



# CITY OF LONG BEACH R-27

DEPARTMENT OF HEALTH AND HUMAN SERVICES

2525 GRAND AVENUE • LONG BEACH, CALIFORNIA 90815 • (562) 570-4000 • FAX: (562) 570-4049

April 20, 2010

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

## RECOMMENDATION:

Adopt the attached Resolution providing for a temporary amnesty program for waiving (\$30) late penalties for dog licenses for the period from May 1, 2010 through May 31, 2010. (Citywide)

## DISCUSSION

In an effort to encourage residents to license their animals for the first time, or to make their existing dog license current, a number of agencies nationwide are participating in a National License/Tag Month. As part of this campaign, agencies are providing incentives including one-time amnesty programs for late fees to encourage voluntary compliance.

Currently, there are approximately 12,000 delinquent, expired, or temporary dog licenses in the City of Long Beach which are eligible for (\$30) late penalties (LBMC 6.08.040 - Tag Penalty). It is estimated that approximately 60 percent or 7,200 include animals that are still living in the City.

To encourage residents to make their licenses current in May 2010, ACS is requesting approval to implement a one-time late fee amnesty program. This would eliminate the one-time (\$30) late fee during this period if animal owners voluntarily make their licenses current by mail or in person. Voluntary licensing saves significant time and resources involved with pursuing delinquent accounts. New or renewed licenses can also generate significant ongoing revenue in future fiscal years.

Finally, given the current economic situation, incentive programs can also provide residents with a one-time opportunity for much needed budgetary relief to animal owners and families, while still ensuring that licensing fees are paid.

This matter was reviewed by Deputy City Attorney Linda Trang on March 25, 2010 and Budget Management Officer Victoria Bell on March 29, 2010.

TIMING CONSIDERATIONS

City Council action on this matter is requested at the April 20, 2010 Council meeting in order to implement the program in May 2010 and generate significant revenue for the current fiscal year.

FISCAL IMPACT

Based on past efforts to target delinquent license accounts through standard mailing and canvassing campaigns, staff estimates that approximately 20 percent or 1,512 of these individuals will be made current during the fiscal year, yielding an estimated \$96,780 in General Fund revenue. By eliminating the one-time (\$30) late penalty for one month, staff estimates that approximately 40 percent or 3,024 of these individuals will take advantage of the program, immediately making their licenses current and yielding an estimated \$102,830 in Fiscal Year 2010.

This program will also reduce approximately \$45,000 in current fiscal year expenditures associated with pursuing delinquent accounts including the additional printing, postage, administrative time, record keeping, and door-to-door canvassing, for an estimated 1,500 delinquent licenses.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



RONALD R. ARIAS  
DIRECTOR  
HEALTH AND HUMAN SERVICES

APPROVED:



PATRICK H. WEST  
CITY MANAGER

Attachment

1 RESOLUTION NO.  
2

3 A RESOLUTION OF THE CITY COUNCIL OF THE  
4 CITY OF LONG BEACH PROVIDING FOR A TEMPORARY  
5 AMNESTY PROGRAM WAIVING LATE PENALTY FEES  
6 FOR DOG LICENSES FOR THE PERIOD FROM MAY 1,  
7 2010 THROUGH MAY 31, 2010  
8

9 WHEREAS, Long Beach Municipal Code Chapter 6.08 requires that every  
10 dog over the age of four (4) months must be licensed; and

11 WHEREAS, a failure to secure or renew a dog license within sixty (60) days  
12 is a violation subject to a late penalty fee of thirty dollars (\$30) under Long Beach  
13 Municipal Code Section 6.08.040; and

14 WHEREAS, in an effort to encourage residents to license their animals for  
15 the first time or make their existing license current, a number of agencies nationwide are  
16 participating in a National License/Tag Month; and

17 WHEREAS, as part of this campaign, agencies are providing incentives  
18 including one-time amnesty programs for late fees to encourage voluntary compliance;  
19 and

20 WHEREAS, the City of Long Beach desires to encourage dog owners to  
21 make their licenses current by waiving late penalty fees for dog licenses during the month  
22 of May 2010;

23 NOW, THEREFORE, the City Council of the City of Long Beach resolves as  
24 follows:

25 Section 1. The Director of Health and Human Services ("Director") shall  
26 develop and administer a temporary amnesty program for waiving late penalty fees for  
27 dog licenses ("Amnesty Program") for the period from May 1, 2010 through May 31,  
28 2010, as provided herein.

OFFICE OF THE CITY ATTORNEY  
ROBERT E. SHANNON, City Attorney  
333 West Ocean Boulevard, 11th Floor  
Long Beach, CA 90802-4664

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25  
26  
27  
28

Section 2. The Amnesty Program shall be conducted during the month of May 2010. The Director shall waive the thirty dollar (\$30) late penalty fee imposed under the Long Beach Municipal Code Section 6.08.040 under the Amnesty Program.

Section 3. The Amnesty Program shall apply to any dog owner who makes their dog licenses current by mail or in person during the month of May 2010.

Section 4. This resolution shall take effect immediately upon its adoption by the City Council, and the City Clerk shall certify the vote adopting this resolution.

I hereby certify that the foregoing resolution was adopted by the City Council of the City of Long Beach at its meeting of \_\_\_\_\_, 2010 by the following vote:

Ayes: Councilmembers: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Noes: Councilmembers: \_\_\_\_\_

\_\_\_\_\_

Absent: Councilmembers: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

City Clerk