Agenda - Executive Policy Committee – May 18, 2011

Report - Standing Policy Committee on Protection and Community Services – May 10, 2011

Item No. 5 Dog Licensing Amnesty Campaign

STANDING COMMITTEE RECOMMENDATION:

On May 10, 2011, the Standing Policy Committee on Protection and Community Services submitted the following to Council:

1. That the implementation of a Dog License Amnesty for the period of June 1 to August 31, 2011 be endorsed to promote animal welfare and an increase in the sale of dog licenses.

2. That the Animal Services Special Operating Agency employ a zero tolerance approach to dog license non-compliance effective September 1, 2011, immediately after the expiration of the amnesty.

3. That the Proper Officers of the City be authorized to do all things necessary to implement the intent of the foregoing.

Agenda - Executive Policy Committee – May 18, 2011

Report - Standing Policy Committee on Protection and Community Services – May 10, 2011

DECISION MAKING HISTORY:

STANDING COMMITTEE RECOMMENDATION:

On May 10, 2011, the Standing Policy Committee on Protection and Community Services passed the following resolution:

WHEREAS it is estimated that there are over 100,000 dogs in the City of Winnipeg;

AND WHEREAS approximately 41,600 dog licenses are issued annually in Winnipeg and this number has remained relatively stable for the last seven years;

AND WHEREAS many Animal Service Agencies throughout North America conduct dog license amnesty promotional periods during which late and back fees are typically waived;

AND WHEREAS the last year Winnipeg had a dog license amnesty was in 2001;

AND WHEREAS allowing delinquent and non-license holders the opportunity to license their dogs and avoid fines and penalties currently imposed for non-compliance will serve to promote animal welfare and, ultimately, increase total license sales;

THEREFORE BE IT RESOLVED that Council endorse the implementation of a Dog License Amnesty for the period of June 1 to August 31, 2011 to promote animal welfare and an increase in the sale of dog licenses;

THEREFORE BE IT FURTHER RESOLVED that the Animal Services Special Operating Agency employ a zero tolerance approach to dog license non-compliance effective September 1, 2011, immediately after the expiration of the amnesty,

and submitted the matter to the Executive Policy Committee and Council.