



# BETTER CITIES FOR PETS™ PROGRAM ASSESSMENT

This assessment is the first step to understanding your city's pet-friendliness. Find it online at [BetterCitiesForPets.com](https://www.BetterCitiesForPets.com). Have questions taking the assessment? Contact us at [MarsPetcareUS@effem.com](mailto:MarsPetcareUS@effem.com).



# Let's get started!

The assessment is split into four sections.

## 1. About You

Basic info about you, your city and how to contact you.

## 2. About Your City

Data about things like how many pets your city has and what pet amenities it offers.

## 3. Pet-Friendly Policies And Programs

Your evaluation of your city based on the key traits explained in the **Better Cities For Pets**™ model.

## 4. Looking Ahead

Your pet-focused priority for the year. To be certified, cities need to be taking action on at least one priority.

# About You

First Name

City You Represent

City Website

Your Department (if applicable)

Work Phone Number

Last Name

State

Country

Your Title

Work Email Address

Your Mayor's Name

# About You

Is your mayor a pet owner?

- Yes     No     I don't know

Is it OK to email you?

- Yes     No

Please keep in mind that by completing this assessment, you're giving us permission to use the info you provide for any research and marketing purposes. For example, we might compile survey data for a report about what cities are doing to be pet-friendly.

How did you hear about the BETTER CITIES FOR PETS program?

- Blog or online publication
- Social media
- Newspaper
- Conference (e.g., US Conference of Mayors, ICMA, etc.)
- Recommended by colleague or friend
- Other (please specify)

# About Your City

Here you'll provide a general picture of your community, its pets and programs. Use the best data you can, but don't worry if you need to estimate for some questions.

## Tip #1

If your city is large, consider narrowing your assessment to your downtown core, Main Street or key neighborhoods as a first step.

## Tip #2

Use this as a living document. You can fact-check and talk with subject-matter experts to keep refining your results and plans.

# About Your City

## Demographics

Use census data or information from local government agencies, chambers of commerce, resident or business associations.

Size of geographic area you're assessing

(e.g. "1.2 mile radius of downtown core" or "16-block area around Main Street")

Estimated population

- Less than 25,000
- 25,000 to 50,000
- 50,000 to 100,000
- 100,000 to 250,000
- 250,000 to 500,000
- 500,000 to 1 million
- Over 1 million

Which of the following best describes your community?

- Dense downtown or urban core
- High-density suburban area
- Low-density suburban area
- Small town surrounded by suburban area
- Small town surrounded by rural or natural area
- Natural area (beach, mountains, undeveloped land)

Estimated % of owned housing

Estimated % of rental housing

Estimated number of households

# About Your City

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## Pet Statistics

Using the estimated number of households you entered on the prior page, use the calculations listed below from the American Veterinary Medical Association to determine estimates for these questions.

Estimated number of dog-owning households

**Multiply your total number of households by 0.384.**

Estimated number of cat-owning households

**Multiply your total number of households by 0.254.**

Estimated number of dogs

**Multiply your total number of households by 0.614.**

Estimated number of cats

**Multiply your total number of households by 0.457.**



# About Your City

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## Animal Welfare, Adoption and Rescue Organizations or Programs

Ask your local animal care and control team if you need input on these questions

Does your city have a city-owned/run shelter?

Yes, Name:

No

If no city- or county-owned shelter, where do local citizens go to adopt pets?

Does your county have a county-owned/run shelter?

Yes, Name:

No

Estimated number of public and private shelters in your area (including city, county, nearby)

# About Your City

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## Public Parks, Trails & Green Spaces

Ask your parks department if you need input on these questions

Estimated number of parks in your area

Estimated number of parks that allow on-leash pets

Estimated number of parks that allow off-leash pets

# About Your City

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## Businesses

Ask your local chamber of commerce, business association or convention and visitors' bureau if you need input on these questions

Estimated number of veterinary clinics and/or hospitals in your area

Estimated number of pet-focused businesses in your area (e.g. pet food store, pet day care, etc.)

Estimated percent of local restaurants that are pet-friendly

Estimated percent of local hotels that are pet-friendly

Estimated percent of local retailers that are pet-friendly

Estimated percent of local workplaces that allow pets at work

Estimated percent of total businesses that are pet friendly (e.g. welcome pets with customers, welcome pets in the workplace, etc.)

# Pet-Friendly Policies and Programs

In this section you'll look at key traits for pet-friendly cities. The questions follow the **Better Cities For Pets**™ model, which highlights how shelters, homes, parks and businesses can support pet-friendliness.

## Tip #1

It's okay to leave items blank if you can't answer them on your first pass. You can return to the assessment and update it when you have more info.

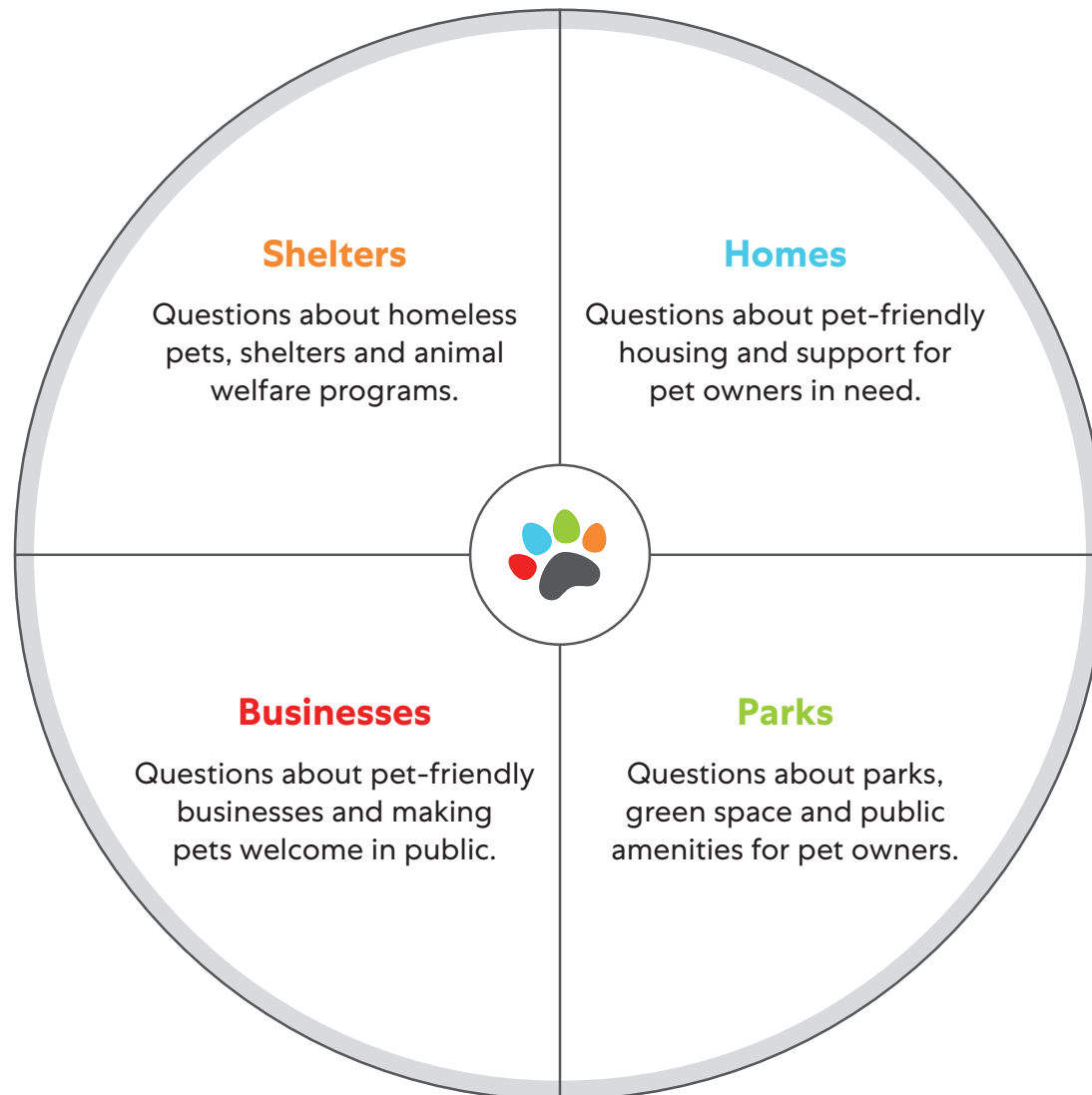
## Tip #2

Don't worry about exact, verifiable responses initially. Use your own knowledge and experience, and follow up where you have questions.

## Tip #3

When completing this assessment online, you can move around and answer items as you are ready. However, please note that responses can't be submitted until all items in this section are completed. All questions are required.

# Pet-Friendly Policies and Programs



# Pet-Friendly Policies and Programs

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## Shelters Evaluation: Partners collaborate to end pet homelessness

Public, nonprofit and private shelters in our city/county share data and information to help homeless pets and get pets adopted.

- Rarely/Never
- Sometimes
- Often/Always

Our city/county-owned shelter partners with for-profit businesses to help homeless pets and get pets adopted.

- Rarely/Never
- Sometimes
- Often/Always

Our city/county-owned shelter partners with other organizations to help homeless pets and get pets adopted.

- Rarely/Never
- Sometimes
- Often/Always

Our city has at least one policy or program that encourages animal adoption, e.g. an official Pet Adoption Awareness Day.

- Yes
- No

# Pet-Friendly Policies and Programs

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## **Shelters Evaluation:** Shelters are warm and welcoming to encourage adoption

Our shelters are happy places that people want to visit to adopt a pet.

- Rarely/Never
- Sometimes
- Often/Always

Potential adopters can interact with pets and get information about them to choose the best fit for their family.

- Rarely/Never
- Sometimes
- Often/Always

Pets are comfortable at our city's shelters and have room to play.

- Rarely/Never
- Sometimes
- Often/Always

Shelter signage is welcoming and makes it easy to figure out where to go.

- Rarely/Never
- Sometimes
- Often/Always

# Pet-Friendly Policies and Programs

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## Shelters Evaluation: Community cat programs humanely address overpopulation

Our city has a Trap-Neuter-Return (TNR) program through which cats are humanely trapped, spayed/neutered, vaccinated and returned to live out their lives in their home colony.

- Yes
- No

Community cats are well cared for in our city.

- Rarely/Never
- Sometimes
- Often/Always

TNR is accepted by the community for the benefits it provides.

- Rarely/Never
- Sometimes
- Often/Always

Our city has one or more Working Cats programs where businesses adopt cats to help control rodent populations.

- Yes
- No



# Pet-Friendly Policies and Programs

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## Homes Evaluation: Pet-friendly housing options exist for all families and pets

City laws allow pet ownership without restrictions on pet breed.

- Yes
- No

Rental housing pet deposits or fees are reasonable.

- Rarely/Never
- Sometimes
- Often/Always

Pets are welcome in most rentals, condos and neighborhoods, regardless of breed or size.

- Rarely/Never
- Sometimes
- Often/Always

Housing developments and neighborhoods meet the needs of pet owners, e.g. having pet relief areas, green space within walking distance (1/4 mile) and other amenities.

- Rarely/Never
- Sometimes
- Often/Always

# Pet-Friendly Policies and Programs

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## Homes Evaluation: Support exists to help keep pets in homes through tough times

Our local food banks or animal welfare organizations distribute pet food for families in need.

- Rarely/Never
- Sometimes
- Often/Always

Our city's disaster relief plans include pets (e.g. temporary shelters allow pets).

- Yes
- No

Our city has at least one homeless shelter or domestic violence shelter that allows pets.

- Yes
- No

Our city has other publicly or privately funded programs to help pet owners keep pets during tough times (e.g. low-cost vet clinic, micro-loans for pet emergencies, etc.).

- Yes
- No

# Pet-Friendly Policies and Programs

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## Homes Evaluation: Pet owners have support to make responsible choices for their pets

Low cost local services like spay/neuter are available for pet owners.

- Rarely/Never
- Sometimes
- Often/Always

Our city has enough veterinary options to ensure pet owners can get preventive and emergency care for their pets.

- Yes
- No

Our city communicates the importance of microchipping to help lost pets be returned home.

- Rarely/Never
- Sometimes
- Often/Always

Our city has a program to educate pet owners about responsible pet ownership.

- Yes
- No

# Pet-Friendly Policies and Programs

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## **Parks Evaluation:** Pet needs are included in city, park and green space planning

Pet-friendly parks and public spaces are located throughout our city.

- Rarely/Never
- Sometimes
- Often/Always

More off-leash parks and pet-friendly spaces are planned in our city within the next five years.

- Yes
- No

Pet needs are considered in public event and festival spaces.

- Rarely/Never
- Sometimes
- Often/Always

Green space planning includes consideration for pets (e.g. on- or off-leash play areas and relief areas).

- Rarely/Never
- Sometimes
- Often/Always

# Pet-Friendly Policies and Programs

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## **Parks Evaluation:** Public pet amenities support good health for all

Our city's public spaces have easy-to-find pet relief areas with free waste bags and trash receptacles.

- Rarely/Never
- Sometimes
- Often/Always

Our city has signage that clearly identifies pet amenities.

- Rarely/Never
- Sometimes
- Often/Always

Our city has easy-to-find hydration options for pets, such as drinking fountains that are low to the ground and pet friendly.

- Rarely/Never
- Sometimes
- Often/Always

Our city communicates about local pet amenities, programs and services (e.g. on city website, app, etc.).

- Yes
- No

# Pet-Friendly Policies and Programs

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## **Parks Evaluation:** People know the expectations for pets in public places

Parks and public spaces in our city have signs about where pets are allowed or restricted.

- Rarely/Never
- Sometimes
- Often/Always

Our city has a program to encourage responsible clean-up of dog waste.

- Yes
- No

Parks and public spaces post clear rules about pet owner responsibilities, where pets may be off-leash, etc.

- Rarely/Never
- Sometimes
- Often/Always

Our city has a program to educate about dog behavior and/or avoiding dog bites.

- Yes
- No

# Pet-Friendly Policies and Programs

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## **Businesses Evaluation:** Businesses make it easy to be out with your pet

Our city has laws or regulations that allow businesses to welcome pets (e.g. “pets on patios” legislation).

- Yes
- No

Businesses post clear signage indicating if or where pets are welcome.

- Rarely/Never
- Sometimes
- Often/Always

Restaurants in our city welcome pets (inside or on patios).

- Rarely/Never
- Sometimes
- Often/Always

Our city promotes itself as pet-friendly or has plans to do so in the near future.

- Yes
- No

# Pet-Friendly Policies and Programs

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## **Businesses Evaluation:** Traveling with pets is accessible, safe and affordable

The main streets in my city have wide, safe and accessible sidewalks to accommodate people with pets and service animals.

- Rarely/Never
- Sometimes
- Often/Always

Our city's taxi and other fee-based car services allow pets.

- Rarely/Never
- Sometimes
- Often/Always

Our public transportation allows pets regardless of size or breed.

- Yes
- No

Our nearest large airport has areas designated for pets and/or pet-friendly amenities.

- Yes
- No



# Pet-Friendly Policies and Programs

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## **Businesses Evaluation:** Workplaces know and support the benefits of pets at work

Our city has pet-friendly businesses that allow employees to bring their pets to work.

- Yes
- No

Businesses post clear signage indicating if they are a pet-friendly workplace.

- Rarely/Never
- Sometimes
- Often/Always

Our city is supportive of pet-friendly workplaces and encourages them in some way.

- Yes
- No

One or more departments of our city government allow employees to bring pets to work.

- Yes
- No

# Looking Ahead

Doing this assessment will have helped you think through your city's strengths and needs. While they're fresh in your mind, capture your thinking on priorities for an action plan.

In this section you'll identify at least one priority for your city. You can do more, but if your city has resources to tackle just one, that's fine. The key is to make progress on at least one pet-friendly priority each year.

## Tip #1

Don't try to do too much at once. Your city may have resources to tackle just one or two traits at a time, and that's fine.

## Tip #2

Break priorities down into achievable steps. For example, gather public input before tackling a community-wide policy change.

## Tip #3

Look for balance. Build in quick wins and longer-term initiatives to keep people engaged and continue delivering progress.

# Top Pet-Related City Priority

To be certified as a pet-friendly city, your city will need to commit to continuing to take action that benefits people and pets. Use this space to tell us about your priority for the coming year.

Please tell us about your top project to increase pet-friendliness in the next year

What will your city do?

How will it help pets and people?

Which **Better Cities For Pets**™ area(s) does your priority project align with?

- Shelters
- Homes
- Parks
- Businesses
- Healthy Pets and People
- Responsible Pet Ownership

What, if any, relevant laws or regulations would create opportunities or barriers for completing this project?

Who are the city's partners and stakeholders in this initiative?

When will the city complete this priority project?

- 3 months
- 6 months
- 9 months
- 1 year
- More than 1 year

# Please Confirm Your Answers

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Since this certification depends on self-reporting, please confirm that the answers above accurately reflect your city's pet-friendliness to the best of your ability.

- Yes
- No

Please confirm that your Mayor is aware of your submission and supportive of pet-friendly initiatives in your city.

- Yes
- No

Use this space to share anything else you want to share about what makes your city stand out for its pet-friendliness.

Finally, are you aware of the **Better Cities For Pets**™ Airport Certification launched late in 2021? It is for airports located within 90 miles of a Certified City that work to be pet friendly for pets and service animals. Please indicate if you would like us to send you information about this additional opportunity.

- Yes
- No





# Better CITIES for pets™ A MARS PETCARE PROGRAM

**BetterCitiesForPets.com**

  MarsPetcareUS

# MARS Petcare

Part of Mars, Incorporated, a family-owned business with more than a century of history making diverse products and offering services for people and the pets people love, the 85,000 Associates across 50+ countries in Mars Petcare are dedicated to one purpose: A BETTER WORLD FOR PETS. With 85 years of experience, our portfolio of almost 50 brands serves the health and nutrition needs of the world's pets — including brands PEDIGREE®, WHISKAS®, ROYAL CANIN®, NUTRO™, GREENIES™, SHEBA®, CESAR®, IAMS™ and EUKANUBA™ as well as the Waltham Petcare Science Institute which has advanced research in the nutrition and health of pets for over 50 years. Mars Petcare is also a leading veterinary health provider through an international network of over 2,000 pet hospitals and diagnostic services including BANFIELD™, BLUEPEARL™, VCA™, Linnaeus, AniCura and Antech. We're also active in innovation and technology for pets, with WISDOM PANEL™ genetic health screening and DNA testing for dogs, the WHISTLE™ GPS dog tracker, and LEAP VENTURE STUDIO accelerator and COMPANION FUND programs that drive innovation and disruption in the pet care industry. As a family business and guided by our principles, we are privileged with the flexibility to fight for what we believe in — and we choose to fight for: A BETTER WORLD FOR PETS.