310,000	\$1.93
Washtenaw - 2012	347,000	15%	4,500	\$415,000	\$1.19



Revenue Generation

Focus: Licensing

Dog Licensing – WC Snapshot

- Washtenaw County Population
 - 347,000 People
 - 88,000 Dogs
- Current Dog Licenses issued through WC
 - Estimate 4,000-5,000 – 5% Compliance Rate
 - 2011 Higher Revenue – Intro of 3yr Option
- 2011 Dog Licenses
 - Fees: \$12/one year & \$36/three year
 - Revenue: \$86,000
- Potential Revenue to be made!!

Dog Licensing – MC, Ohio

- Montgomery County Population
 - 537,000 people
 - 135,000 dogs
- Licensing Revenue
 - \$1.5 million in 2011 – Dogs Only – 55% compliance
 - Fee is \$20/year
- 10 dedicated Animal Control Officers
 - Violations and Licensing fund all but \$600,000 of total animal control and sheltering costs
- Free S/N & Community Educational Programs

Dog Licensing – OC, Michigan

- Oakland County Population:
 - 1,200,000 people
 - 303,000 dogs
- Spend \$2.6 million on Animal Control
 - Only 43% save rate (WC – 85% save rate)
- Raise over \$400,000 - dog licenses only
 - Current Compliance – 18%
 - Goal of 70% compliance based on World Health Organization recommendation for rabies prevention



Dog Licensing – OC, Michigan

- Annual Summer Census – Temp Workers
 - Issue over 2,000 violations for non-compliance
- Have over 55,000 dogs licensed
- Free S/N Programs offered to residents
- Provide Educational Programs
- Immediate Program Results:
 - Decrease in Animal Bite Reports
 - Expenses decreased by over \$200,000

Licensing – Calgary, Alberta

- Calgary, Alberta Population
 - 1,096,000 People
 - 119,450 Dogs
 - 99,000 Cats
- 107,500 licensed dogs – 90% compliance
- 49,500 licensed cats – 50% compliance
- Shelter Save Rate of 97%
 - 89% of Dogs - Returned to Owner
- Annual Animal Services Budget - ~\$4 million
- Revenue from Licensing - ~\$5.5 million
 - Licenses are \$32 for altered animals



Licensing – Calgary, Alberta

- Perks to Residents:
 - Free Spay/Neuter
 - No Taxes used to Fund Animal Control
 - Humane Education Program
 - Over 140 Dog Parks/Off-Leash dog areas
 - Home Delivery Service of Found Dogs with Microchips – No Trip to Shelter necessary!
 - Dog Bites decreased by 50%
 - License = Ticket Home Campaign

Licensing Strategies

- Low Hanging Fruit of Revenue Options
- License BOTH Dogs & Cats
 - Return to Owners (RTO) – Save \$\$ on sheltering by decreasing length of stay
 - Microchipping at RTO or Licensing
- Expand Dog Licensing
- Create Cat Licensing Program
 - Cats only at 8% RTO if increased to 15% potential savings of \$50,000 plus revenue
- Sends Consistent Message to Community
 - Zero Tolerance for Animal Abuse
 - Licensing = Ticket Home for Lost Pets

Licensing Strategies

- Increase Voluntary Compliance
 - Easier Access Points for Purchase
 - Licenses sold at HSHV, Vet Clinics
 - Can purchase at time of vaccine
 - Some Counties Require Vet Clinics to provide reports of rabies vaccinations in county
- Introductory License @ Time of Adoption
 - 3 Month “Free” license issued
 - Mail Follow-up for compliance
 - Violations Issued / “Fix-It” Tickets



Licensing Strategies

- Annual Summer Census
 - Part-Time Temporary Workers
 - Door-to-Door Campaign
 - Issue Violations en masse
- Graduated Licenses
 - Significantly Higher Fees for Unsterilized Animals
- Vanity Tags
 - Pay Higher Cost for Vanity Tag
 - Funds S/N initiatives directly



Licensing Strategies

- Ypsilanti Township Model
 - Low-Cost Vaccine Clinic/Licensing Event
 - Receive Discounted Rabies (+ other) Vaccines
 - Receive License at same time/place
 - Valuable Service to Residents
 - Provide other education during events
 - S/N
 - Pit Bull Ordinance
 - Information about Lost & Found
 - Information about Intake Prevention Programs

Licensing Challenges - Dogs

- Enforcement
 - Investment in Enforcement only results in a higher ROI and easier methods of tracking compliance going forward
 - Currently ACO's in WC do not use microchip scanners
- Community seeing it as an additional “tax”
 - Public has been vocal about wanting a humane/animal friendly community
 - Need to demonstrate the “ticket home” aspect of licensing
 - Fund additional programs like: s/n, dog parks, so residents understand the bene
- Marketing
 - Initial Investment & Yearly Funds
 - Demonstrate the benefits of licensing



Licensing Challenges - Dogs

- Current Fragmentation within County
 - Individual Jurisdictions collect license fees but without animal control services offered
 - Ypsilanti Township
 - Ypsilanti City
 - Ann Arbor City
- Customer Service/Convenience Aspects
 - WC Website
 - Mail/Fax in Rabies Certificate
 - Not Available at time of Vaccination
 - Fragmentation causes confusion over source of license for purchase

Licensing – Cats

- Currently Not Performed
- Estimate 99,000 Cats in WC

Benefits

- Population Control
- Hoarding Prevention
- Disease Prevention
- Increased Value of Cats
- Decreased Animal Cruelty
- Lower Sheltering Costs
- Decrease Euthanasia
- Higher Return to Owner
 - Currently 8% only

Challenges

- New Program
- Collaring Taboo
- Less Investment in Cats as Pets
- Feral Colonies & Barn Cats
- Resistance to Annual Vaccines/Difficult transporting to Veterinarian
- Houses with higher than ordinance population

Income Potential – Licensing Only

\$12/Year

<u>Compliance</u>	<u>Dog</u>	<u>Cat</u>	<u>Total</u>
10%	\$105,600	\$118,800	\$224,400
30%	\$316,800	\$356,400	\$673,200
50%	\$528,000	\$594,000	\$1,122,000
70%	\$739,200	\$831,600	\$1,570,800
90%	\$950,400	\$1,069,200	\$2,019,600
100%	\$1,056,000	\$1,188,000	\$2,244,000

\$32/Year

<u>Compliance</u>	<u>Dog</u>	<u>Cat</u>	<u>Total</u>
10%	\$281,600	\$316,800	\$598,400
30%	\$844,800	\$950,400	\$1,795,200
50%	\$1,408,000	\$1,584,000	\$2,992,000
70%	\$1,971,200	\$2,217,600	\$4,188,800
90%	\$2,534,400	\$2,851,200	\$5,385,600
100%	\$2,816,000	\$3,168,000	\$5,984,000

Other Potential Revenue Sources – Civil Infractions

- Need Analysis of Current Calls/Citations Issued Data
 - Benchmark Data varies greatly on philosophy of animal control agency
 - Montgomery County Ohio – 1 officer issues 100-150 citations a month
- WC issues how many, revenue?
- All Revenue but that collected from 14-A goes back into court system – unavailable for animal services
- Licensing Infractions
 - Misdemeanor under State Law
- Fines – dual purpose
 - Enforcement & Revenue Generation



Intake Prevention Programs

Focus: Cats and Pits

What is a Feral Cat?

- Strays

- Approach People and Food
- Vocalize
- Appear Disheveled
- Appear at all hours
- Family Pets/Live in a Home

- Feral

- Do Not Approach Humans
- Do Not Vocalize
- Nocturnal Typically
- Appear Well Groomed
- Do not eat until humans leave
- Can't Live in a Home





Feral Cats & Community

- Common Nuisance Complaint
- Nuisance typically generated by a community manageable condition
 - Mating Instinct Causes:
 - Spraying/Marking
 - Vocalizations – loud/yowling
 - Fighting
 - Disease Spread
 - Feeding Station Location



Trap, Neuter, Return (TNR) Basics

- Trap
 - Feral Cats are humanely trapped in live traps.
- Neuter
 - Sterilized, ear tipped for recognition, and vaccinated against the Rabies Virus.
- Return
 - Cats are given a sufficient time to rest post surgery and then returned to their original colony.
 - Volunteer colony caretakers continue to provide food and monitor colony.

TNR – Necessity – Vacuum Effect

- Trap & Remove Does NOT Work
 - Euthanasia of Feral Cats so far has been the only other tried option for controlling cat populations – clearly not working.
 - Cats will breed to full capacity of geographic area.
 - Cats fill in when resources are available to fill the vacuum created by removal/euthanasia of a colony.

TNR – The New Standard

- Most Major Cities across the U.S. have a TNR program in place
- Community Nuisance Issues:
 - Mating Instincts – Sterilization Removes
 - Feeding Stations - Educating Colony Caretakers on where to feed and when
- Registry of Cats – track colonies in area
 - GIS “problem areas“ of intakes for targeted S/N efforts
 - Efficient Colony Management

TNR Necessity

- ONLY method of Humane Reduction in Feral Cat Population
- Current Program
 - Over 7,000 S/N surgeries to date – Plenty more!
 - Thousands of feral cats unsterilized in WC
 - Feral cats are wild animals and should not be/are not accepted for euthanasia at a shelter



TNR and Intake Prevention

- Stray Kittens produced from feral cats require the most time and resources
 - Require Fostering until adoptable age
 - Require extra medical care
 - All require S/N for adoption
 - Public Awareness is prevalent
- Highest # of intakes comes from cats/kittens
 - 3,000 in 2011

TNR Program

Costs

- Total Program Expenses:
 - \$106,000
 - \$52,000 in Revenue for surgeries & Donations
 - Real Cost: **\$54,000**
 - Includes budgeting for 250 free and 1000 @ \$20
- Animal Sheltering Expenses for County Cats 2011:
 - \$713,054
 - If reduction of 10% in Intake: **\$71,000 Savings**

Benefits

- Reduction in Population
- Reduction in Intake of Stray Kittens
- Less Euthanasia
- Less Nuisance Complaints
- Increased Value on Cats
- Rabies Prevention



The Pit Bull Struggle...

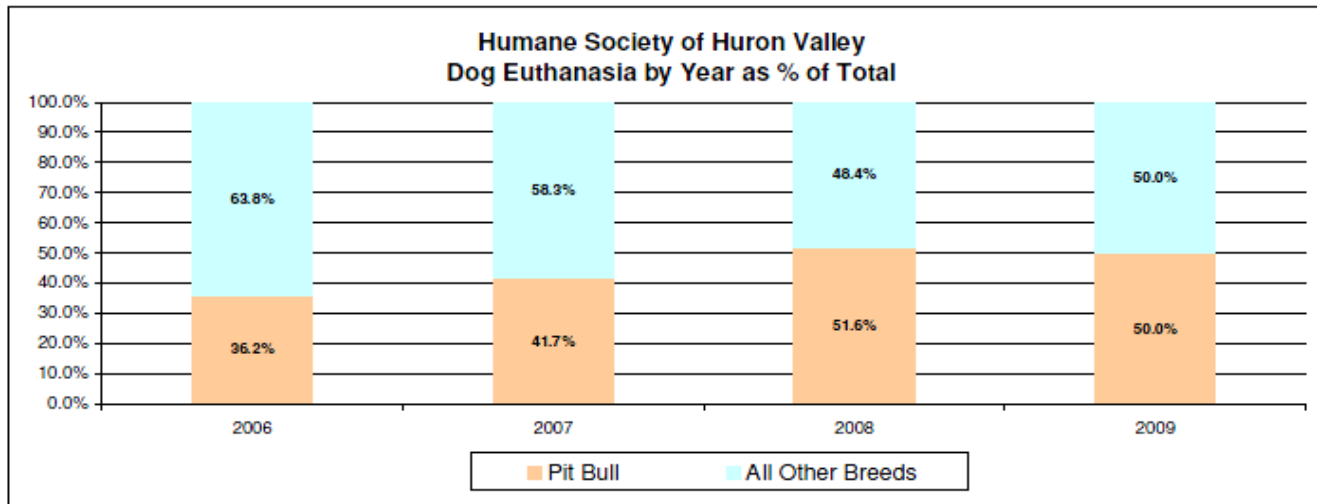
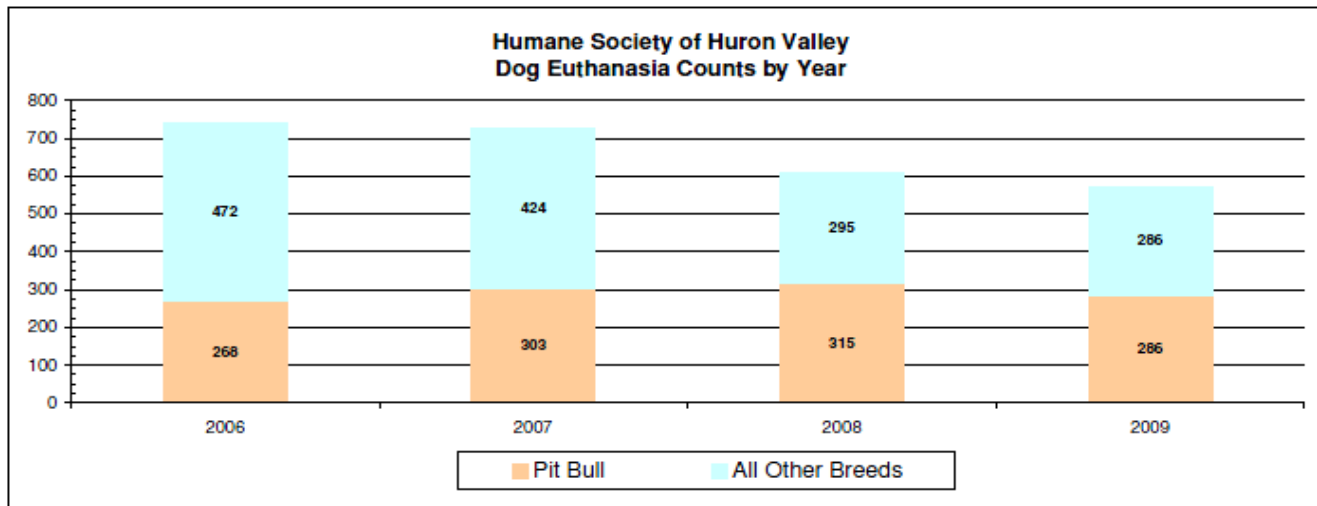
- We LOVE our pits and do not want to see the continued breeding and neglect of this breed.
- Over 45% of the total number of dogs we euthanize are pits or pit mixes
- We have an innovative adoption program, but typically their length of stay in our shelter is 3 times as long or more as any other breed adopted out.
- About 30% of all Cruelty cases involve pit bulls



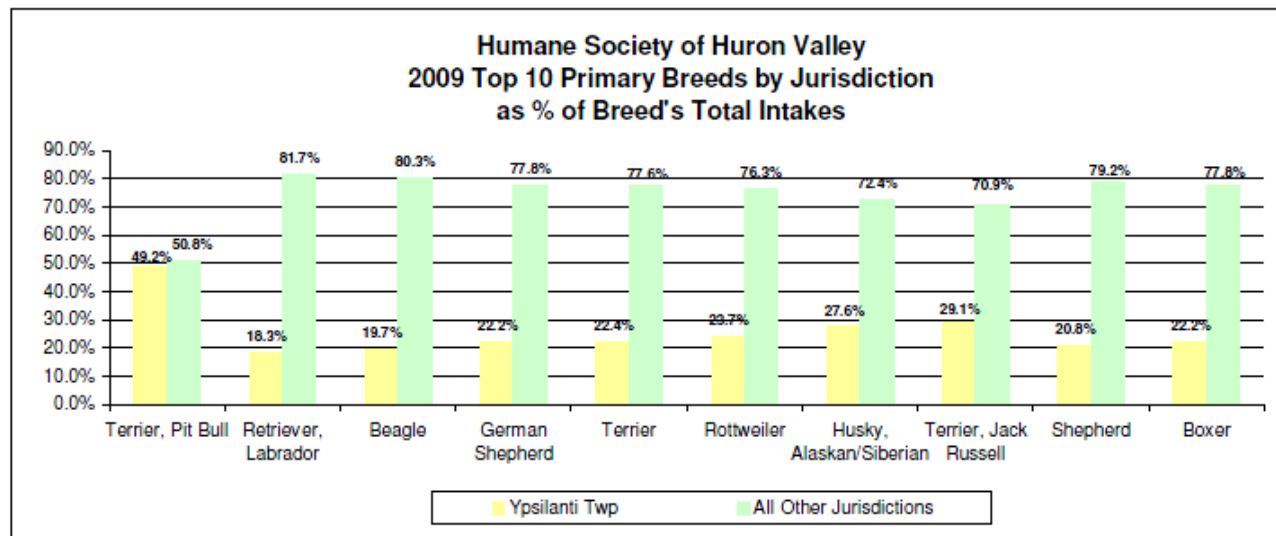
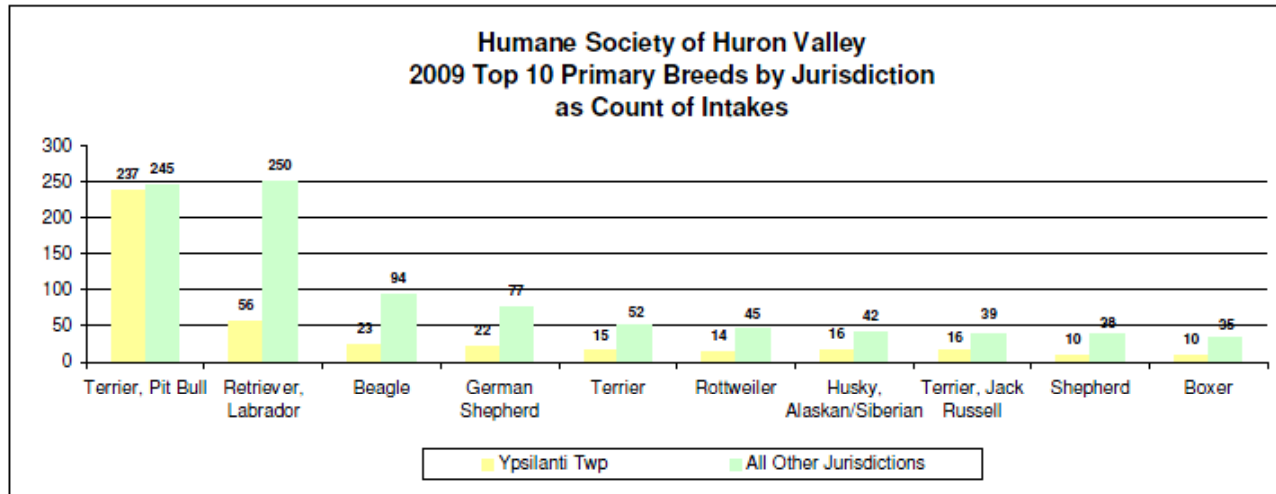
Ypsilanti Township Model

- Ordinance went into effect January 1, 2011.
- All adult pits or pit mixes must be sterilized if over 4 months old.
- Exceptions made for sick/elderly animals
- 900 Sterilizations provided for free through a grant with PetSmart Charities

Data Provided to Ypsilanti Twp.



Data Provided to Ypsilanti Twp



Pit Bull S/N Results

- Typical age of pits at intake is between 1-2 years of age.
 - Expect greatest results by end of 2012 and into 2013/2014.
 - Currently around 700 of 900 surgeries completed
- Already seeing drop in Intakes/Cost Savings
 - YTD 20% decrease in intakes from 2011 with increased adoptions
 - YTD Over 25% decrease in euthanasia
 - 20% decrease in intakes = \$11,000 in pit bull intake costs just from Ypsilanti Township
 - Other savings: physical and emotional costs of euthanasia; humane treatment & long-term health of those animals sterilized



County-Wide Pit S/N Program

- Decrease in costs of Intake
- Decrease in costs of Cruelty Investigations
- Increase in Public Safety
- Increase in Humane Treatment of Pits
- Decrease in Dog Fighting related crimes
- Decrease in Euthanasia
- Decrease in Nuisance & Stray Calls



Current HSHV Programs for Intake Prevention

- Bountiful Bowls – Community Pet Food Bank
- TNR – Services and Instructional Classes
- Humane Education
- Low-Cost Vaccination Clinics
- Low-Cost/Free Emergency Veterinary Treatment for low-income residents
- Spay/Neuter – over 9,000 surgeries in 2011
- Cruelty Hotline – Education v. Prosecution
- Behavior Helpline – Free Behavior Advice
- Training Classes



Animal Cruelty Prevention

Focus: Ordinances and Education

Backyard Breeders

- Issue: Breeding dogs without breeder and/or kennel license
- Proposed: Animal pregnancy – accidental or purposeful – Requires license
 - Required to post any ads with your license #
 - Limited on licenses allowed per year = 2
 - Variations Available:
 - Accidental License – One Time – Offer S/N Certificate with license
 - Purposeful License

Anti-Tethering - Current

- Tethering refers to a dog left outdoors for a majority of a time on a “tether” of some construct
- Current Law – tether must be 3 times length of dog from head to **base** of tail, and limits type of collars used (MCL 750.50)
- Inhumane
 - Little to no human interaction/typically neglected
 - Exposed to harsh elements
- Non-Socialized Animals
 - Danger to Community
 - Territorial of Tethered Area
 - Higher Risk of Bites

Anti-Tethering - Proposed

- Materials Used – Limited by Weight
 - Heavy Tow Chains - Inhumane
- Limit Length of Time – One Hour
- Collars/Tethers Required – Humane Materials
 - Not Electrical cords, Choke Collars, etc.
- Longer Tether Required
 - At Least 5 lengths – head to end of tail



Unattended Animals

- Currently no ability to seize unattended animals unless suffering cruelty
- Ability to Seize Animals left Unattended for Public Safety purposes
 - In Cars
 - Tied on Streets/Outside of Businesses
 - Non-Domiciled Residences



Exotic Laws

- Adopt exotic laws – prohibiting ownership of certain types of animals
 - Receive Calls about:
 - Large Reptiles
 - Wildlife
 - Primates



Responsible Dog & Cat Ownership Education

- Community Outreach:
 - Training - Behavior
 - Proper Socialization
 - Proper Veterinary Care
 - Benefits of S/N
 - Ordinance Awareness
 - Humane Education for Children in schools
 - Current – Humane Education Program
 - Costs: \$60,000

Forfeiture

- Streamline Forfeiture Handling
 - Prosecuting Attorney on Misdemeanor Cases must file our Forfeiture Cases
 - Current Law – 14 days + 72 hours
 - Most beneficial for “long-term” residents/holds
 - Not necessary for every animal
 - Court can issue order to keep them in they pay the monthly boarding fees – and has



Questions?