



Building Markham's Future Together
Journey to Excellence

Animal Services Delivery Model Report Presentation

General Committee
Monday June 17, 2013



Overview

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3. Storefront Operation Concept
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Background

DPRA Report – *Option 2* - September 24, 2012

- Strengthen the language and requirements contained within Markham's animal services contract with the OSPCA;
- Create an Oversight Committee for the OSPCA's municipal clients;
- Improve the communications function currently delivered by OSPCA;
- Establish a community storefront for Animal Services programs, outreach and education in Markham;
- Strengthen Human Resources at the OSPCA;
- Increase fines for non-compliance with municipal pet licensing requirements; and,
- Request that the OSPCA consider appointing a municipal representative to its provincial Board of Directors.

Background

The following recommendations were adopted by Council on October 22, 2012

- That the Report from DPRA Canada Inc. be received for information purposes; and,
- That the correspondence from Ms. Liz White, Animal Alliance of Canada, be received; and,
- That staff be directed to enter into negotiations with the OSPCA on a contract for the provision of animal services for the City of Markham pursuant to the City of Markham *Purchasing By-law*; and,
- That an upset limit of \$150,000.00 with offset in additional By-law revenues of \$150,000.00 be allocated through the 2013 budget process for funding of the initial implementation of identified opportunities identified in Option 2, “*Enhanced Status Quo*” ,

Background

The following recommendations were referred back to staff:

- "That Option 2 of the DPR A Report, the "*Enhanced Status Quo*" be adopted and implemented; and,
- That the implementation of a "Customer Loyalty Card Program" for Markham pet owners be introduced for 2013 pet licence sales; and,
- That the recommendations included in the "*Enhanced Status Quo*" from the DPR A Report be included for consideration in the Animal Services 2013 Business Plan and in negotiations as part of the animal services contract."



Background Meeting Follow-up

Animal Care Committee Consultation

- Series of meetings were facilitated with a consultant to obtain further input from the ACC in response to the DPRA and Staff reports
- OUTCOME – A report entitled “*The Future of Markham Animal Services: Priorities for Action to 2016*”
- A number of positive recommendations were included in the report and have been included in the staff report
- The ACC’s “Top Ten” recommendations have been included in the report for implementation



Background

ACC's Top Ten Recommendations

1. Enhanced Wildlife Services (Education/rehabilitation)
2. Increased Adoption Rate for Domestic Animals
3. Improved Accountability and Transparency (OSPCA)
4. Improved Staff Training and On-site Veterinarian for
5. Increased City Staff knowledge of Shelter Operations
6. Removal of Limit on the number of Cats per household
7. Increased Number of Educational /Outreach Events
8. Tiered Pet Licensing Fee Structure
9. Strengthen Contract Language and Management
10. Increased Fines for Non-Compliance with the By-law



Background

Site Visits and Tours

- In March of this year, the CAO, Commissioner of Corporate Services, Deputy Clerk and Supervisor of Licensing & Animal Services (along with Councillor Valerie Burke), attended the OSPCA's Newmarket facility for an in-depth tour
- On the same day, a tour was also conducted at the Procyon Wildlife Rehabilitation Centre in Beeton, Ontario
- Later that month a similar tour was completed of the Toronto Wildlife Centre

OSPCA Service Enhancements

Contract Changes

- Increased coverage/patrols from 6 days a week to 7
- Increased number of Adoption Events from 4 to 6 per year with additional events at a per event cost
- Introduction of 3 new educational programs annually for Markham residents
- Introduction of a Targeted TNR Program in conjunction with the OSPCA and the Toronto Feral Cat Project
- Creation of a *Working Group* with the OSPCA and the other contracted municipalities (Richmond Hill /Aurora)
- Improved access to OSPCA shelter records and protocols

OSPCA Service Enhancements

Additional Improvements

- Increased fines for non-compliance with pet licensing provisions
- Retention of the tiered pet licensing structure to promote responsible pet licensing
- The introduction of a Customer Loyalty Card for Pet Owners to increase licence sales

OSPCA Service Enhancements

Meeting with the OSPCA

- On May 16, 2013, the Commissioner of Corporate Services, City Clerk and Deputy Clerk met with the Chief Financial Officer and the Director of Animal Welfare and Operations for the OSPCA.
- Discussions included:
 - Markham's animal services goals and objectives
 - The City's desired changes in terms of an enhanced contract
 - The City's need to provide transparent and accountable service



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OSPCA Service Enhancements

Working Group Meeting

- On January 24, 2013, the Supervisor of Licensing and Animal Services met with the Towns of Richmond Hill and Aurora who are also under contract with the OSPCA to discuss participation in the Working Group as recommended in the DPRA Report
- Both municipalities are fully committed to participating in the Working Group going forward

Storefront Operation Concept

DPRA Recommendation

- A key component of DPRA Option 2 is the establishment of a storefront facility in Markham
- This will serve as a space for public education, outreach and awareness
- The ACC was consulted on the concept at their meeting in April and provided their input
- Staff will be researching the concept over the summer and will be reporting back to Council in the Fall with further details and a budget for the operation

Customer Loyalty Card Program

DPRA Recommendation

- Customer Loyalty Card Program is a tool to increase pet licensing and sales in Markham by providing a value-added benefit to owners who license their pets with savings and special offers from a variety of local retail outlets
- If the Program is endorsed by Council, the selected vendor will administer the Program in its entirety and receive \$7 for each new licence
- Based on the average annual licensing fee of \$17, the net licence revenue will be \$10 per licence. The vendor anticipates an increase of 14% in new licences which should result in additional revenue of \$8,000 in the first year
- Staff will monitor the program and will report back to Council within 8 months of implementation



Wildlife Services

Proposed Enhancements

The DPRA report concluded that:

“...the current level of wildlife services available through the OSPCA is appropriate... since many municipalities do not provide similar levels of wildlife services.”

Next steps will include:

1. Review of the OSPCA's current wildlife procedures
2. Provision of additional wildlife related training for staff
3. Securing an additional service provider to supplement OSPCA wildlife education services (i.e., assisting Markham residents on how to identify wildlife in need of human intervention)



Wildlife Services

Licensing of Wildlife Removal Companies

- The ACC have brought forward a recommendation to license and regulate wildlife removal companies
- Currently there is no regulation of this industry in Ontario, resulting in the potential for the inhumane treatment of wildlife that comes into conflict with humans
- Staff have met with representatives of the industry as well as the City of Toronto who are also interested in regulating the industry
- Staff are planning to bring forward a report on licensing wildlife removal companies in the Fall

A photograph of a modern, multi-story city building with a glass facade and a curved roofline, set against a clear blue sky.

Conclusions

The DPRA Report concluded that:

“Markham’s animal services program is relatively efficient and extremely cost-effective while offering many comparable services and programs as Calgary (the accepted benchmark)”

Staff and the OSPCA as we have heard today are committed to working to ensure there is transparency and accountability going forward and are dedicated to continuous improvement in the provision of animal services in Markham.

Next Steps

- Finalize the contract with the OSPCA
- Research the Storefront Concept over the summer
- Report back to Council in the Fall on the Storefront Concept with a strategy and budget
- Report back to Council on the status of the Customer Loyalty Card Program within eight months of implementation
- Continue to investigate and evaluate the ACC's recommendations



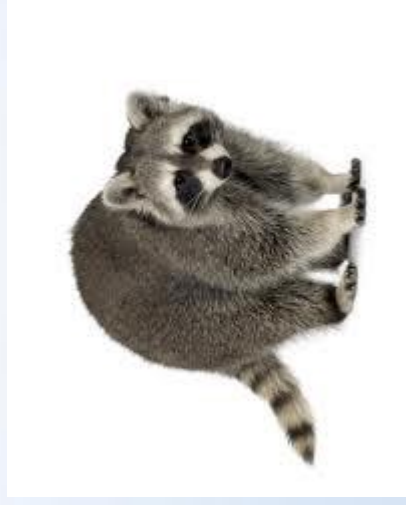


Recommendations

1. That the Animal Care Committee Special Report entitled “The Future of Markham Animal Services: Priorities for Action to 2016” be received for information; and,
2. That Option 2 – “Enhanced Status Quo” of the DPRA report entitled “Study of Animal Service Delivery Model” be adopted and implemented; and,
3. That Staff be authorized to enter into a contract with the OSPCA for the provision of animal services for a period of three years with an option for two one year extensions (if agreeable to both parties); and,
4. That the “Customer Loyalty Card Program” outlined in this report be adopted and implemented in Markham as a licensing incentive; and,
5. That Staff report back in the Fall of 2013 regarding the implementation strategy for the Storefront Operation, including 2014 budget requirements; and further,
6. That Staff be authorized and directed to do all things necessary to give effect to this resolution.



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Questions?

