



COUNTY OF SAN MATEO
Inter-Departmental Correspondence
Health System



Date: March 8, 2013
Board Meeting Date: April 9, 2013
Special Notice / Hearing: None
Vote Required: Majority

To: Honorable Board of Supervisors

From: Jean S. Fraser, Chief, Health System
SaraT L. Mayer, Director, Public Health, Policy and Planning

Subject: Amendment to the Agreement with PetData, Inc. for Animal Licensing Services

RECOMMENDATION:

Adopt a Resolution authorizing an amendment to the agreement with PetData, Inc. to provide animal licensing services, increasing the amount by \$60,000 to an amount not to exceed \$873,000.

BACKGROUND:

As a result of the Request for Proposals (RFP) process in December 2007, PetData, Inc. was selected to provide animal licensing services for the County. This selection resulted in an annual savings to the shared cost to the cities and County of approximately \$150,000 per year.

In December 2010 the agreement was amended to increase the amount by \$333,000 and extend the term through June 30, 2013.

PetData, Inc. continues to offer a fast and efficient licensing turnaround time, utilizing vaccination data to locate previously unlicensed animals, developing methods to increase veterinarian participation, and participating in community outreach and education, all with the goal of increasing animal licensing and rabies vaccination compliance in the County. PetData, Inc. offers a dedicated San Mateo County customer service hotline for the public, and an increasingly popular option to pay for a license online. While under contract with PetData, Inc., there has been an increase in licensing compliance between 2007 to 2012 of approximately 28%.

The Animal Licensing Program is fully funded by revenues collected through animal licensing.

DISCUSSION:

As a result of additional community outreach efforts, animal licensing revenue and compliance have continued to increase. The Contractor is paid a fee for each license issued. Therefore, these efforts have resulted in an increase in the payment due to PetData, Inc.

The amendment and Resolution have been reviewed and approved by County Counsel as to form.

The Contractor has assured compliance with the County's Contractor Employee Jury Service Ordinance, as well as all other contract provisions that are required by County ordinance and administrative memoranda, including but not limited to insurance, hold harmless, non-discrimination and equal benefits.

This amendment contributes to the Shared Vision 2025 outcome of a Healthy Community by protecting the public through licensing efforts. Proper animal licensing is essential to ensure compliance with rabies vaccinations which reduces the potential of a rabies outbreak. Due to increased community outreach efforts it is anticipated that 37,000 licenses will be issued in FY 2012-13.

PERFORMANCE MEASURE(S):

Measure	FY 2011-12 Actual	FY 2012-13 Projected
Number of animal licenses issued	33,209	37,000

FISCAL IMPACT:

The term of the agreement is January 1, 2008 through June 30, 2013. The agreement is increased by \$60,000 for an amount not to exceed \$873,000, of which \$180,000 is included in the Public Health FY 2012-13 Adopted Budget. The increased payment to the Contractor is offset by additional collected revenue. The revenue from Animal Licensing partially offsets the cost of Animal Control. The balance of the cost for Animal Control is borne by the cities and by the County, with the County's portion not to exceed 4.06%.