



County of San Mateo

Inter-Departmental Correspondence

Department: HEALTH

File #: 22-496

Board Meeting Date: 6/28/2022

Special Notice / Hearing: None
Vote Required: Majority

To: Honorable Board of Supervisors
From: Louise F. Rogers, Chief, San Mateo County Health
Marc Meulman, 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, 2022 through June 30, 2025, in an amount not to exceed \$616,827.

BACKGROUND:

San Mateo County Ordinance Code, Title 6, Section 6.04.040 requires pet licensing in all towns, municipalities, and unincorporated areas of the County. Dogs and cats must be vaccinated against rabies and licensed by four months of age or within 60 days of acquiring the animal. New residents of the County must license their dog or cat within 60 days. To increase animal licensing and rabies vaccination compliance in the County, the County contracts with a third-party vendor for animal licensing services.

In March 2022, Public Health, Policy and Planning (PHPP) completed a Request for Proposals (RFP) process for animal licensing services. PetData, Inc. (PetData) was one of the responding bidders and was ultimately selected to provide these services.

DISCUSSION:

PetData has been providing animal licensing services to the County since 2008 and currently contracts with over 85 cities and counties throughout the country, with 26 jurisdictions in California.

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.

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 Attorney as to form.

It is anticipated that approximately 41,587 animal licenses will be issued in FY 2022-23.

PERFORMANCE MEASURE:

Measure	FY 2021-22 Actual	FY 2022-23 Projected
Number of animal licenses issued	39,607 licenses	41,587 licenses

FISCAL IMPACT:

The term of the agreement is July 1, 2022 through June 30, 2025. The amount of the agreement is not to exceed \$616,827 for the three-year term. Of this amount, \$205,609 will be included in the PHPP FY 2022-23 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.

ATTACHMENT:

RFP Matrix