Introduction: The BarkPass Success Model

Executive Summary

BarkPass is revolutionizing pet licensing and dog park management with an innovative, easy-to-use platform that streamlines operations for municipalities, increases compliance rates, and generates vital revenue for communities. Our mobile-first technology modernizes legacy systems, eases the workload for municipality stakeholders, and helps create revenue streams that reduce city budget strains.

The Origin Story: Born from Frustration, Built for Community

BarkPass didn't start in a corporate boardroom; it started at the local dog park. The platform began when founders Josh and Bri Larson personally experienced how frustrating, inefficient, and paper-heavy traditional dog park registration could be. Driven by a desire to fix this disconnect, they built a solution that worked for both sides of the counter. As the platform grew through word of mouth and referrals, BarkPass expanded to include pet licensing features specifically designed to help municipalities streamline administration and reduce overhead.

Leadership: Deep Animal Welfare Expertise

 In 2024, the platform's capabilities were significantly deepened when BarkPass was acquired by Steve Zeidman, a nationally recognized leader with decades of experience innovating pet technology.   Steve is highly regarded in the animal welfare space as the original inventor of PetPoint and a former Senior Vice President for 24Pet, where he led the Chameleon and PetPoint brands. Throughout his career, Steve has never wavered from his commitment to making licensing a sustainable funding mechanism for humane services, not just a legal requirement.

Unlike massive corporate competitors, BarkPass doesn't treat municipalities as just another number. We are industry professionals who understand the nuances of animal control and pet-related services, aiming to create a future where every community thrives.

Purpose

To empower communities to better serve pets and their people through innovative, easy-to-use technology

Vision

To create a future where every community thrives with safe, happy pets and connected owners, powered by seamless technology.

Core Values

- Community & Compassion: We put pets, people, and communities first, driven by empathy and commitment to animal welfare.
- Simplicity & Efficiency: We create intuitive, streamlined solutions that make pet management easier for everyone.
- Trust & Reliability: We provide transparent, secure, and dependable technology you can count on.
- Innovation & Collaboration: We constantly improve and partner with others to build a better future for pets and their communities.
- Integrity: BarkPass is committed to acting as data stewards, protecting the privacy of resident data. We believe the information you collect must exclusively serve your core mission: improving public safety, increasing compliance, and enhancing animal welfare. Your residents' data is never a separate revenue stream for us.

The Municipal Challenge: The Case for Change

Since 2019, BarkPass' platform and people have reinvented outdated legacy systems with a solution that streamlines pet licensing and dog park management, simplifying operations, boosting compliance, and creating extraordinary experiences for staff and residents alike.

Challenge 1: Dog Park Safety and Sustainability

The rapid growth of off-leash dog parks is a community asset, yet many municipalities struggle to fund, maintain, and ensure safety when these spaces are unregulated. Unmanaged parks create financial and liability risks for municipalities as well as health and safety concerns for residents and their pets.

A modern, permitted system is a practical roadmap ensuring these vital community spaces are cleaner, safer, and financially sustainable. The BarkPass platform helps:

- Create revenue streams, ensuring parks are self-sustaining community hubs
- Manage incidents and track troublemakers
- Integrate with access control partners
- Engage community members with email and SMS messaging

Challenge 2: Perception Management and Untapped Revenue

For decades, municipalities have accepted status quo low compliance (typically below 12%) which creates systemic challenges, including:

- Underfunded Services**:** Low participation leaves millions of dollars in untapped revenue on the table each year. As a result, essential services like sheltering, enforcement, and field response often remain underfunded or become an added burden to the general fund.

- Administrative Friction: The licensing process often relies on outdated technology and paper-based processes. Complex forms, limited office hours, and a lack of digital payment options create unnecessary friction for residents and significantly increase the administrative burden on municipal staff.

- Perceived Lack of Value: Licensing is frequently viewed by the public as merely a bureaucratic hassle or a tax, rather than a value-added service. Without a clear connection to benefits, pet owners are less likely to comply.

- Disconnected and Inefficient Data: Outdated systems undermine even the most well-meaning programs, leading to less effective service delivery.

The BarkPass Solution: Seamless Technology & Maximized Revenue

BarkPass transforms pet licensing and dog park management from a paper-based administrative burden into a sustainable, user-funded model. Leveraging the industry's most modern, mobile-first technology, BarkPass delivers "Effortlessly Easy", self-service technology for residents. Within as little as 48 hours, BarkPass guides new clients through a custom setup without draining IT resources.

The Unified Ecosystem Advantage

BarkPass offers the only solution built to seamlessly manage both pet licensing and dog park access. By linking park access to required licenses, communities dramatically increase compliance rates, generating vital, dedicated revenue for animal services. This modern approach transforms an underperforming park challenge into a compliant, safe, and self-sustaining community resource.

Maximizing Revenue and Compliance

The BarkPass platform is engineered to drive compliance and maximize revenue capture without increasing staff workload.

- Automated Renewals. Our "Set it and Forget It" subscription-style model automatically sends renewal reminders (email and SMS) to pet owners. This significantly reduces delinquencies, ensures consistent revenue flow, and frees staff from manual outreach and collections.

- Flexible Pricing Made Simple. Our powerful pricing engine is fully customizable, allowing municipalities to create tiered fees based on residency (using GIS data integration), pet alteration status (spayed/neutered), and multi-year renewal options.

- Value-Aligned Discounts: BarkPass can easily be configured to offer discounted pricing for resident populations like seniors, veterans, and lower-income families.

- Voluntary Revenue Streams: The system integrates optional one-click donation opportunities during the checkout process, turning the registration into a fundraising mechanism for local non-profits and animal welfare partners.

Streamlined Operations and Data Management

BarkPass provides essential tools to all stakeholders including City Clerks, Parks Departments, Finance Teams and even Animal Control who can easily use the tool on their mobile devices.

- Simple Workflows and Approval Flows: Staff define configurable workflows and required documents (e.g., rabies certificates) and validate based on expiration dates or other community parameters. Approval flows provide oversight, allowing staff to thoroughly review applications before a license is issued.

- Easy Data In & Out: The platform is a central source of truth for pet data. Data can be imported and exported with ease to maintain synchronization with existing systems (e.g., QuickBooks for Treasurers or Animal Shelter software) without drama.

- Centralized, Mobile Access: Our Mobile-First Design ensures that field agents, shelter staff, and police officers can access real-time license data for verification on any device, enhancing public safety and incident response efficiency.

Stress-Free Implementation

Getting up and running with BarkPass is straightforward and painless; in fact, BarkPass can deliver an implantation in as little as 48 hours. From day one, clients get access to a fully featured onboarding package. We guide you through any needed data conversion, configure licensing or permit rules (including pricing tiers, document requirements, and renewal cycles), and customize the look and feel of your brand.

As part of our "white glove delivery", BarkPass continues to support your team after go-live, providing ongoing training around your needs.

Proven Outcomes & The Financial Case

The BarkPass approach is engineered to transform pet licensing from an administrative cost center into a user-funded, financially sustainable public service model that demonstrably elevates animal welfare and public safety standards.

Proof Points: The Client Success Spotlight

1. Operational Efficiency and Reduced Burden Projection for City Clerks and City Treasurers

> **Proof Point** *(Salt Lake County, UT)*: "The BarkPass platform is intuitive, reliable, and has significantly reduced the administrative burden on our team. As a result, we've been able to evolve our licensing program into a more efficient, user-friendly system..." — ***Karl Carpenter, Field Operations Manager***

2. User Accessibility & Increased Compliance for Pet Owners

> **Proof Point** *(Gardner, KS):* "We looked for a partner that understood our community needs... BarkPass has been the perfect fit [for delivering simple, accessible animal services]." — ***Tori Philpot, Support Services Officer***

3. Unified Service Management for Parks & Rec / Animal Shelters

> **Proof Point** *(City of Ankeny, IA*): "BarkPass is a streamlined tool and makes it efficient to collect pet health records and engage owners... in one platform." — ***Ryan Harkema, Recreation Superintendent***

4. Public Safety & Rapid Reunification for Animal Care & Control / Sheriff's Dept.

> **Proof Point** *(Stillwater Township, NJ):* "The technology is a huge asset in helping with pet reunification... The ability to search pets by breed, color, owner, etc. has been really helpful. The software is fantastic!" — ***Julie Ann Leatham, Deputy Clerk.***

The Financial Case: Funding Services & Reducing Costs

BarkPass provides the financial tools necessary for municipalities to maximize revenue collection and achieve cost efficiency.

- Cost Efficiency & Resource Redirection: Moving to a digital platform drastically reduces hard costs associated with traditional programs— eliminating expenses for **mailing, paper, and manual data reconciliation**. This reduction in administrative labor frees up staff capacity, allowing them to redirect their focus from tedious paperwork to high-value community work like enforcement and outreach.

High-Value Resident Incentives

- Bundled Services: The Unified Platform allows for the sale of bundled products, such as combining a required license with an optional permitted dog park pass, increasing compliance by increasing the value proposition.

- Instant Digital Proof: Residents receive immediate digital license credentials, removing the friction of waiting for mail and enhancing convenience.

- Community-Powered Funding: The platform provides optional one-click donation opportunities during checkout; creating a new, transparent channel for residents to fund specific local animal welfare initiatives, such as dog park improvements, spay/neuter programs or emergency vet funds.