



**PUBLIC AGENDA
ADVISORY COMMITTEE ON ANIMAL CONTROL**

**Thursday, March 24, 2016, 11:30 a.m.
Committee Room E, Ground Floor, City Hall
Committee Members:**

**Ms. A. Ziegler, Chair
Ms. M. Gieni, Vice-Chair
Councillor Z. Jeffries
Dr. E. Hudson
Ms. C. Stinn
Dr. D. Hockley
Dr. M. Powell
Dr. S. Neumann
Ms. K. Shymko
Ms. J. Thomson**

Pages

1. CALL TO ORDER

2. CONFIRMATION OF AGENDA

Recommendation

That the agenda be confirmed as presented.

3. ADOPTION OF MINUTES

Recommendation

That the minutes of Regular Meeting of the Advisory Committee on Animal Control held on February 25, 2016 be adopted.

4. UNFINISHED BUSINESS

4.1 2015 Annual Report - Advisory Committee on Animal Control (File CK. 430-63)

This matter is on the agenda to determine the writer(s) for the 2015 Annual Report.

Recommendation

That the direction of Committee issue.

4.2 Statement of Expenditures (File CK. 1704-5)

3 - 3

Attached is a current Statement of Expenditures.

The Committee is being asked to further discuss initiatives related to its 2016 budget.

Recommendation

That the direction of Committee issue.

5. REPORT OF THE CHAIR

Verbal Update - A. Ziegler

Recommendation

That the information be received.

6. COMMUNICATIONS

7. REPORTS FROM ADMINISTRATION

7.1 Report of Open Space Consultant (File CK. 151-18)

Verbal Update - K. Ariss

Recommendation

That the information be received.

7.2 Pet Licensing - Market Research Project (File CK. 151-17)

4 - 11

Attached for the Committee's information is an Executive Summary from Inshtrix Research Inc. regarding pet licensing along with Segment Profiles.

Recommendation

That the information be received.

7.3 Court Report - Animal Control Bylaw Prosecutions (File CK. 435-17)

12 - 12

Verbal Update - J. Manastyrski

Attached for the Committee's information is the February 2016 report.

Recommendation

That the information be received.

8. ADJOURNMENT

Executive Summary

Executive Summary

In 2015, the City of Saskatoon (the City), contracted Inshtrix Research Inc. (Inshtrix) to conduct a study regarding dog and cat licensing within Saskatoon with the goal of developing a marketing strategy for communicating pet licensing to pet owners. An online survey was administered with Inshtrix's research panel SaskWatch Research™. A total of 741 pet owners were surveyed during November and December 2015 and January 2016. A summary of the findings are included below.

Pet Ownership Profile:

Four in ten Saskatoon residents surveyed own a dog and/or cat. The incidence of owning each animal type is about 25%.

Eight in ten dogs within surveyed homes are reportedly licensed while this statistic is six in ten for cats. However, these incidence rates are notably higher than other primary research the City has referenced in the past, in addition to actual pet licensing data. Insights into why this may be are included in the report.

Roughly nine in ten claim to have spayed or neutered their pets.

Pet owners have been separated into two groups based on their attitudes towards licensing statements: Primary Proponents (in favour of licensing) and Critical Skeptics (not in favour of licensing). Each segment represents roughly 50% of pet owners in the city.

Executive Summary

Barriers and Motivators to Licensing:

Beyond pet recovery, few perceived benefits of licensing pets are cited by respondents. Findings are largely consistent between type of animal and among those who choose to license and to not license their animals. This means that while those who do not license their pets see pet recovery as a benefit of doing so, they do not place enough value on this aspect to motivate them to license their pet(s).

When presented with a list of statements regarding licensing pets (importance of, pet safety, etc.) agreement with most statements is moderate, with the exception of spaying/neutering and having dogs on a leash (highly important). Dog owners are more likely to agree with each statement than are those who own cats, as are Proponents vs. Critical Skeptics.

Overall satisfaction with the licensing process is moderate. There are sizable proportions who are less than satisfied (35% to 40%), largely because of the fees and perceived limited benefit.

When asked why respondents do not license their pets, common responses include: pets are kept indoors, cost, inconvenience and no benefit in doing so.

Executive Summary

Licensing Understanding:

Awareness of most benefits of licensing animals, when prompted with a list, is moderate to weak. Awareness does not vary by dog and cat owners suggesting macro level education gaps.

Perceived value of these benefits is moderately high, particularly among Proponents as well as dog owners. However, opportunities exist to improve value perceptions among all.

Less than one half of pet owners are aware of the subsidized spay and neuter program, perhaps because most animals have been fixed many years ago.

Virtually all pet owners are aware of licensing pets in-person at City hall, while nearly two thirds know they can fill out the license online. Interest in shifting to online licensing in the future is high. Interest in multi-year licensing is moderate.

The majority of pet owners claim to be aware of City bylaws associated with pets, with minimal differences between segments. While most are aware that there are higher fines associated with unlicensed pets found unattended, few know what the fine is. Estimates of fine amounts are well below actual fines, suggesting another area for further communication with pet owners.

Takeaways

Overall, the low perceived value of licensing is the greatest barrier to overcome:

- Licensing is perceived mainly as means of identification that helps recovery of lost/stolen pets, but additional benefits are not clear.
- Since many pet owners keep their animals indoors or have microchipped / tattooed their animals, they feel they have adequately addressed the pet recovery aspect.
- Messaging needs to either make pet owners aware of gaps in their current pet recovery strategy or communicate other meaningful benefits of licensing.

Annual licensing requirements:

- Although not asked in the study, many may not be aware that licensing is an annual process. Reminding pet owners of this, including reminder messages upon license expiry, may be warranted.

Cost is not necessarily a barrier to increase licensing:

- Those who are skeptical about or do not see the benefits in licensing focus on the cost as a key barrier. In turn, they see licensing as simply a money grab from the City.
- But while everyone complains about cost, only one-fifth claim cost as the reason as to why they do not license specifically.
- As such, pricing or financing options will not necessarily help.

Takeaways

Linking licensing to love of their pets may be a key motivator for the Proponents with no licensing:

- There is a relationship between concerns around the safety and well-being of pets and licensing. The more a pet owner is concerned, the more they see the benefits of licensing even beyond identification of missing pets. This leads to seeing the value of licensing.

Increased awareness and (perceived) enforcement of the fines may impact the Critical Skeptics:

- Only a minority of all pet owners are aware of and know the fine amount for capture of a loose animal. Estimations of fine amounts are also well below the actual amount.
- Focus on communicating the fine amount may assist with converting licenses, particularly among owners of animals that have a propensity to “run away”.

Increasing awareness of online licensing will be a good tactic:

- For many, poor value perceptions relate to the effort involved in completing the licensing task. As a way to overcome the perceived effort, the City should present the online option as a quick and easy way to license their pet (e.g. “you’ll be done in less than x minutes”).
- However, increasing awareness of online method on its own will not address the barriers and value perceptions. Effective print ads will be necessary to trigger action.

SEGMENTS PROFILE

Primary Proponents

Segment Proportion of Households Surveyed

52%



OWN DOG(S)
52%



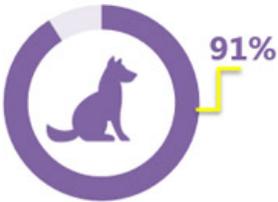
OWN CAT(S)
33%



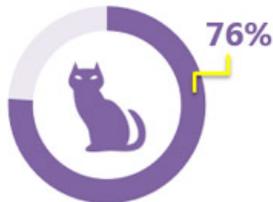
BOTH
15%

Primary Proponents

PROPORTION OF TOTAL HOUSEHOLDS IN SEGMENT THAT LICENSE ANIMALS



DOG(S)



CAT(S)

AVG. #/
HOUSEHOLD



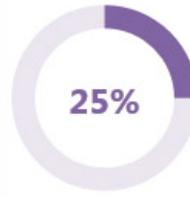
Primary Proponents

GENDER

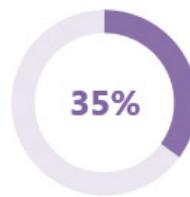
Skews towards Women



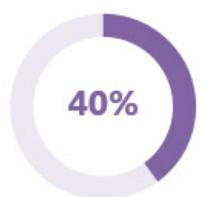
AGE



18 to 34



35 to 54



55+

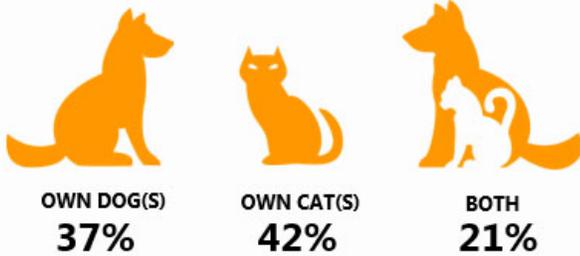
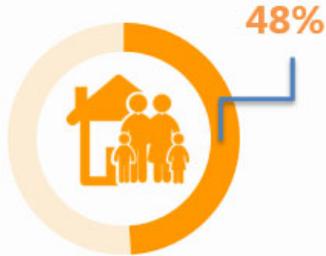


More likely to have household income of less than \$120,000

SEGMENTS PROFILE

CRITICAL SKEPTICS

Segment Proportion of Households Surveyed



AVG. #/
HOUSEHOLD



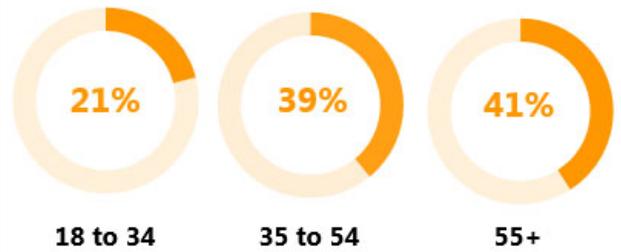
CRITICAL SKEPTICS

GENDER

About Evenly Split Between Men and Women



AGE



CRITICAL SKEPTICS

PROPORTION OF TOTAL HOUSEHOLDS IN SEGMENT THAT LICENSE ANIMALS



More likely to have household income of more than \$120,000

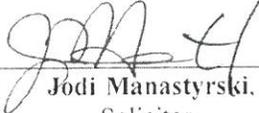
RECEIVED

MAR 09 2016

Office of the City Solicitor
February 2016 COURT REPORT
Animal Control Bylaw Prosecutions - City of SaskatoonCITY CLERK'S OFFICE
SASKATOON

Convictions/Orders	2016		2015	
	No.	Average Fine	No.	Average Fine
Cat With No License			1	\$250.00 + \$60.00 surcharge
Dog at Large	9	\$100.00 + \$50.00 surcharge	5	\$100.00 + \$50.00 surcharge
Dog at Large			1	\$100.00 surcharge waived
Dog at Large	1	\$200.00 + \$50.00 surcharge	1	\$200.00 + \$50.00 surcharge
Dog at Large	2	\$300.00 + \$60.00 surcharge		
Dog with No License	8	\$250.00 + \$60.00 surcharge	5	\$250.00 + \$60.00 surcharge
Dog with No License	1	\$300.00 + \$60.00 surcharge		
Dog Collar				
Fail to Comply with Order	1	\$500.00 + \$80.00 surcharge		
Fail to Comply with Order	2	\$1,000.00 + \$400.00 surcharge		
Dangerous Dog			1	\$500.00 + \$50.00 surcharge
Dangerous Dog			1	\$300.00 + \$60.00 surcharge
Total Convictions/Orders	24		15	
Other Outcomes				
Withdrawn				
Dismissed	4		3	
Total Other Outcomes	4		3	
Total Charges Before Court	28	\$6,500.00 + \$2,040.00 surcharge	18	\$3,000.00 + \$770.00 surcharge

Only those violations dealt with by the Court are recorded in this report.
The number of fines paid voluntarily are not included.


Jodi Manastyrski.
Solicitor /dab

cc: Advisory Committee on Animal Control (Office of the City Clerk)
Eva Alexandrovici, SACA (306-931-9792)
City Solicitor