Hi ███████

Below is the results of 4 months of having doggone tags out in the community. Plus the survey results that HCC have just got in.

 Since launching Doggone in July this year, in the first 4 months, 17 dogs were marked as wandering on the Doggone App and 97 were marked as lost - all 114 were found. 166 dogs were also reunited using the free 4133 text service.

That is 280 dogs reunited in the first 4 months.

Alongside the Doggone app, users have Facebooked 19,169 times with 12,937 post likes and 1,106 shares.

4,100 people are part of the mesh network that have the Doggone app on their phones.

Last December we sent out a survey to users of Doggone and this is what they are telling us:
88% of people found signing up for Doggone straight forward or were undecided.
84% of people downloaded the Doggone app, 94% found it easy to do so
94% created a profile on the Doggone app, 85% found it easy to do so

73% have used the app to check the whereabouts of their dog
5% have marked their dog as lost

65% are somewhat likely to very likely to renew the Doggone service as part of their dog registration next year

We asked if you had any issues or potential improvements.
Areas raised as issues for some owners were battery usage, Doggy Day Care centres not allowing the tags to be worn, tag failure, better information.

> We have discussed the feedback with Doggone and they confirm that this aligns with the feedback that they have received from dog owners via their customer support team. Doggone advise that they are currently working on a software resolution to address issues impacting the tags. Doggone are also developing a further suite of FAQs to assist with providing guidance for matters such as conserving phone battery.

If you experience any problems with the tag or the app, please contact the Doggone customer services team for assistance at support@doggone.co.nz or call 0800 321 111.
For owners who have expressed disappointment around the tag, Doggone would like to offer the you the opportunity to receive a tag with updated software.

Doggone has also simplified the information going out with the tags and added to the FAQs on the website to reflect feedback from dog owners.

Following our discussion
3. How many dogs have Doggone registration tags been issued to as part of this year's registrations? Approx 3,300

5. How many unique Doggone registration tags were issued during the Stokes Valley test? 352

9. Please provide a copy of the agreement between Doggone and Hutt City Council? No formal agreement was entered into.

Happy to discuss any further questions please call on 5706806

Regards

Geoff Stuart
Divisional Manager, Regulatory Services & Emergency Management

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-----Original Message-----
From: ████████████████████████████████████ >
Sent: Thursday, December 5, 2019 2:12 PM
To: "contact@huttcity.govt.nz" <contact@huttcity.govt.nz>
Subject: LGOIMA request: Doggone

Hi,

This is an official request under the Local Government Official Information Act.

1. How many contacts have the council or staff working for the council or Doggone or their staff, via all channels including all social media and face to face contacts, received regarding Doggone registration tags or the Doggone app not working since the date they began being rolled out to the entire city?

2. How many contacts have the council or staff working for the council or Doggone or their staff, via all channels including all social media and face to face contacts, received regarding Doggone registration tags or the Doggone app not working between the date they began being rolled out to be tested in Stokes Valley and the date it was decided they'd be rolled out to the entire city?

3. How many dogs have Doggone registration tags been issued to as part of this year's registrations?

4. How many Doggone tags have been reissued to dogs that received them this year due to issues with their tags?

5. How many unique Doggone registration tags were issued during the Stokes Valley test?

6. How many of the tags in 5 above were issued to dogs that had already had at least one tag during the testing process due to issues with their tag?

7. Please provide all communications relating to issues with the Doggone tags, especially those between Doggone and Hutt City or their respective representatives.

8. Please provide all communications regarding the decision to roll Doggone tags out to the entire City.

9. Please provide a copy of the agreement between Doggone and Hutt City Council or their respective representatives, especially including any sections that discuss minimum expected functionality of the Doggone tags and app.

I look forward to your timely response.

Kind regards,