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**Date:** February 28, 2017

**To:** Mayor and Council

**Author:** Jennifer Alexander- Deputy Clerk-Administrative Services

**RE:** Canadian Corps of Commissionaires-Dog Tag Sales

**Report No.:** CS-2017-005

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#### **AIM**

To provide a report to Council regarding dog tag sales and to discuss the proposed changes to the current practice of utilizing third party services for dog tag compliance.

#### **BACKGROUND**

The Town of Kingsville has employed the services of the Canadian Corps of Commissionaires (Commissionaires thereafter) since 2009 for the provision of the collection of late dog registration fees and information collected in accordance with the *Dog Owner's Liability Act*.

Last year, dog licensing fees were increased to \$20.00 from \$15.00, if purchased before March 31<sup>st</sup>, and \$40.00 from \$35.00 thereafter. Kennel licensing increased to \$110.00 from \$100.00. The Commissionaires canvassed neighbourhoods the Town of Kingsville from May 3-7 and 10-14, for eight hours shifts. All dog registration forms and fees collected were returned to the Financial Services department at the end of each day.

The cost for the Canadian Corps of Commissionaires for 2016 was \$3,400.96. Over the period of eight days, 426 houses were canvassed and 60 dog tags were sold. At the Municipal Office, 138 dog tags were sold during the month of May. If residents were not home, Commissionaires would leave dog tag notices to encourage residents to purchase their dog tag.

Below is a chart outlining the costs for the Commissionaires and the corresponding revenues for dog tag sales and number of dog tags sold:

Year	Total cost of Commissionaires	Dog Tags collected By Commissionaires	Tags Sold before March 31	Total Dog Tags Sales
		Tags / Homes	Tag / Revenue	Tags / Revenue
2016	\$3,401	60 / 425	1614 / \$32, 280	(2031) 47,820
2015	\$3,517	83 / 419	1190/ \$17, 850	(2005) \$36, 480
2014	\$3,470	73 / 423	1127 / \$16,905	(1999) \$35,778
2013	\$2,523	47 / 447	1207 / \$24, 140	(2055) \$36,445
2012	\$1,798	N/A	1192 / \$23,850	(2046) \$36,840
2011	\$3,605	N/A	1142 / \$22, 840	(2099) \$40,390
2010	\$3,033	N/A	1116 / \$22,320	(2045) \$38, 545

- Fees changes in 2016 results in higher revenues than previous years.

## DISCUSSION

The Commissionaires has been a service used in the past for the collection of outstanding dog tags. After the March 31 deadline has passed, the Commissionaires were hired to canvass neighbourhoods with the intent of issuing dog tags. This use of service for dog tag compliance has received resident complaints such as the lack of public notice of enforcement and people feeling intimidated by the officers. However, Administration's priority is community safety, and ensuring that all dogs are registered provides valuable information, not only for lost dogs, but in any dog related incidents.

Administration generally does not get notified if a dog bite has occurred, however, we may be consulted in severe attacks or verification of dog owner information. The number of dog bite incidents reported to the Windsor Essex Health Unit has increased in 2016. Less than half of the dogs involved in these incidents have valid rabies vaccinations. As a result, victims receive a series of shots to prevent the spread of the rabies virus since this information is unknown to authorities. In an effort to protect the community, the Town implemented a new dog tag licensing requirement where owners must provide proof of rabies vaccination to be submitted with the completed application.

This year, the Corporate Services Department is taking a proactive approach to raising awareness on the new requirements. Information was distributed through the Town's digital sign, social media sites, and two sets of print advertisements were purchased in October and February in The Kingsville Reporter, Essex Free Press and South Point Sun. Furthermore, in February, 1200 personalized letters were mailed to remaining dog

owners highlighting the new requirement, rabies information, and dog tag application for convenience. As of April 3, there has been 1698 of dog tags sold.

In consultations with the Commissionaires, given this new requirement, this by-law enforcement service may not be as effective as in the past. This year's estimate for service is \$3,327 plus tax for eight days of canvassing. As demonstrated in the chart above, the price for the service as increased while the number of dog tags remain the same or decreased.

Administration would like to utilize alternative compliance methods such as mailing warnings and by-law enforcement to encourage residents to purchase their dog tags. The demand on staff resources is comparable to the time spent to organize the Commissionaires. During this time, Corporate Services can determine and analyse if the hiring of this type of service is efficient use of funds and staff time. Our findings can be reported to Council in 2018 and determine the course of action for dog tag compliance. Currently, we are not under contract with the Commissionaires.

## **LINK TO STRATEGIC PLAN**

To promote the safety, health and well being of the community.

## **FINANCIAL CONSIDERATIONS**

There are no financial considerations at this time.

## **CONSULTATIONS**

Management Team

## **RECOMMENDATION**

That Council receive this report as information and permit staff to pursue other administrative methods to encourage dog tag compliance.

*Jennifer Alexander*

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Jennifer Alexander, M.P.A.  
Deputy Clerk, Administrative Services

*Jennifer Astrologo*

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Jennifer Astrologo, B.H.K. (Hons), LL.B.  
Director of Corporate Services/Clerk

*Peggy Van Mierlo-West*

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Peggy Van Mierlo-West, C.E.T.  
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