



Legislation Text

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Clerk 04/15/2009

A MOTION relating to pet licenses; requesting the executive to study options for creating an incentive program that will encourage the increased sales of pet licenses by providing license sellers financial incentives to sell more licenses and requiring the transmittal of a report with finding and conclusions to the council for its consideration.

WHEREAS, all dogs and cats eight weeks old and older that are harbored, kept or maintained in King County shall be licensed and registered annually, and

WHEREAS, pet licensing can be an important tool in the identification of stray cats and dogs in the county, and

WHEREAS, the revenue from the sale of pet licenses contributes significantly to funding the care of animals in the King County animal shelter, and

WHEREAS, licenses are sold by the records and licensing services division and community service centers, vehicle subagencies, cities, nonprofit shelters or rescue groups, retail stores, veterinary clinics and other approved locations, and

WHEREAS, currently a veterinary clinic or other sales outlet receive a small rebate of one to five dollars for each license sold, and

WHEREAS, it is estimated that up to eighty percent of animals in the county do not have licenses, and

WHEREAS, it is in the interest of the county to encourage the increased sales of pet licenses, and

WHEREAS, currently, the county does not offer financial incentives to encourage license sellers to sell

more licenses;

NOW, THEREFORE, BE IT MOVED by the Council of King County:

A. The executive is requested to study options for creating a sales incentive program that will encourage the increased sales of pet licenses by providing financial incentives for noncounty government license sellers to sell more licenses. Any proposed program shall seek to maintain or increase the net license revenue received by the county as projected in the 2009 budget. The executive is requested to consider the following in developing such an incentive program:

1. Input by veterinarians, shelters, cities and other entities selling licenses;
2. Opportunities to expand the number of license sellers;
3. Opportunities to make the sale of licenses and the remittance of the revenues more efficient for the license seller, including opportunities to better use technology;
4. Opportunities to offer financial incentives to those license sellers who can demonstrate an increase in licenses sold over time;
5. Detailed analysis of existing license sales data;
6. Best practices of other jurisdictions in encouraging the sale of pet licenses and the participation of non-licensing agencies in the sale of licenses;
7. Cost of implementation; and
8. A pilot project in order to test and evaluate different incentive options.

B. The executive is requested to develop a report with findings and recommendations for a license sales incentive program that will encourage the increased issuance of pet licenses by providing license sellers financial incentives to sell more licenses. By June 30, 2009, the executive shall transmit a proposed motion for the

acceptance of the report, including the report as an attachment to the motion, to the council for its

consideration.