



MESSAGING FOR PET LICENSING

8/11/2015

Currently licensing fees are:

- \$15 for altered dogs and \$30 for unaltered dogs

Starting November 1, 2015, licensing fees will change to a \$20 flat fee for ALL dogs (altered or unaltered):

- A flat fee was decided in hope that more unaltered, lost dogs can get back home safely.
 - Many times, these dogs may roam more frequently and end up at a shelter or on the street.
 - The higher fee for unaltered dogs did not seem to incentivize owners to spay/neuter their pets.
 - When those owners come into the Shelter to pick up their pet and get him/her licensed, the Shelter educates them about spaying/neutering and affordable surgery options, like at Foothills Animal Shelter.
 - A flat fee will also decrease confusion. Only one fee for everybody.

Why change the fee now?

- It has been 7 years since any fees have increased.
 - Most fees, no matter what program they are attached to, unfortunately, have to adjust to accommodate inflation.
- Jefferson County transferred the pet licensing program to Foothills Animal Shelter in July of 2013.
 - Licensing fees go to not only help get lost pets home safely, but now also help provide life-saving care to the 9,300+ homeless pets that enter Foothills Animal Shelter each year from the community.

How will people know about the increase?

- There will be information in the licensing renewal notices that are mailed to pet owners who currently have their dogs licensed. They will be sent out during the first year of the change (Oct 2015 - Oct 2016).

- The licensing website and city/county websites will reflect the upcoming change soon.
- Flyers and other forms will be updated and ready for the launch date.
- Each of the 50 offsite locations will also receive messaging and information about the change.

Value/Perks of Licensing:

- You can be contacted immediately if your missing pet is found. Many times, animal control will drive your pet directly home.
- There are discounted services and items offered for those who license their pets (ie: \$20 microchip, regularly \$35, is the current offer).
- As a responsible pet owner, you will avoid a fine for having an unlicensed dog. Fines vary depending upon where you live.

More Information: www.FoothillsAnimalShelter.org/License