



COUNTY OF SAN MATEO
Inter-Departmental Correspondence
Health System



Date: March 28, 2013
Board Meeting Date: May 7, 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: Agreement with PetData, Inc. for Animal Licensing Services

RECOMMENDATION:

Adopt a Resolution authorizing an agreement with PetData, Inc. to provide animal licensing services, for the term of July 1, 2013 through June 30, 2016, in an amount not to exceed \$600,000.

BACKGROUND:

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

PetData, Inc. a Texas-based company, currently contracts with over 45 cities and counties throughout the country with 16 jurisdictions in California. PetData, Inc. has provided animal licensing services to the County from 2008 through 2012 with no fee increases.

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 our county. PetData, Inc. offers a dedicated 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 and 2012 of approximately 28%.

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

DISCUSSION:

In December 2012 a RFP process was conducted to provide animal licensing services. The review committee selected PetData Inc. to provide the services for the County.

Due to their positive, long-term relationship with the County, PetData, Inc. has elected to absorb the majority of the 30% increase in their postal rate hikes and health care insurance rates and only increase their fees for this contract period by 4%.

Public Health, Policy and Planning requests that your Board authorize the Chief of the Health System or designee to execute contract amendments which modify the County's maximum fiscal obligation by no more than \$25,000 (in aggregate), and/or modify the contract term and/or services so long as the modified term or services is/are within the current or revised fiscal provisions.

The agreement and Resolution have been reviewed and approved by County Counsel as to form. The contractor meets insurance certification requirements.

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 agreement 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. It is anticipated that 39,000 licenses will be issued in FY 2014-14.

PERFORMANCE MEASURE(S):

Measure	FY 2012-13 Estimated	FY 2013-14 Projected
Number of animal licenses issued	37,000	39,000

FISCAL IMPACT:

The term of the agreement is July 1, 2013 through June 30, 2016, in an amount not to exceed \$600,000, of which \$185,000 will be included in the Public Health FY 2013-14 Recommended Budget, and \$190,000 will be included in the Public Health FY 2014-15 Recommended Budget. Similar arrangements will be made for subsequent years.

There is no Net County Cost associated with this agreement. The type of service in this agreement is essentially the same as the past five years with a minimal increase of 4% to the payment provision. The Animal Licensing Program is fully funded by revenues collected through animal licensing and 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 FY 2013-14 portion not to exceed 4.06%.

Request for Proposal Matrix

1.	General Description of RFP	The County seeks a vendor to perform Animal Licensing Services, including but not limited to: invoicing pet owners, tracking the status of all animal licenses, accepting animal license payments, retaining records relating to animal licensing, and receiving and sorting data from veterinarians on animals vaccinated for licensing purposes.
2.	List key evaluation criteria	<ul style="list-style-type: none"> 1) History and Structure of Agency/Organizational Capacity—Personnel and Experience 2) Philosophy/Service Model 3) Staffing Patterns and Operations/Cultural Competency/Facilities 4) Quality/Program Evaluation 5) Implementation Plan/Timeline 6) Budget 7) References
3.	Where advertised	SMC Animal Licensing website
4.	In addition to any advertisement, list others to whom RFP was sent	<p>Peninsula Humane Society/SPCA</p> <p>PetData, Inc.</p> <p>Animal Population Trust Fund Committee</p> <p>Chameleon Beach</p> <p>City/County of San Francisco</p> <p>City of Fremont</p> <p>Cities in San Mateo County</p>
5.	Total number sent to prospective proposers	26
6.	Number of proposals received	1

7.	Who evaluated the proposals	<p>Elizabeth Kauk (Public Health, Fiscal Services Manager)</p> <p>Andra Lorenz (Management Analyst for Foster City City Manager's Office)</p> <p>Pamela Machado (Animal Control & Licensing Program Manager)</p> <p>Donna Spillane (Health System, former Animal Licensing Manager)</p> <p>Patricia Velligan (Health System, former Animal Licensing Manager)</p>
8.	In alphabetical order, names of proposers (or finalists, if applicable) and location	<p>PetData, Inc., Texas</p>