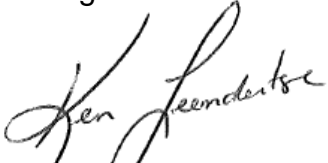




Hamilton

# INFORMATION REPORT

<b>TO:</b>	Chair and Members Planning Committee
<b>COMMITTEE DATE:</b>	May 4, 2021
<b>SUBJECT/REPORT NO:</b>	Animal Services and Ren's Pets Program (PED21079) (City Wide)
<b>WARD(S) AFFECTED:</b>	City Wide
<b>PREPARED BY:</b>	Sue Russell (905) 546-2424 Ext 7999
<b>SUBMITTED BY:</b>	Ken Leendertse Director, Licensing and By-law Services Planning and Economic Development Department
<b>SIGNATURE:</b>	

## COUNCIL DIRECTION

N/A

## INFORMATION

On May 13, 2021, Hamilton Animal Services, in partnership with the Revenue Generation & Strategic Partnerships, will roll out the Ren's Pets Licensing Rewards Program for the City of Hamilton. This initiative is a great opportunity for pet owners living in the City of Hamilton.

The Ren's Pets Licensing Reward Program will provide new and existing pet owners, that licence their pet with Hamilton Animal Services, with a \$20 gift card to be used at Ren's Pets locations. There are three Ren's Pets locations within the City of Hamilton.

The Strategic Partnerships team has been fostering a partnership with Ren's Pets since January of 2020. Ren's Pets has been evaluating various strategies to work with municipalities and enhance their market opportunities.

This rewards program compliments previous initiatives that the Strategic Partnerships team supported for Animal Services such as the \$225K donation of cat treats from GreaterGood.org that was shared with the community in 2020.

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OUR Vision: To be the best place to raise a child and age successfully.

OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.

OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.

The Ren's Pets Licencing Reward Program will help stimulate the Animal Services Pet Licencing Program and provide additional positive service delivery element to the purchase or renewal of licences. The rewards program can be an incentive to owners to purchase a licence where some owners question the reason and value of a licence.

Last year, 35,514 owners licensed their dogs with Animal Services. This is a reduction of over 5,000 dog licences from previous years. The City of Hamilton has a dog licensing by-law that requires all dog owners to licence their dog through Animal Services. Failure to do so may result in fines.

Equally important, a dog licence serves to help return a dog home in the event they become lost or stray. The licence is a tag that is readily visible to anyone who may find a lost dog, and the identification number on the tag is traceable by Animal Services 24/7 allowing for the owner to be contacted immediately. This can save the owner in boarding/impound fees and save the dog from any stress caused by a stay at the animal shelter. In the event of an emergency, the ability to contact the dog's owner may be crucial and could save their dog's life. The revenue generated through dog licensing fees helps to fund Animal Services, the animals in our care, and to allow our continued work in our community of helping both the domestic animals and wildlife. One dollar from each licence fee also goes towards maintaining and creating new leash-free dog parks in the City of Hamilton.

The Ren's Pets Licencing Reward Program will help offset the cost of purchasing or renewing pet licences for many owners that are having financial difficulty due to Covid-19. It is anticipated that this program will greatly increase the level of licence purchases and renewals. The reward is available to dog owners that purchase or renew their municipal licence as well as cat owners that register their cat for a Hamilton Animal Services Cat Identification Tag. Also, Ren's Pets is providing a reward of \$20 to pet owners that purchased or renewed their pet licence/registration during the 6-month period prior to the May start up.

The Strategic Partnerships team negotiated an unlimited dollar value with regards to the number of vouchers that can be provided to new licence subscribers and renewals. It is expected that this program will deliver an approximate in-kind value of \$800K per year.

## **APPENDICES AND SCHEDULES ATTACHED**

None