

## Stacy Marquardt

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**Subject:** FW: Better Cities for Pets- Ruff Start Rescue  
**Attachments:** Mars-Petcare-Better-Cities-For-Pets-US-City-Assessment\_Print.pdf

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**From:** Jenny Gerold <jgerold@princetonmn.org>  
**Sent:** Tuesday, July 16, 2024 10:06 AM  
**To:** Michele McPherson <mmcpherson@princetonmn.org>; Stacy Marquardt <smarquardt@princetonmn.org>  
**Subject:** Fwd: Better Cities for Pets- Ruff Start Rescue

We should do this!

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**From:** Azure Davis <[azure@ruffstartrescue.org](mailto:azure@ruffstartrescue.org)>  
**Sent:** Monday, July 15, 2024 3:42:30 PM  
**To:** Thom Walker <[mayor@princetonmn.org](mailto:mayor@princetonmn.org)>; Jenny Gerold <[jgerold@princetonmn.org](mailto:jgerold@princetonmn.org)>; Vicki Hallin <[vhallin@princetonmn.org](mailto:vhallin@princetonmn.org)>; Jeff Reynolds <[councilorjeffreynolds@princetonmn.org](mailto:councilorjeffreynolds@princetonmn.org)>; Jack Edmonds <[jedmonds@princetonmn.org](mailto:jedmonds@princetonmn.org)>  
**Subject:** Better Cities for Pets- Ruff Start Rescue

Good afternoon,

As the founder and Executive Director of Ruff Start Rescue here in Princeton, I wanted to reach out about a program that would benefit both Ruff Start Rescue and the Princeton community. The BETTER CITIES FOR PETS™ program helps cities, like Princeton, be pet-friendly so more people can enjoy the benefits of a life with pets. It was created by Mars Petcare and includes a playbook, an assessment tool, a city certification program, and free online resources.

Becoming a BETTER CITIES FOR PETS™ Certified City shows residents and visitors that Princeton is taking steps to welcome pets and help keep people and pets together.

The application includes demographics and an assessment of pet-friendliness in Princeton's shelters (in our case, rescue), homes, parks, and businesses. There is no cost to apply and you will receive a report on strengths, opportunities, and helpful resources. The assessment should be completed by someone in the city government or a designated partner, with the approval of the Mayor.

The completion of the assessment and certification would allow Ruff Start Rescue to be eligible for \$20,000 worth of grant funding each year to give us the means to support the Princeton community and their pets even further. I have attached a PDF version of the assessment questions for you to review. This assessment should not take more than an hour to complete.

You can take a look at the website and begin the assessment at <https://www.bettercitiesforpets.com/assessment/>, and if there are any questions, I'd be happy to answer them.

Thank you for your time and consideration of the BETTER CITIES FOR PETS™ program! I hope we can work together to further support the city of Princeton, the residents, and the pets.

Azure Davis  
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