COUNTY OF SACRAMENTO
CALIFORNIA

For the Agenda of:
December 7, 2010
Time: 11:00AM

To: Board of Supervisors

From: Department of Animal Care and Regulation

Subject: Introduce Ordinance Requiring Veterinarians To Report Rabies Vaccinations to
                The Department Of Animal Care and Regulation

Supervisorial
District: All

Contact: Carl Simpson, Acting Director, 875-5051

Overview
The Department of Animal Care and Regulation (Animal Care) reviewed strategies to increase revenue, including the mandated reporting of rabies vaccinations from veterinarians and revenue enhancing concept "Point of Sale or Transfer Licensing Enforcement Assistance" (POSTLEA), proposed by a community member. Outreach has been conducted with advocates and veterinarians in the community. The Board directed further community outreach which resulted in a Regional Licensing Application Program.

Recommendations
Request the Board to forestall adoption of the ordinance for one year while Regional Licensing Application Program is implemented. In that year the Department will monitor licensing trends and associated revenues, returning to the Board with performance information in February 2012.

Measures/Evaluation
Not applicable.

Fiscal Impact
The original Mandated Reporting Program was projected to increase Licensing revenues by $315,205. When the program was postponed, increased Licensing revenues were adjusted down to $165,205 and are included in the Department's Fiscal Year 2010-11 Adopted Budget.

The Veterinary Community is supportive of the proposed Regional Licensing Form Program and anticipates the participating jurisdictions will generate sufficient revenue to meet budgeted revenue projections.

BACKGROUND

On March 23, 2010 Animal Care and Regulation introduced an ordinance requiring veterinarians to report rabies vaccinations to the Department of Animal Care And Regulation. The Board instructed staff to initiate a workshop involving all stakeholders.

Introduce Ordinance Requiring Veterinarians To Report Rabies Vaccinations to The Department
Of Animal Care and Regulation

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DISCUSSION

Subsequent to the Board meeting on May 4, 2010 collaborative efforts have continued resulting
in a Sacramento Regional Licensing application form. The form now completed will soon be
distributed to all veterinarian clinics in the county. Staff will monitor licensing trends for 12
months. Success of the Regional Licensing Application Form will be an increase licensing rate
of 30% during the first 12 months of implementation. If the program is unable to obtain the
targeted increase, the Department will explore other opportunities including the possibility of
implementing the mandatory reporting ordinance.

The goal of the Regional Form Program is to make licensing easier for members of the public
irrespective of where they may reside. An additional goal is to encourage veterinarian clinics to
promote licensing of animals at the point of sale.

The Department estimated the mandatory reporting ordinance would result in an increase of 26%
in dog licenses and 3.7% increase in cat licenses generating an additional $315,000 in license
revenue by Fiscal Year 2011-12. The licensing target of the Regional Licensing Form Program
is an overall licensing rate of at least 30%.

FINANCIAL ANALYSIS

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The Veterinary Community is supportive of the proposed Regional Licensing Form Program and
anticipates the participating jurisdictions will generate sufficient revenue to meet budgeted
revenue projections.

Respectfully submitted,   APPROVED:
                                                 STEVE SZALAY
                                                 County Executive

_____
CARL SIMPSON, Acting Director
Department of Animal Care and Regulation   By: _____
                                                      NAV GILL, Chief Operating Officer
                                                      Municipal Services Agency

Attachment: Licensing Form