



Budget Service Change Request

Service Change Type

- New Service
- Service Update
- End of Service

DOG LICENSING SERVICE LEVEL REVIEW

Service and Adjustment Summary

Service	Service Description	Service Value and/or Level	2025 Budget Adjustment
A.2.1.I Dog Licensing Purchase and Renewals	Services provided to residents related to purchase and renewal of dog licenses to help reunite dogs with their owners.	Remove service level, except Animal Fancier and Adoption License	-\$0.135M Revenue, licensing service no longer provided

Reason for the Change?

The original intent of dog licensing was to aid in the quick reunification of lost dogs with their owners and to promote responsible pet ownership. Despite the intent, the licensing process has proven to be both costly and ineffective, requiring significant administrative resources with limited impact on achieving its goals.

Why change now? What is the need?

Local social media platforms, such as Facebook, have provided an effective and efficient means of communicating lost dogs and other animals in and around the community and reuniting them with their owners. Eliminating the dog licensing requirement presents an opportunity to streamline services while maintaining public safety and reducing unnecessary administrative costs. Most responsible dog owners already ensure their pets are easily identifiable through microchips, tattoos, or identification tags. With the widespread use of these methods and the growing role of social media in reuniting lost pets with their owners, the traditional dog licensing process has become redundant.

What is the expected impact/benefit for the community? How much of the community will be impacted and/or benefit by the change?

As of August 14, 2024, the year-to-date revenue from dog licensing is approximately \$130,000, with an additional approximately \$50,000 in invoicing that is unpaid, nearly 28%, as of August 9,



2024. The revenues are split 1/3 to Parks and 2/3 to Okotoks Municipal Enforcement (OME), comprising of 10% of Parks and 6% of OME’s total revenues.

Statistics from 2023 illustrate the limited effectiveness of dog licensing, with 41% of tickets issued for dogs at large involving unlicensed dogs. The current system imposes an administrative burden of approximately 1,500 staff hours annually, including processing fees, handling renewals, and managing data. By shifting to a straightforward dog identification requirement, where owners must display a tag with their current phone number, the Town can significantly reduce this burden and simplify the process.

This proposed change will impact over 3,000 households in the Municipality, with about one third of households currently using the dog licensing system. Importantly, the primary goal of reuniting lost dogs with their owners will be upheld, and no other aspects of the Responsible Pet Ownership Bylaw 18-08 are proposed. The proposed amendments focus solely on modernizing the service, reducing costs, and eliminating unnecessary red tape for residents. The removal of dog licensing will free up capacity of staff to redirect resources to focus on higher priority tasks such as moving to online payments, permits, and licensing.

What is the expected impact/benefit for the organization?

By discontinuing dog licensing, Administration would be able to re-focus administrative support to higher priority initiatives. To help offset the costs of lost revenue through the discontinuation of dog licensing, Administration would seek alternate revenues such as:

- sponsorships at the Okotoks Off Leash Park, and
- sponsorships of the dog bag dispenser program at large, and
- ramp up deliberate enforcement of the Responsible Pet Ownership Bylaw 18-08.

Budget Change (M’s)

Annual Estimated Change	2025B	2026F	2027F	2028F	2029F	Total
	-\$0.135	-0.135	-0.135	-0.135	-0.1350	-\$0.675

Revenue will be reduced for the Business Center.
