

Pet Waste Outreach Strategy

Action desired: Dog owners will pick up after their pet

Messages:

Pick up your pet's waste: Carry a bag with you. Put the waste in a bag and seal it. Throw it away in the trash, not stormdrain.

Supporting Reasons: Pet waste pollutes, it's the law, it's common courtesy.

Step-by-step

Task	Who's in charge of what?		
	RI NEMO	Municipality / MS4	Volunteers
1. Adopt a pet waste ordinance	<ul style="list-style-type: none"> • Provide model ordinance and supporting educational materials (factsheet for council /public on ordinance). • Press release on public comment period for ordinance and ordinance hearing. 	<ul style="list-style-type: none"> • Draft local pet waste ordinance. • Coordinate in-house review and ordinance adoption. • Send out press releases. 	<ul style="list-style-type: none"> • Comment on ordinance.
2. Advertise ordinance adoption and availability of pet waste stations.	<ul style="list-style-type: none"> • Prepare press release on ordinance and availability of pet waste stations, with instructions for town staff and volunteers. 	<ul style="list-style-type: none"> • Purchase pet waste stations and refills. • Distribute press release and newspaper notice; repeat as necessary. 	<ul style="list-style-type: none"> • Install and maintain pet waste station, complete paperwork on usage and send to MS4.
3. Distribute bags-on-board "coupons" via newspaper with press release.	<ul style="list-style-type: none"> • Prepare template coupons as newspaper notice and press release, flyer to accompany bags-on-board canisters. • Provide instructions for town staff and volunteers. 	<ul style="list-style-type: none"> • Recruit volunteers to manage program through direct contact with nonprofit groups and/or businesses • Recruit volunteers to manage program through newspaper notice and press release. • Send out press release. • Send out "coupon" regarding availability of bags-on-board. 	<ul style="list-style-type: none"> • Contact at least 3 Vets, shelters, pet stores or groomers for distribution of canisters and flyers (materials). • Town will purchase bags-on-board containers or volunteers will seek contributions from businesses. • Distribute materials to pick-up locations. • Record keeping, of the number of bags-on-board distributed.

4. Publicize yearly reminders regarding pet waste.	<ul style="list-style-type: none"> • Prepare yearly reminders - small article for the paper reminding people to pick up pet waste. 	<ul style="list-style-type: none"> • Send out press release, yearly (spring) 	
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How did it work?

Task	Who's in charge of what?		
	RI NEMO	Municipality / MS4	Volunteers
1. Keep records of the number of press releases that have been printed, date of ordinance adoption.		Keep records	
2. Determine how often you have to refill the pet waste stations Estimate the amount of nitrogen and bacteria removed from polluting the system.	Create form	Provide volunteer with a form	Fill form out and return to town
3. Keep track of the number of bags-on-board containers are distributed	Create form	Keep track of how quickly they go, keep in contact with distribution center	

Background on Problem: Pet waste is a nuisance and can pollute surface waters, contributing bacteria and nutrients. The problem is greatest in urban/suburban areas where pet waste on sidewalks and streets can enter stormdrains, neighborhoods with high dog ownership, and in parks and other popular pet-walking places.

Supporting Materials to be Provided:	Materials Drafted
model ordinance	x
factsheet on ordinance	x
press release on public comment period	x
press release on ordinance hearing	x
press release on ordinance adoption and availability of pet waste stations	x
"coupon" as a newspaper notice for Bags-on-Board give-away	x
press release on Bags-on-Board giveaway	x
yearly reminder: news article about pet waste	
Nitrogen removal calculation spreadsheet	x