

Jamey Cantrell
Animal Services Director

Pet Registration

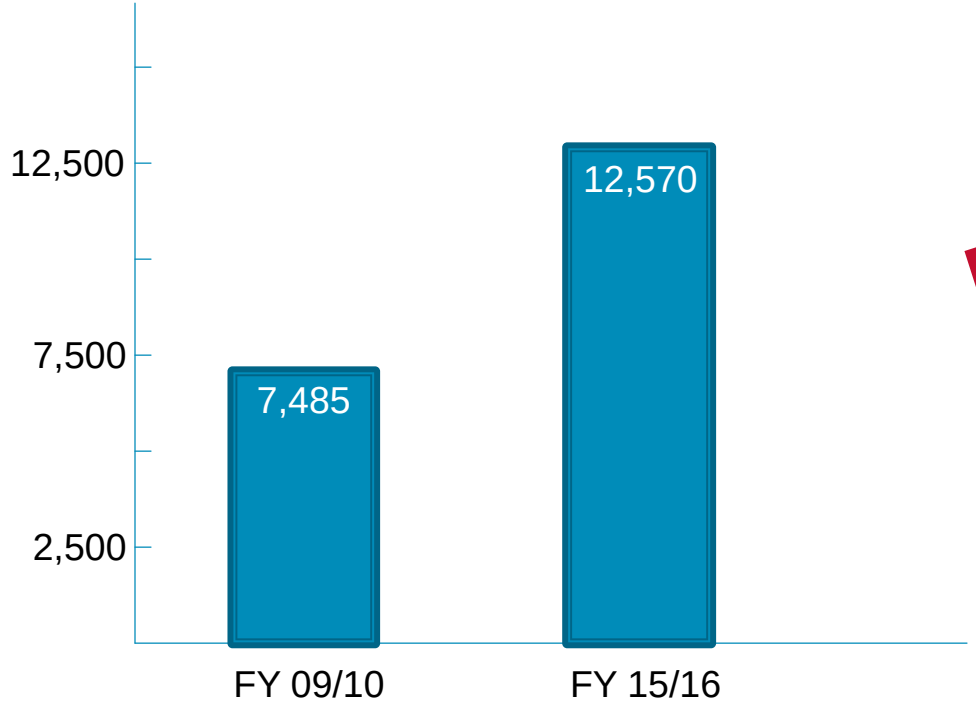
- Required by ordinance
- State law requires all revenue to be spent on Animal Services program
- Comparable to vehicle registration

Past Improvements

- Education to promote registration
- Discounts on impound fees
- Outsourced program
- Online registration process



Program Growth



Less than 10% of Plano's estimated 129,000 pets!

Pet Registration Program

- Actual revenues
  - $89,157 in FY 09/10
  - $117,536 in FY 15/16

- If all pets were registered
  - revenue would be approximately $1.6M
  - would fund more than 75% of annual budget

Current Tag

- Stamped metal
  - No information
  - Tags often not on collars
  - Low-tech



Improved Tag

- Pethub tag
  - Custom plastic
  - QR code and webpage address
  - Phone number for PAS



How it works

- Pet is registered
- Owner creates online profile
  - Multiple phone numbers and/or emails
  - Multiple contacts
  - Special information



How it works

- Registered pet goes missing
- Finder scans QR code or goes to webpage
- Owner's contact information available 24/7
- Pet is returned home



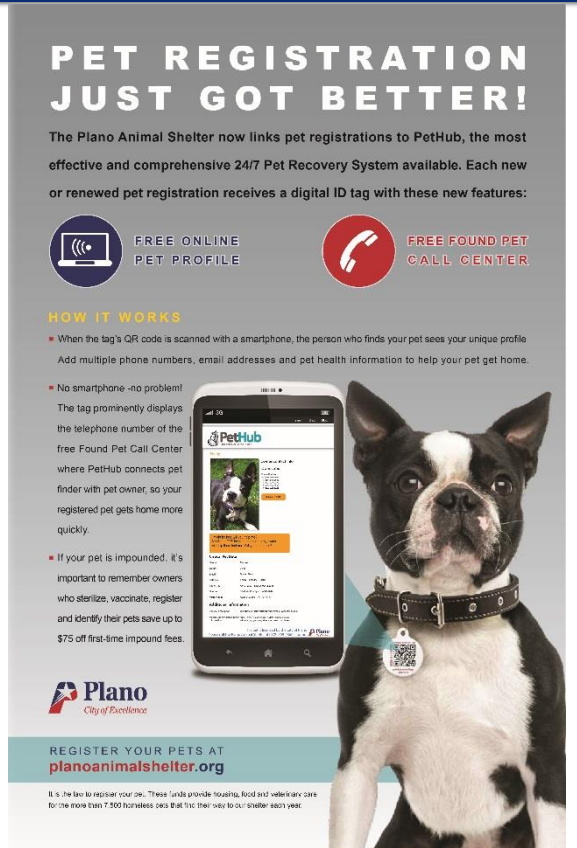
Benefits

- If not activated, works just like a regular tag
- Owner controls all info
- Increased tag value to owners
- Lost pets can be returned without PAS involvement
- Improved service with no additional cost to city



Timeline

- March 20
  - Begin tag distribution
  - Updated educational materials
  - Registration page on website




Plano
City of Excellence
Pet Registration
2017
(972) 769-4360
Scan or Call
PetHub.me/
PTX1704001

Questions?