



REGIONAL DISTRICT OF CENTRAL OKANAGAN

DOG CONTROL SERVICE REVIEW

NEILSON-WELCH

**Presentation to Board of Directors
October 22, 2012**

PRESENTATION OUTLINE

- The Assignment
- Assessment of Existing Service
- Foundations of New Service Model
- Key Elements of New Service Model
- Implementation
- Questions

THE ASSIGNMENT

- Scope & Impetus
- Methodology
- Comparative Research
- Nature of Service Reviews
- Moving Forward

EXISTING SERVICE

- Assessment points to service that:
 - ✓ Needs more direction from the top
 - ✓ Needs nuanced, multi-faceted mandate
 - ✓ Needs balance in emphasis between “back end” and “front-end”
 - ✓ Requires strong focus on dog licensing
 - ✓ Must recognize value of education

EXISTING SERVICE

- Assessment points to service that:
 - ✓ Has the potential for higher cost recovery
 - ✓ Faces unrealistic participant expectations regarding enforcement of dog access
 - ✓ Needs to embrace Bylaw Notices
 - ✓ Must build stronger relations with dog owners community
 - ✓ Needs a common philosophy among staff

EXISTING SERVICE

- Assessment points to service that:
 - ✓ Needs to build on existing efforts aimed at dog aggression
 - ✓ Needs to minimize the need for euthanasia, but not refrain where warranted

FOUNDATIONS

- Vision of new Dog Control Service:
 - ✓ Dogs are valued; Service promotes dog ownership and benefits dogs offer
 - ✓ Dog owners have rights; Service works with owners
 - ✓ Dog owners have responsibilities; Service helps owners, and holds owners accountable

FOUNDATIONS

- Responsible Dog Ownership is at the centre of the model
 - ✓ Potential for dogs to make community better is dependent on owners
 - ✓ Not solely up to government to manage the issue — will not work
 - ✓ When dog owners manage dogs, problems and need for enforcement decrease

FOUNDATIONS

- New model will produce key outcomes:
 - ✓ Increase in licensing compliance
 - ✓ Greater cost recovery
 - ✓ Fewer dog-related complaints
 - ✓ Fewer bylaw violations (and hence tickets)

FOUNDATIONS

- New model will produce key outcomes:
 - ✓ Fewer dog aggression incidents
 - ✓ Greater community support
 - ✓ Increase in adoption rates
 - ✓ Fewer impounds and destructions

KEY ELEMENTS

- How do we make it work?
 - ✓ Educate about, promote, facilitate, support and reward efforts to become responsible dog owners
 - ✓ Hold accountable with strict enforcement and penalties

- Build around opportunities, incentives and disincentives that change behaviour

KEY ELEMENTS

➤ Dog Licensing

- ✓ Information on dog licensing
- ✓ Removes barriers to purchase
- ✓ Review need for third party agents
- ✓ Develop rewards program
- ✓ Introduce two new license categories
- ✓ Adopt Zero Tolerance Policy
- ✓ Charge significant fee to return unlicensed dogs

KEY ELEMENTS

➤ Education

- ✓ Target dog owners with instruction on responsible dog ownership
- ✓ Target elementary schools with instruction on dog safety
- ✓ Produces various information materials
- ✓ Makes extensive use of volunteers

KEY ELEMENTS

- Bylaw Enforcement
 - ✓ Invite municipalities to collaborate in enforcing dog access regulations in parks
 - ✓ Adopt very low tolerance for most regulations
 - ✓ Adopt zero tolerance for dog aggression and failure to have license
 - ✓ Communicate changes clearly and far ahead of implementation
 - ✓ Join Southern Interior Bylaw Notice Program

KEY ELEMENTS

- Community Engagement
 - ✓ Create Dog Service Resource Group
 - ✓ Eliminate existing Advisory Committee
 - ✓ Host annual Open House; more than one this year to engage on changes to Service
 - ✓ Develop volunteer program for Service
 - ✓ Hold annual meetings with service providers
 - ✓ Survey responsible dog owners

KEY ELEMENTS

➤ Dog Aggression

- ✓ Retain two tiers of aggression, but sharpen dividing line
- ✓ Adopt “three strikes” policy
- ✓ Continue with existing efforts to deal with long stay dogs in Regional Pound
- ✓ Seek section 48 authority
- ✓ Explore ability to recover costs through Consent Orders
- ✓ Take advantage, if possible, of province’s offer

KEY ELEMENTS

- In-House Delivery
 - ✓ Keep the redesigned Service in house

KEY ELEMENTS

➤ Fees & Fines

- ✓ Keep fees and fines imposed on responsible dog owners at minimum
- ✓ Impose high fees and fines on owners of aggressive dogs

KEY ELEMENTS

➤ Other

- ✓ Invest in technology to allow contact
- ✓ No longer respond to “drug busts”
- ✓ Develop, as a priority, formal practices and procedures
- ✓ Continue to use SPCA for adoptions
- ✓ Continue to support other SPCA efforts

MOVING FORWARD

- Not all possible issues addressed
- Changes fit together as a package
- Patience and commitment are critical
 - ✓ Staff will need to take a few months to map out implementation (consider financial implications, opportunities for public input, etc.)
 - ✓ Moving on all changes will take at least a year



REGIONAL DISTRICT OF CENTRAL OKANAGAN

DOG CONTROL SERVICE REVIEW

NEILSON-WELCH

**Presentation to Board of Directors
October 22, 2012**