

Enhance Licensing Compliance

Michael S. Richmond



A Municipal Approach
to a Self-Sustaining
Community Animal Welfare
& Enhanced License Compliance
Program



GOALS OF DOCUMENT

Meet municipality's obligation to
animals

Method of Funding that obligation
that is self-sustaining



Concepts of programs are adapted
from the Calgary Model



Why Follow Calgary?



Calgary

Has achieved a licensing rate of 90% for dogs and 55% for cats

Their Animal Services are fully funded through license fees, adoption fees, penalties and fundraising



CALGARY ANIMAL SERVICES

- DO NOT have breed specific legislation
- DO NOT have pet limit laws
- DO provide valued services
- DO ensure co-operation among community stakeholders
- DO extensive education and PR campaigns on responsible pet ownership
- DO offer convenient ways to license
- DO have increased license fee for un-neutered or spayed animals



CALGARY FOCUSES ON:

- Provide information about being a responsible pet owner
- Educate community about what behavior is required and why
- Enacting ordinances that support animal and community well being-avoiding ordinances that do not
- Insure that community knows the laws, make it easy to comply, but enforce strictly with substantial penalties



DO YOU NEED THIS PROGRAM?



ANIMALS IN NJ

- Dogs and cats based upon 330 per square mile
2,426,820
- Dog population based upon 0.156 of human
population
1,371,535
- Cat population based upon 0.169 of human
population
1,485,830



ESTIMATES FOR YOUR MUNICIPALITY

- [www.sustainablejersey.com/fileadmin/media/resources/AIC_documents/New Jersey 2012 Census and Ownership Stats.pdf](http://www.sustainablejersey.com/fileadmin/media/resources/AIC_documents/New_Jersey_2012_Census_and_Ownership_Stats.pdf)





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Facts and Figures

- Approximately 52 million dogs and 57 million cats live in U.S. homes.
- One unspayed female cat and her unaltered offspring can produce 420,000 cats in seven years.
- Seven puppies and kittens are born for every one human.
- More than 12 million dogs and cats are euthanized in pounds and shelters across the country every year. Millions more are abandoned in rural and urban areas. The fact is there are simply not enough homes for them.
- As many as 25% of dogs entering shelters across the country each year are purebreds.
- Approximately 61% of dogs entering shelters across the country will be euthanized.
- About 75% of all cats entering shelters across the country will be euthanized.
- In recent years, "exotic" pets have become increasingly popular. In addition to the many cats and dogs they receive, shelters and pounds are now acquiring other unwanted pets such as rabbits, lizards, birds, ferrets, rats, mice, hamsters, to name a few. People purchase these animals without knowing how to properly care for them. Often these exotics are allowed to breed freely in the home. When these animals are no longer wanted, they are dropped off at local shelters or abandoned in rural, suburban and urban areas. Unfortunately, many of these pets that are brought to the shelter or pound must be euthanized for lack of homes. Those that never reach the shelter or pound are left to fend for themselves in the outdoors.
- Nearly two-thirds (62%) of households own a pet compared with 56% in 1988.
- Almost half, or 47%, of households own more than one type of pet.
- Cats are more popular than man's best friend, with 73 million felines in the United States compared with 68 million dogs.
- Annual pet spending is \$35.9 billion, up from \$34.4 billion in 2004, and more than double from just a decade ago.



ANIMAL LICENSING IN NEW JERSEY

Dogs must be licensed and vaccinated for rabies by State law

License fee set by ordinance with maximum of \$21

Additional fees of \$1.00 for Rabies Trust Fund
\$3.20 for every dog not spayed or neutered
for Animal Population Control Program





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Dog Licensing

The owners of all dogs seven months of age or older are required to annually apply to the licensing clerk of the municipality in which he or she resides for a dog license. In order for the license to be issued, the owner must present proof that a licensed veterinarian has vaccinated the dog against rabies and that the duration of immunity from that vaccination extends through at least ten months of the twelve-month licensing period.

An exemption to the rabies inoculation requirement shall be granted if the owner presents written certification from a licensed veterinarian that the dog cannot be vaccinated due to a medical condition or course of therapy.

Dog licensing fees are set by municipal ordinance but the maximum that can be charged annually is \$21.00. License fees are kept by the municipality and used for animal and rabies control activities.

Municipal licensing clerks also collect the following additional fees when the dog is licensed: \$1.00 for each dog licensed that is forwarded to the New Jersey Department of Health (NJDOH) and placed in the Rabies Trust Fund to support State rabies and animal control programs; \$3.00 for dogs that are not spayed or neutered, which is forwarded to the NJDOH, Animal Population Control Program to fund the New Jersey low cost spay and neuter program; and \$0.20 for each dog licensed that is also forwarded to the Animal Population Control Program.

- Report of Census of Unlicensed Dogs (VPH-7) - Form & Instructions
- Monthly Dog License Report (VPH-10) - Form & Instructions



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Statewide: NJ Home | Services A to Z | Departments/Agencies | FAQs
 Department: NJDOH Home | Topic A to Z | Programs/Services
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 Department of Health
 P. O. Box 360
 Trenton, NJ 08625-0360



ANIMAL LICENSING (con"t)

No State requirement for either licensing or vaccination of cats

Ordinance can establish license fee at any reasonable amount and can require vaccination



METHODS

Dedicate 100% of revenues raised to animal control and welfare programs

Ordinance should be written to prevent any lapsed funds from being transferred to the general fund



METHODS (2)

Fee structure should be graduated so additional animals cost less if they are licensed at the same time

Discounts for neutered and spayed animals should be offered.



METHODS (3)

Increase the perceived value of the license

Free Ride Home- if found at large a licensed animal will be returned to its home rather than being taken to shelter (this may involve some inter-municipality co-operation in New Jersey, in many communities in North and Central New Jersey an animal may easily be running at large in the next town over. A central data bank of several municipalities would address this issue. It would also help with lost animals.)



METHODS (4)

Discount books or cards

Remove barriers to licensing

Provide forms on line then allow licensing to be accomplished by mail

Distribute licensing application at Pet Stores, Vets, Groomers



METHODS (5)

For cats consider allowing registered microchip instead of tag

Include on license application a box to allow for a donation in addition to the license fee

Consider implementing a Trap, Neuter, Vaccinate and Manage Program for feral cats



METHODS (6)

Increase and make mandatory fines for non-compliance- Fines of \$250 for every animal not licensed which are mandatory for first offense with increases to \$375 then \$500 for subsequent offenses.

Allow period where a late fee is assessed but no fine



METHODS (7)

Conduct an Animal Census

New Jersey law requires every municipality to conduct a dog census-where a cat licensing ordinance is in force the census should include cats-the location and number of members of feral cat colonies should also be counted



METHODS (8)

During the Animal Census, unlicensed animals should be warned, given information about the licensing procedure and information about the Animal Control Program, and given a date by which a license must be obtained, if no license is applied for by date then summons should issue



METHOD (9)

Repeal any pet limit laws- serious issue as to the legality of such laws and they serve to discourage licensing of animals in households which have more than the proscribed number of animals

(Pet limit laws have been used to deal with hoarding situations, but ordinances can be crafted that would allow seizure of unlicensed and unvaccinated animals with court approval)



METHODS (10)

Repeal Breed Restriction ordinances

(These ordinances are difficult to defend and divert resources from Animal Welfare to the lawyers.

Where there are vicious dogs they should be dealt with by the Vicious Dog Law.)



METHOD (11)

Work with local Animal Welfare organizations to adopt animals

USE ALL AVENUES OF PUBLIC RELATIONS

Press Releases

Mailings to community in water and tax bills

Programs at the Senior Centers and Community Centers



METHOD (12)

Use the Press Releases in the Municipal Press Release Kit

Work with the Board of Education to implement the schools curriculum

Use local access cable TV channels



SUMMARY

INSURE THAT MONEY RAISED BY LICENSING AND OTHER FUNDRAISING STAYS IN THE ANIMAL WELFARE ACCOUNT

REVIEW ANIMAL CONTROL AND LICENSING ORDINANCES

PUBLIC RELATIONS

