Attachment 3: Public and Stakeholder Engagement Summary

Background
As part of the review of licensing regulations for animal-related businesses, the City conducted public and stakeholder engagement to seek feedback on experiences with pet establishments, the current state of the pet care industry, best practices for animal care, and proposed amendments. The input received from the engagement process was taken into consideration when informing the recommendations outlined in the accompanying report to Council.

In total, 417 respondents participated throughout the engagement process from January to April 2025, through the following channels:
- 292 respondents to a public survey (available January 21 to February 28, 2025)
- 38 participants at two virtual stakeholder consultations:
  - February 4, 2025: 25 participants (pet care industry stakeholders)
  - February 6, 2025: 13 participants (animal welfare and veterinary organizations)
- 73 participants at three virtual public consultations:
  - February 11, 2025: 11 participants
  - February 13, 2025: 17 participants
  - April 9, 2025: 45 participants
- Three virtual meetings with additional stakeholders:
  - February 19, 2025: College of Veterinarians of Ontario
  - April 7, 2025: Animal Welfare Services
  - April 23, 2025: Ontario Dog Groomers Association
- 4 email submissions from various stakeholders

Engagement Approach
Communications and Outreach
The communications and outreach approach was designed to inform participants of the scope of the review, how and when to participate in consultations, and where to find more information on the review process.

Staff conducted an outreach campaign to encourage participation in the City's engagement process. This included inviting key animal welfare and pet care industry stakeholders to the consultation directly via email. Broader public awareness was supported through a dedicated webpage, updated regularly with key information, and social media posts. Staff promoted engagement opportunities by leveraging support from Business Improvement Areas (BIA), Residents' Associations, and Councillor newsletters.

From January to April, 2025, staff promoted the online survey and public consultations through 22 social media posts on Facebook, Instagram, and X (formerly Twitter), to encourage participation in the City's consultation process and to provide feedback. During this time, 82,160 people were reached via social media and the Pet Establishment Licensing Review webpage received 2,615 views. For the duration of the engagement period, City staff were available to address questions from participants and to receive feedback via LicensingReview@toronto.ca.

Stakeholder Engagement
Two stakeholder consultations were held to provide an opportunity for in-depth discussions on the current state of the pet care industry, best practices for animal care, and potential by-law amendments. Additional feedback was collected through written submissions and individual meetings. We received feedback from pet establishment owners, the Canadian Association of Professional Dog Trainers (CAPDT), Canadian Cat Association (CCA-AFC), Canadian Kennel Club (CKC), Pets Canada, Ontario Dog Groomers Association (ODGA), Animal Justice, and College of Veterinarians on Ontario (CVO), Animal Welfare Services, Zoocheck, Animal Alliance of Canada, Humane Society International (HIS) and Humane Canada.

Public Engagement
Three public consultations were held to gather input from a wide range of individuals, including pet owners, pet establishment owners, nearby businesses and residents, animal welfare advocates, and other interested community members. These consultations provided an opportunity for the public to share their experiences with pet establishments and provide feedback on potential by-law amendments. One of these sessions specifically focused on the grooming industry. In addition to the virtual sessions, a public survey was conducted to collect quantifiable data and broaden the reach of community input.

Consultation Feedback

Theme	Summary of Feedback Received
Licensing framework	• Support for licensing pet establishments to improve animal welfare and operational standards • Concerns that licensing alone won't eliminate bad actors • Mixed opinions on whether the City should require formal certification or education for employees of grooming salons • Mixed opinions about the need for licensing of businesses with only short-term stays (<5 hrs) or for services where the owner is present • Suggestions to licence individuals instead of businesses

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	• Recommendations to include dog walkers, pet sitters, animals on display and for entertainment • Suggestions to ban the sale of exotic animals and introduce a "positive pet list" • Suggestions for flexible licensing and long implementation and grace periods
Animal welfare	• Reports of animal abuse, poor hygiene, overbreeding and lack of training of supervision from staff • Suggestions for minimum care standards (i.e. food, housing, record-keeping, handling) • Concerns about overnight boarding without staff supervision • Recommendations for species-specific standards (i.e. rabbits)
Home-based and mobile businesses	• Concerns that zoning restrictions may limit home-based businesses from being licensed, creating unfair competition with brick-and-mortar businesses • Support for licensing home-based businesses with more restrictive conditions (i.e. animal cap, soundproofing) • Concerns that mobile grooming salons may face extra challenges in achieving compliance due to inconsistent environments
Economic impact	• Fears that licensing costs will increase service costs and burden small businesses
Enforcement and oversight	• Support for unannounced inspections for accountability • Concerns about overlap with enforcement from Animal Welfare Services (AWS) • Suggestions to focus enforcement on non-compliant or higher-risk activities • Support for less prescriptive regulations and outcome-based inspections
Zoning	• Concerns about barking, animal waste, parking and increased rent if pet establishments are permitted in residential areas • Suggestions to restrict higher-risk businesses to industrial or mixed-used zones unless noise mitigation standards are met
Public education	• Suggestion for clear information on licensing regulations, inspections and zoning • Suggestions to promote pet adoptions over purchasing ("Adopt don't shop")

Public Survey Results

What service(s) does your pet establishment offer? *Pet establishment owners.*

Service	# of respondents	% of respondents
Grooming salon	50	61%
Pet daycare	27	33%
Boarding kennel	18	22%
Training kennel	15	18%
Other	10	12%
Pet shop (with pets)	-	-
Breeding kennel	-	-

For which services do you offer overnight keeping of animals? *Pet establishment owners.*

Service	# of respondents	% of respondents
None of the above	47	57%
Pet daycare	16	20%
Boarding kennel	15	18%
Other	7	9%
Training kennel	4	5%
Grooming salon	3	4%
Breeding kennel	1	1%
Pet shop (with pets)	-	-

Do you have staff overnight? *Pet establishment owners (n=82).*

Sometimes: 4%
Yes: 32%
No: 65%
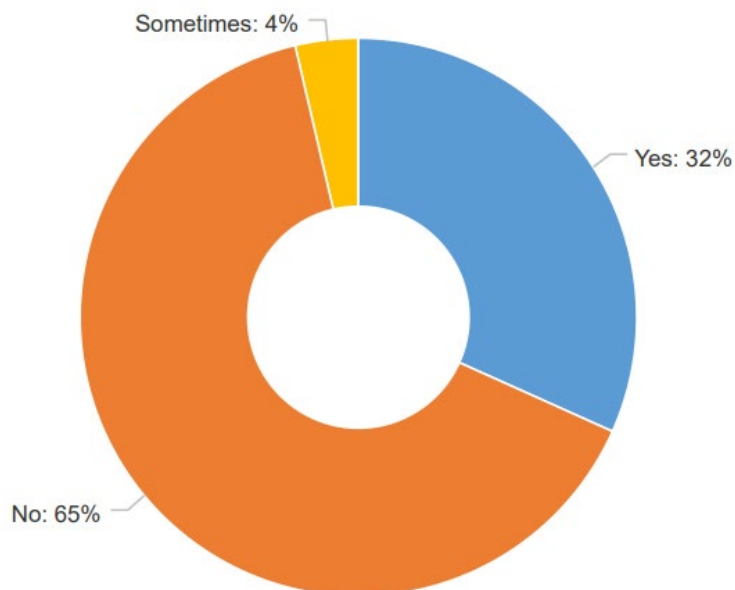
Which pet establishment(s) do you regularly visit in Toronto? *Pet owners.*

Service	# of respondents	% of respondents
Grooming salon	135	55%
Pet shop (with pets)	86	35%
Pet daycare	82	33%
Training kennel	60	24%
None of the above	44	18%
Other	41	17%
Boarding kennel	34	14%
Breeding kennel	4	2%

How frequently do you interact with pet establishments other than to buy pet supplies? *Pet owners.*

Frequency	# of respondents	% of respondents
Never	33	13%
Rarely (1-2 times/year)	34	14%
Occasionally (3-6 times/year)	60	24%
Frequently (7+ times)	118	48%

How often have you experienced or witnessed <u>animal welfare</u> issues in pet establishments in Toronto? *All respondents.*

Service	Never	Rarely	Occasionally	Frequently
Pet shop (with pets)	62%	19%	9%	10%
Pet daycare	63%	20%	11%	7%
Grooming salon	63%	20%	10%	7%
Breeding kennel	71%	12%	7%	10%
Boarding kennel	67%	18%	9%	5%
Training kennel	72%	15%	9%	4%

How often have you experienced or witnessed <u>nuisance</u> issues in pet establishments in Toronto? *All respondents.*

Service	Never	Rarely	Occasionally	Frequently
Pet daycare	68%	18%	8%	6%
Boarding kennel	75%	13%	9%	3%
Grooming salon	74%	17%	6%	3%
Breeding kennel	78%	10%	7%	5%
Pet shop (with pets)	76%	17%	4%	3%
Training kennel	80%	13%	5%	2%

How often have you experienced or witnessed <u>consumer protection</u> issues in pet establishments in Toronto? *All respondents.*

Service	Never	Rarely	Occasionally	Frequently
Pet daycare	76%	11%	5%	7%
Breeding kennel	78%	9%	4%	8%
Pet shop (with pets)	76%	12%	6%	5%
Grooming salon	78%	11%	4%	6%
Boarding kennel	82%	7%	7%	5%
Training kennel	80%	10%	4%	5%

How concerned are you about potential issues related to <u>animal welfare</u> in pet establishments in Toronto? *All respondents.*

Service	Not concerned	Slightly concerned	Moderately concerned	Very concerned
Breeding kennel	22%	14%	20%	45%
Boarding kennel	28%	23%	23%	26%
Pet shop (with pets)	35%	19%	17%	28%
Pet daycare	32%	24%	18%	26%
Grooming salon	37%	23%	16%	24%
Training kennel	39%	28%	12%	23%

How concerned are you about potential issues related to <u>nuisance</u> in pet establishments in Toronto? *All respondents.*

Service	Not concerned	Slightly concerned	Moderately concerned	Very concerned
Breeding kennel	45%	22%	17%	17%
Boarding kennel	47%	25%	13%	16%
Pet daycare	51%	22%	13%	14%
Grooming salon	58%	21%	11%	10%
Training kennel	58%	21%	11%	11%
Pet shop (with pets)	59%	21%	10%	10%

How concerned are you about potential issues related to <u>consumer protection</u> in pet establishments in Toronto? *All respondents.*

Service	Not concerned	Slightly concerned	Moderately concerned	Very concerned
Breeding kennel	38%	22%	14%	27%
Boarding kennel	43%	26%	11%	20%
Pet shop (with pets)	49%	22%	10%	19%

Pet daycare	47%	24%	12%	17%
Training kennel	51%	20%	12%	17%
Grooming salon	50%	22%	12%	16%

How strongly do you support the introduction of a business licence by the City of Toronto for each type of pet establishment? *All respondents.*

Service	Strongly oppose	Somewhat oppose	Neutral	Support	Strongly support
Breeding kennel	13%	4%	5%	12%	65%
Boarding kennel	15%	7%	9%	17%	53%
Pet daycare	19%	8%	11%	16%	47%
Training kennel	18%	8%	14%	14%	46%
Grooming salon	20%	9%	14%	14%	43%

Would you be more likely to support/visit a pet establishment if it was licensed? *All respondents (n=210).*