



TORONTO Glenn De Baeremaeker

City Councillor - Ward 38, Scarborough Centre



October 11, 2011

Councillor Cesar Palacio, Chair
Licensing and Standards Committee
100 Queen Street West
Toronto, Ontario M5H 2N2

Dear Chair and Members of the Committee:

I write to request that the following motion be adopted by Licensing and Standards Committee:

That City Council direct staff to issue a Request For Proposal for a rewards program for residents who purchase their cat and dog licenses from Animal Services.

This program would offer discounts on purchases and and/or accumulation of points for future purchases and would be offered to Toronto residents who purchase a license for their dog or cat. The many benefits of this program include increasing the desirability of licensing for animal companions. Residents would be encouraged to purchase a license knowing they could recoup the cost of the license through the benefits program. For example, each pet owner could receive discounts on pet food and supplies. The rewards program could also include restaurant discounts, tickets to major attractions, retail sales and any other commercial enterprise that consumers might desire.

Increased compliance rates with pet licensing will increase City revenues. Only an estimated 30% of dogs and 10% of cats in the city are now licensed. A potential increase in revenues will better allow licensing fees to meet the ongoing funding of Animal Services. This rewards program will encourage responsible pet ownership and an increased awareness of Animal Services and their programs. Similar programs have proved very successful in other municipalities.

In addition, the program will also offer opportunities for local merchants to increase their customers and business revenue. A request for proposal would interest a number of companies that work in this niche. The successful proponent would provide the benefits program to the City at no cost.

The benefits of more compliance, more revenue and more care for lost and strayed animals makes a Pet Benefits Rewards Program a very desirable option for our city. I would urge City staff to prepare the report on this program before the comprehensive review of pet licensing comes forward to this committee.

Sincerely,

Glenn De Baeremaeker
Toronto City Councillor
Ward 38 Scarborough Centre