

February 18, 2025

Honorable Mayor and City Council  
City of Long Beach  
California

**RECOMMENDATION:**

Recommendation to adopt a Resolution authorizing the City Manager, or designee, to execute a contract, and any necessary documents including any necessary subsequent amendments, with DocuPet Corp, of East Syracuse, NY, for providing pet licensing services, for a period of one year, with the option to renew for four additional one-year periods, at the discretion of the City Manager; and,

Declare Proposition "L" Ordinance read for the first time and laid over to the next regular meeting of the City Council for final reading, which pursuant to Section 1806 of the City Charter, makes findings and determines regarding contracting of licensing services.  
(Citywide)

**DISCUSSION**

City Council approval is requested to enter into a contract with DocuPet Corp (DocuPet) for providing pet licensing services for a term of one year with the option to renew for four additional one-year periods. Long Beach Municipal Code Section 6.12.130 requires a person responsible for any cat or dog over the age of four months to obtain a cat or dog license. Prior to receiving a cat or dog license from the City of Long Beach, cats and dogs are required to have been immunized against rabies by a licensed veterinarian as a rabies control measure. As an industry leader in pet licensing, DocuPet is the official pet licensing provider for more than 250 jurisdictions across North America. DocuPet developed and operates a program for providing pet licensing services and offers a comprehensive online pet licensing program in which customers can pay for their pet's license, receive their license tag, and choose to buy a non-generic or personalized tag, along with other services. Should someone choose to upgrade to a personalized tag, 20 percent of the proceeds are donated back to the Department. DocuPet will waive the one-time start-up fee, which includes DocuPet labor involved in developing and implementing their solution. There will be no monthly fee for the provision of DocuPet's services.

Currently, the Department of Parks, Recreation, and Marine (PRM) collects revenue for new license tags and license renewals for Long Beach as well as the cities of Cerritos, Signal Hill, and Los Alamitos. Revenue is collected via mail, in-person, and online. The actual revenue amounts are derived from the number of licenses and renewals paid each year by pet owners as set forth in the fee schedule. City staff researched other municipalities using DocuPet and discovered that agencies in California had documented increased revenues ranging from 17 to 27 percent since the inception of DocuPet's services. DocuPet's services will increase efficiency for the customer licensing experience, streamline the process, and result in higher public

compliance. The Department expects revenue growth through license sales, which correlates with an increased program compliance rate, improved operational efficiencies by proactive engagement with customers, and an enhanced user experience, making obtaining a license quick and simple. Should a member of the public wish to walk in and obtain a pet license, the Department shall continue to provide these services.

City Charter Section 1801 requires that contracts for City purchases be awarded to the lowest responsible bidder after a competitive bid process but allows for awards without a competitive bid process when authorized by a Resolution adopted by the City Council.

The City's pet licensing program no longer has budgeted full-time employees (FTEs) dedicated to performing the tasks related to the program. All tasks associated with pet licensing have been delegated across the Department, which is not sustainable. If the City were to provide an equal level of service delivery that DocuPet could provide, the annual cost of using City employees to provide pet licensing services is estimated to be \$401,789. This amount would provide funding for four FTE positions dedicated to the pet licensing program. This is not currently budgeted.

As a result of contracting with DocuPet, no employees will lose their jobs or be at risk of losing their jobs. Contracting with DocuPet will allow staff currently shouldering the additional weight of licensing to focus more heavily on their job-specific tasks. Their main tasks include but are not limited to:

- Increased efficiency and timeliness with regard to answering phones and handling general customer service requests.
- Expedited report filing for petitions for barking complaints, appeals, payments for citations, payments for promissory notes, and process permits, as needed.
- Increased efficiency with owner-surrender paperwork.
- Providing a quicker response to neighborhoods regarding community cats or Coyote concerns.
- Assist at the front counter with in-person customer service concerns, resulting in a reduced waiting time for community members.

The City proposed ordinance provides for the findings required by City Charter Section 1806 and authorizes the City Manager to execute contracts for these services with DocuPet for a period of one year and also authorizes the City Manager to execute four separate renewals for a period of one year each.

The International Association of Machinists (IAM) was notified in writing of this matter. PRM Administrative Officer, Sheryl Bender, Financial Services Officer, Janiece McMullin, and Animal Care Services (ACS) Bureau Manager, Melanie Wagner, met with representatives of IAM in response to their request to "meet and confer" on this matter. A meeting was conducted on October 1, 2024.

This matter and Proposition "L" findings were reviewed by Deputy City Attorney Anita Lakhani on February 3, 2025, Administrative Analyst Tommy Ryan on January 29, 2025, and by Budget Analysis Officer Greg Sorensen on January 30, 2025.

### TIMING CONSIDERATIONS

City Council action to adopt a Resolution and award a contract concurrently is requested on February 18, 2025, to ensure that a contract is in place expeditiously

### LEVINE ACT

This item is subject to the Levine Act. The Mayor, Councilmembers, and Commissioners who have received a contribution of more than \$500 within 12 months prior from a party, participant, or their representatives involved in this proceeding may do either of the following: (1) disclose the contribution on the record and recuse themselves from this proceeding; OR (2) return the portion of the contribution that exceeds \$500 within 30 days from the time the elected official knew or should have known about the contribution and participate in the proceeding.

All parties, participants, and their representatives must disclose on the record of this proceeding any contribution of more than \$500 made to the Mayor or any Councilmembers within 12 months prior to the date of the proceeding. The Mayor, Councilmembers, and Commissioners are prohibited from accepting, soliciting, or directing a contribution of more than \$500 from a party, participant, or their representatives, during a proceeding and for 12 months following the date a final decision is rendered.

### FISCAL IMPACT

Licensing services will be provided at zero cost to the City as part of the agreement with DocuPet. The service provider will provide all labor, tools, transportation, supervisor and supplies necessary to provide contracted services. It is anticipated that revenue received from pet licensing fees will increase; however, the amount of the increase is unknown at this time. Revenue will accrue in the General Fund Group in PRM. This recommendation has no staffing impact beyond the normal budgeted scope of duties and is consistent with existing City Council priorities. There is no local job impact associated with this recommendation.

### SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



Brent Dennis  
Director  
Parks, Recreation and Marine

APPROVED:



THOMAS B. MODICA  
CITY MANAGER

ATTACHMENTS: ORDINANCE  
RESOLUTION