

The City of Calgary Animal & Bylaw Services



Today's Presentation

- Overview
- Animal Services
- Public Education
- Continuous Improvement



In North America we do not have a problem with pet overpopulation, stray animals, nuisance or vicious animals – we have a problem with responsible pet ownership.

Virtually every animal that ends up in a shelter or on the street is there because a human relationship failed them.

The definition of insanity is continuing to do things the same way you always have and expecting to get different results.

Shifting from traditional animal control to responsible pet ownership



Animal & Bylaw Services' Mission

"To encourage a safe, healthy, vibrant community for people and pets through the development, education, and compliance of bylaws that reflect community values".



Animal Services

(continued)

At Animal Services we:

- Protect people from animals
- Return pets to owner
- Care for impounded animals
- Subsidize a spay/neuter program
- Obtain compliance to the Responsible Pet Ownership Bylaw



From Mission Statement to Action

1. Identify the issue
2. Engage stakeholders
3. Build a process that works
4. Educate people to use it
 - 95% voluntary compliance
5. Back it up
 - 5% enforcement
6. Measure it
 - how do you know you are improving

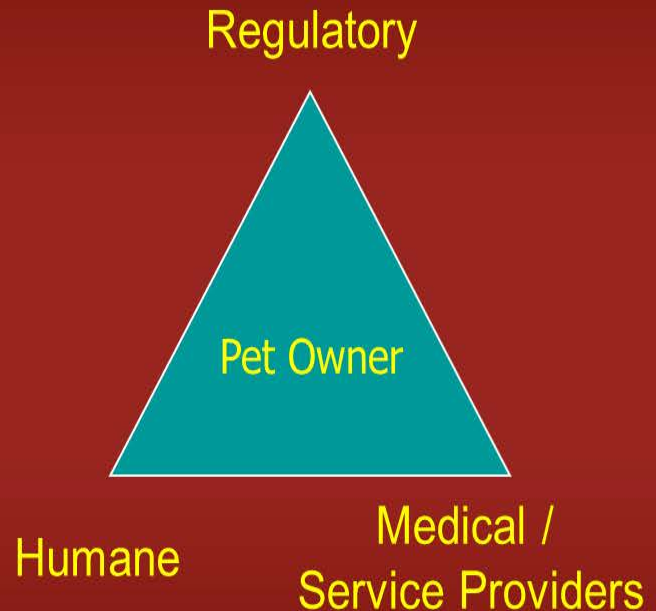
Four Principles of Responsible Pet Ownership

1. Licence and provide permanent identification for pets
2. Spay or neuter pets
3. Provide training, physical care, socialization and medical attention for companion pets
4. Do not allow pets to become a threat or nuisance in the community

Our Responsible Pet Ownership Partners

A successful animal program requires working relationships with three key stakeholders:

- **Regulatory** – The City of Calgary, The Province of Alberta
- **Humane** – Calgary Humane Society (SPCA), Animal Rescue Foundation, MEOW Foundation
- **Medical/Service Providers** – Calgary Vets, AVMA, breeders, trainers, pet stores



The Importance of Bylaws

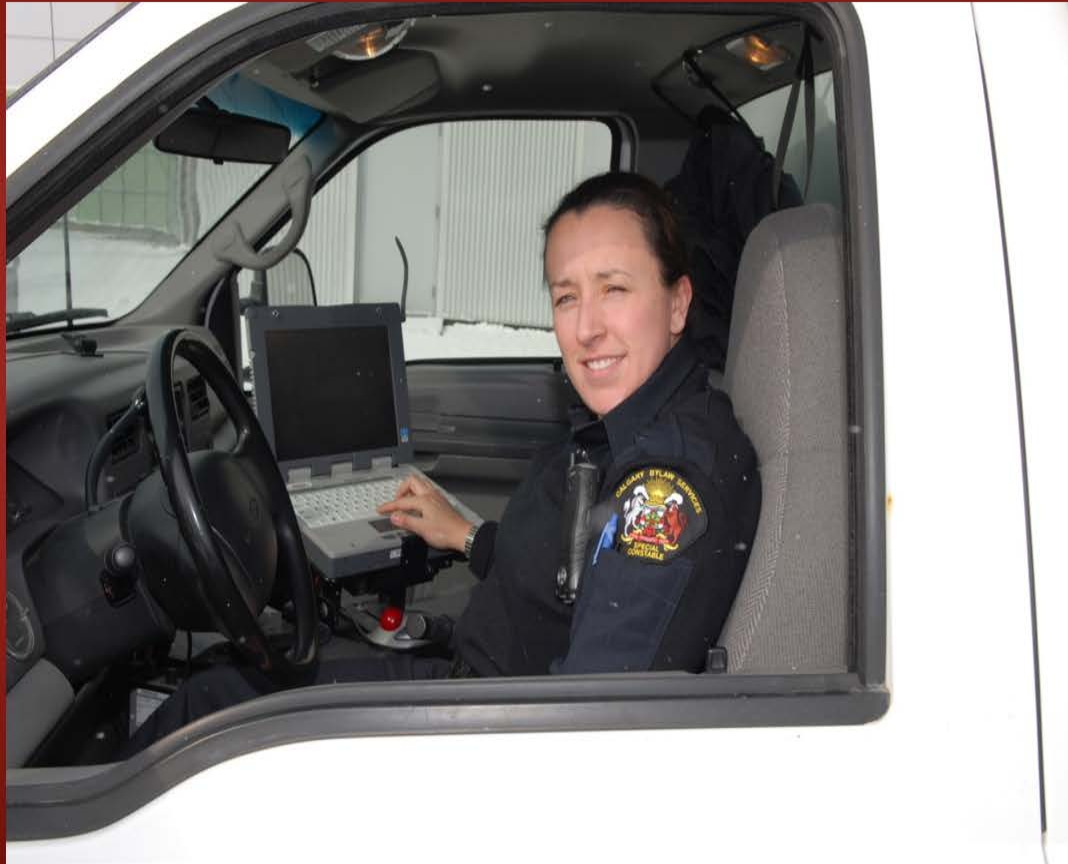
- Serve two roles:
 - set a minimum standard of acceptable behaviour
 - achieve compliance to that standard
- Help us live together as neighbours based on agreed upon rules
- Provide a process for resolution
 - investigation, mediation, enforcement

Performance Indicators

(How do we know we are doing a good job)

- Impounded animal numbers ↓
- Return to owner rates ↑
- Aggressive animal incidents ↓
- Euthanasia rate ↓
- Percent of animals licensed ↑
- Number of bylaw infractions charged ↓
- Financial performance ↑

Operations: Bylaw Compliance



Operations: Bylaw Compliance



Field Operations

24 Animal Control Officers respond to and investigate complaints related to:

- 1. Responsible Pet Ownership Bylaw**
- 2. Provincial Legislation**

Field Operations

(continued)

1. Responsible Pet Ownership Bylaw

- License Compliance
- Animals running at large
- Animals unattended
- Animals not under control
- Dogs in off-leash areas
- Removal of excrement
- Barking, howling, noise
- Livestock in the city
- Aggressive Behaviours
 - Bites/Attacks
 - Chase /Threats
 - Serious injury
 - Fatal injury to another animal
- Vicious Animals
- Unsecured dogs in open trucks



Field Operations (continued)

2. Provincial Legislation

- Dangerous Dogs Act
- The Animal Protection Act
- The Stray Animals Act



Dog Licensing Program

- All dogs 3 months and older require a licence
- Zero tolerance for unlicensed dogs - \$250 penalty
- Annual licence fee:
 - \$31 altered
 - \$52 intact



Licensing Program: Cats

- Cat licensing became mandatory – 2007 January 1
- \$250 fine for an unlicensed cat
- Cats with permanent ID (tattoo or microchip) are not required to wear a tag



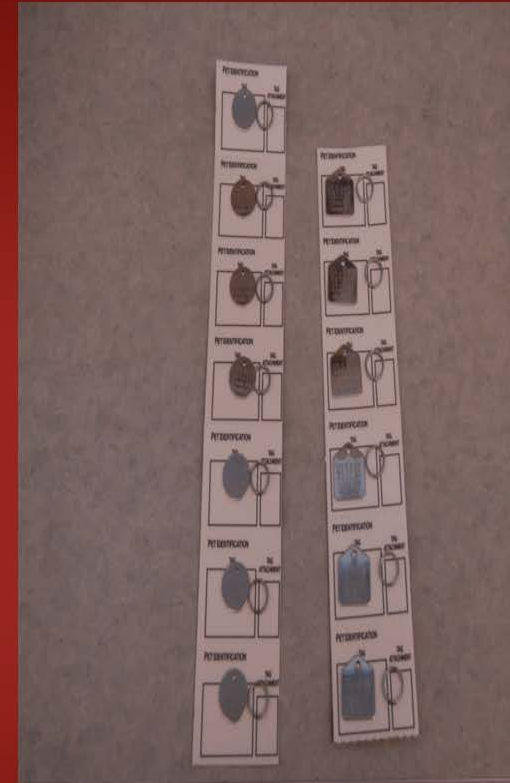
Cat Licensing Program

- All cats 3 months and older require a licence
- Zero tolerance for unlicensed cats
- Annual licence fee:
 - \$10 altered
 - \$30 intact



Dog Licensing: History

- Formerly a Business Licensing administrative function
- Low compliance, no follow up on expired licences
- Transferred to Animal Services to provide connectivity
- Dedicated Officers to licensing
- Dedicated phone line manned by knowledgeable staff





Renewing my licence is now even easier.

Dog licences can now be paid by telephone/Internet banking at the Royal Bank. Other banks will be included soon. Contact your branch to inquire.

Having a valid dog licence ensures The City of Calgary Animal Services can return your lost dog. At 3 months of age, all dogs in the City of Calgary must be licensed. The fine for an unlicensed dog is \$250.

Licensing your dog is easy. Here's how:
Telephone 268-4350 |
Through the mail 2201 Portland Street SE, Calgary AB, T2G 4M7 |
In person Animal Services at the address above or with The City of Calgary Castlers, 3rd Floor Municipal Building, 800 Macleod Trail SE | Online www.calgary.ca/animalservices/ |
At the Royal Bank Telephone/Internet banking

My licence is my ticket home.



THE CITY OF
CALGARY
ANIMAL & BY-LAW SERVICES

Licensing Campaigns

Since 1999, periodic licensing campaigns with:

- Stepped up enforcement;
- Extensive media advertising;
- “Amnesty”



Does your dog
have a
LICENCE?

Be a responsible
pet owner and
avoid a \$250 penalty.

Check out our web site
www.gov.calgary.ab.ca/animalservices

If your dog is three months of age or older, you must have a dog licence.

On September 15, 1999, The City of Calgary adopted a no-tolerance policy on licensing and violators are being ticketed.

The annual fee for licensing a dog is less than \$40. Licences for spayed or neutered dogs are less. Buying a licence now will save you a \$250 fine later.

Renew your licence or apply for a new one by calling 268-4350. Payment can be made by cheque, cash or credit card.



THE CITY OF CALGARY
ANIMAL SERVICES SECTION
3990 MANCHESTER RD. S.E.
Phone: 268-4350
Fax: 268-4927



My licence is my ticket home.

Please license your dog.
Having a valid dog licence is not only the law, it's the best way to ensure your furry friend finds his way home if he gets lost.

Licensing your dog is easy. Here's how:
Telephone 268-4350 | Through the mail 2201 Portland Street SE, Calgary, AB T2G 4M7 | In person Animal Services at the address above or with The City of Calgary Castlers, 3rd Floor Municipal Building, 800 Macleod Trail SE | Online www.gov.calgary.ab.ca/animalservices/



Licensing: Making it easy



- Renewal notices automatically sent out
- Easy payment options:
 - In person at 2 locations
 - Telephone (3-1-1, 24/7)
 - www.calgary.ca/animalservices
 - At bank
 - By mail
 - Night depository
 - Directly to an officer



Licensing Compliance



- Follow up on all licence non-renewals
- Officers can check for a valid animal licence using onboard computer or radio dispatch

Licensing Compliance (continued)



- Park patrols
- Impounded dogs and cats may not leave facility without a licence
- 6 month free licence for adopted dogs and cats

The Licensing Advantage



- Enables Animal Services to quickly reunite missing pets with their owners
- Identifies that a lost animal has a caregiver/owner
- A licensed animal is one phone call away from going home

Off-Leash Areas

- It will happen anyway
 - Important for dogs to socialize
 - ➔ Need regulations
-
- Challenges:
 - parks are over subscribed
 - conflicts with multiuse strategies
 - environmental damage



Dogs in Parks

- Dogs must be on leash unless otherwise posted
- Park rules must be respected
- In off-leash areas:
 - dogs must be licensed
 - dogs must be under control at all times
 - dogs must not chase or threaten people, other dogs or wildlife
 - owners must pick up after their dog



Role of Education

- Corrects myths
- Removes misconceptions
- Transforms misunderstanding
- Key in citizen compliance

Education helps us clearly tell our story

Role of Public Education - Goals

Provide information

- promote citizen awareness

Prevention

- educate citizens prior to community issues becoming problematic
- follow legislative changes with education
- school programs

Develop knowledgeable citizens – action step

- change in citizen behaviour
- change in values
- citizens are engaged and make informed decisions about community issues

Increase voluntary compliance

- people become responsible citizens
- citizens as partners in compliance



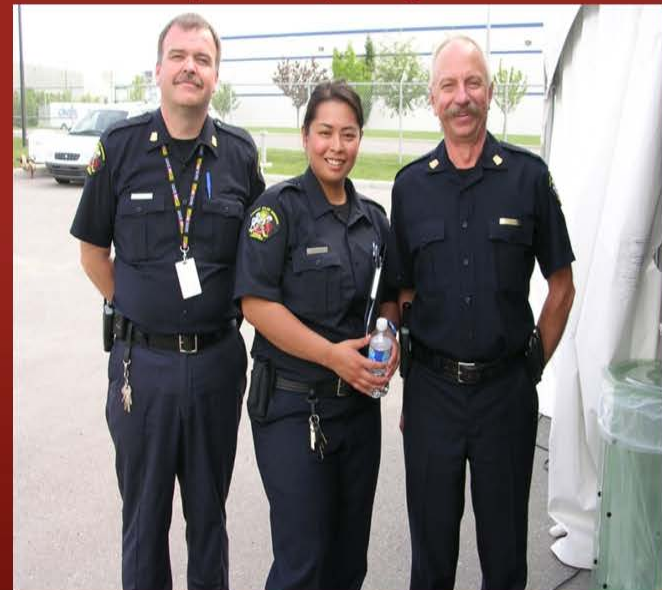
Educational Focus

Responsible Citizenship

- Role / image of Animal & Bylaw Services
- Content of animal and general bylaws
- Role of officers
 - public safety professional
 - approachable
 - voluntary compliance model
- Role of the community
 - partner in compliance

Responsible Pet Ownership

- Dog and cat licensing
- Importance of spaying and neutering
- Pet adoption programs



Public Education School Programs

ECS – Grade 6

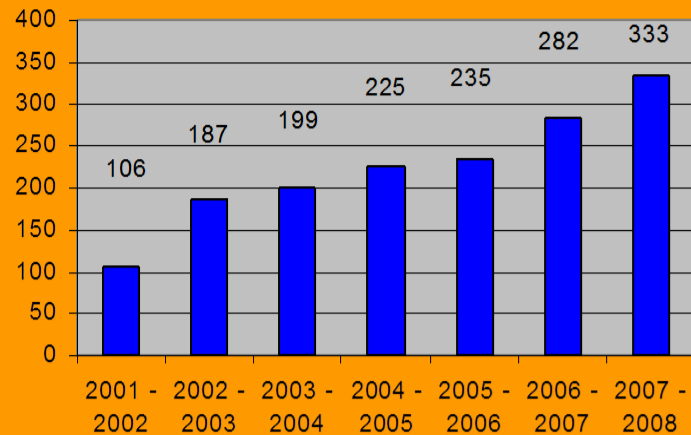


School Programs

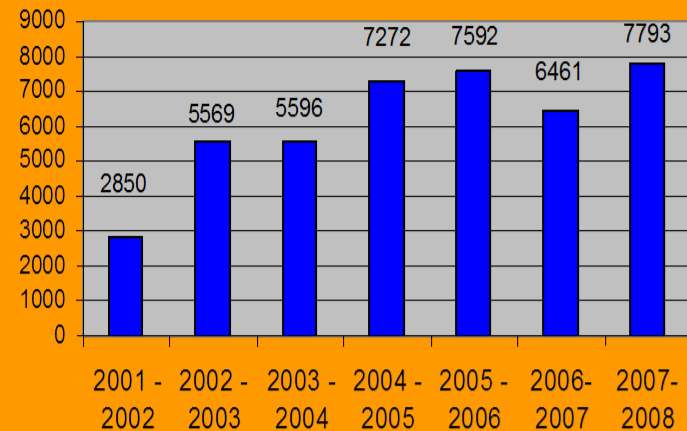
- PAWS Dog Bite Prevention Program: ECS – Grade 6
- Dogs in Our Society: Grade 1
- Urban Coyotes: Grades 3 – 6
- Freedom City: Grade 6
- Junior Bylaw Project: Grade 6
- Think Responsibly: Grades 4 – 7

School Presentations

Presentations



Students



School Presentations

- All curriculum based
 - Urban Coyotes – Social Studies or Science focus
 - includes content and process
 - grade-appropriate support materials
 - interactive programs
- Educators present programs in the schools
- No cost
- Budget from licensing
- Interactive - geared to classrooms not assemblies

PAWS Dog Bite Prevention

- stray dogs
- tree or log
- reasons dogs we know bite
- meeting a dog that is out with an owner

Tools

- Boomer
- licence, microchip, tattoo
- radio
- video



Dogs in our Society

- 8 out of 10 curriculum objectives
- “Living and Non-living Things” unit
- Focus: responsible pet ownership and dog safety
 - Boomer – living or non-living
 - Characteristics of living animals
 - Roles of dogs in our society
 - Domesticated or wild
 - Care of domesticated pets
 - Safety message from PAWS



Urban Coyotes

- Identify the habitat of urban coyotes
- Adaptability of coyotes
- What attracts coyotes
- Role in the balance of nature

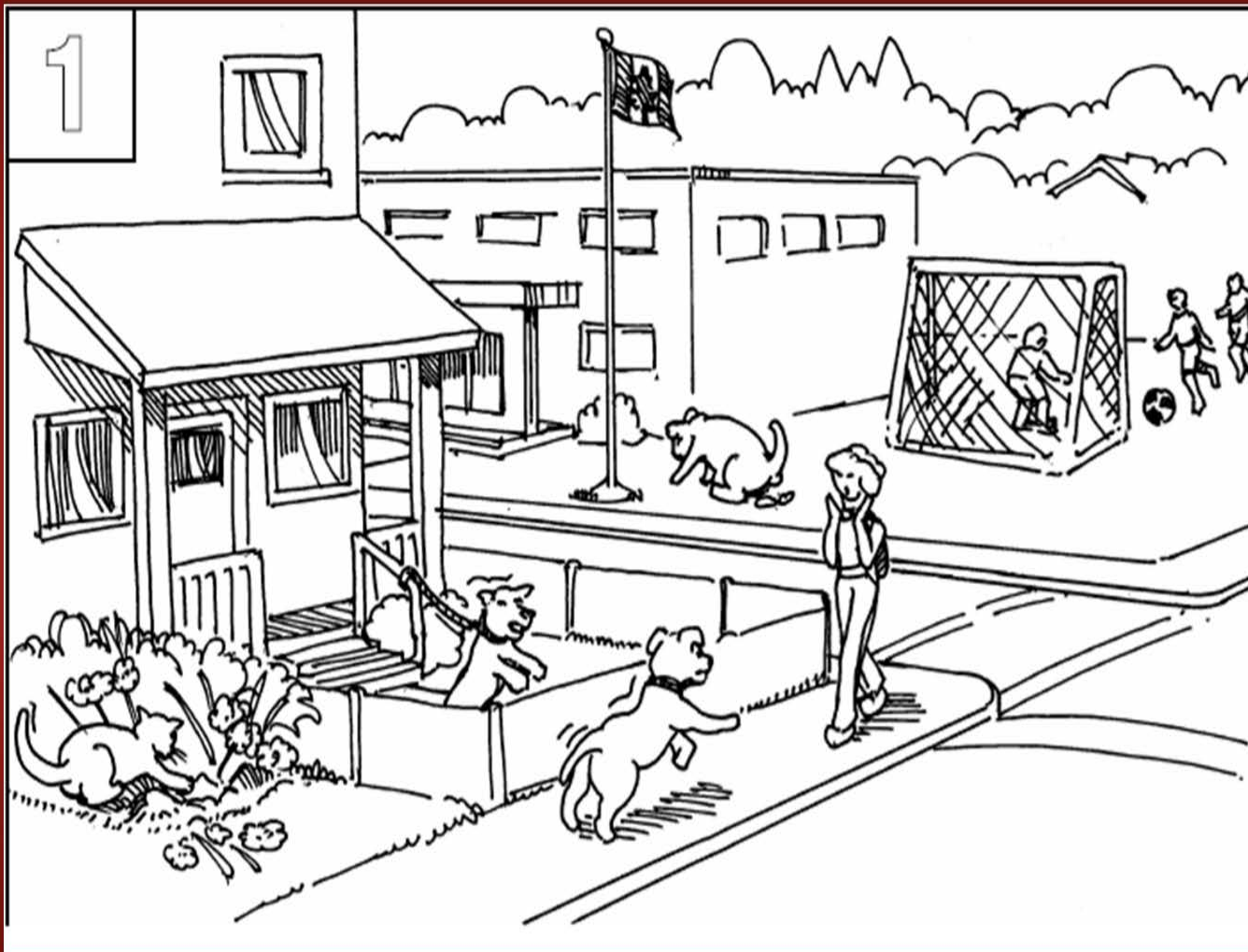


Learning objectives

- What to do to make coyotes feel unwelcome
 - connection to city bylaws – untidy properties
- Compare and contrast dogs and coyotes
- Safety around dogs
- Safety around coyotes



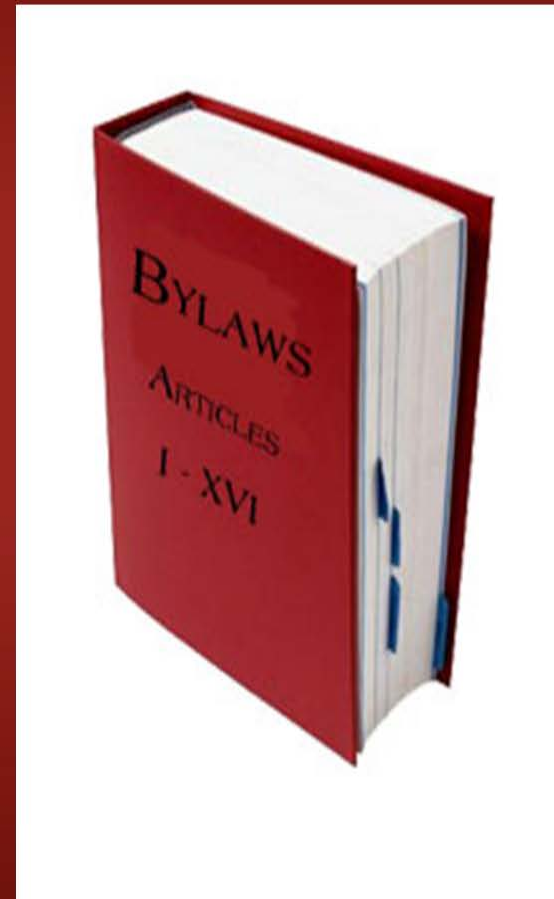
Freedom City



Freedom City

Bylaws are created:

- To ensure public health
- To ensure public safety
- To protect the environment
- So we can live in harmony



Junior Bylaw Project

- Problem solving project
- Simulates citizen engagement process
- 2 visits



Junior Bylaw: Student Project

Students research and resolve a neighbourhood issue:

- Word problem as a question
- Research current bylaws
- Find 4 solutions, list positives, negatives
- Best solution? Why?
- How would you inform the local government?
- Develop Citizen's Charter of Rights and Responsibilities



Think Responsibly

- Online school program
- Safety education for grades 4 – 7
- 7 business units & Calgary Board of Education
- 6 modules:
 - Graffiti
 - Helmets
 - Parks & pathways
 - Peer pressure
 - Fire safety
 - Water safety

Performance Indicators

(How do we know we are doing a good job)

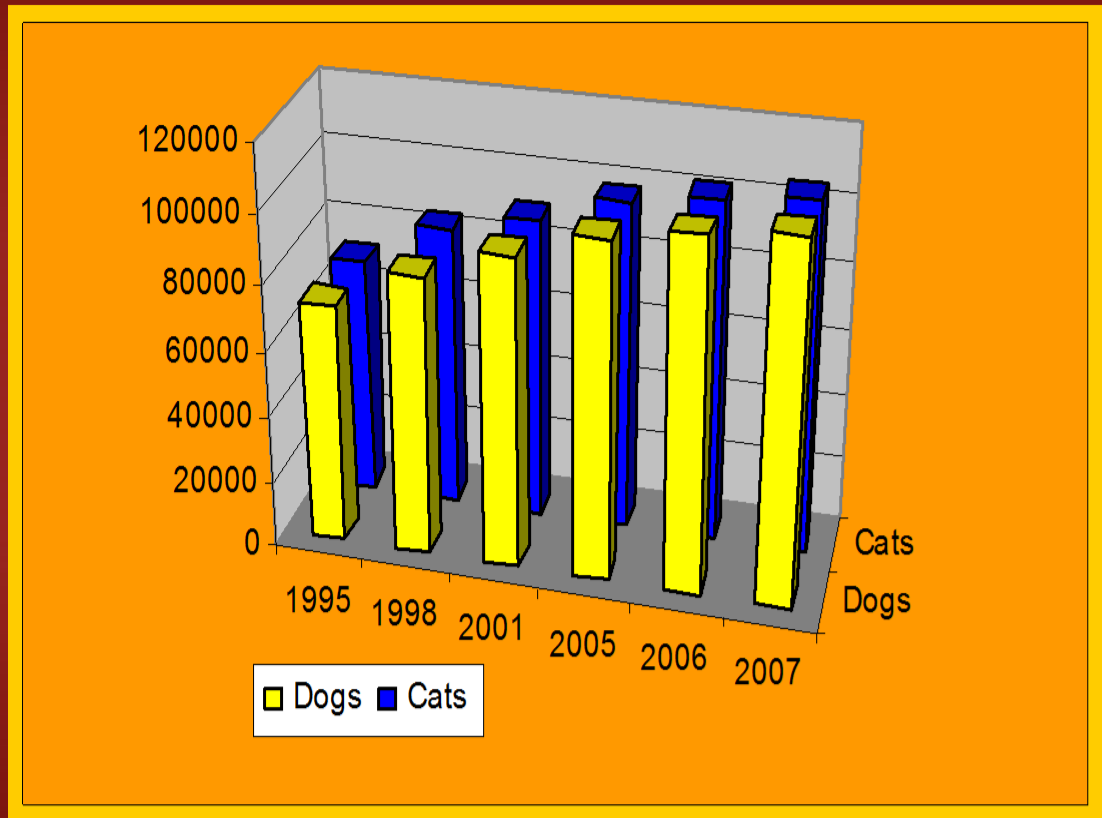
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Calgary's Population

People (2008):
1,042,892

Dogs (2008):
110,242

Cats (2008):
107,514



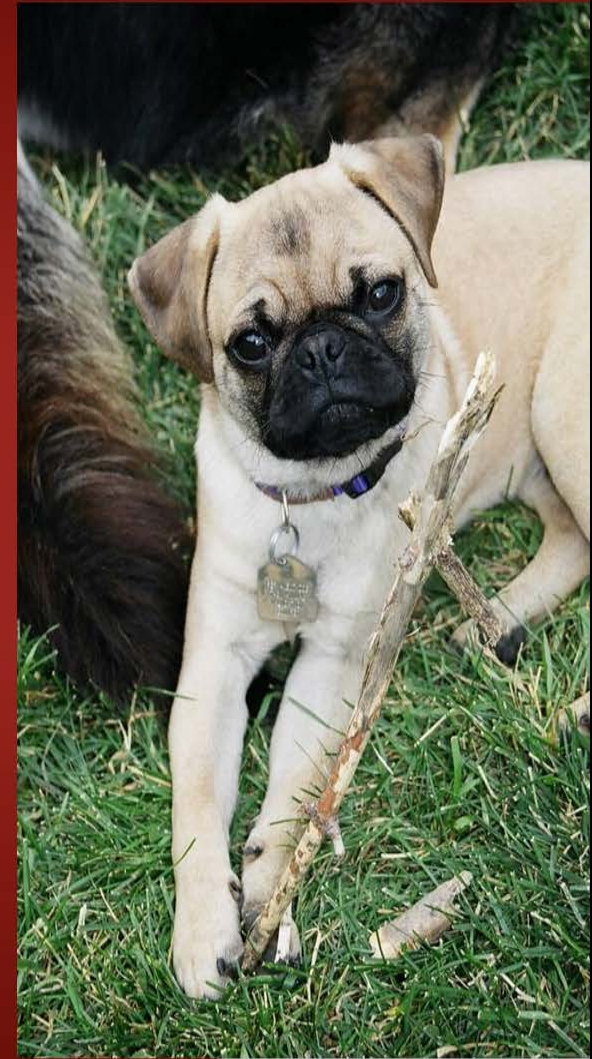
Licensing Compliance

Dogs

- 101,000 licensed dogs as of 2009 June
- Approx. 92% compliance

Cats

- 48,500 licensed cats as of 2009 June
- Approx. 45% compliance



Cats Impounded

2007

- 680 Impounded
- 48% Returned to owner (328)
- 30% Adopted (202)
- 22% Euthanized (150)

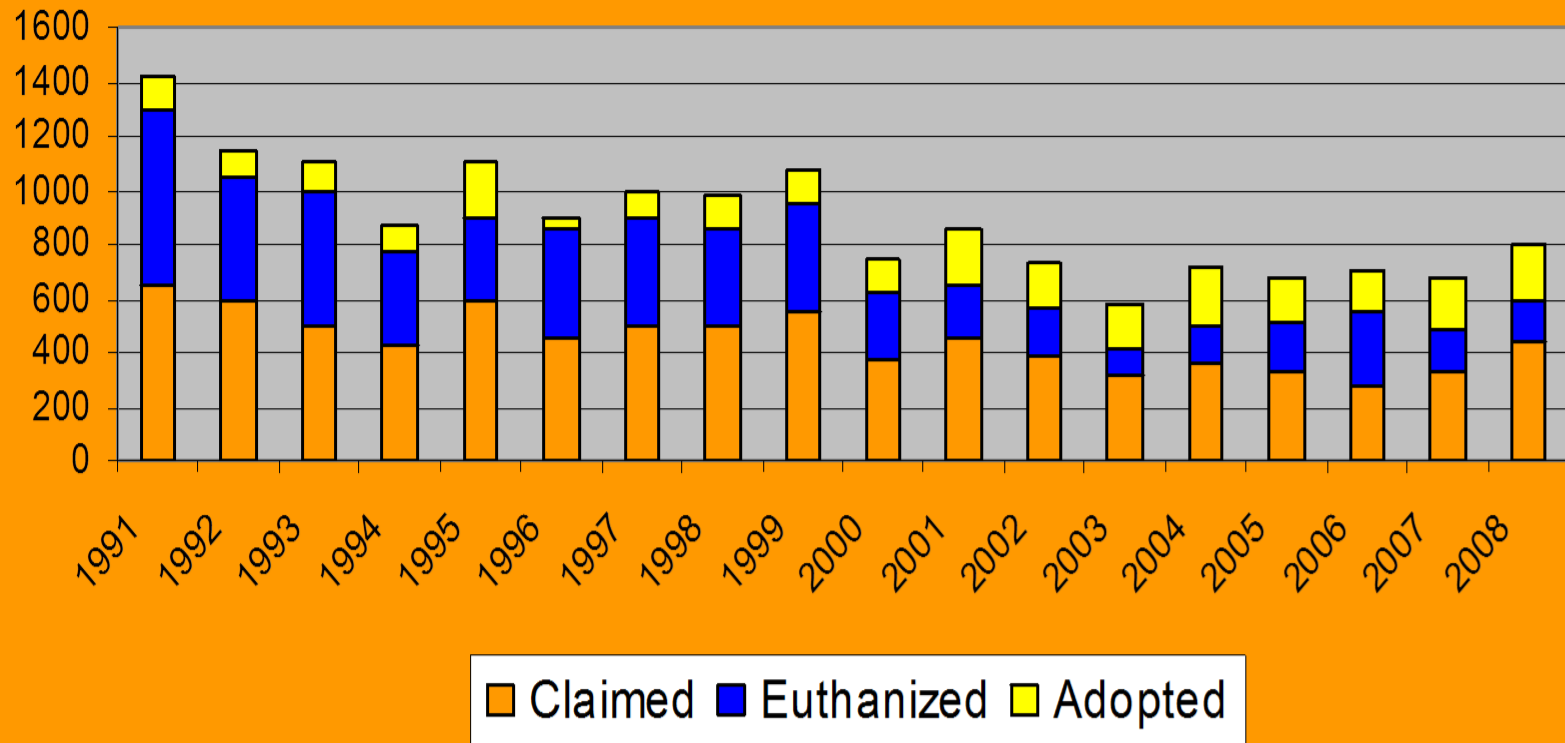


2008

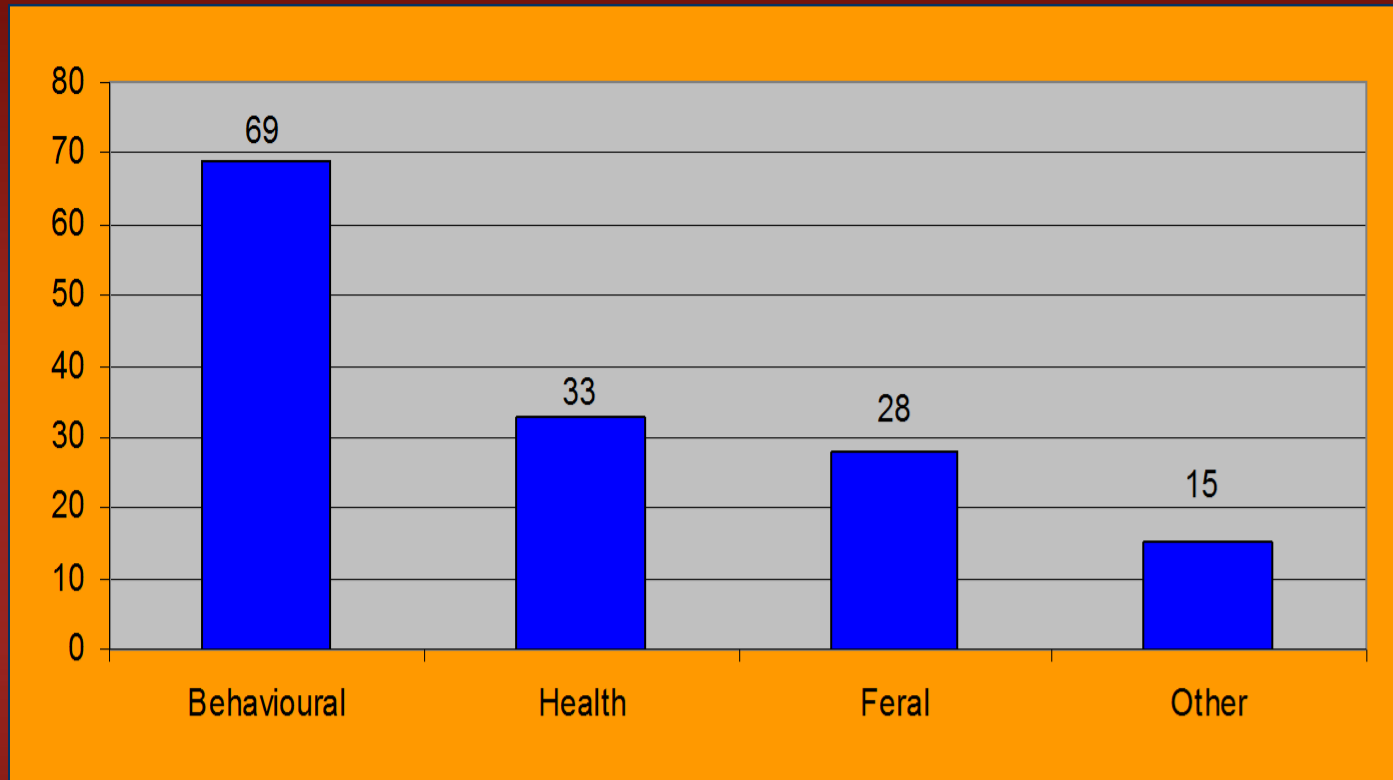
- 799 Impounded
- 56% Returned to owner (445)
- 26% Adopted (209)
- 18% Euthanized (145)

Disposition of Cats

1991-2008



Cats Euthanized 2008



This graph represents the reasons for the humane destruction of 145 cats in 2008. Had these cats been microchipped, tattooed, or licensed, they could have been returned to their owners.

Dogs Impounded

2007

- 4746 dogs impounded
- 86% (4062) returned to owner. Of these:
 - 29% driven directly home (1372)
 - 57% picked up from Animal Services (2692)
- 8% adopted (370)
- 6% euthanized (314)

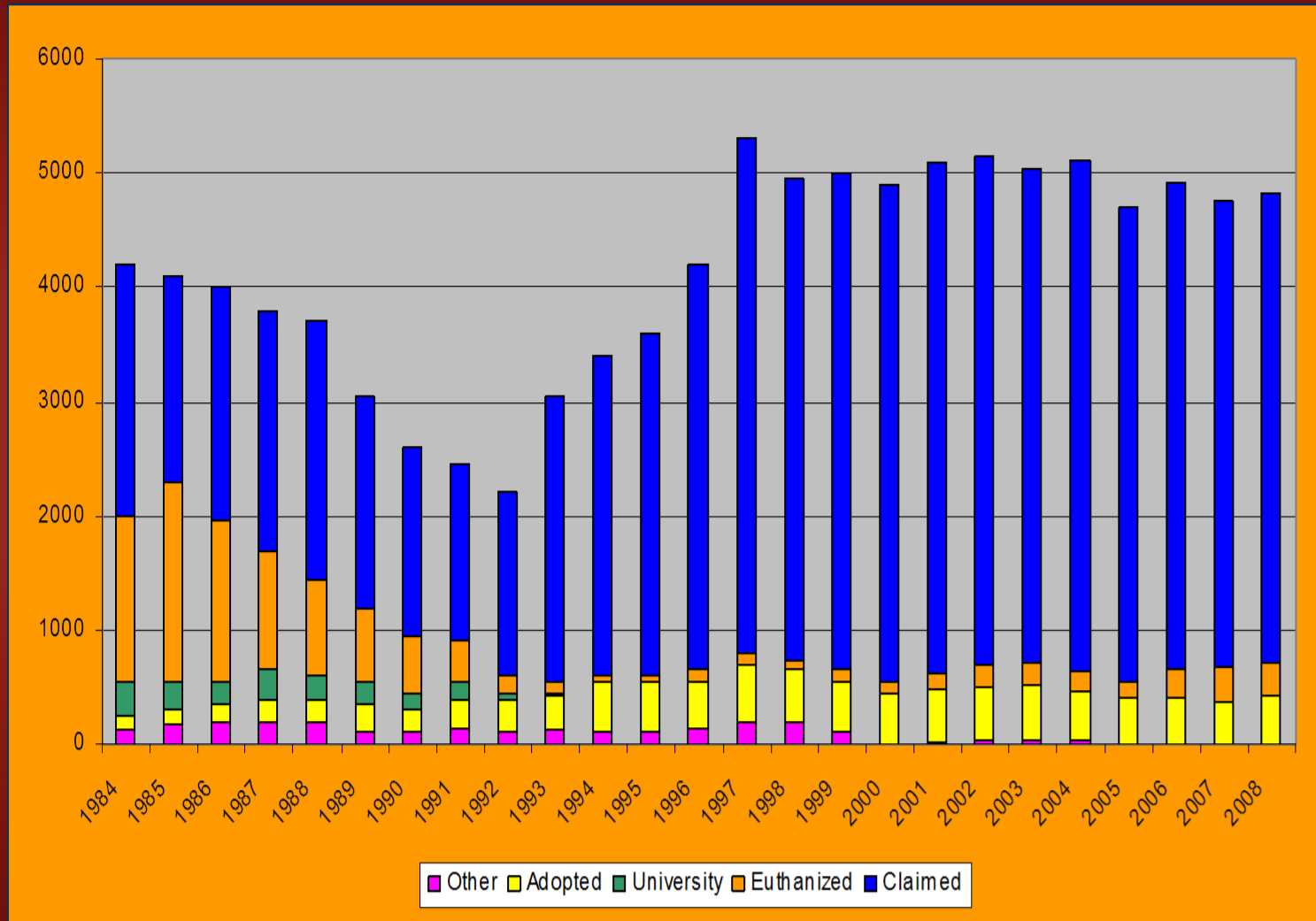


2008

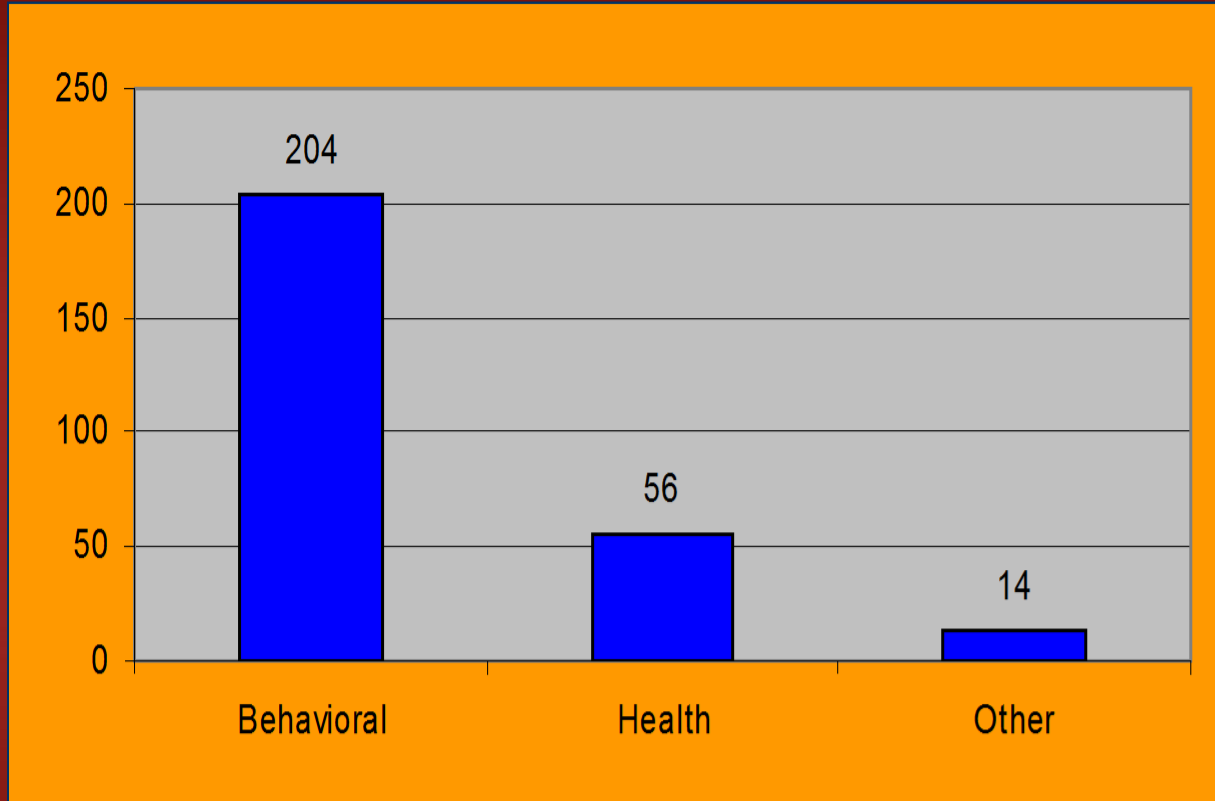
- 4830 dogs impounded
- 85% (4125) returned to owner. Of these:
 - 27% driven directly home (1325)
 - 58% picked up from Animal Services (2800)
- 9% adopted (431)
- 6% euthanized (274)

Disposition of Impounded Dogs

1984 - 2008

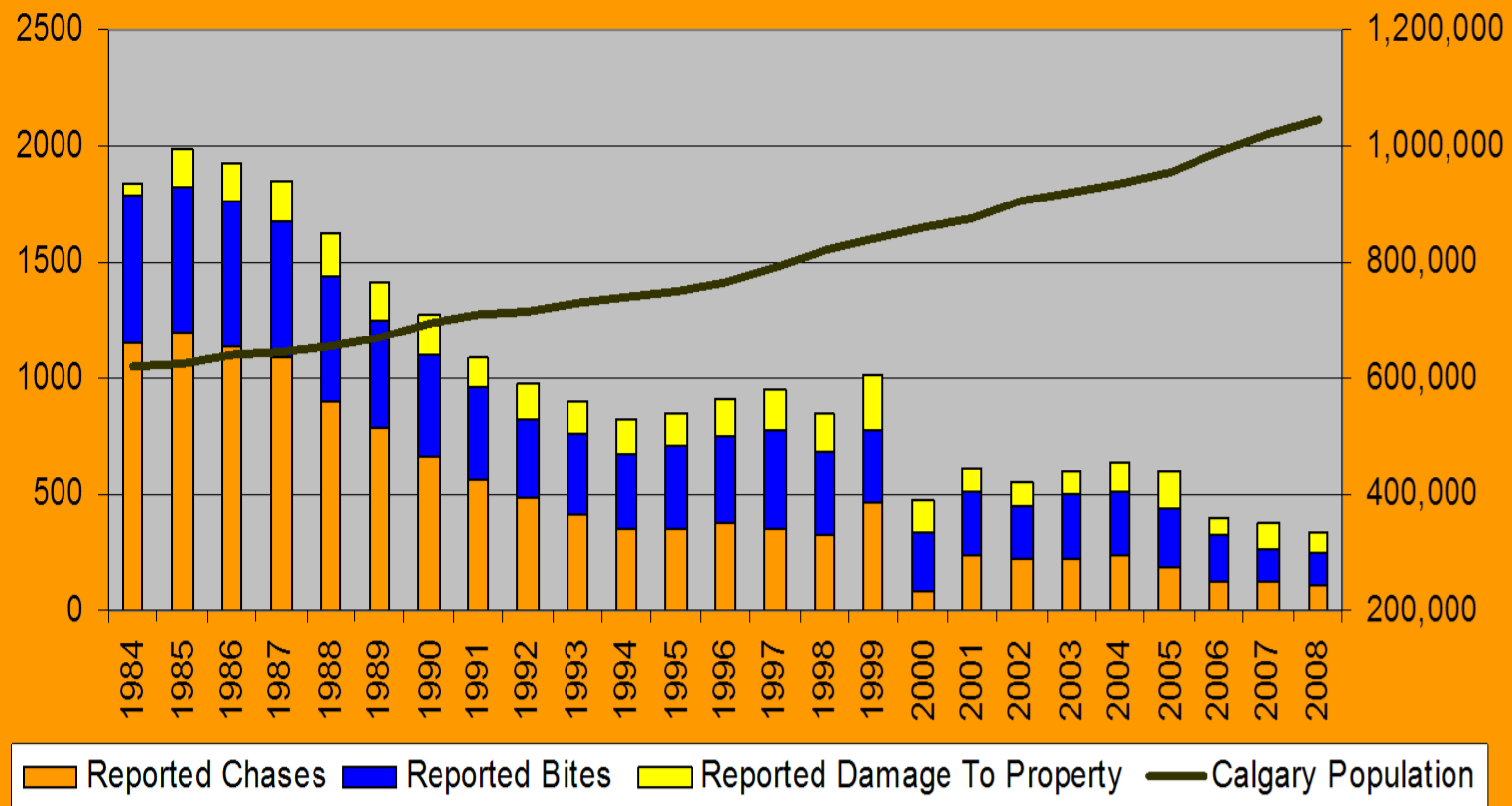


Dogs Euthanized 2008



This graph represents the reasons for the humane destruction of 274 dogs in 2008. Had these dogs been licensed, they could have been returned to their owners.

Aggressive Dog Incidents 1984-2008



Operating Budget

\$5 million annual operating budget, generated through licence and penalty revenue, not tax dollars

The Animal Services Centre was built in 2000 for \$3.5 million



The Facility

- Opened on October 2, 2000
- Shelter hours:
 - 10:00 a.m. – 7:00 p.m. Monday – Friday
 - 10:00 a.m. – 4:00 p.m. Saturday & Sunday
 - Closed on Statutory Holidays
- 21,000 square feet

The Facility

- Capacity to hold 88 cats and 84 dogs
- Features include:
 - Ventilation system
 - Aggressive isolation kennel
 - Waste management system
 - Warm atmosphere for animals, staff and public



Continuous Improvement

- Develop subsidized spay/neuter program
- Build spay/neuter clinic (Opened July 2, 2009)
- Increase number of licensed cats
- Increase number of licensed dogs to 100%
- Research lifetime licence with microchip
- Work towards 100% return to owner
- Increase use of Drive Home Program
- Be a best practice city in animal management
- No More Homeless Pets within 5 years

Questions?





