



KING COUNTY

1200 King County Courthouse
516 Third Avenue
Seattle, WA 98104

Signature Report

April 20, 2009

Motion 12961

Proposed No. 2009-0181.2

Sponsors Patterson, Constantine, Phillips
and Hague

1 A MOTION relating to pet licenses; requesting the
2 executive to study options for creating an incentive
3 program that will encourage the increased sales of pet
4 licenses by providing license sellers financial incentives to
5 sell more licenses and requiring the transmittal of a report
6 with finding and conclusions to the council for its
7 consideration.

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9 WHEREAS, all dogs and cats eight weeks old and older that are harbored, kept or
10 maintained in King County shall be licensed and registered annually, and

11 WHEREAS, pet licensing can be an important tool in the identification of stray
12 cats and dogs in the county, and

13 WHEREAS, the revenue from the sale of pet licenses contributes significantly to
14 funding the care of animals in the King County animal shelter, and

15 WHEREAS, licenses are sold by the records and licensing services division and
16 community service centers, vehicle subagencies, cities, nonprofit shelters or rescue
17 groups, retail stores, veterinary clinics and other approved locations, and

18 WHEREAS, currently a veterinary clinic or other sales outlet receive a small
19 rebate of one to five dollars for each license sold, and

20 WHEREAS, it is estimated that up to eighty percent of animals in the county do
21 not have licenses, and

22 WHEREAS, it is in the interest of the county to encourage the increased sales of
23 pet licenses, and

24 WHEREAS, currently, the county does not offer financial incentives to encourage
25 license sellers to sell more licenses;

26 NOW, THEREFORE, BE IT MOVED by the Council of King County:

27 A. The executive is requested to study options for creating a sales incentive
28 program that will encourage the increased sales of pet licenses by providing financial
29 incentives for noncounty government license sellers to sell more licenses. Any proposed
30 program shall seek to maintain or increase the net license revenue received by the county
31 as projected in the 2009 budget. The executive is requested to consider the following in
32 developing such an incentive program:

- 33 1. Input by veterinarians, shelters, cities and other entities selling licenses;
- 34 2. Opportunities to expand the number of license sellers;
- 35 3. Opportunities to make the sale of licenses and the remittance of the revenues
36 more efficient for the license seller, including opportunities to better use technology;
- 37 4. Opportunities to offer financial incentives to those license sellers who can
38 demonstrate an increase in licenses sold over time;
- 39 5. Detailed analysis of existing license sales data;

40 6. Best practices of other jurisdictions in encouraging the sale of pet licenses
41 and the participation of non-licensing agencies in the sale of licenses;

42 7. Cost of implementation; and

43 8. A pilot project in order to test and evaluate different incentive options.

44 B. The executive is requested to develop a report with findings and
45 recommendations for a license sales incentive program that will encourage the increased
46 issuance of pet licenses by providing license sellers financial incentives to sell more
47 licenses. By June 30, 2009, the executive shall transmit a proposed motion for the
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49 acceptance of the report, including the report as an attachment to the motion, to the
50 council for its consideration.

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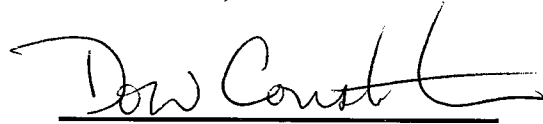
Motion 12961 was introduced on 3/9/2009 and passed by the Metropolitan King County Council on 4/20/2009, by the following vote:

Yes: 5 - Mr. Constantine, Mr. Ferguson, Mr. Gossett, Mr. Phillips and Mr. Dunn

No: 3 - Ms. Hague, Ms. Lambert and Mr. von Reichbauer

Excused: 1 - Ms. Patterson

KING COUNTY COUNCIL
KING COUNTY, WASHINGTON



Dow Constantine, Chair

ATTEST:



Anne Noris, Clerk of the Council

Attachments None