

Service Business Plan



Service Name	Animal Services	Service Type	Public
Service Owner Name	Grant Zilliotto	Budget Year	2019
Service Owner Title	Manager of Municipal Law Enforcement, Licensing and Animal Services		

Service Description

A public service to provide customer support in, animal adoption, dog and cat licensing, and the enforcement of the Municipal Animal Control By-Law through regular park patrol and responding to emergencies and complaints.

Current State

Customers & Their Expectations	<p>This service is delivered to:</p> <p>Citizens, pet owners and visitors to the City of Burlington, who expect:</p> <ul style="list-style-type: none">• By-laws applied fairly and consistently• Online services for pet adoption• Online services to purchase dog licences• Specially trained staff at the Animal Shelter• Specially trained staff as Animal Control Officers in the field• Protection of private information• Easily accessible information on animal services• A safe community <p>Ren's Pets Depot, which has provided a \$25 coupon to customers who purchase their dog licences online, expects:</p> <ul style="list-style-type: none">• Clear communication between animal services and customers• An accessible City of Burlington animal control website, with information applicable to Ren's coupon regularly updated. <p>Town of Milton, which expects:</p> <ul style="list-style-type: none">• Burlington to make available its animal shelter and shelter staff to the Town of Milton.• Burlington to be responsible for strays, abandoned animals and other animals brought to the shelter by Town of Milton staff, including the care and feeding (including medical care), adoption and disposition of the animals.
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Existing Service Delivery	<p>Animal Services delivers services to:</p> <ul style="list-style-type: none"> • Citizens, pet owners and visitors to the City of Burlington, who expect: <ul style="list-style-type: none"> o By-laws applied fairly and consistently o Services for pet adoption o Online services to purchase dog licenses o Specially trained staff at the Animal Shelter and Animal Control Officers in the field o Protection of private information o Easily accessible information on animal services o Animal education services o A safe community <p>Ren's Pets Depot provides a \$25 coupon to customers who purchase their dog licenses online through the City of Burlington website.</p> <p>The City of Burlington makes available its animal shelter and shelter staff to the Town on Milton.</p>
Existing Customer Engagement Tools / Methods	<p>Humane education is a critical component of animal care and control programs which helps to achieve co-operative compliance with appropriate by-laws. Animal shelter staff attend local community events and schools and provide shelter tours to school children to help educate the public about responsible and humane pet care.</p> <p>Additional customer engagement tools and methods include:</p> <ul style="list-style-type: none"> • City of Burlington's website • 311 • Online apps such as See Click Fix, Let's Talk Burlington, Insight Burlington Community Panel • Social media apps such as Facebook, Twitter, Instagram and LinkedIn • Newspapers, radio and television • Education pamphlets and mailings • City meetings; council-approved committees such as Property Standards Committee, Licensing Tribunal and Committee of Adjustment
Is this Service Provincially Legislated?	No N/A
For this Service are there Approved Service Standards?	Yes Animal Control By-law 60-2005 (a by-law regulating the licensing and keeping of dogs and keeping of all other animals). The Dog Owner's Liability Act, Dead Animal Disposal Act, Livestock Identification Act, the Veterinarians Act, The Pounds Act, The Animals for Research Act, The Ontario Municipal Act.

Sub-Services

Dog Licensing	The City of Burlington sells dog licenses. This allows Animal Control staff to quickly and easily contact dog owners if a dog is found. Registration information is updated annually, allowing the City to respond promptly and efficiently.
Adoption and care of stray and abandoned animals	<p>The City of Burlington operates an animal shelter to house a variety of animals that have lost their way, including dogs, cats, birds, reptiles and other small animals. Staff provide care, feeding, exercising and minor medical treatments to animals at the shelter as needed.</p> <p>The shelter is capable of housing up to 23 dogs and 40 cats at any one time. Animals that come to the shelter and are not claimed by owners are assessed and placed for adoption. The public may also view animals at the shelter through the City's website.</p>
Animal By-laws, Enforcement and Education	<p>Animal Control staff enforce the City's municipal animal control by-law, which includes regulations on:</p> <ul style="list-style-type: none">• Dog licensing• Cat micro-chipping• Animals at large• Poop and scoop issues• Dogs on the beach• Prohibited and restricted animals <p>The Animal Control service consists of animal care and licensing staff, who work at the Burlington Animal Shelter caring for the animals at the shelter. Staff also respond to calls to care for stray, injured and sick domestic and wild animals within the City of Burlington.</p>

Recent Continuous Improvement Initiatives

In 2018

- There has been an increase in the number of dog licenses purchased online by 2%.
- The coyote management strategy continues to be communicated to the general public. This is done through social media, the City's website, education materials and foot patrols.
- Ongoing coordination with the Ministry of Natural Resources and Forestry to mitigate, control and track the spread of rabies and chronic wasting disease (deer) in the province's wildlife population.

Emerging Opportunities and Anticipated Risks

Emerging Opportunities	<ul style="list-style-type: none"> • Investigate providing additional off-leash dog parks to respond to customer demand and to reduce the number of residents walking their dogs off-leash • Partnership with a third party animal licensing company to increase the number of animals licensed • With an increase in the number of natural disasters (ice storms, flooding, wind storms) there is a need for a formal Emergency Response Plan to prepare for animal issues during a disaster/emergency • Increased need for public education programs on wildlife management and other animal control issues • Animal assisted therapy is a type of therapy that involves animals as a form of treatment for a variety of physical and psychological disabilities and is becoming increasingly more popular, investigate the concept of dog therapy in the City, to be utilized for employees (including City of Burlington's emergency services) and at community events and education sessions.
Anticipated Risks	Displaced wildlife are moving more and more into urban areas, resulting in more contact between officers and unpredictable wildlife.

Service Objectives

Target Completion

Develop an Emergency Response Plan to prepare for animal issues during a disaster/emergency	Mar 2019
Partner with a third party animal licensing company	Jun 2019
Develop a partnership with 2-3 agencies in Burlington to provide animal assistance as needed	Jun 2019
Develop 2 public education programs (for domestic and wild animals) and create a formal communication plan	Sep 2019
Provide 2 rabies vaccine and microchip clinics for dog and cat owners over the course of 2019	Dec 2019
Update the Animal Shelter website to create a more user friendly experience and provide more information to residents regarding animals available for adoption, domestic and wildlife information, emergency response information, bylaw information, etc.	Dec 2019

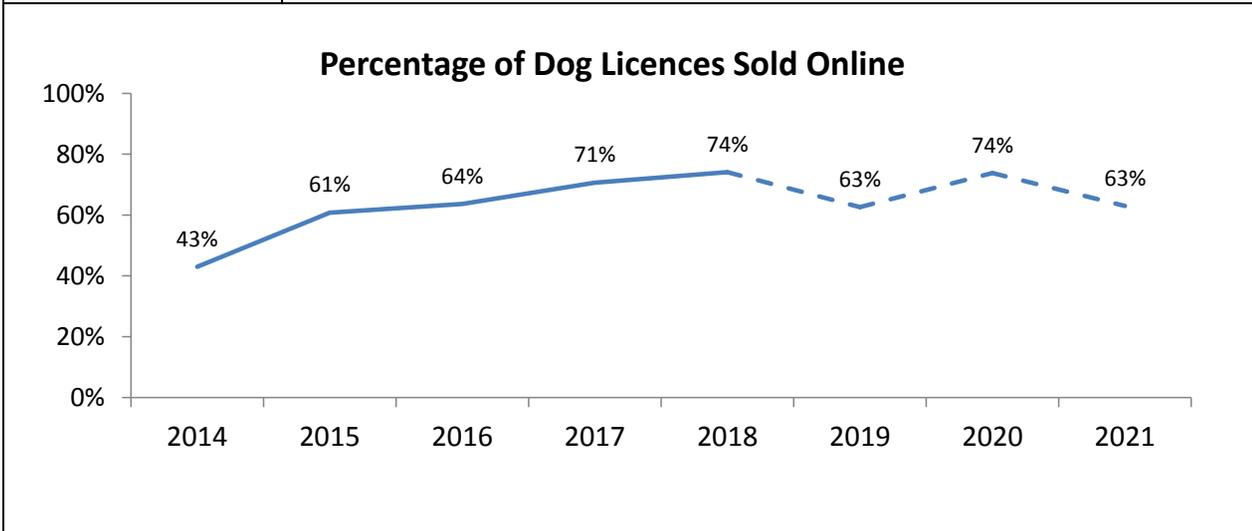
MEASURING SUCCESS

How much did we do?

Performance Measurement	2014 Actual	2015 Actual	2016 Actual	2017 Actual	2018 Forecast	2019 Forecast	2020 Forecast	2021 Forecast
Total Dog licenses sold	8,648	7,965	8,363	7,795	7,300	7,500	7,600	7,700
Number of animal adoptions	292	253	139	78	135	140	145	150
Number of tickets and summonses issued through	71	72	50	68	75	80	85	90
Dog Licenses Sold Online	3,718	4,844	5,322	5,510	5,410	5,510	5,610	5,710
Number of Cats Adopted	208	196	114	57	115	118	120	122

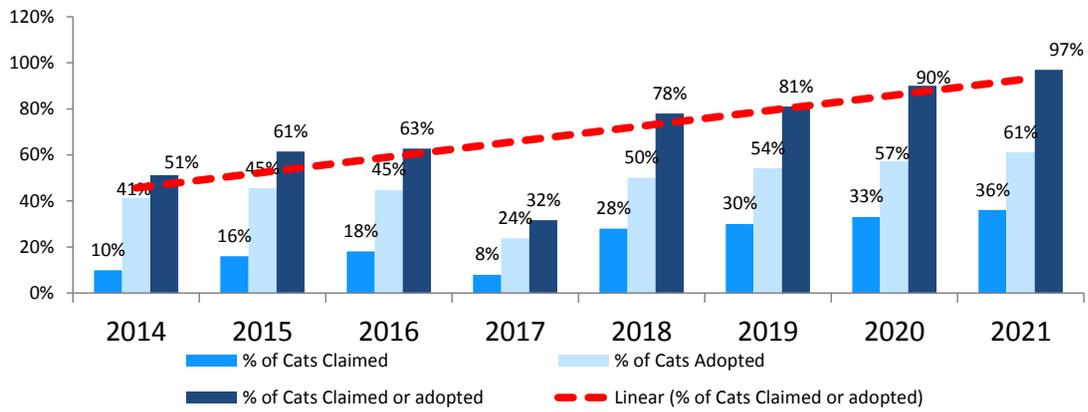
How well did we do it?

Performance Measurement	Percentage of Dog Licences Sold Online
Story behind the data	Animal Services use a variety of means to encourage pet owners to purchase their licenses online. Coupons for discounts provided by pet stores, social media and visits by animal control staff to area residents. This is a convenient way to ensure that their pets are licensed. Dog licensing has a direct influence on the % of admitted dogs claimed by their owners.



Performance Measurement	% of Cats Claimed or Adopted
Story behind the data	To increase the general public's awareness of lost cats and cats available for adoptions, the animal shelter has increased the use of the city's website, The Burlington Post and other social media sites. We have also added PetFinder to our webpage, allowing cat owners to search for lost pets on line. To encourage cat adoption, cats of any age cost only \$135.00 to adopt. All cat and dog adoptions come with incentives such as: age-appropriate vaccinations, an anti-flea and deworming treatment, a microchip for identification, a free external veterinary exam with a local veterinarian, a free bag of Hill's Science Diet cat food with a \$5 coupon for the next bag, \$25 gift card from Ren's Pet Depot, 6 weeks of complimentary veterinary medical insurance, and a cat carrier to take your cat home in.

% of Cats Claimed or Adopted



Is anyone better off?

Performance Measurement	Cats and dogs placement by type.
Story behind the data	With the use of new technology and pet finding apps, there will be an increase in the number of pets reunited with their owners.
Where do we want to go?	To reduce the number of animals that are brought to the shelter, either as strays from Milton, or surrendered pets. We can do this by looking at spray neuter programs initiated by animal control, and the importance of education for caring for aging pets and knowing the animal control by-laws that are in place. Education will take the form of fun fairs, school visits, brochures and public awareness campaigns and this will also help reduce the number of euthanized animals at the shelter.

