



County of San Mateo

Inter-Departmental Correspondence

Department: HEALTH

File #: 19-509

Board Meeting Date: 6/4/2019

Special Notice / Hearing: None
Vote Required: Majority

To: Honorable Board of Supervisors
From: Louise F. Rogers, Chief, San Mateo County Health
Cassius Lockett, 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, 2019 through June 30, 2022, in an amount not to exceed \$613,945.

BACKGROUND:

In December 2007, PetData, Inc. (PetData) was selected to provide animal licensing services for San Mateo County as a sole source provider. PetData currently contracts with over 60 cities and counties throughout the country, with 18 jurisdictions in California. PetData has provided animal licensing services to the County from 2008 through 2019.

In September 2015, the County issued a RFP for animal licensing services and PetData was selected as a sole source provider. The agreement with PetData will result in a savings of approximately \$38,619.00 to the shared cost of the cities and the County for operating the Animal Control Program.

DISCUSSION:

PetData continues to offer fast and efficient licensing turnaround time, utilize vaccination data to locate previously unlicensed animals, develop methods to increase veterinarian participation, and participate in community outreach and education, all with the goal of increasing animal licensing and rabies vaccination compliance in the County. PetData 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, there has been a 46% increase in licensing compliance from 2008 to 2018.

The resolution contains the County's standard provision allowing amendment of the County's fiscal obligations by a maximum of \$25,000 (in aggregate).

The agreement and resolution have been reviewed and approved by County Counsel as to form.

This agreement contributes to the Shared Vision 2025 outcome of a Healthy Community by protecting the public through animal licensing efforts. Proper animal licensing is essential to ensure compliance with rabies vaccinations, which reduces the risk of a rabies outbreak. It is anticipated that approximately 40,287 licenses will be issued in FY 2019-20.

PERFORMANCE MEASURE:

Measure	FY 2018-19 Estimated	FY 2019-20 Projected
Number of animal licenses issued	38,500	40,287

FISCAL IMPACT:

The term of the agreement is July 1, 2019 through June 30, 2022. The amount of the agreement is not to exceed \$613,945.00 for the three-year term. Of this amount, \$201,991 will be included in the Public Health, Policy and Planning FY 2019-20 Recommended Budget. Similar arrangements will be made for subsequent years.

Because the Animal Licensing Program is fully funded by revenues collected through animal licensing revenue, there is no Net County Cost associated with this agreement. The levels of service in this agreement are essentially the same as the past seven years.