



**DocuPet**



# Partnering with DocuPet

Town of Georgina  
Council Meeting

April 18th, 2018

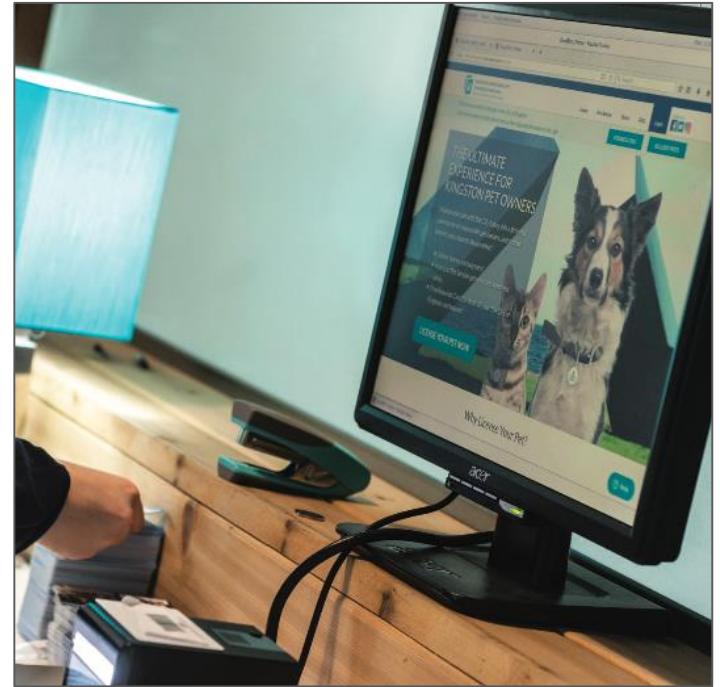


**GEORGINA**

# Agenda

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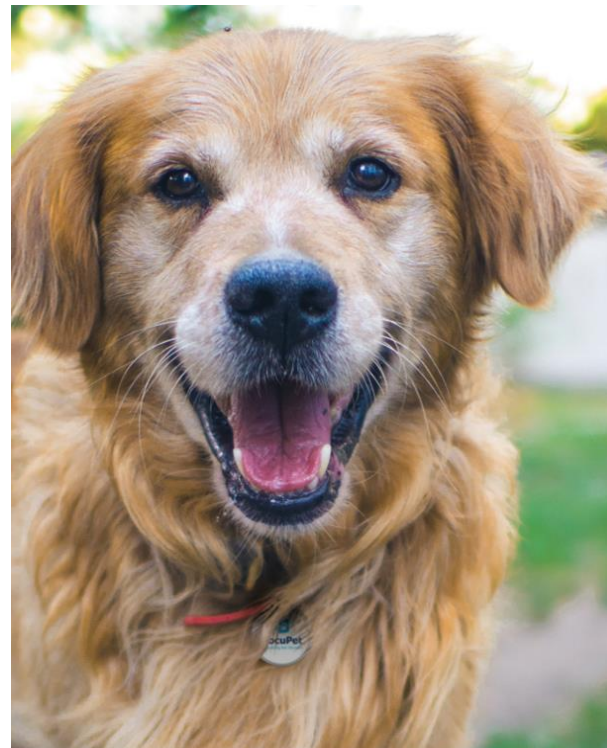
1. DocuPet
2. Low Compliance
3. Solution Overview
4. Methods For Increasing Compliance
5. The Online Platform
6. Docupet Pricing Model
7. Immediate Cost Savings
8. Surrounding Municipalities
9. Q & A



# Who Is DocuPet?

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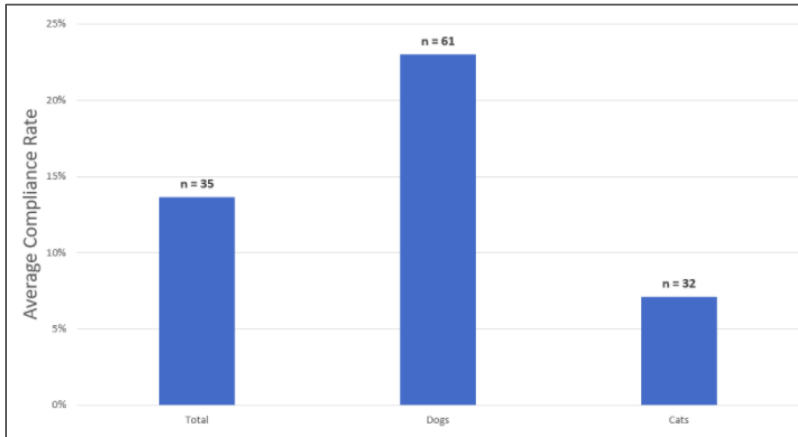
- The trusted experts in municipal pet licensing - we can back it up
- The most complete pet licensing solution in the marketplace today - you get everything
- Proudly Canadian
- Proven Results
- One Mission (and one mission only):
  - To combat the North American phenomenon of low pet licensing compliance.



# What Do You Mean Low Compliance? Why?

In Canada, average Pet Licence Compliance rates are as follows:

- Dog Compliance: 20-24%
- Cat Compliance: > 6%
- Pet Compliance (Cat + Dog): 8-12%



The first step to solving a problem is understanding it ...




# Here's Why It's Low: Solution Overview

DocuPet manages and optimizes the full scope of municipal pet licensing programs.

We do everything.

DocuPet has been implemented in cities and counties across North America. Here's what we can do for you:

  
**40%**

year-over-year increase  
in license sales

  
**60%**

of annual license sales  
completed online

  
**92%**

annual license  
retention rate

  
**99%**

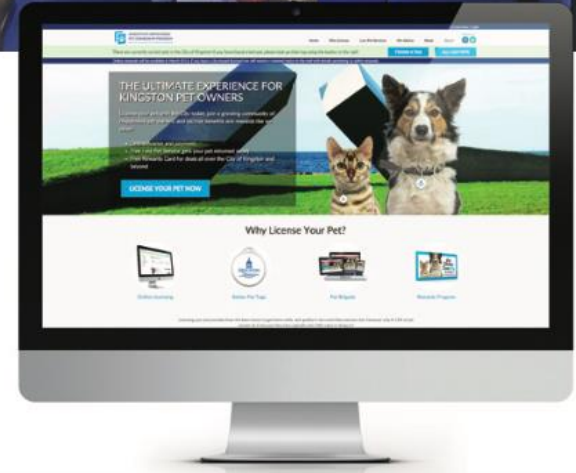
of lost pets returned  
home annually

INCREASED:	DECREASED:	BETTER & IMPROVED:
+ License Sales	- Fulfillment & Mailing Costs	👍 Pet & Pet Owner Data
+ Compliance Rates	- Administrative Hours & Labour	👍 Data Accessibility
+ Revenue	- Customer Service Complaints	👍 Tracking & Reporting
+ Automated Communication	- Shelter Intake & Pound Fees	👍 Community Education & Awareness
+ Satisfaction & Renewal Rates	- "Grudge" Purchasing	👍 Marketing & Communications

# Methods For Increasing Compliance

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1. We Increase Awareness
1. We Make It More Convenient
1. We Incentivize Licensing
1. We Make Enforcement Simple



# Benefits To The Municipality: The Online Platform

The screenshot shows the homepage of the Aurora Pet Program. At the top, there is a navigation bar with links for Home, New Licences, Renewals, Rewards, FAQ, Pet Advice, Contact Us, and Login. Below the navigation bar, a green banner contains the text: "There are currently no lost pets in the Town of Aurora! If you have found a lost pet, please look up their tag using the button to the right." Two buttons, "FOUND A TAG" and "ALL LOST PETS", are positioned to the right of this text. Below the banner, a blue bar reads: "Hey Aurora pet owners: Ren's Pets Depot has joined our Rewards Program! License your pet and receive a \$25.00 Gift Voucher in your fulfillment package." The main content area features a large image of a dog in a field of autumn leaves. Overlaid on this image is the text: "Are you one of 22,000 pet owners in the Town of Aurora?" followed by "As a pet owner living in the Town of Aurora you must license your pet each year. DocuPet is Aurora's official pet licensing partner. We're committed to providing pets with a safe and happy home - and it all starts with a licence!". At the bottom of this section are two buttons: "GET A NEW LICENCE" and "RENEW AN EXISTING LICENCE".

The screenshot displays the "Your Pets' Information" form. The form is titled "Your Pets' Information" and includes a "REMOVE PET" button. The form fields are as follows: "Type" (a dropdown menu with "Dog" selected), "Name" (a text input field), "Breed" (a text input field), "Colour" (a text input field), "Date of Birth" (a date picker with "I don't know the exact date of birth" as an option), "Gender" (a dropdown menu), "Spayed/Neutered" (a dropdown menu), "Is Microchipped?" (a dropdown menu with "Not microchipped" selected), and "Veterinarian" (a dropdown menu with "My veterinarian isn't listed" as an option). To the right of the form is a dashed box labeled "Add Pet" with a plus sign icon and the text "Click here". A "Help" button is located in the bottom right corner of the form area.

# Benefits to Pet Owners

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Simple & Secure Online Licensing

DocuPet Lost Pet Services

DocuPet Rewards Program





# DocuPet Pricing Model

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The Turnkey Solution Is Free

Fulfillment & Mailing Costs

Performance Based Model



# Fitting With The Town's Strategic Plan

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GOAL 2: “Promote a High Quality of Life” – HEALTHY, SAFE, SUSTAINABLE COMMUNITIES

- Promote community safety through the proper, up-to- date registration of dogs
- Focus shelter efforts on animal welfare, not administrative tasks

GOAL 4: “Provide Exceptional Municipal Service” – ORGANIZATIONAL & OPERATIONAL EXCELLENCE

- Improved service delivery through a public-private partnership
- Improved operational efficiencies
- Enhanced record management

# Our Partners

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DocuPet runs municipal licensing programs for almost 30 cities, towns and counties across North America.

In York Region, we're already operating in Newmarket and Aurora

Across our system, we have increased annual license sales by 127%.

One such municipality we serve is Thorold, where we began operations in November 2016. In their first contract year with DocuPet:

- 26% increase in dog licence sales
- 52% of total sales occurred online

In their second contract year (beginning November 2017) we have already surpassed our total 2017 sales, achieving a further 6.54% increase over last year's sales with 9 months still remaining. To date, this represents a total increase of 32.54%.



# Next Steps

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- Recommendation to implement the DocuPet program:
  - April 18th, 2018
- Kickoff Meeting, Marketing & Communications:
  - May 2018
- Launch Date:
  - July 1st, 2018



# Q & A

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**DocuPet**

# Thanks For Your Time!

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