



SHORELINE CITY COUNCIL WORKSHOP DINNER MEETING

Monday, July 14, 2014
5:45 p.m.

Conference Room 104 · Shoreline City Hall
17500 Midvale Avenue North

1. Rabies Data Reporting

5:45

The Council meeting is wheelchair accessible. Any person requiring a disability accommodation should contact the City Clerk's Office at 801-2231 in advance for more information. For TTY service, call 546-0457. For up-to-date information on future agendas, call 801-2236 or see the web page at www.shorelinewa.gov. Council meetings are shown on Comcast Cable Services Channel 21 and Verizon Cable Services Channel 37 on Tuesdays at 12 noon and 8 p.m., and Wednesday through Sunday at 6 a.m., 12 noon and 8 p.m. Online Council meetings can also be viewed on the City's Web site at <http://shorelinewa.gov>.

Memorandum

DATE: July 14, 2014

TO: Shoreline City Council

FROM: John Norris, Assistant City Manager

RE: King County Rabies Vaccination Reporting

CC: Debbie Tarry, City Manager
Rob Beem, Community Services Division Manager
Scott MacColl, Intergovernmental Programs Manager
Alex Herzog, CMO Management Analyst
Norm Alberg, Director, King County Records and Licensing Services
Division
Dr. Gene Mueller, Manager, Regional Animal Services of King County

Background

As Council is aware, the City of Shoreline receives animal control services from Regional Animal Services of King County (RASKC) under contract. The City's current contract with RASKC began January 1, 2013 and runs through the end of 2015. One of the underlying goals of this three year contract term is to increase revenue into the animal control system.

As can be seen on Attachment A, RASKC Revenue Work Plan Item Matrix, many of the work plan items that attempt to bring additional revenue into the animal control system (and therefore help offset our costs for this service) have either been implemented or deferred. The implemented items are those items on the matrix in the lower left hand corner that are relatively easier to implement but also bring in lower levels of revenue. The deferred items are those items that may have high revenue potential, but are much more difficult to implement either politically or practically. The one remaining (non-deferred) item on the County's revenue work plan is to focus on Rabies Vaccination Reporting as a way to generate additional pet license fee revenue.

This is further highlighted by the attached Executive Summary of the RASKC 2014 Operational Strategic Plan (Attachment B). The executive summary identifies Financial Sustainability, and specifically, increasing pet license sales through either voluntary or mandatory reporting of rabies vaccinations, as a key strategy for this year.

Rabies Vaccination Reporting Program

Starting in 2013, RASKC began communicating with the Washington State Veterinary Medical Association (WSVMA) on the concept of utilizing the veterinary community to aid in increasing pet license sales, including requiring veterinarians to report rabies vaccination information to Public Health. Given that King County (and Shoreline) Code requires that all pets over the age of eight weeks be licensed, and given that all dogs and cats in King County must also receive rabies vaccination by law, these requirements are congruent with one another. As well, the level of rabies vaccination is significantly higher than the level of animal licensing. Thus, if RASKC had access to a rabies vaccination data base managed and maintained by Public Health, it would be able to directly target those known pet owners with pet licensure information. Currently, RASKC or the partner cities, such as Shoreline, do not have information that provides direct access to known pet owners in the County.

In discussing this issue with RASKC, the WSVMA communicated they did not support mandatory reporting requirements, but rather offered to partner with RASKC in a voluntary effort to achieve the same end – a significant increase in pet licensing. RASKC also communicated to the WSVMA, that while RASKC supported piloting a voluntary program, the County would continue working on a parallel track to examine a mandatory reporting model. Mandatory reporting would be accomplished through an amendment in King County’s Public Health Code, which affects all jurisdictions throughout King County. Thus, Shoreline would not need to amend our Code to have mandatory reporting be required in our City.

The proposed rabies vaccination reporting Public Health Code amendment language is as follows:

- a) Veterinarians shall provide the Regional Animal Services manager or his or her designee the following information for each rabies vaccination he or she administers or which is administered on his or her behalf to an animal that is required to be licensed by the county or contract cities:
 1. The name and residence address and phone number of the animal’s owner;
 2. The name, age, sex (including spay/neuter status), species, breed and color of the animal;
 3. The date the vaccination was administered;
 4. The type of vaccination used and the vaccine’s expiration date;
 5. The name of the veterinary clinic and veterinary license number of the veterinarian administering the vaccination.
- b) Each veterinarian shall deliver to the Regional Animal Services manager or his or her designated representative the information listed in subsection A of Section X.XX within thirty-one (31) days of administering the rabies vaccination in the form of a paper copy or in an electronic format approved by the Regional Animal Services manager.

Next Steps

RASKC is continuing to work with the WSVMA to find a solution to help use rabies vaccinations to increase pet licensure in King County. Unfortunately, the WSVMA

voluntary program (initiated in December 2013 with a goal to increase pet licensure by approximately 10% additional licenses by March 2014) was not successful. RASKC is now seeking input from the veterinarian community and continuing discussions with the 25 city partners and 13 non-RASKC cities in King County about a mandatory reporting program. RASKC has also done some initial briefings with the Board of Health (BOH), as the BOH would need to approve the Public Health Code amendment.

Tonight, Norm Alberg, Director of the King County Records and Licensing Services Division (which oversees RASKC) and Dr. Gene Mueller, Manager of RASKC, will present additional information to the Council about this issue and what the potential next steps are in moving a mandatory rabies vaccination reporting program forward (Attachment C). Council is not being asked to provide any direction to staff tonight. However, this issue may come back before Council as Council may need to provide direction to your Sound Cities Association (SCA) Public Issues Committee (PIC) representative, Councilmember Roberts, as the PIC may weigh in on this issue in the near future. SCA appoints two suburban King County city representatives to serve on the BOH (Councilmember Largo Wales from Auburn and Mayor David Baker from Kenmore), and the PIC may provide direction to those two SCA BOH members regarding whether or not to move forward with a mandatory reporting program. Currently, Mayor Winstead is an alternate SCA member on the BOH, but is not a voting member (unless an SCA representative is not present at a BOH meeting to vote).

Attachments

Attachment A – RASKC Revenue Work Plan Item Matrix

Attachment B – Executive Summary of the RASKC 2014 Operational Strategic Plan

Attachment C – Benefits of Coordinating Rabies Vaccination Data in King County
PowerPoint Presentation



King County

Records and Licensing Services Division

JC4 - RASKC update 7/12/2013

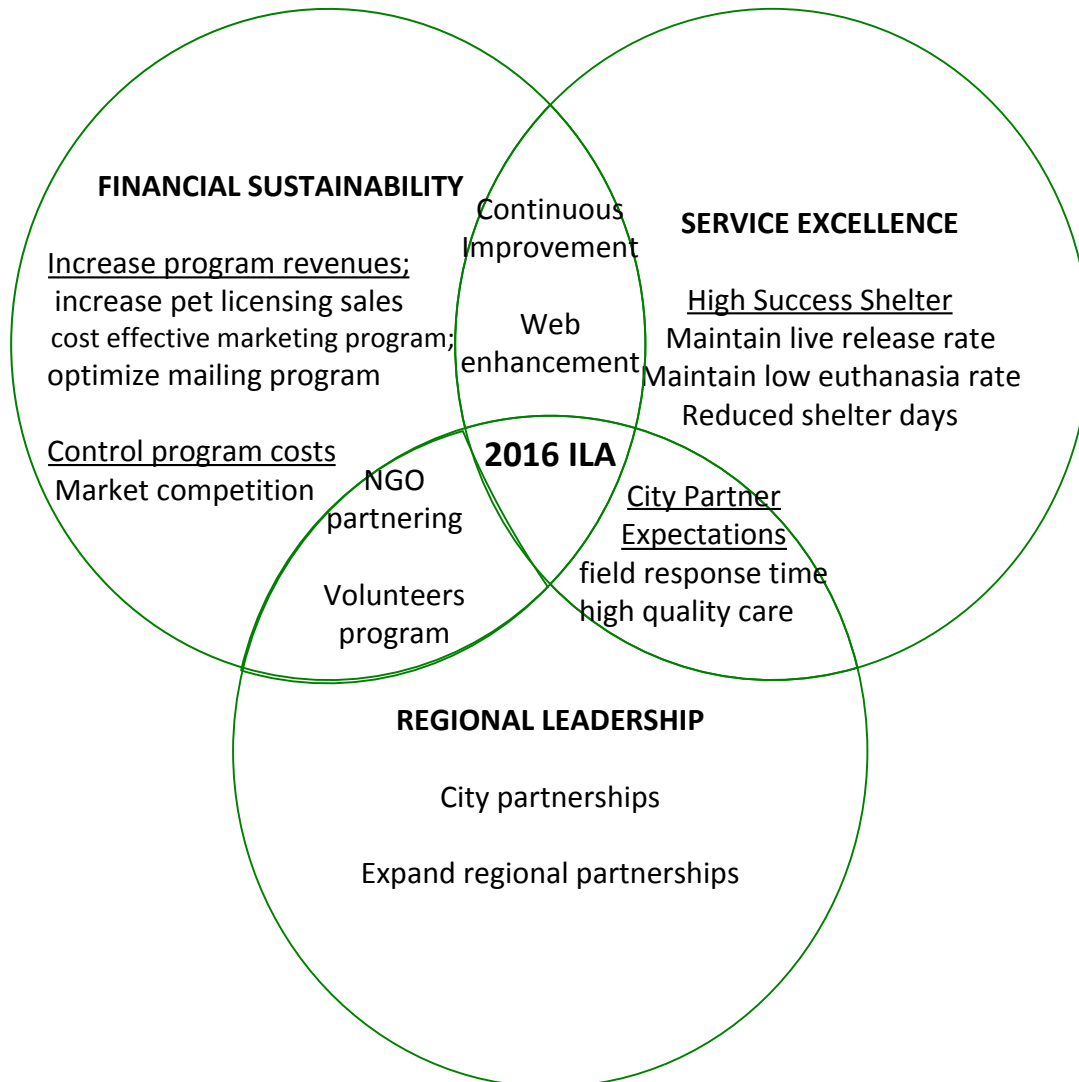
JC4 - Revenue work plan items – order of magnitude matrix

Implementation – Level of Effort – Order of Magnitude	HIGH	<p>Regional Levy [REDACTED]</p> <p>Regional Sales Tax [REDACTED]</p> <p>Title 11 – Rabies Vaccination Data</p>
		<p>Entrepreneurial Pet Store Discounts [REDACTED]</p> <p>Partner – High Volume License sales [REDACTED]</p> <p>Canvassing Program [REDACTED]</p> <p>ASPCA \$100K challenge [REDACTED]</p>
LOW		<p>Direct Mail Pilot [REDACTED]</p> <p>Improve License Address Maintenance [REDACTED]</p> <p>License Amnesty [REDACTED]</p> <p>Vehicle donations [REDACTED]</p> <p>City Marketing Plans/Optimize "Tag Your Pet" [REDACTED]</p> <p>Benefit Fund S/N [REDACTED]</p>
		<p>LOW Revenue Potential – Order of Magnitude HIGH</p>

RASKC 2014 Operational Strategic Plan

RASKC has organized the 2014 Operational Strategic Plan around three primary goals;

- Service Excellence;
- Financial Sustainability, and;
- Regional Leadership.



Each of these three goals is supported by specific objectives, supporting actions/strategies, and specific metrics. The following section contains the strategies and metrics for the goals and objectives.

Financial Sustainability - Objective: Increase program revenue

Increase pet licensing sales

- Implement WSVMA voluntary program to increase licensure of client pets.
 - By end of Q1 2014, pet licensure will have increased by 10% as a result of WSVMA's outreach.
- If voluntary WSVMA program does not yield sufficient increase in pet licensure; consider recommending mandatory reporting (via KCC) of pet ownership via coordination of rabies vaccination to increase pet licensing sales.
 - Q4 2014 Implement Rabies Vaccination Reporting program
 - Q2 of 2015, pet licensure will have increased by 10% .

Pursue payment of fines

- Continue to follow up on unpaid fines
- Identify additional tools to enforce payment of fees (potential legislative authority)
 - Increase percentage of fines collected over fines issued

Continue cost effective RASKC marketing program efforts (including but not limited to; canvassing, marketing campaigns, events, mailings, etc.)

- Optimize mailing programs (e.g. identify new mailing list prospects for targeted direct mailings; maintain licensing database address accuracy).
 - 2014 & 2015; Mailing programs will target a return on investment ratio of greater than 1.5
- Implement web-based enhancements and updates.
 - By the end of 2014, web based donations will have increased by 10%

Financial Sustainability - Objective: Control program operating costs

Implement Continuous Improvement initiatives in program processes to increase process capacity at no net increase in costs

- Increase program capacity through process efficiencies– at no net increase in costs
 - Annual Cost increase is limited to Inflation (CPI-U + Population)

Leverage market competition to control costs

- Continue to use competitive bidding to reduce the cost of goods and services purchased.
 - Annual Cost increase is limited to Inflation (CPI-U + Population)

Engage with labor partners in a constructive, team oriented approach to create rewarding, efficient and cost effective programs

Goal: Service Excellence- Objective: Continue high success shelter outcomes

Provide high quality animal care

- Implement changes to operating procedures to align with the Association of Shelter Veterinarians' (ASV) Guidelines for Standards of Care in Animal Shelters (2010)
 - Maintain live release rate - above 84%
 - Meet/exceed euthanasia target - below 15%

Reduce average length of stay through flow analysis and expedited disposition actions (LEAN project)

- Continue to encourage the use of lean tools to increase efficiency and effectiveness of procedures
 - Average length of stay (cats and dogs) is less than 12 days

Work with community based pet placement groups

- Establish and maintain positive working relationships with private and non-profit animal placement agencies.

Maintain a healthy and rewarding volunteer network

- Establish and maintain a positive and rewarding volunteer program that aligns program needs with the interests and abilities of volunteers

Goal: Service Excellence- Objective: Meet City/County expectations for field service response

Plan and organize operations to maximize efficiency of animal control officers in the field

- Meet established field response time for priority calls
 - Maintain response time goals for Priority 1 calls at one hour – or less, and Priority 2 calls at 4 hours – or less

Goal: Regional Leadership – Objective: Maintain city partnerships

All (25) current ILA city partners commit to remain in regional model.

- By the end of 2014, all (25) current city partners provide letters of intent to remain in the regional model

Establish a new 2016 (and beyond) Inter-Local Agreement.

- By mid-2015, a new ILA covering 2016 and beyond is ratified

Goal: Regional Leadership – Objective: Expand partnerships

Expand partnerships with Non-Government Organizations (focus on meeting community animal needs and RASKC organizational needs)

- Prevention - In 2014 RASKC will partner with NGOs on at least two regional spay/neuter events, in 2015 four events will be facilitated.
- Adoption - In 2014 and 2015, RASKC will host/sponsor major adoption event and will include invitations to participate to all regional shelters (PAWS, SHS, AVHS, Burien Cares, Meow).

Expand information sharing and regional cooperation (focus on knowledge sharing)

- In 2014, RASKC will host regional seminar on current shelter operational issues and/or field animal control topics.

Maintain volunteer program

- In 2014, RASKC will meet or exceed the 18,000 hours donated for care to animals at the shelter

Benefits of Coordinating Rabies Vaccination Data in King County

Public Health
Seattle & King County



Connection – Public Health/Animal Services

Public Health - Seattle & King County's Mission:

Identify and promote the conditions under which all people can live within healthy communities and can achieve optimum health.

- Public Health functions: Protection; Promotion and Provision
- Public Health Protection: Tracking and preventing disease and other threats; regulating dangerous environmental and workplace exposures; and ensuring the safety of water, air and food.

Regional Animal Services of King County Mission:

Provide King County with sustainable, cost effective animal services which protect people and animals, while providing compassionate animal care.

Protecting people

What is Vaccination Reporting?

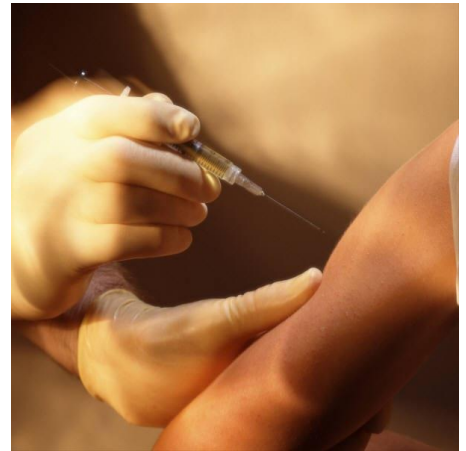
- Create a linkage between required vaccination and pet licensing.
- Requirement established that veterinarians shall report rabies vaccination data to a central authority
- Data reported typically includes:
 - Owner name, address, phone number, email
 - Pet name, age, sex, spay/neuter status, breed, color
 - Date of vaccination, type and expiration
 - Vet clinic name and license number
- The data is protected from being used for commercial purposes

C1084E

RABIES VACCINATION CERTIFICATE					
Type or Print (use ball point pen) Owner's Name and Address				RABIES TAG NUMBER	
PRINT last		First		Middle Initial	Phone
No.		Street		City	Zip
SPECIES:	SEX:	AGE:	SIZE:	Predominant Breed	Colors:
Dog <input type="checkbox"/>	Male <input type="checkbox"/>	3 mo-12 Mo <input type="checkbox"/>	Under 20 Lb <input type="checkbox"/>		
Cat <input type="checkbox"/>	Female <input type="checkbox"/>	12 Mo or older <input type="checkbox"/>	20-50 lb <input type="checkbox"/>		
	Neutered <input type="checkbox"/>		Over 50 lb <input type="checkbox"/>		
Microchip <input type="checkbox"/>	Tattoo <input type="checkbox"/>	Number:		Name:	
DATE VACCINATED		Producer: (first 3 letters)		Veterinarian's #:	
Month	Day	20	<input type="text"/>	Veterinarian's Signature:	
VACCINATION EXPIRES		ROUTE		Address:	
Month	Day	20	<input type="text"/>	Vacc. Serial (dot) No. _____	
<input type="checkbox"/> Canine <input type="checkbox"/> Distemper <input type="checkbox"/> Hepatitis (CAV-1) <input type="checkbox"/> Adenovirus (CAV-2) <input type="checkbox"/> Leptospirosis <input type="checkbox"/> Parainfluenza <input type="checkbox"/> Parvovirus <input type="checkbox"/> Coronavirus <input type="checkbox"/> _____ These vaccines are now required for 4-H State Fair					

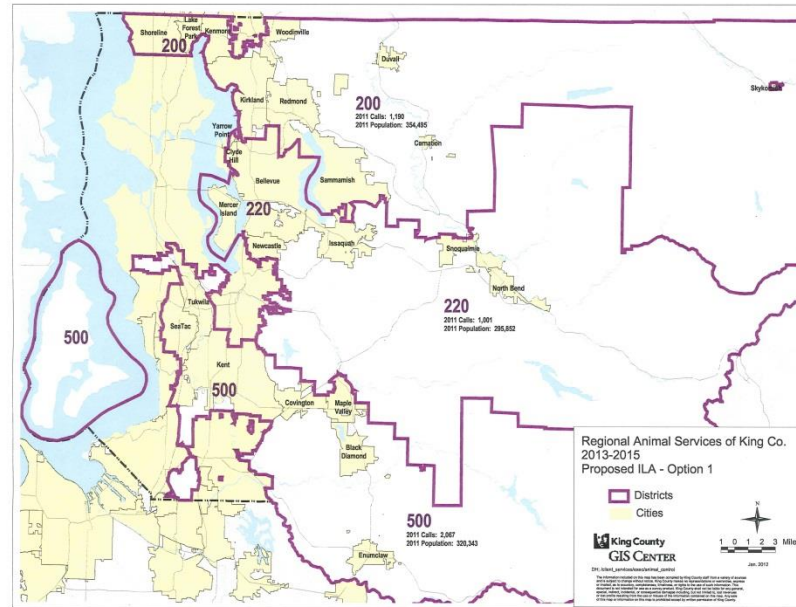
Public Health benefits of rabies vaccination data reporting

- Provides a single source of rabies vaccination data
- Provides a centralized data base to aid in bite follow up by Animal Control agencies and helps in risk assessment for rabies post exposure prophylaxis by Public Health (PH) staff
- Provides a potential funding source to partially fund Public Health Veterinarian in support of zoonotic disease prevention



Additional benefits of this proposal

- Covers entire County.
- Consolidates the policy decision to one body.
- RASKC would minimize the administrative responsibility for processing from SKCPH
- Data made available to city animal services agencies

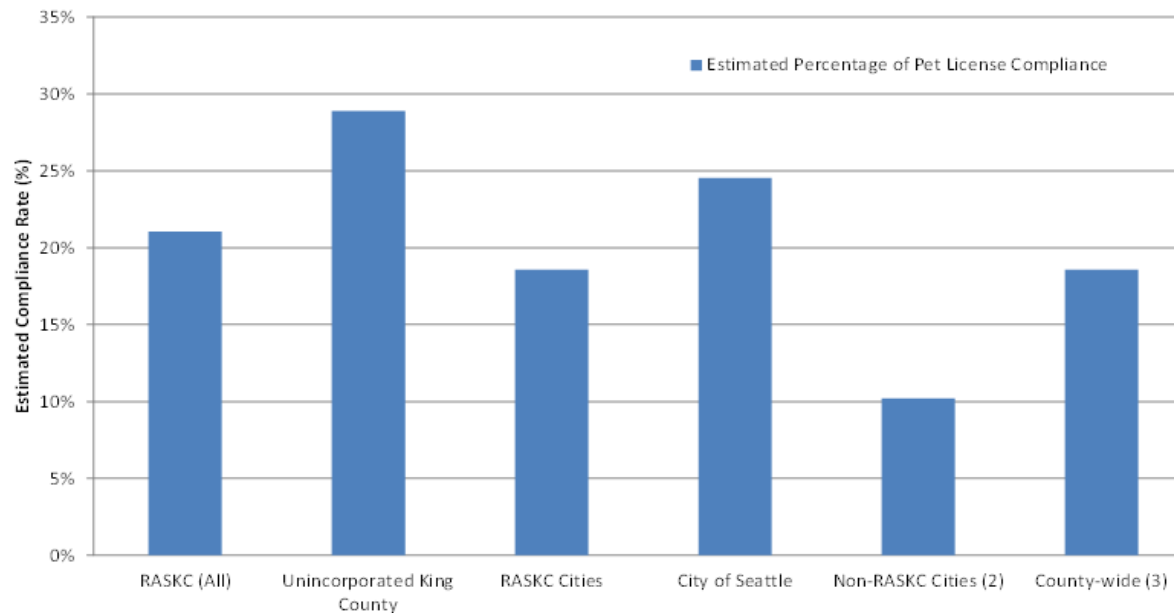


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Animal Services benefits of rabies vaccination data reporting

- Improving licensing rates helps provide sustainable revenue to support animal service programs

Estimated Percentage of Pet License Compliance (1) (2012)



1) Methodology: Pet Licenses issued in/valid for 2012 divided by the estimated pet population. The estimated pet population is based on the formula from the American Veterinary Medical Association - (national percentages) - U.S. Pet Ownership & Demographics Sourcebook (2012 Edition)

2) Cities not Contracted with KC for Animal Services in 2012: Algona, Bothell, Burien, Des Moines, Federal Way, Milton, Normandy Park, Pacific and Renton. Excludes: Medina, Hunts Point, Seattle & Skykomish.

3) Excludes: Medina, Hunts Point and Skykomish

Support of Public Health by Animal Services Providers

- Responding to reported animal bites
- Capture of bats with suspect exposure to humans for submission to PH lab
- Investigating animal abuse and hoarding: referring associated instances of human abuse/lack of care
- Addressing unwanted, feral and stray animals
- Excluding dangerous or exotic animals
- Monitoring domestic animal populations as sentinels for emerging infections



Existing Rabies and Licensing Requirements

Current State, County and city codes require:

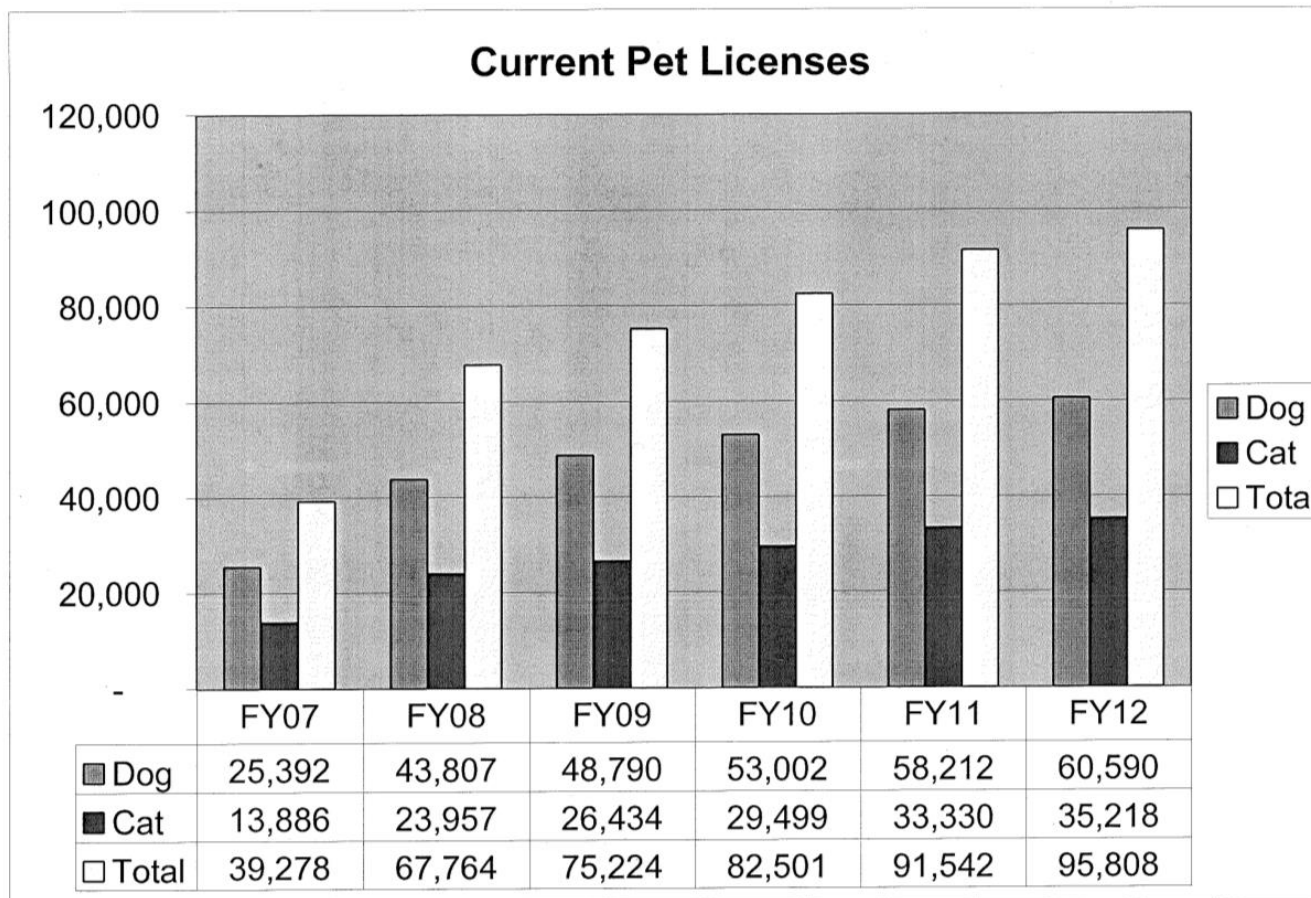
- **VACCINATION FOR RABIES**– County and State requirement
 - (KCC 11.04.52)
 - (KCBHC 8.04.005)
- **OWNER REPORTING** – State Dept. of Health requirement
 - **Veterinary Prescription Monitoring Program**
 - For all controlled substance drugs dispensed (>14 day supply)
 - Client name and address
 - Pet name, species, DOB
 - Product identification (NDC), quantity, date filled, days supply
 - Prescriber Name and DEA identification
 - Quarterly reporting to Washington State DOH
- **PET REGISTRATION AND LICENSING**
 - (KCC 11.04.030 A)
 - Individual city codes



Select Jurisdictions with Reporting

- Veterinarian reporting rabies vaccinations to Animal Services or Health Authority
 - Palm Beach County FL
 - Miami/Dade County FL
 - Los Angeles County CA
 - Jackson, Lane, Klamath and Multnomah Counties, Oregon
 - Sacramento, CA
 - Houston, TX
 - State of Illinois
 - State of Alabama
 - State of Indiana
- Veterinarian reporting rabies vaccinations to Town or County Clerk
 - State of West Virginia
 - State of New Hampshire
 - State of Virginia

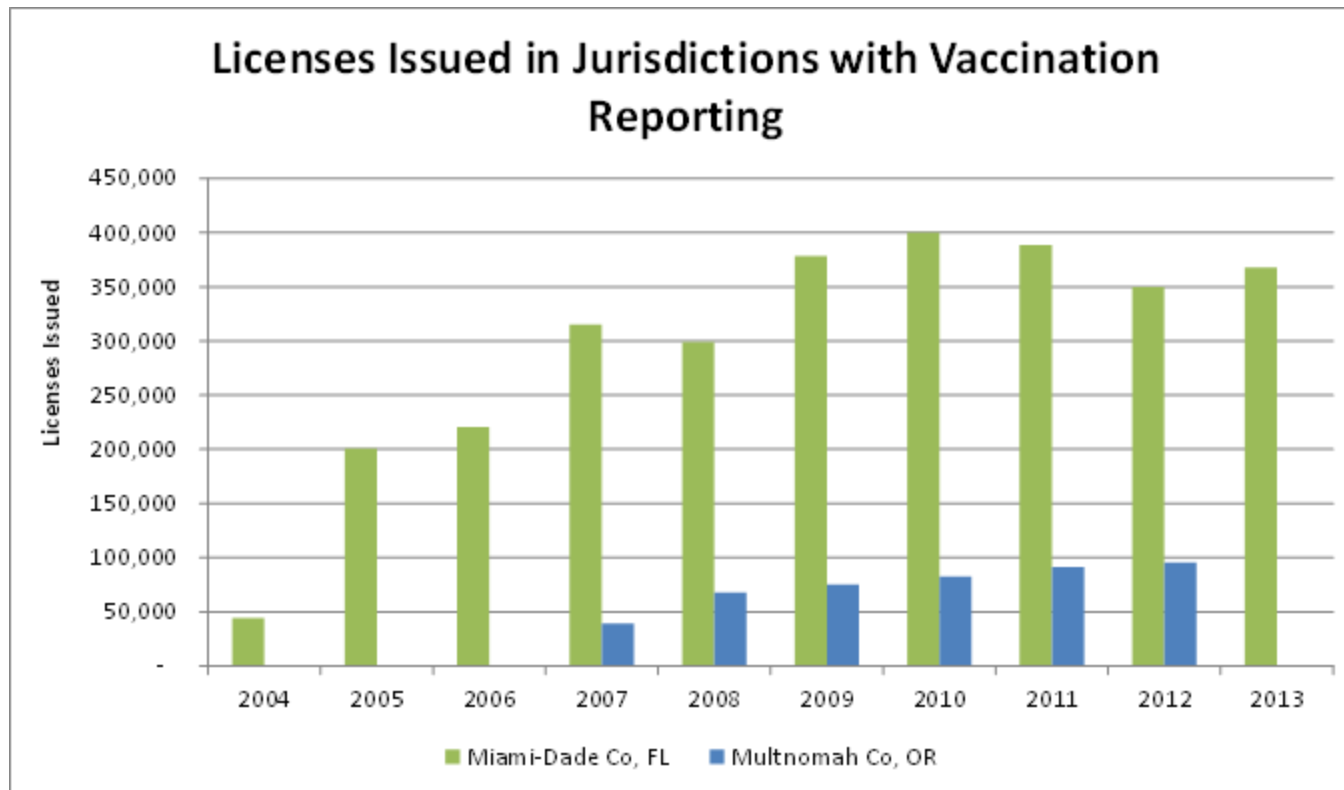
Jurisdictional Experience — Multnomah Co., OR



Ordinance instituted August 2007

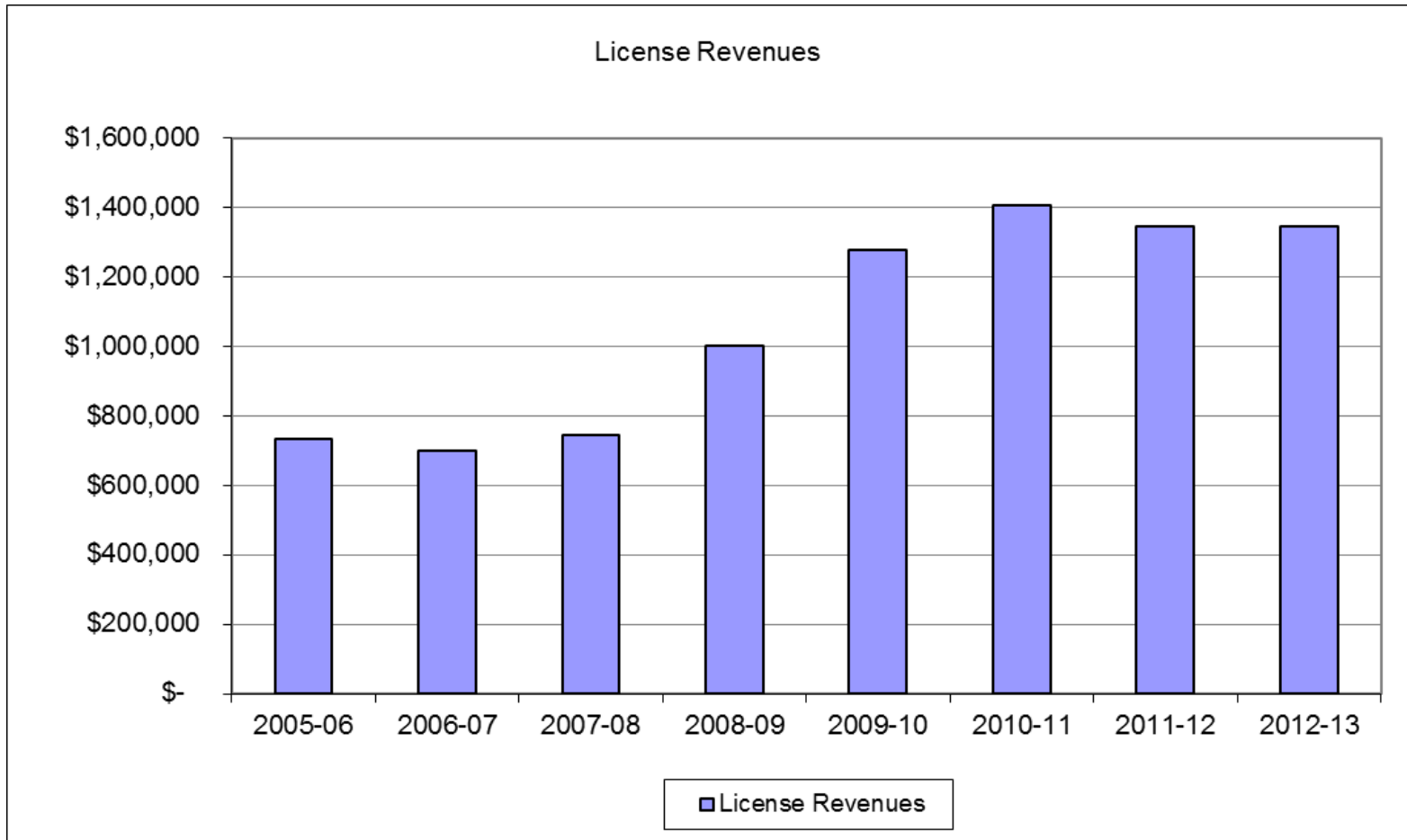
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Jurisdictional Experience — Miami-Dade Co.



Dade County enforcement begun 2005

Jurisdictional Experience - San Jose, CA



Ordinance instituted July 2008
DM-20

Stakeholders

- Board of Health (BOH)
- Seattle King County Public Health (SKCPH)
- King County
- RASKC contract cities
- Non-RASKC cities
- Veterinarians
- Public

Veterinary concerns over data reporting

- Concern: Vets concerns over providing confidential medical record information.
 - Responses:
 - Information to be reported by law is consistent with AVMA Veterinary Code of Ethics. AVMA Code of Ethics also requires compliance with laws
 - The information is not covered by HIPPA
 - Several states and local jurisdictions have required such information for years from practicing veterinarians
 - Rabies vaccination is already required by law
- Concern: Vets loss of business due to clients taking pets to businesses not covered by code
 - Responses:
 - Implementing in Board of Health code would cover entire County

Veterinary concerns over data reporting (cont.)

- Concern: Loss of business – clients not vaccinating – to avoid licensure.
 - Responses:
 - Jurisdictions where rabies reporting has been implemented have not reported a decline in vaccinations. In fact, reporting allows monitoring of actual levels
 - Emilio DeBess, DVM, MPVM, Oregon State Public Health Veterinarian, has supported rabies vaccination reporting in his state (4 current counties require reporting, largest Multnomah Co. (2007)) to provide vaccination level data and to increase pet licensing to support animal services
- Concern: Administrative burden of reporting
 - Responses:
 - RASKC would work to minimize the administrative impact of reporting on veterinary businesses
 - Jurisdictional research shows it is normal operating practice for veterinarians in numerous jurisdictions
 - Triplicate hand written rabies certificates
 - Duplicate vaccination certificate, as provided to pet owner
 - Computer report (Computerized medical records)

Recommendation

- Rabies vaccination reporting is used across the country to monitor rabies vaccination rates and to help in compliance with pet licensing requirements
- Enacting vaccination reporting in King County would allow SKCPH, RASKC and other animal services providers to better protect humans and animals



Next steps

- RASKC is continuing to work with the Washington State Veterinary Medical Association
 - The WSVMA Voluntary program (initiated in December – goal to increase pet licensure by approximately 10% additional licenses by March 2014- was not successful
 - Seeking input from veterinarian community on program structure
- RASKC is continuing discussions with 25 city partners and 13 non-RASKC cities
- Work with stakeholders to complete program details in coming weeks
- Board of Health deliberative process

Questions?



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