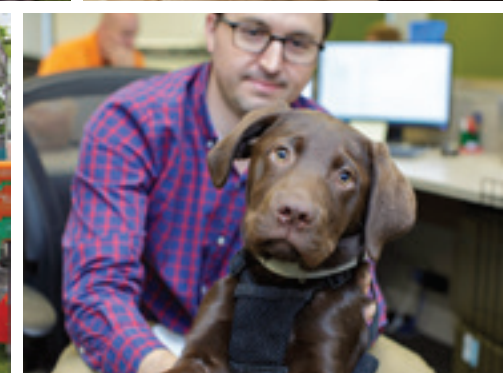
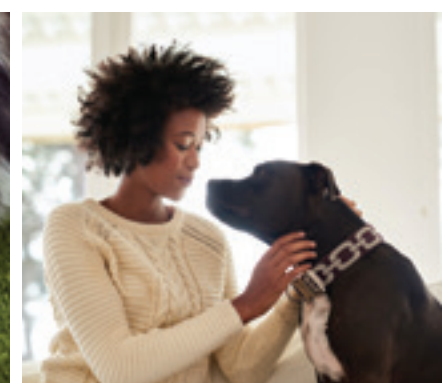
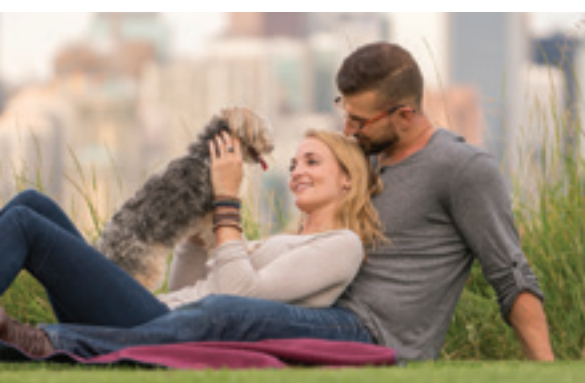


# A PLAYBOOK FOR PET-FRIENDLY CITIES

Better  
**CITIES**  
for **pets**™  
A MARS PETCARE PROGRAM







MORE THAN 6,000,000 PETS END UP HOMELESS EVERY YEAR. OUTDATED HOUSING RULES FORCE PEOPLE TO GIVE UP BELOVED FURRY FAMILY MEMBERS. BUSINESS AND TRANSPORTATION RESTRICTIONS MAKE IT HARD TO SPEND TIME WITH AND CARE FOR A PET. LACK OF NEARBY AMENITIES MAKES URBAN PET OWNERSHIP A CHALLENGE. LIMITED GREEN SPACE MINIMIZES EXERCISE NEEDED FOR GOOD HEALTH AND BEHAVIOR.

# THERE'S A BETTER WAY FOR PEOPLE AND PETS.

1

PETS GIVE PEOPLE LOVE, COMPANIONSHIP AND COMFORT. THEY KEEP US HEALTHY AND GET US OUTSIDE FOR EXERCISE. PET OWNERS REPORT LESS DEPRESSION, ANXIETY AND LONELINESS. PETS BRING US TOGETHER, HELPING US MEET NEW PEOPLE AND EXPAND SOCIAL CONNECTIONS. THEY MAKE WORKPLACES BETTER, BOOSTING MORALE AND REDUCING STRESS. LET'S HELP MORE PEOPLE BENEFIT FROM PETS.

# A PLAYBOOK FOR PET-FRIENDLY CITIES

Science tells us that when people have a pet, they tend to get more exercise, report less loneliness and stress, and have stronger social ties. At the same time, pet ownership is growing. More people than ever see pets as family. They want to spend as much quality time with pets as possible.

Yet there are challenges. There are still far too many homeless pets. Restrictive policies mean fewer housing options for pet owners. Limited green space and pet-friendly places can make it hard to enjoy time with pets. And, a lack of pet-friendly transit often means that even if there are pet-friendly places to go, some pet owners can't get there.

2



**“THE BETTER CITIES FOR PETS™ PROGRAM WAS CREATED TO HELP MORE PEOPLE HAVE ACCESS TO THE BENEFITS OF A LIFE WITH PETS.”**

The **Better Cities For Pets™** program was created to help more people have access to the benefits of a life with pets. With the United States Conference of Mayors, Mars Petcare surveyed mayors across the U.S. to understand perceptions about pets and what makes a city pet-friendly. Then, through research, dialogue with thought leaders, and test-and-learn programs, we developed tools and a suggested path forward for cities.

Today, the **Better Cities For Pets™** program includes this playbook, a city assessment tool, a pop-up installation highlighting pet-friendly amenities and features, and the many resources on the [BetterCitiesForPets.com](http://BetterCitiesForPets.com) website. Our city certification program celebrates communities that recognize the importance of pets and are making progress toward being more pet-friendly.

As the program continues to grow and expand in the U.S. and beyond, we're grateful for the input and expertise of numerous partners including Civic Design Center, GreaterGood.org's Rescue Rebuild, American Humane, and our first-year cities including Nashville, Franklin





and Cleveland, Tennessee; Washington, D.C.; Richmond, Virginia; Hallandale Beach and St. Petersburg, Florida; and Fort Worth, Texas.

Our purpose at Mars Petcare is **A Better World For Pets™**, and the **Better Cities For Pets™** program is a key way we're

working to live that purpose. We look forward to helping more communities, and we hope you'll join us. Together, we can make life better for pets, so everybody benefits.

— Your Friends at Mars Petcare

# THE BETTER CITIES FOR PETS™ MODEL

TO MAKE THE BENEFITS OF PETS ACCESSIBLE TO AS MANY PEOPLE AS POSSIBLE, WE DEVELOPED A MODEL FOR PET-FRIENDLY CITIES. IT IDENTIFIES 12 KEY FOCUS AREAS AND THE FUNDAMENTALS THAT SUPPORT THEM.

4 The model is divided into four pillars:

**SHELTERS:** Pet-friendly cities have fewer pets in shelters and more pets in loving homes.

**HOMES:** Pet-friendly cities have open housing policies and enable pet ownership.

**PARKS:** Pet-friendly cities have green space and amenities for healthy outdoor time with pets.

**BUSINESSES:** Pet-friendly cities have programs and policies that make pets welcome.

Around its outer edge, the model highlights two fundamentals of pet-friendly cities:

**HEALTHY PETS AND PEOPLE:** In pet-friendly cities, people have access to the many benefits of time spent with pets, from companionship to exercise to increased social connections. Keeping pets healthy, in turn, can extend and enhance the time we get to spend with them. Turn to page 6 for more about the benefits of the human-animal bond.

**RESPONSIBLE PET OWNERSHIP:** In pet-friendly cities, pet owners know how to care for their pets and act responsibly toward other people and pets. Turn to page 7 for more about responsible pet ownership.



# THE HUMAN-ANIMAL BOND: WHY PETS MATTER

Ask a pet owner what they love about their dog or cat and chances are they'll mention companionship, the joy pets add to a home, or the fun of having an exercise buddy. In fact, in its 2017-2018 survey of U.S. pet owners, the American Pet Products Association found that over 80 percent of pet owners named companionship as a benefit. More than 65 percent said their pets relieve stress.

Mars Petcare's WALTHAM™ Centre for Pet Nutrition has spent more than a decade collaborating with academic institutions and the U.S. National Institutes of Health to understand the special relationship between pets and people — what's known as the “human-animal bond.”

Here are just a few of the insights uncovered:

- Pet owners report more exercise and less depression than non-owners.

- Dog owners are five times more likely to know their neighbors.
- People who share their home with pets have healthier physiologic responses to stress.
- Kids with pets tend to have greater self-esteem, less loneliness and enhanced social skills.
- Pets reduce loneliness, depression and anxiety for older adults.
- Older dog owners engage in more walking and physical activity than non-owners.
- Pets at work are credited with improving morale and increasing work-life balance.

For all these reasons and many more, pets matter. They make life happier, healthier and better. That's why the **Better Cities For Pets™** program aims to help cities be pet-friendly — so everyone can enjoy the benefits of a life with pets.

Beyond their important place in families, pets can have a significant impact in times of need. Trained therapy animals can support the health and well-being of people in hospitals, retirement communities, schools and more. In 2018, Mars Petcare, Monroe Carell Jr. Children's Hospital at Vanderbilt and Pet Partners kicked off an initiative to explore the power of the human-animal bond. Mars Petcare is supporting a dedicated facility dog and staff position at Children's Hospital. Data will be collected to measure the health, well-being and economic impact of the dog as a therapeutic tool for patients, families and staff. [childrenshospitalvanderbilt.org](http://childrenshospitalvanderbilt.org) and [petpartners.org](http://petpartners.org).





# RESPONSIBLE PET OWNERSHIP: SETTING UP PETS FOR SUCCESS

From providing the exercise pets need for good behavior, to taking care of their nutrition and health care, there are a lot of responsibilities that come with being a pet owner. When pets go out in public there are even more, such as cleaning up pet waste and always using a leash for safety.

Often when people worry about pets, the concerns stem from pets that are untrained or not properly managed. But while it might be easy to blame issues on pets, it's up to pet owners to make sure their pets are good neighbors. Plus, research suggests that pets and pet owners benefit the most from their time together when the owner-pet attachment is strong and positive.

By making pet owner education a focus, communities can help avoid frustration, accidents and even pet abandonment by owners who feel overwhelmed when pets don't behave.

The **Better Cities For Pets**™ program aims to help by providing resources to educate about responsible pet ownership. Examples on the BetterCitiesForPets.com website include:

- The Happy Pet Handbook for pet owners
- The WALTHAM™ Pocket Book of Responsible Pet Ownership
- Our kids activity book to teach responsible pet ownership at a young age
- Articles with tips for training, pet safety and other topics
- Downloadable signage to encourage good behavior and responsible practices
- Sample pet interview and agreement templates for housing
- Sample codes of conduct for pet-friendly businesses and workplaces

In 2018, Washington, D.C. teamed up with Humane Rescue Alliance and Mars Petcare to develop a program encouraging pet owners to clean up after their pets. Part of the city's ongoing Clean City Initiative, the program started with clever educational messages spread throughout the city to support pet owner responsibility. "Pride is Picking Up" and "Picking Up #2 Makes You #1" proclaimed bright blue signage. Next, the city installed pet waste bag dispensers in numerous neighborhoods, making it even easier for people to make the right choice and pick up after pets. Messages on the dispensers further reinforce the importance of picking up for good health. **cleancity.dc.gov**



# HOW TO USE THIS BOOK

The **Better Cities For Pets™** model provides focus areas for cities to explore.

In the pages that follow, each trait is presented with:

- An explanation of the issue
- Real-life examples from **Better Cities For Pets™** projects
- Ideas for actions to take within your city
- A list of resources available online to download

This book will help advocates in any city increase the pet-friendliness of their community. Some ideas are specifically for government. Others can be applied by shelters, businesses and individual citizens who want their community to be more pet-friendly. The resource lists in each section specify who is most likely to find each item useful.

If you're not sure where to begin, see page 61 to start an assessment that will help you understand the pet-friendliness of your community and its greatest needs.

If you want to dive into action right away, turn to page 65 for a list of quick-start ideas you can begin exploring today.

Wherever you choose to begin, we hope the **Better Cities For Pets™** program can have a powerful and lasting impact on your community. Visit [BetterCitiesForPets.com](http://BetterCitiesForPets.com) to join the movement and download resources to help.

## IF YOU'RE IN GOVERNMENT...

Traits 1, 4, 5, 7, 8 and 11 are particularly important. The assessment (see page 61) is a good first step to determine focus areas. Be sure to look for materials identified for "Cities" in our resource lists.

## IF YOU'RE A SHELTER OR ANIMAL WELFARE ADVOCATE...

Start with Traits 1, 2 and 3, which are most specific to helping homeless pets. You'll also be interested in Trait 4 and the importance of pet-friendly housing options. Be sure to look for materials identified for "Shelters" in our resource lists.

## IF YOU'RE A BUSINESS...

Traits 10, 11 and 12 are key focus areas, as well as 4, 5 and 6 if you're a developer or otherwise associated with housing. Be sure to look for materials identified for "Businesses" and "Developers or Property Managers" in our resource lists.

## IF YOU'RE AN INDIVIDUAL CITIZEN...

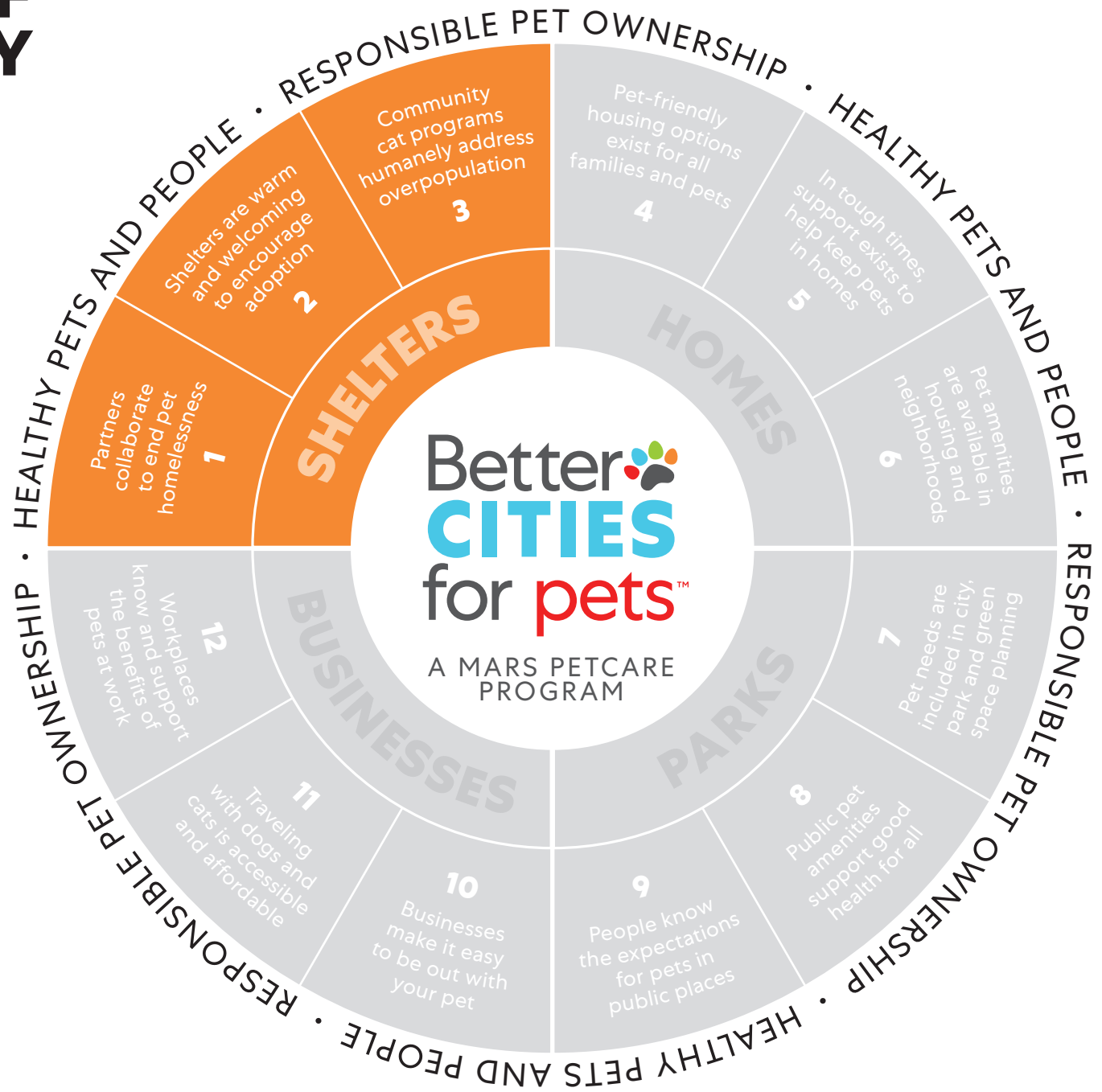
Pets can't speak for themselves. Government, businesses and other organizations are most likely to make changes if they know it's important to you. Raise your voice! Look for materials identified for "Citizens" in our resource lists.



Look for this symbol throughout the book, which shows where more resources are available to download at [BetterCitiesForPets.com](http://BetterCitiesForPets.com).

# 12 TRAITS OF PET-FRIENDLY CITIES

The first three parts of the **Better Cities For Pets™** model focus on ways to tackle pet homelessness, increase adoption from shelters and rescues, and help limit overpopulation among community cat colonies.





# PARTNERS COLLABORATE TO END PET HOMELESSNESS

## WHAT'S AT STAKE

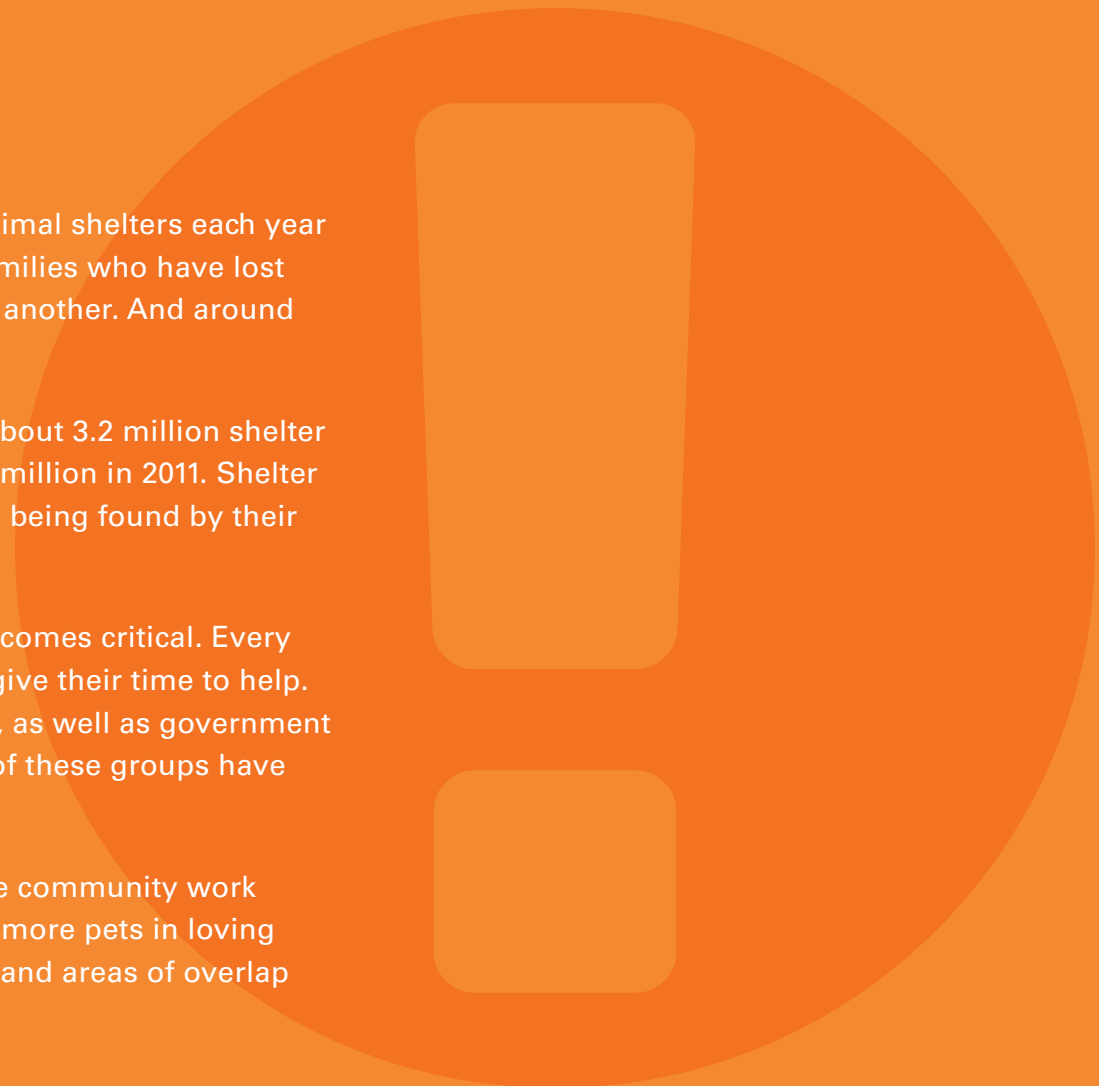
Experts estimate that over six million pets end up in animal shelters each year across the United States. That represents millions of families who have lost their pet, or been forced to give it up for one reason or another. And around the world, the numbers are staggering.

10

On the positive side, the ASPCA reported in 2017 that about 3.2 million shelter animals are now being adopted each year, up from 2.7 million in 2011. Shelter euthanasia has gone down, too, and more lost pets are being found by their owners thanks to microchipping and pet trackers.

But more can be done, and that's where partnership becomes critical. Every community has people who love pets and generously give their time to help. Most cities have shelters, rescues and foster programs, as well as government initiatives and animal control. The challenge is that all of these groups have different funding, objectives and priorities.

In pet-friendly cities, partners across the animal welfare community work together to ensure there are fewer pets in shelters and more pets in loving homes. By building a coalition, cities can identify gaps and areas of overlap for the greatest impact with the resources available.





◀ You can't have a pet-friendly city if many pets are homeless or in shelters.

When pets have homes and people can enjoy the benefits pets bring, communities thrive. ▶



▶ To drive true progress for homeless pets, it takes a coalition including cities, public and private animal welfare organizations, like-minded businesses and the community at large.

The goal is a home for every adoptable pet. ▶



ONLY **37%** OF CITIES SURVEYED\* RUN OR SUPPORT A PROGRAM TO UNDERWRITE THE COSTS ASSOCIATED WITH PET ADOPTION.

**"I need your help. Find out more about forming a coalition to end pet homelessness, and resources you can download to help."**

Turn the page ▶



\*Survey conducted in 2017 by U.S. Conference of Mayors and Mars Petcare.



## FORM YOUR COALITION

- ❑ **Identify participants.** Research public and private animal welfare organizations in your community. Invite them to the table so all voices are heard. Don't expect everyone to agree, or even choose to participate, but open the door to all. An inclusive process goes a long way toward community acceptance.
- ❑ **Establish a lead.** Identify a convening entity to lead the coalition-building. All participants must feel they have a voice and that no single agenda is driving the priorities. An independent convener with animal welfare expertise can achieve this and help guide the parties to an agreed-to mission, objectives and way forward. 📄
- ❑ **Get input.** Host community meetings or conduct surveys to understand local opinions about animal welfare. The process of gathering this input is also an opportunity to build relationships — hosting input sessions and hearing opinions together can help spark new ideas and solutions. 📄
- ❑ **Gain buy-in.** As your plan takes shape, discuss it with local leaders who can bolster its success, such as government, business leaders and other key influencers. Most important, gain buy-in from your mayor — his or her support will be critical since some animal welfare-related advances may require changes to local legislation.

12

BEST PRACTICE

The Mayor's Alliance for NYC's Animals is an exceptional example of collaboration in action. It unites more than 150 rescue groups and shelters who work together to help New York City's homeless animals through large annual adoption events, a trap-neuter-return program for feral cats, and transportation of pets to rescues and shelters with resources to find them new homes. The ultimate objective is to make sure no healthy or treatable dogs or cats are euthanized simply because they don't have homes. Since 2003, the organization has saved 320,000 pets. Since 2014, New York City has had the lowest per capita euthanasia rate of any major city in the United States. In 2016, it achieved a live release rate of more than 90 percent. [animalallianceny.org](http://animalallianceny.org)





# START TODAY

Download tools at [BetterCitiesForPets.com](https://www.bettercitiesforpets.com)

## CITIES:


- Assess local animal welfare collaboration
- Review do's and don'ts for convening a coalition
- See examples like Safe Coalition and Target Zero
- See sample proclamations for pet welfare

## CITIZENS:

- Learn about shelter needs and pet adoption

Whether you're a city planner, shelter, business or a citizen, you'll find resources to help.

## CONTINUED

- Solidify your plan.** With everything you've learned, formalize the coalition's action plans. Identify signature collaboration initiatives as well as ongoing processes. Determine a steering committee to guide day-to-day efforts. Be clear about roles and responsibilities. Set specific measures to determine progress. 
- Look for grants.** There are many great programs to help shelters in their everyday operations and in times of crisis such as natural disasters. Check out PEDIGREE Foundation and Banfield Foundation for more about what's available and where to apply.

“For Nashville, having a coalition has been key. We have amazing shelters and rescues throughout the area. But without the coalition to connect us all, animals can fall through the cracks. When we can look at issues holistically and develop solutions as a team, we can do more and not duplicate efforts.”

– LAUREN BLUESTONE, DIRECTOR OF NASHVILLE METRO ANIMAL CARE AND CONTROL



# SHELTERS ARE WARM AND WELCOMING TO ENCOURAGE ADOPTION

## WHAT'S AT STAKE

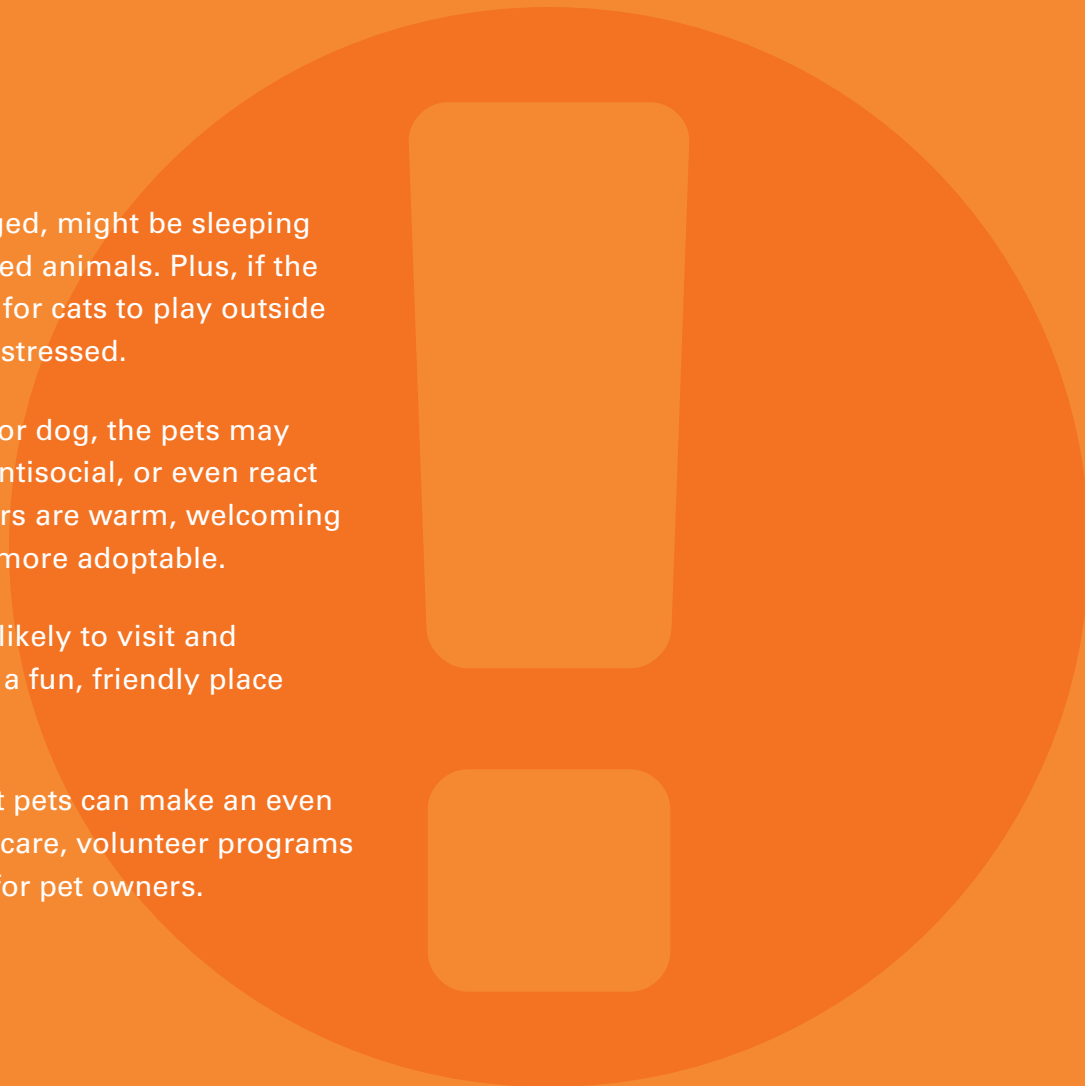
A shelter can be a scary place for a pet. He or she is caged, might be sleeping on a cold floor, and is surrounded by other equally scared animals. Plus, if the shelter doesn't have a space for dogs to run around, or for cats to play outside their cages, the animals can be even more restless and stressed.

14

This means that when a family comes looking for a cat or dog, the pets may not show their true personalities. They may cower, be antisocial, or even react in fear with a hiss or a bark. In pet-friendly cities, shelters are warm, welcoming places where pets can be more relaxed and, therefore, more adoptable.

Plus, when shelters are happy places, people are more likely to visit and potentially take home a pet. There's nothing better than a fun, friendly place that celebrates pets and the people who adopt them.

Finally, shelters that have broader programs that benefit pets can make an even greater impact — things like onsite access to veterinary care, volunteer programs that engage the community, and training opportunities for pet owners.





⤴ Not only are many shelter renovations relatively quick and cost-effective, shelters can partner with the community to make renovation projects an enriching volunteer opportunity. Above, volunteers from Mars Petcare helped GreaterGood.org's Rescue Rebuild team create a "Catty Shack" for cats at Metro Animal Care and Control in Nashville, TN.

Rescue Rebuild has found that communal sheltering such as this "Catty Shack" helps cats' health and well-being, while volunteer rates rise since the space is a fun place to visit and lend a hand. ⤴



**"I need a home!  
Get ideas on  
how to make  
shelter visitors  
feel welcome, so  
they're more likely  
to come adopt  
pets like me."**

**Turn the page** ⤴





## ENHANCE LOCAL SHELTERS

- ❑ **Provide play space for dogs.** Adoption rates spike by as much as 25 percent when pets have dedicated outside play areas. A play yard gives dogs a chance to run around, blow off steam and get the exercise they need for good health. Play yards also help dogs socialize with other animals and allow potential adopters to watch a dog at play, to see how he'll fit into their family. 📄
- ❑ **Offer community for cats.** Cats in kennels can be stressed, sometimes so much they're more susceptible to illness. Instead, cats do well in communal rooms with multiple places to hide and play. Enrichment items like climbing levels and toys also help visitors see and interact with the cats at play. And, this home-like environment can help cats socialize with other cats and people, preparing them for the transition into a new home. 📄
- ❑ **Create meet-and-greet spaces.** Pets act more naturally and are more likely to show their true personality outside of a kennel setting. So, having at least one room where adopters can interact with a pet can help boost adoption rates. These spaces don't have to be large — a smaller room can even encourage more interaction. Just make sure it's a comfortable, clean space where potential adopters will have fun getting to know the pet.
- ❑ **Seek out sponsors.** A simple play yard for dogs can be built for \$10,000. A community cat enrichment space can cost as little as \$2,500. Try to carve out funds for at least one small improvement each year. Look for creative solutions and partnerships — a pet-friendly business or local leader could contribute in exchange for having their name associated with the space.

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BEST PRACTICE

Rescue Rebuild renovates shelters to improve the lives of shelter pets and increase adoption rates. A part of GreaterGood.org, Rescue Rebuild recruits volunteers from all over the country to help with projects, from building outdoor exercise areas for shelter dogs to spend their pent-up energy, to “Catty Shack” buildings that allow more relaxed, communal living and greater enrichment for shelter cats. Rescue Rebuild also works with corporate partners to create volunteer opportunities for employees to make a local impact — helping further spread awareness of the challenges shelters face and the opportunity to help. [rescuerebuild.gretergood.org](https://rescuerebuild.gretergood.org)



# START TODAY

Download tools at [BetterCitiesForPets.com](https://www.bettercitiesforpets.com)

## CITIES:



- See how to host a community adoption event

## SHELTERS:

- Get tips to make shelters warmer and more welcoming
- Learn the benefits of “Catty Shacks” from Rescue Rebuild
- Learn 10 ways to publicize adoptable pets on social media

Whether you're a city planner, shelter, business or a citizen, you'll find resources to help.

## CONTINUED

- Make visitors welcome.** While pets are the priority, remember that a welcoming shelter is about the people who visit, too. Have signage that helps visitors find their way. Decorate with colorful animal pictures to debunk the perception of shelters as “pet jail.” Help potential adopters interact with the pets with instructions for easy activities like quieting exercises for dogs and playing with a toy for cats. 
- Share successes.** Unlike in the past, shelters now have a fun, free way to advertise every single day: social media. Post stories about the pets up for adoption. Share celebratory photos of every pet that's adopted with his or her new forever family. Shelters can build a significant community following that helps to further demystify pet adoption and show its benefits. 

“We've been advocating for communal cat sheltering for years. Shelters have seen vast differences in their cats' health and mental well-being. As a bonus, the shelters' volunteer rates increase, vet bills decrease and adoption rates skyrocket.”

– DR. BRYNA DONNELLY, DIRECTOR OF RESCUE REBUILD



# COMMUNITY CAT PROGRAMS HUMANELY ADDRESS OVERPOPULATION

## WHAT'S AT STAKE

There are tens of millions of free-roaming, community cats across the United States, and many more around the world. Since female cats can have multiple litters of kittens a year, their offspring multiply exponentially. It used to be common practice to catch and euthanize community cats. But that's not humane, doesn't stop overpopulation and isn't cost-effective.

Trying to get all free-roaming cats into shelters and ultimately adopted doesn't work either. There are too many of them, and many prefer the life they have. They may be feral, and they likely already have a cat colony "family."

In pet-friendly cities, Trap-Neuter-Return (TNR) programs help. Cats are humanely trapped, spayed or neutered, and vaccinated. Kittens and cats that appear socialized to people may be put up for adoption. Those that are feral are returned to their original location. They can live out their lives within their cat colony, but not breed more unwanted cats.

Studies have shown the cats stay healthier thanks to vaccination. Plus, mating behaviors like roaming, spraying and fighting stop once a cat has been spayed or neutered.







⬆️ Left unchecked, feral cats add to overpopulation and pet homelessness.

With a Trap-Neuter-Return (TNR) program and community caretakers, they can live out healthy lives without over-breeding. ➡️

To help feral cats in your community, work with local shelters and rescues to see what programs are in place, and advocate for funding and support for TNR. ✓



**“I love my outdoor life. See how volunteers can support an outdoor cat community to help free-roaming cats like me.”**

**Turn the page ➡️**



THROUGH PROGRAMS LIKE TNR, EUTHANASIA OF HOMELESS CATS IN THE NASHVILLE AREA DROPPED FROM **85% IN 2013 TO JUST 19% IN 2016.\***



\*petcommunitycenter.org



## BUILD A LOCAL TNR PROGRAM

- ❑ **Engage your shelter/rescue coalition.** Starting or expanding a Trap-Neuter-Return (TNR) program will require partnership between local shelters, rescues, animal welfare and animal control teams. You'll also need to ensure the right local ordinances are in place to support the program and not inhibit it. For example, mandatory registration of cats is contrary to the concept of free-roaming cat colonies. Get all players involved to determine the best path forward. 📄
- ❑ **Support shelter and nutrition.** One of the greatest resources for TNR programs is the kind-hearted volunteers who provide food for cat colonies and maintain shelter areas for them. Consider supporting their efforts with mini-grants. Host community meetings to educate and thank volunteers. Work with local hardware and craft stores to host annual shelter-building events. 📄
- ❑ **Educate the community.** When people see free-roaming cats, they may worry that the cats aren't happy, aren't safe or want to be adopted — all likely untrue if a cat has spent its entire life outdoors. Educating about the benefits of TNR for both the community and the cats will help increase acceptance of this truly life-saving practice. 📄
- ❑ **Consider working cats.** Programs are starting to gain traction in which businesses welcome cats in to help control rodent populations. This is great for cats that aren't suited for indoor living, and especially for small groups of two to four cats that want to remain together. In barns, warehouses and other locations, the cats can have a great life with safe shelter, food and water, and the freedom to roam and hunt. 📄

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BEST PRACTICE

Pet Community Center (PCC) in Nashville, TN, offers a great example of efforts to end pet overpopulation. Based on research from communities where most shelter animals are saved — including Austin, TX and Jacksonville, FL — PCC opened a Humane Alliance spay and neuter clinic in 2014. Within two years, shelter intake and euthanasia had both decreased. PCC offers low-cost, high-quality spay and neuter services; vaccines, microchips and wellness clinics; and support for TNR and community cat caretakers. [petcommunitycenter.org](http://petcommunitycenter.org)





# START TODAY

Download tools at [BetterCitiesForPets.com](https://www.bettercitiesforpets.com)

## CITIES:

- See perspective on living with feral or community cats
- Understand the benefits of Trap-Neuter-Return programs

## SHELTERS:

- Get tips for launching a “Working Cats” program

## CITIZENS:

- Learn how to build a community cat shelter
- Get a sample letter template to advocate for community cats

Whether you're a city planner, shelter, business or a citizen, you'll find resources to help.

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## CONTINUED

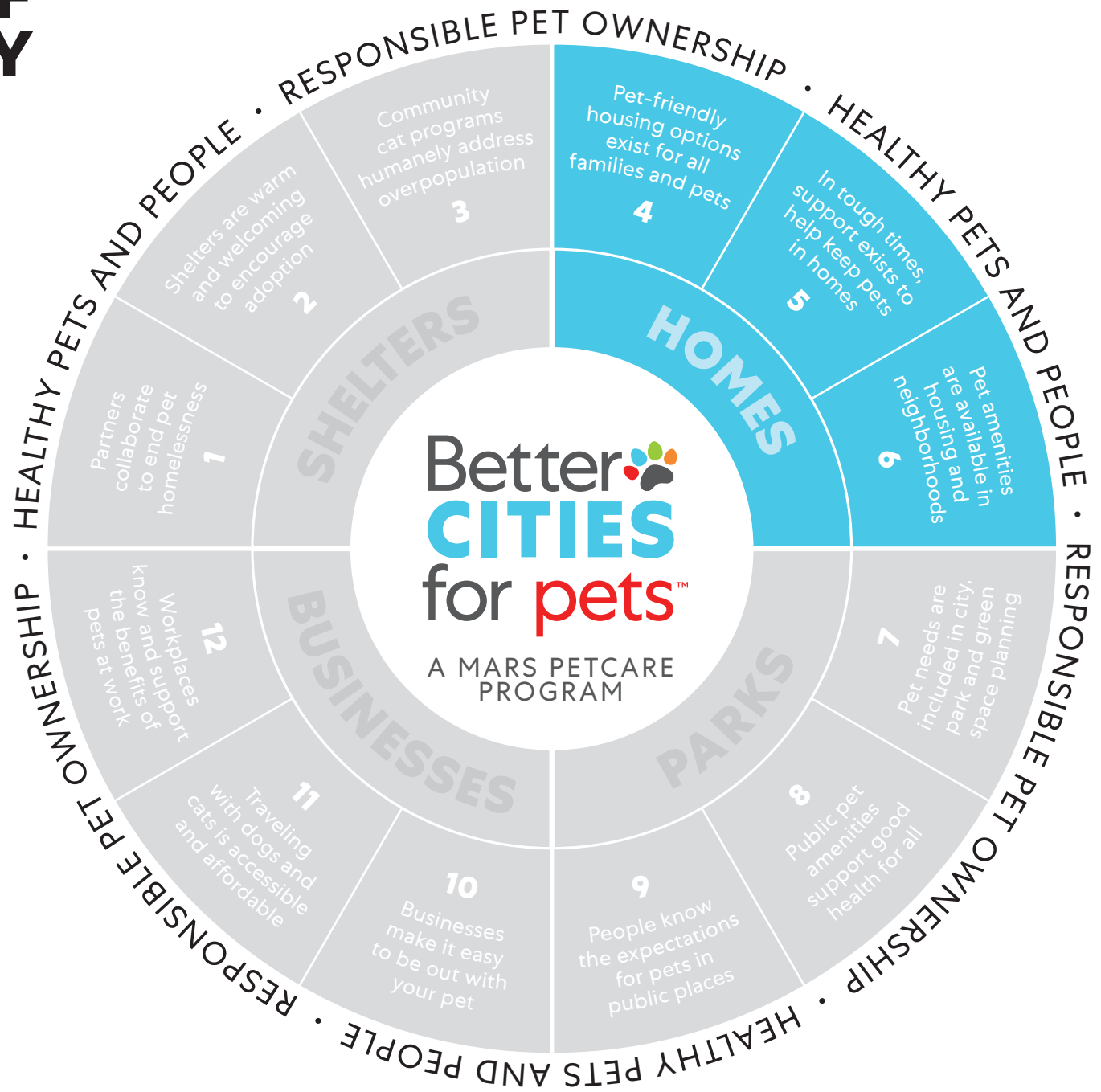
- Support with shelters and feeding stations.** Beyond getting community buy-in for TNR and other support, citizens, businesses and others can help community cats by building shelters and feeding stations. Keep these tips in mind:
  - Place them in quiet, low-traffic spaces where cats will feel safe. Separate shelters from feeding stations, making shelters even more secluded.
  - Use neutral, natural colors to help camouflage them.
  - Elevate shelters and feeding stations for warmth and to keep other animals and bugs out.
  - Shelters should be fairly small, to help conserve the cats' body heat. Size them for three to five cats at most.
  - Include a door flap on shelters for added protection from weather. Use bedding like straw that will dry quickly. Avoid blankets or towels.
  - Feeding stations should include a cover or awning to protect the cats while they eat and drink.
  - Provide food and water on a regular schedule so the cats know when to visit.
  - Remove leftover food each day to avoid attracting other animals.





# 12 TRAITS OF PET-FRIENDLY CITIES

The second portion of the **Better Cities For Pets™** model targets the need for housing and associated amenities that accommodate people and the pets they consider to be family. Housing issues are one of the most frequent reasons pets are surrendered to shelters.



# PET-FRIENDLY HOUSING OPTIONS EXIST FOR ALL FAMILIES AND PETS

## WHAT'S AT STAKE

Despite the many ways pets make life better, it can be hard for pet owners to find places to live — especially if they rent instead of owning homes. They may face pet breed or size bans, a lack of pet policies, or unreasonably high fees for pets. In fact, moving is the number one reason people surrender their pets to shelters.

But restrictive pet policies often discriminate unfairly. Pets, like people, are individuals. Behavior is determined by their training, experiences and the care given by their owner. There is little scientific evidence that there are innately “aggressive” breeds.

Requirements related to size aren't grounded in science either. Many small dogs are excitable and vocal, while many large dogs are docile and quiet. Size is not an indicator of how well a pet will succeed in any particular home.

In pet-friendly cities, housing developments recognize that pets make people happier and healthier. They welcome pets and, in return, gain loyal tenants who are grateful for the chance to live a great life with the pets they love.

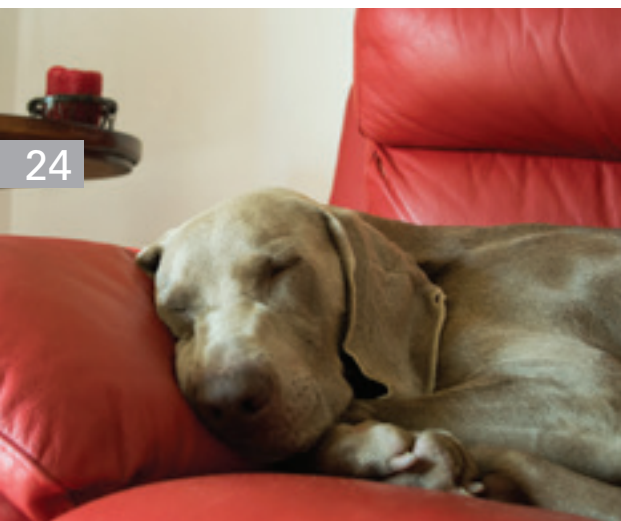


◀ Housing requirements related to breed or size can mean kind and well-behaved dogs end up abandoned at shelters.

All pets deserve to be in a loving home. ▶



IN A 2017 STUDY BY THE NATIONAL ASSOCIATION OF REALTORS® RESEARCH DEPARTMENT, 81% OF RESPONDENTS SAID PET-RELATED CONSIDERATIONS WILL PLAY A ROLE WHEN CHOOSING THEIR NEXT LIVING SITUATION.



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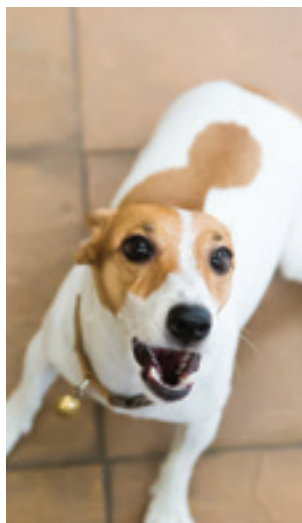
Untrained small dogs can be excitable and noisy. ▼



**“I make a great neighbor. Find out how to evaluate pets for rental homes, and download resources to help.”**

**Read on ▶**

▶ Many large dogs can be calm and happy in small apartments. Older dogs, especially, may be perfectly at home in any space as long as it has a comfy place for them to rest.



▶ Training and temperament determine how well a pet will do in a home, not size or breed.




\*Survey conducted in 2017 by U.S. Conference of Mayors and Mars Petcare.







## MAKE PETS WELCOME AT HOME

- ❑ **Assess local needs.** Evaluate your local ordinances to identify barriers to pet ownership in your community. Talk with developers and property managers to understand what their pet policies are and why. Consider a survey of local residents to understand the level of interest in pet-friendly housing. Can you show there's an unmet need? 
- ❑ **Break the stereotypes.** Add your voice to public dialogue about pets and their place in homes and families. You can write a letter to legislators, speak up on social media, or send a letter to the editor of your local paper. Communicate the benefits of pets of all sizes and breeds. Many breeds labeled "aggressive" have wonderful, friendly temperaments.
- ❑ **Try training.** Rather than banning breeds or certain sized dogs, instead require proof that the pet has completed a required level of training and responds to owner instructions. This can be a great way to evaluate pets without implementing more restrictive requirements. Also, teach people, and especially children, how to recognize behavior cues and interact properly with pets. 
- ❑ **Encourage pet resumes and interviews.** Rather than restricting pets arbitrarily, progressive property owners are evaluating pets on an individual basis. This can be done by property managers as part of the application process, or through a partnership with a local shelter, animal welfare organization or pet trainer. 

BEST PRACTICE

Pet Alliance of Greater Orlando has a great program for renters. Apartment communities that adopt a policy of no size or breed restrictions are featured on the Alliance's website for prospective renters, which gets nearly a half a million visits a year. Plus, participants get an annual property visit to offer educational and/or medical resources to residents. For example, a property can opt to have the Alliance bring a certified animal behaviorist to conduct behavior training or host a "Check Your Chip" day to make sure resident pets have up-to-date microchip information so they can be returned if lost.

[petallianceorlando.org](http://petallianceorlando.org)



## START TODAY

Download tools at [BetterCitiesForPets.com](https://www.bettercitiesforpets.com)

### CITIES:

- Assess pet ownership in your community

### DEVELOPERS AND PROPERTY MANAGERS:

- Learn the benefits of allowing pets in rental housing
- Download a sample pet interview guide
- Download a sample pet agreement template

### CITIZENS:

- Download a sample pet resume to help make the case for your pet

**Whether you're a city planner, shelter, business or a citizen, you'll find resources to help.**



## CONTINUED

- Understand pet owner responsibilities.** People should be able to enjoy life with a pet, but pet ownership brings responsibilities too. Housing owners and managers can and should require the following of pet owners:
  - Be 100 percent responsible for their pet's behavior, well-being and hygiene at all times.
  - Manage their home to ensure it is "pet-proofed" and safe for their pet.
  - Ensure their pet's behavior doesn't interfere with other tenants.
  - Ensure their pet is not left unattended for extended periods of time that could cause the pet to become stressed.
  - Clean up after their pet immediately when needed.
  - Be legally and financially responsible for any damage caused by their pet.

**“Pet-friendly policies lead to more qualified applicants, higher occupancy rates, longer residency and a happier community.”**

– PET ALLIANCE OF GREATER ORLANDO

# IN TOUGH TIMES, SUPPORT EXISTS TO HELP KEEP PETS IN HOMES

## WHAT'S AT STAKE

When pets end up homeless, often the reason has nothing to do with them at all, but rather with their owner. A financial issue might mean they can't afford pet supplies and food. A health change might mean that an owner can't care for a pet any longer. A weather emergency might mean evacuating without pets if shelters won't accept them.

Other times, it's a behavior issue, like a pet that keeps escaping the yard and an owner who can't afford a taller fence. Or, a pet might act out, and the pet owner might not know how to deal with the situation other than surrendering the pet to a shelter.

In pet-friendly cities, there are safety net programs to help. A dog that continually escapes can often be helped by being spayed or neutered. A pet owner who is in a tough financial situation might get free food short term from a shelter or food bank. Low-cost dog training can help correct behavior problems and keep pets in homes.

When animal welfare groups in a community collaborate, they can make sure pets don't fall through the cracks and that pet owners get all the support available.





Free  
pet  
food



Behavior  
and training  
resources

When a pet owner falls on tough times, even the “small” challenges can seem like insurmountable barriers to pet ownership. To keep pets in homes and avoid pet homelessness, pet owners may need short-term help.

Spay/neuter services



IN 2017, **61%** OF OWNER SURRENDERS TO NASHVILLE HUMANE ASSOCIATION WERE BECAUSE THE OWNERS COULDN'T TAKE PETS WHERE THEY WERE GOING WHEN MAKING A HOUSING CHANGE.

**“I want to stay with my family! If you can just give a little extra support...”**

Low-cost microchipping



Reduced-cost medical care



**Read on** ➔





## HELP SUPPORT PET OWNERS

- ❑ **Gather data.** To understand what makes people surrender pets in your local community, you'll need data from local shelters and rescues about their animal intake. Ask pet owners what challenges they faced. Once you know what the key drivers are, you can offer solutions to help meet those needs.
- ❑ **Engage your coalition.** As described on page 10, it takes a community to help homeless pets. One partner might help improve pet living conditions. Another might provide low-cost spay/neuter. Yet another might assist with training. With a network that communicates often, it's easier to match solutions to issues. Public and private shelters and rescues play important roles.
- ❑ **Offer a safety net.** Often keeping a pet in a home comes down to just a couple hundred dollars worth of support in an owner's time of greatest need. Your city may have the network to provide help, whether it's food that's been donated or reduced-cost medical services. With a safety net, many owners can get through the toughest time without giving up their pet.
- ❑ **Encourage fosters.** Often animals do better in a home foster environment than in a shelter — especially cats, who can get stressed out and sick if they're in a shelter too long. Having a network of fosters enables a community to collectively care for many more pets.

A few years ago, the greater Nashville community realized that to keep pets in homes, it would need the whole animal welfare community working together. The Safe Coalition was created with a goal of saving 90 percent or more of the healthy and treatable dogs and cats in the metro area. Thanks to safety net initiatives across a wide array of coalition members, by mid 2018 the team was already only 2 percent away from its goal. Private support adds additional resources: Mars Petcare launched a "Home for Good Fund" grant program to enable short-term, direct pet owner support such as free pet food or low-cost microchipping to minimize lost pets. [safe-coalition.org](http://safe-coalition.org)



## START TODAY

Download tools at [BetterCitiesForPets.com](https://www.bettercitiesforpets.com)

### CITIES:

- Get information about pet disaster preparation

### SHELTERS:

- Read a Q&A with Safe Coalition members sharing key learnings

### CITIZENS:

- Download tips to create a pet emergency kit
- Get signs to alert emergency responders about your pets

**Whether you're a city planner, shelter, business or a citizen, you'll find resources to help.**



## CONTINUED

- Make pets part of emergency planning.** Beyond helping families during everyday tough times, pet owners need support in crises like natural disasters. In pet-friendly cities:
  - There are enough pet-friendly emergency shelters to house the people and pets who need them.
  - Emergency shelters are equipped with pet-related items like pet carriers and food/water bowls.
  - Communication about potential disasters, such as impending storms or wild fires, includes recommendations for pet owner preparation.
  - Emergency responders are equipped to help pets. For example, fire departments have pet oxygen masks.

“Adopt a pet. If you can't adopt, then foster, volunteer or donate to a local shelter. Take a tour of your local shelter and see how you can help. If everyone did that in their community, shelters would have all the resources they need.”

– LAURA CHAVARRIA, EXECUTIVE DIRECTOR OF NASHVILLE HUMANE ASSOCIATION

# PET AMENITIES ARE AVAILABLE IN HOUSING AND NEIGHBORHOODS

## WHAT'S AT STAKE

Eighty-one percent of dog owners say having a dog gives them companionship or love, according to the 2017-18 American Pet Products Association survey. Yet even with that powerful bond, some people choose not to have pets because the challenges where they live seem insurmountable.

This can include not having pet relief areas within close walking distance. Or, not having nearby green space for dogs to get the exercise needed for health and good behavior.

In pet-friendly cities, housing developments recognize the power of pets and take steps to make them welcome. Some now have water bowls in common areas, pet concierge services to arrange pet-sitting and dog-walking, onsite grooming services, or washing stations for pets who have been outside to play.

The result is happier, healthier residential communities — and that makes people want to move there and stay there to enjoy a great life with their pets.



All pet-friendly properties need basic amenities like pet relief and hydration stations. But taking pet amenities to the next level can help attract pet-loving tenants and give rental communities a competitive edge.

Pet wash stations help pets get clean after a fun day outside.



Dog parks give pets room to run and offer pet owners a place to socialize.



505 in downtown Nashville, TN

Water fountains keep pets hydrated.



**TIP: Do Your Duty**

If I did my duty, please do yours.  
Clean up pet waste and dispose of it properly to keep common areas clean.



Signage makes expectations clear for pet owners.

Onsite services make vet visits and dog-walking easier.

**“I want to be a good neighbor! Room to run and play is key to help dogs stay healthy and well behaved.”**

**Read on** 



\*Survey conducted in 2017 by U.S. Conference of Mayors and Mars Petcare.

**OVER 80% OF U.S. MAYORS SURVEYED\* BELIEVE THAT LOCAL AVAILABILITY OF PET-FRIENDLY AMENITIES CAN HELP INCREASE THE VALUE OF RESIDENTIAL PROPERTY.**



## BUILD IN ACCESSIBLE PET PERKS

- **Plan for when pets have to go.** Housing developers that intend to welcome pets need to plan for pet waste. Plans should include pet relief spaces with grass and waste stations. These areas should have pet waste bags and trash receptacles that are emptied frequently. Be sure to include signage that makes rules and expectations clear. ☁️
- **Provide space to play.** Particularly in urban communities, green space for dogs to run and play is highly coveted. Off-leash dog runs give tenants a place to exercise their pets without having to leave home. These spaces also add a social aspect to the community, since pet owners often gather while their pets play. ☁️

BEST PRACTICE

ONEC1TY, a mixed-use urban community under construction in Nashville, TN, allows pets in all common areas and gives businesses the option to be pet-friendly. With a residential building underway, ONEC1TY plans to expand its pet-friendly spaces to include a public dog park. Working with local landscape architect Civil Site Design Group, the park has been planned to feature areas for small/low-energy and large/high-energy dogs, a water feature, tunnels and more. Signage will educate about responsible pet ownership. Plus, the community is also considering other amenities and an indoor dog space for inclement weather. [onec1ty.nashville.com](http://onec1ty.nashville.com)



Conceptual rendering by Civil Site Design Group

## START TODAY

Download tools at [BetterCitiesForPets.com](https://www.bettercitiesforpets.com)

### CITIES:

- Read a white paper on downtown living with pets

### DEVELOPERS AND PROPERTY MANAGERS:

- Review facilities considerations for pet-friendly housing
- Explore next-level pet benefits that would “wow” your tenants
- Assess pet amenity needs in your housing development

### CITIZENS:

- Get a sample letter template to advocate for pet-friendly amenities

**Whether you're a city planner, shelter, business or a citizen, you'll find resources to help.**



## CONTINUED

- Explore additional valued pet amenities.** Some developers have added unique programs, including:
  - Events for resident pet owners, such as “yappy hour” parties in the common area or dog run.
  - Onsite grooming services.
  - Vet visit days for onsite dental care and other checkups.
  - Pet washing stations.
  - A pet concierge who can arrange pet services.
  - Complimentary pet treats and water bowls.
  - Welcome gifts for new pet tenants. When these include the branding of the housing community, they are also great advertisements to attract future pet-owner tenants.

“People are coming to ONEC1TY because they want a vibrant, active and walkable neighborhood that includes all the things they love — including pets. By making spaces pet-friendly, we help people get out with their pets, spend more time out together, and take even better advantage of the abundant green space that makes ONEC1TY a healthy, thriving environment.”

– RYAN DOYLE, DEVELOPER



# 12 TRAITS OF PET-FRIENDLY CITIES

The third portion of the **Better Cities For Pets™** model focuses on the importance of parks for people and pets, and the need to include pets in planning for green space. It includes making sure pet owners act responsibly to help their pets succeed in public.





# PET NEEDS ARE INCLUDED IN CITY, PARK AND GREEN SPACE PLANNING

## WHAT'S AT STAKE

When dogs have a place to run and play, it can help keep them healthy, reduce anxiety or boredom, and stimulate their minds. Plus, playing with other dogs helps improve social skills.

36

Being active with pets is good for people too. Studies have shown higher levels of activity in kids from families with dogs — an important part of maintaining a healthy weight. Also, older adults with dogs tend to be more physically active than those without, and to stay active longer.

In pet-friendly cities, there's plenty of green space and pets are welcome. Dog parks strengthen and contribute to interaction between dog owners, and community relationships get stronger.

This is known as “social capital” — the ties that bind people to their communities and to each other. Pets are an important part of it, so they should be part of urban planning conversations.





Without green space, there's less opportunity to bring pets with us out into the world. Not to mention that people miss out on its benefits as well.



In 2017, Mars Petcare built an innovative, temporary urban dog park that can be put up in less than a day. Versions of it have been displayed in Austin, TX, and Washington, D.C., among other cities.

Public input is a vital part of urban planning. Be sure to host ample input sessions to understand needs and opportunities in your community.



PEOPLE ARE MOVING TO CITIES AND BRINGING PETS WITH THEM. BUT ALMOST 30% OF U.S. MAYORS SURVEYED\* SAID THEIR CITY'S RESIDENTS DON'T HAVE ENOUGH PET-FRIENDLY GREEN SPACES.



A rendering of a low-cost, "parklet"-style installation that can reclaim public space for people and pets.

"Gimme space! Find out about making green spaces pet-friendly, and get resources to help."


Turn the page




\*Survey conducted in 2017 by U.S. Conference of Mayors and Mars Petcare.



## MAKE GREEN SPACES ACCESSIBLE

**Understand the current landscape.** Walk the community to see where dog parks are and how easy they are to find. Assess local parks and trails to understand how many are pet-friendly. Survey residents to find out where they think more green space is needed for them and their pets. 

**Involve the right people.** Successfully adding or expanding green space may require many steps and numerous partners. A city Chief Pet Officer role can ensure pets are always on the agenda. Plan to talk with multiple city departments. Engage your mayor to advocate for funding and pet-friendly ordinances. Look for local businesses to be sponsors and advocates, too.

**Highlight the benefits.** When advocating for pet-friendly parks, it helps to share data about benefits for the community. Visit [BetterCitiesForPets.com](https://www.bettercitiesforpets.com) to help make your case. 

**Think small, too.** Parklets are a creative way to add green space, or create temporary space for events, at a low cost. 

This rendering shows a parklet that could be added to an urban area.



With more than a million people visiting Washington, D.C. for the city's National Cherry Blossom Festival, it's a great chance to put pet-friendly amenities on display. In 2018, Mars Petcare, working with Civic Design Center, set up our "Pet-Friendly City of the Future" installation as part of Petalpalooza. Thousands of people (and pets!) visited and learned about pet-friendly city features and responsible pet ownership. At the same time, our partnership with the festival made multiple other festival events pet-friendly, including providing comfort stations for visiting pets in the Tidal Basin Welcome Area and during the kite festival. [BetterCitiesForPets.com](https://www.bettercitiesforpets.com)





# START TODAY

Download tools at [BetterCitiesForPets.com](http://BetterCitiesForPets.com)

## CITIES:

- Understand the key elements of a successful dog park
- Read a white paper on the urban dog park of the future
- See sample designs for parks and parklets to explore for your city
- Learn about the concept of “Parking Day,” and reclaiming concrete space for people and pets

## CITIZENS:

- See why time spent in green space helps people and pets

**Whether you're a city planner, shelter, business or a citizen, you'll find resources to help.**

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## CONTINUED



Mars Petcare's Pet-Friendly City of the Future installation showcases needed amenities such as water fountains for pets and signage encouraging responsible practices for pet owners.



Input opportunities within the park help spark dialogue and gather comments about what makes life better for pets and pet owners.



The installation has been displayed in numerous cities including Austin, TX; Nashville, TN; Washington, D.C.; Bentonville, AR and Amsterdam in The Netherlands.

“ At Civic Design Center, we focus on creating healthier, more livable communities. Pets are part of that, and we're thrilled to be helping make sure consideration and accommodation of pets is part of the conversation. ”

– GARY GASTON, CEO, CIVIC DESIGN CENTER



# PUBLIC PET AMENITIES SUPPORT GOOD HEALTH FOR ALL

## WHAT'S AT STAKE

To live a healthy, hygienic life with a pet, people need access to basic amenities, including pet relief areas and fresh water for pets to stay hydrated. Green spaces are a must (see page 36), but other amenities are important, too.

40

Free pet waste bags and nearby trash receptacles provide a helping hand when pet owners forget to bring along a bag from home. Water fountains support good hydration for both people and pets, and are especially important in warmer climates and seasons. Dogs need more water than people do, especially when it's hot outside.

In pet-friendly cities, space is set aside and infrastructure exists to support the needs of pets and pet owners. Where a framework isn't in place, projects can be budgeted to close the gap.





Many cities have limited pet amenities within the urban core. For example, Nashville, TN, had limited waste stations (red icons) near existing green spaces.

They created a plan to add 17 new waste stations (orange icons) to make it much easier for those who live downtown to be out with their pets.



ONLY 42% OF U.S. MAYORS SURVEYED\* SAID THEY HAVE HYDRATION STATIONS FOR PETS. JUST 56% SAID THEY HAVE WASTE STATIONS FOR PET OWNERS TO CLEAN UP AFTER THEIR PETS.

This is one of the pet waste stations installed around Washington, D.C.



“Um, excuse me.... I have to go. Hope you’ve thought through what makes a waste station a success.”

41

Turn the page



Here’s a human and pet water fountain, with signage to explain the importance of pet hydration.



\*Survey conducted in 2017 by U.S. Conference of Mayors and Mars Petcare.



## ADD AMENITIES AND SIGNAGE

### Hydration Station Considerations

- Plumbed water fountains can be expensive. To get the most value, consider stations that serve both people and pets.
- Engage private businesses during their construction projects. If they are breaking concrete to get to water lines, that's a prime opportunity to install a hydration station.
- Use educational signage to remind people of the importance of hydration for both people and pets.

- Have signage indicating who to call with issues, such as when the hydration station isn't working. This gives the public a sense of ownership and helps avoid issues due to lack of reporting.

### Waste Station Considerations

- Placing bag dispensers on existing sign poles lessens the need to install more in congested areas. Work with public and private partners to add to what already exists.

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People and pets need places to take a break on the road, too, making pet amenities just as important at travel destinations. A great example is Indiana's Fair Oaks Farms, a country escape where people can connect with and learn about nature. In 2017, Mars Petcare was pleased to help build a dog park there, working with GreaterGood.org's Rescue Rebuild, with important features like pet waste and hydration stations. The park allows travelers to Fair Oaks Farms to get out and stretch their legs — all four of them! — while visiting the popular tourist attraction. It features agility equipment, shade shelters and more to help pups enjoy the visit as much as people. Importantly, it also has educational signage to help those who visit learn a bit about responsible pet ownership, too. [fofarms.com](http://fofarms.com)

BEST PRACTICE





## START TODAY

Download tools at [BetterCitiesForPets.com](https://www.bettercitiesforpets.com)

### CITIES:

- Download sample language for pet hydration stations
- Download sample language for pet waste stations
- See the key features of a pet comfort station

### CITIZENS:

- Learn how outdoor amenities enable outdoor fun for you and your pet

**Whether you're a city planner, shelter, business or a citizen, you'll find resources to help.**

## CONTINUED

- Install waste stations that include or are near trash receptacles, and place them in shaded areas away from restaurants and food vendors, to mitigate concerns related to odors.
- Have a process in place for how often and by whom attached or adjacent trash receptacles are emptied.
- Provide information about where to report issues or concerns.
- Make educational signage a part of your waste station plan, to encourage responsible pet ownership practices.

## Signage Considerations

- Look for opportunities to tout hydration and waste stations. Try to incorporate into existing wayfinding in the community.
- Be considerate of city, historic or other style guidelines — you'll want pet amenity signs to stand out and be noticeable, but also be appropriate to their surroundings. Talk with city or local associations to align with any local requirements.
- Keep in mind that pet owners looking for amenities may be looking from as far as a block or two away — keep signage high so it can be seen.
- Stay away from the “shame game” when working to encourage responsible pet ownership practices. Try the voice of a dog or other clever tactics to be positive, yet persuasive.





# PEOPLE KNOW THE EXPECTATIONS FOR PETS IN PUBLIC PLACES

## WHAT'S AT STAKE

Forty-eight percent of dog owners list walking, jogging or exercise with their pet as a benefit of pet ownership, according to the 2017-18 American Pet Products Association survey. More than 65 percent say pet ownership relieves stress. So, having pet-friendly parks and public spaces supports important health benefits.

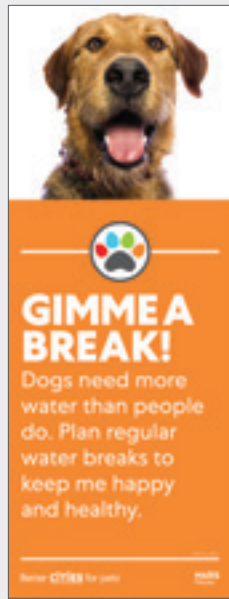
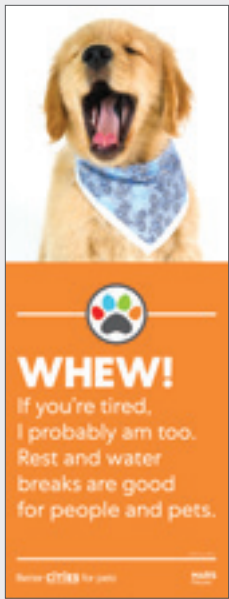
The unfortunate reality, however, is that many pet owners may not know the requirements for being out in public with a pet. Or, they may not know how to live up to them.

Responsibilities like using a leash, picking up pet waste and maintaining control of pets are key. It's also important to help people — and especially children — recognize signs that a pet is uncomfortable and may bite.

In pet-friendly cities, signage and public education help make sure people understand what's expected of them and their pets. This helps communities be more accepting of pets, since they know responsible pet ownership is a must.



With a relatively small investment, cities can help make sure pet owners understand their responsibilities with signage about safety, health, green space rules and other topics. Mars Petcare developed a list of ready-to-use messages you can download at [BetterCitiesForPets.com](http://BetterCitiesForPets.com).



NEARLY **70%** OF U.S. MAYORS SURVEYED\* SAID A RESPONSIBLE PET OWNERSHIP EDUCATIONAL CAMPAIGN WOULD HELP MAKE THEIR CITY MORE PET-FRIENDLY.

“How can I behave if I don’t know the rules? Get ideas on how to make your messages heard.”




Turn the page ➡

\*Survey conducted in 2017 by U.S. Conference of Mayors and Mars Petcare.





## COMMUNICATE, COMMUNICATE!

- Support signage and public service communications.** Look at already-planned upgrades for opportunities to add signage for parks, trails and other public spaces. Use the signs to make expectations clear and show what responsible pet ownership looks like. Find additional opportunities like public meetings and community events to further reinforce your messages. 
- Teach pet behaviors, too.** Often, negative experiences with pets, such as fighting or biting, happen when people miss cues that signal an issue is escalating. Dogs use their whole bodies to communicate. Appropriate signage can help people interpret what dogs are saying about how they feel and may behave, for example if they feel threatened or aggressive. 
- Educate about owner behaviors.** Explain the important benefits for community and individuals of responsible behaviors like using a leash, picking up pet waste, and training pets to follow safety cues like “sit,” “stay,” “come” and “no.” Signage can also convey any local requirements such as licensing. 
- Make it memorable.** Help your messages make their mark with signage that stands out. Use large fonts, bright colors and happy pet faces. Consider speaking in the “voice” of a dog, as an added way to draw attention to the messages you’re trying to communicate.

46

BEST PRACTICE

One of the most important messages for pet owners is the critical need to keep dogs leashed. This not only protects the pets and the people around them, but also helps make sure they can't run off and get lost. At Mars Petcare, lost pets break our hearts. That's why we're so happy to offer the Whistle 3 tracker, which helps keep tabs on a pet's location and activity levels, whether they're at home or at a park. No family should go through the sadness of being separated from their pet. And, keeping families together keeps pets out of shelters. [whistle.com](https://www.whistle.com)





## CONTINUED

- Target both pet owners and non-pet owners.** Pets add value to a community. They bring people together. Studies show that people feel safer when walking with their dog, and also perceive their neighborhoods to be more watchful. But a successful community respects both pet owners and non-pet owners. Messages should take into account the needs of all residents.
- Include kids in your communications.** Helping kids learn about pets can help them grow up to be responsible pet owners. It also helps them understand pet behavior, to keep them safe. Consider ways your community can create learning opportunities for kids, from school programs, to park programming, to public-private partnerships.



## START TODAY

Download tools at [BetterCitiesForPets.com](http://BetterCitiesForPets.com)

### CITIES:

- Download sample designs for park and trail signs
- Download sample language for park and trail signs

### CITIZENS:

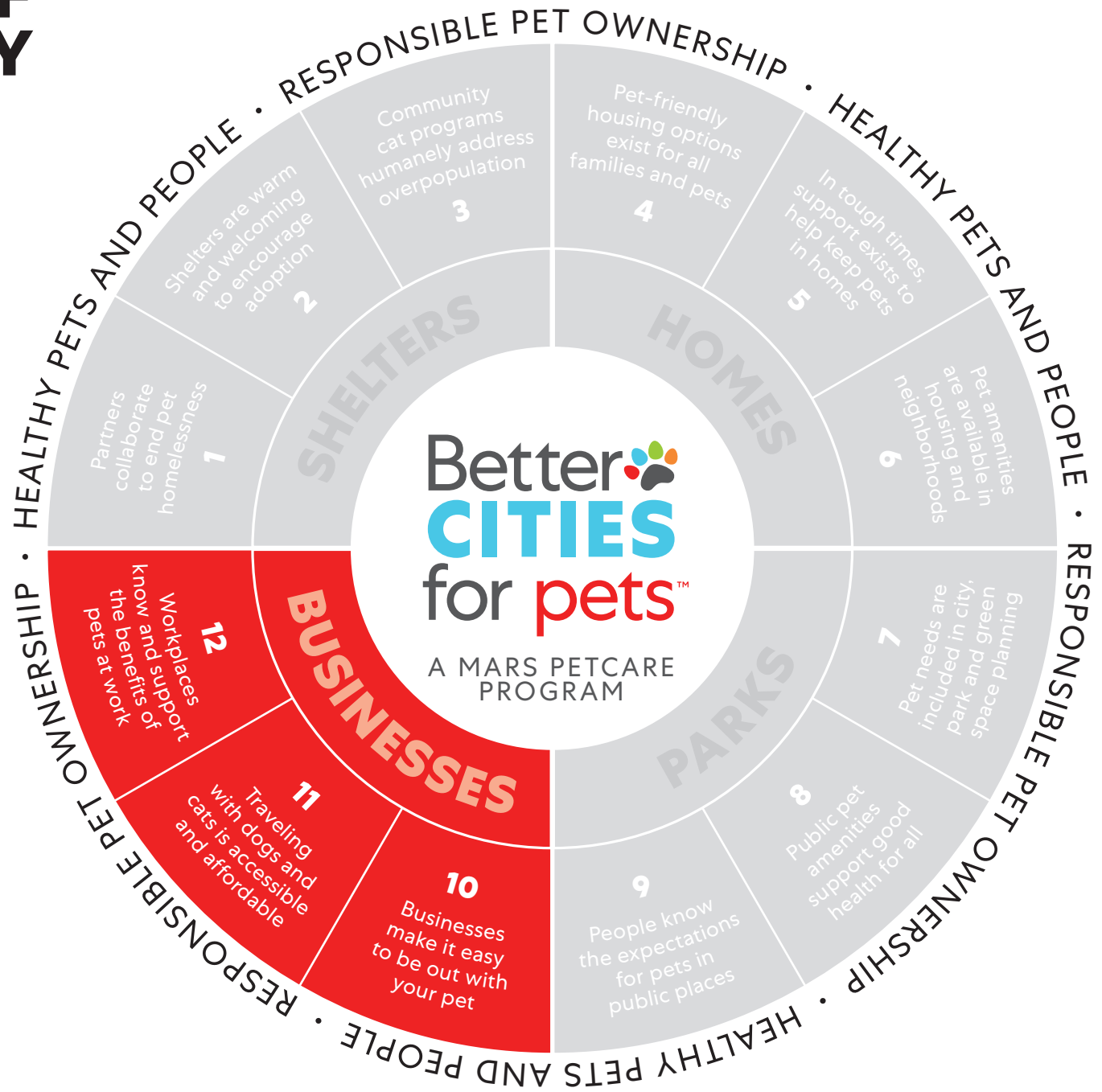
- Download tips about being a good pet neighbor
- Learn about dog body language and behavior
- Get an activity booklet to teach kids about pet ownership

**Whether you're a city planner, shelter, business or a citizen, you'll find resources to help.**



# 12 TRAITS OF PET-FRIENDLY CITIES

The last three parts of the **Better Cities For Pets™** model focus on making pets welcome in businesses so it's easier for people to be out with their pet. This includes pet-friendly workplace programs, which bring benefits in employee loyalty and work-life balance.



# BUSINESSES MAKE IT EASY TO BE OUT WITH YOUR PET

## WHAT'S AT STAKE

As busy people juggle work, family, school and social activities, it can be hard to leave pets at home for long periods of time. Plus, people miss out on the benefits of pets' companionship if they can't spend time with pets while away from home.

That's why many people want to have their pets with them all day as they run errands, stop for meals and go to work. Business owners see the potential of this opportunity, too. A customer who isn't rushing home to a pet may stay longer and spend more money.

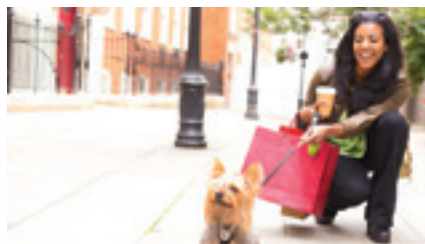
In pet-friendly cities, local ordinances and clear guidelines give businesses the option to make pets welcome. Local business associations may even bond together to create a pet-friendly business community.

That way, more people can take advantage of time spent with pets, and businesses can win loyal customers who appreciate the opportunity.





👤 Busy people want to spend time with their pets, but many businesses don't allow them. By making pets welcome, businesses encourage customers to visit more, stay longer and potentially make more purchases.



MORE THAN 60% OF U.S. MAYORS SURVEYED\* BELIEVE PET-FRIENDLY POLICIES AND AMENITIES CAN ATTRACT ADDITIONAL TRAFFIC TO RETAIL ESTABLISHMENTS, RESTAURANTS AND CAFÉS.

**“Rules make it work! Find out how to start a community pilot for making pets welcome in businesses.”**

**Read on** ➔



\*Survey conducted in 2017 by U.S. Conference of Mayors and Mars Petcare.

In 2018, Cleveland, TN joined the **Better Cities For Pets™** program, with 40 downtown businesses now welcoming pets, including banks, clothing boutiques, furniture stores and restaurants allowing pets on patios. 📍






Make it easy to tell which businesses are pet-friendly with consistent, eye-catching signage used by all participating establishments. 📍





## ORGANIZE A PETS WELCOME PILOT

- ❑ **Assess local interest.** Survey pet owners to help make the case for the benefits of welcoming pets — is the local pet population significant? Do residents indicate a desire for more pet-friendly places? Do they say they would stay longer or spend more if pets were welcome in businesses? 
- ❑ **Involve merchants, tourism and government.** Get the right people together, including your local government, Main Street program, Chamber of Commerce, other business associations and visitor's bureau. You may need to change local ordinances, for example, to allow pets on restaurant patios. So, you'll need all the right players working together.
- ❑ **Create a shared code of conduct.** To succeed, a pet-friendly business program needs rules that everyone understands and follows. By creating a shared code of conduct for the entire community, you make it easier for both business owners and pet owners to know and uphold key expectations. 
- ❑ **Give merchants a toolkit.** During the pilot in Franklin, TN, Mars Petcare found that the biggest concern from merchants was how to handle customer concerns and issues. A toolkit with Q&As, animal behavior tips and communication tools helped increase acceptance of the program and ensure consistent implementation. 

In June 2017, Franklin, TN, became the first community to launch Mars Petcare's Pets Welcome model as part of our **Better Cities For Pets™** initiative. The idea was to implement a coordinated, community-wide slate of pet-friendly business practices. We started with local survey research to understand perceptions of pets and requirements to make the program work. At launch, more than 90 businesses agreed to participate, with a shared pet code of conduct, consistent signage, materials for in-store education and a kick-off event that brought the community together in celebration of pets.

[BetterCitiesForPets.com/Franklin](http://BetterCitiesForPets.com/Franklin)



## START TODAY

Download tools at [BetterCitiesForPets.com](https://www.bettercitiesforpets.com)

### CITIES:

- Assess the opportunity for pet-friendly businesses in your community
- Read a white paper about the experience Franklin, TN, had going pet-friendly

### BUSINESSES:

- Get tips for going pet-friendly
- Download a code of conduct template for your furry visitors
- Explore Pets Welcome brand materials
- Learn how to promote your business as pet-friendly to your customers

Whether you're a city planner, shelter, business or a citizen, you'll find resources to help.

## CONTINUED

“People were so excited when they found out their dogs could come inside. And the pet owners are very respectful! We haven't had any issues, just enthusiasm. We added some pet items for sale, and those are doing well, too.”

– HOLLY WILLIAMS, WHITE'S MERCANTILE, PROGRAM PARTICIPANT

52 “It's been interesting to see the excitement on social media about our visitors' experience in downtown Franklin now that pets are welcome. Being pet-friendly has increased the buzz about Franklin and makes the city a welcoming destination for visitors and their furry family members, which is great for all the local merchants.”

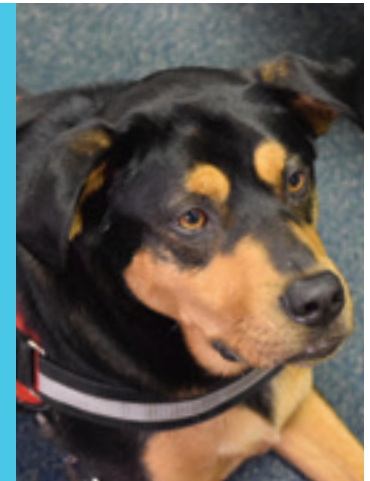
– ELLIE WESTMAN CHIN, WILLIAMSON COUNTY CONVENTION & VISITORS BUREAU

“As a restaurant, health codes don't let us allow pets inside, but we made our patio pet-friendly. It's been a huge hit. We notice that patrons linger, and they seem to have a great time when their pet is camped out by their feet.”

– SHARON DAVIS, 55 SOUTH, PROGRAM PARTICIPANT

While service dogs, are always welcome in businesses, by law, there's unfortunately a lot of confusion about service dogs that can lead to discrimination. Mars Petcare was thrilled to partner with American Humane to provide free service dog training videos for businesses. See the the toolkit at [BetterCitiesForPets.com](https://www.bettercitiesforpets.com)

BEST PRACTICE





# TRAVELING WITH DOGS AND CATS IS ACCESSIBLE AND AFFORDABLE

## WHAT'S AT STAKE

People want to be able to bring pets with them when traveling — both in their own community and out of town. Yet from city transit to rental cars to lodging, many service providers choose not to allow pets.

This makes it hard for pet owners to spend time with pets and enjoy the benefits they bring. Even more concerning, for those without a car, it can mean reduced access to green space, veterinary care and other needed services.

In pet-friendly cities, people can get around town with their pets without excessive restrictions or requirements. And, it's easy for visitors to find pet-friendly accommodations, transportation and activities.

People increasingly want to be able to bring their pets with them when traveling. Yet research from the U.S. Travel Association's *State of American Vacation 2018* report showed that people see pets as one of the top three barriers to using vacation time.

By making transportation pet friendly, cities can stand out as a destination for pets and people who love them.



Even as cities begin to welcome pets in more places, many people can only take advantage of those opportunities if transit is pet-friendly. 🐾



🐾 When pets aren't allowed on public transportation, they end up being left at home, sometime for longer than they should be.



🐾 It's also important for pet owners without cars to be able to go to needed appointments with pets, such as a trip to the vet.

**54** IN A 2018 SURVEY OF PET OWNERS BY ROYAL CANIN®, PEOPLE MOST WANT TO TRAVEL WITH PETS TO AVOID LEAVING PETS AT HOME. THEIR BIGGEST WORRY (44%) WAS WHERE TO STAY WITH PETS.



**“Don't leave me home. I want to come with you! When cities are pet-friendly, everyone can have a great visit together.”**

**Read on** ➔



🐾 Solutions are needed, because people bring pets along whether they're welcome or not. Innovative ideas like DogSpot are popping up to try and address these needs. [dogparker.com](http://dogparker.com)





## MAKE PETS WELCOME IN MORE PLACES

- **Start with transit.** Whether the focus is city residents or out-of-town visitors, everyone needs to be able to get around. Making pet-friendly transportation a priority makes life easier for pet owners and also encourages use of public transportation. Consider how to find the balance between pet and pet owners, and those who prefer not to be near pets on busy urban transit.
- **Include the right players.** Adding or expanding pet-friendly transportation requires input from a lot of people, including your local transit authority, taxi companies, bus companies and others. You may need your mayor's office if ordinances need to be changed. Engage animal welfare experts too, for input on guidelines to keep pets safe.
- **Consider restrictions carefully.** Some cities allow pets on transit only if the pet fits in a carrier. But this can lead to people stuffing pets into carriers that are too small to be safe or comfortable. A pet on a leash can be controlled as well as one in a carrier — and in many cases may be quieter and more well behaved due to not feeling constrained.
- **Remember lodging.** For out-of-town visitors, pet-friendly travel goes beyond transportation and includes where they'll stay. In fact, a recent survey by our ROYAL CANIN® brand found that 44 percent of travelers with pets worry about finding pet-friendly lodging. Talk with local hotels, bed and breakfasts, and other providers about making pets welcome.

Planning a trip with pets can be stressful — especially if it's hard to find out where pets are welcome. But some cities are making it easy. Orlando, Florida has multiple events, hotels, restaurants and attractions that welcome four-legged friends and its VisitOrlando.com website includes helpful articles like "Top 10 Pet-Friendly Restaurants in Orlando" and "Plan a Perfect Pet-Friendly Vacation in Orlando." By compiling and communicating information about pet-friendly opportunities, the local tourism association makes it easier to visit and feel welcome in Orlando. **VisitOrlando.com**





# START TODAY

Download tools at [BetterCitiesForPets.com](https://www.bettercitiesforpets.com)

## CITIES:

- Assess pet-friendly transportation options in your community
- See the benefits of making pets welcome in businesses, including hotels and restaurants for travelers

## CITIZENS:

- Be prepared to travel safely with your pet
- Get a sample letter template to advocate for pet-friendly transportation

Whether you're a city planner, shelter, business or a citizen, you'll find resources to help.



## CONTINUED

- Communicate about pets.** Most cities have a convention and visitors bureau or other tourism team whose aim is to market the city to out-of-town visitors. Does yours focus enough on the pet-friendly benefits your city has to offer? More and more, pet-friendly places are a draw for people in cities and those who visit them — so make sure to highlight your strengths.
- Raise your voice.** Pet-friendly transportation and travel are still a relatively new focus for many communities. Add your voice to public dialogue. You can speak out on social media talk with local businesses, or send a letter to your local paper. By making your voice heard, you help make sure leaders recognize the importance of pet-friendly travel options.

“As pet owners, we spend thousands of dollars a year on our four-legged family members but all too often they get left at home while their family is having fun on vacation. Don't you think they would like to explore, or nap, somewhere new and adventurous too?”

— WILLIAMSON COUNTY CONVENTION AND VISITORS BUREAU

# WORKPLACES KNOW AND SUPPORT THE BENEFITS OF PETS AT WORK

## WHAT'S AT STAKE

Bringing pets to work means companionship, a social ice-breaker and not having to worry that they're at home alone. Pets can boost morale, build a sense of community and get people out for regular walking breaks — all things that are good for health and collaboration.

Plus, when people bring pets to work, they don't have to worry about them being home alone. That means less anxiety during the work day and the commute home.

In pet-friendly cities, workplaces welcome pets. Clear policies and guidelines make pets-at-work programs work and protect the well-being of pets, pet owners and non-pet owners alike.

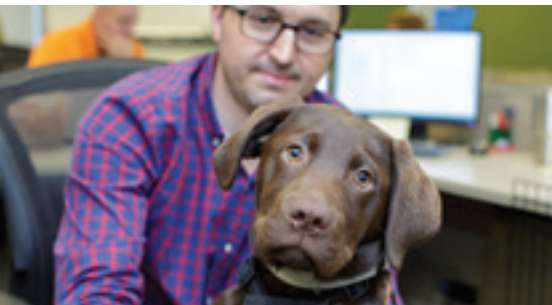
Many people today say they'd be more likely to join or stay at a company that allows pets. Enabling that choice helps businesses attract and keep talented people in their workplace and community.



IN BANFIELD® PET HOSPITAL'S 2017 PET-FRIENDLY WORKPLACE PAWROMETER™ SURVEY\*, **83%** OF EMPLOYEES AT PET-FRIENDLY WORKPLACES SAID HAVING PETS AT WORK REDUCES STRESS.

Pets work at work when there's a formal pets-at-work policy and clear guidelines for pet behavior and well-being. They make every work day better.

58



**"I'm a great coworker! BetterCitiesForPets.com has a toolkit with everything you need to get started having pets at work."**

**Read on** 



\*banfield.com





## LAUNCH A WORKPLACE PROGRAM

- ❑ **Consider legal and facilities needs.** You'll need permission from your landlord if you don't own your workspace, and you may need to change your insurance to accommodate pets. Be sure you have at least one onsite pet relief area with a pet waste station and trash receptacle that's emptied regularly. 📄
- ❑ **Build buy-in.** For a successful program, you'll need employees and leaders to get on board with pets at work. Communicate the expected benefits for the organization, employees, recruiting and reputation. Survey employees about their preferences and what rules they think are most important. Celebrate "Take Your Dog To Work Day" as a pilot and gather feedback to incorporate into a larger program.
- ❑ **Develop a pet policy.** You'll need a thorough pet policy created in partnership with Human Resources and your legal counsel. It should include who can participate, expectations for pet owners and pets, and an escalation process for issues that might occur. Also, have an agreed-to participant pledge that employees must sign to participate. 📄
- ❑ **Communicate and then communicate more.** Once your program launches, reinforce the rules and encourage participation with clear communications and signage that indicates where pets can and cannot go, where to find the pet relief area, and ongoing expectations for pet owners. 📄

At Mars Petcare's U.S. headquarters in Franklin, TN, dogs are welcome every day. In fact, about half of our Associates are registered in the company's pets-at-work program. Associates say that having so many pets around helps bring people together, encourages exercise breaks and reduces stress. It's also a chance for the pets to socialize and learn how to behave around other pets. Says one Associate, "Having my dog here means I never worry about rushing home to him. I can take a walk at lunch and breaks throughout the day to give us both the time we need. My work-life balance has improved with my pup by my side each day." See more stories at [#PawsitivelyMars](#) on Facebook and Instagram.



# START TODAY

Download tools at [BetterCitiesForPets.com](http://BetterCitiesForPets.com)

## **BUSINESSES:**

- Learn why pets work at work
- Download data about perceptions of pets at work
- Get a sample pet-friendly workplace policy
- Download Pets Work at Work signage

## **CITIZENS:**

- Find out how to convince leadership at your organization to go pet-friendly

**Whether you're a city planner, shelter, business or a citizen, you'll find resources to help.**



## **CONTINUED**

### **The 2017 Banfield® Pet Hospital Pet-Friendly Workplace PAWrometer™ survey found that:**

- 88 percent of employees at pet-friendly workplaces said having pets at work improves sense of well-being
- 83 percent said it reduces stress
- 83 percent said it gives them greater company loyalty
- 81 percent said it improves work-life balance
- 80 percent said it improves morale
- 79 percent said it improves work relationships
- 66 percent said it increases productivity

### **More research on pets and work:**

- A 2018 survey by Mars Petcare found that when people can't bring their pets to work, they worry about whether pets are lonely (48 percent), if they need a walk (38 percent), or whether they're hungry or thirsty (35 percent). That's a lot of worries during a busy work day!
- Another 2018 survey, from Banfield® Pet Hospital, explored the career benefits of pet ownership. They found that 78 percent of C-Suite executives in the U.S. attributed their career success in part to owning a pet as a child. Among other benefits, 92 percent said pet ownership helped them learn to pay attention to nonverbal communication.

# HOW PET-FRIENDLY IS YOUR CITY?

The **Better Cities For Pets™** online assessment is a key step to understand the current pet-friendliness of your community and identify needs. Designed by Civic Design Center, in partnership with Mars Petcare, this tool is designed to help cities determine strengths, areas for change and things to celebrate.

It will also determine if a city is ready to receive the city certification as a **Better City For Pets™**.

Cities can take the assessment online at our website, [BetterCitiesForPets.com](http://BetterCitiesForPets.com). It includes the following:

- **City Profile:** Baseline information about the city and its pet-friendly features and programs.
- **City Survey:** Assessment of the city on key traits from the **Better Cities For Pets™** model.
- **Priorities:** The first step in building an action plan for your city.

You will want to complete the full assessment online to make the best choices for your community. But to get a preview, we've included the City Survey within this book.

**Turn the page to start evaluating your city. ➡**



# 12 TRAITS OF PET-FRIENDLY CITIES SURVEY

These questions comprise a portion of the full **Better Cities For Pets™** assessment. We strongly recommend completing the whole assessment online. In the meantime, this quick survey will help you begin to evaluate your city's current strengths and opportunities.

Don't worry about exact, verifiable responses initially. Simply respond based on your own knowledge and experience. Plan to fact-check areas where you have questions as part of the full assessment process.

## 1. Partners collaborate to end pet homelessness

|  |                                       |                                    |                                       |
|--|---------------------------------------|------------------------------------|---------------------------------------|
| Our city's public and private shelters regularly share data and information with each other. | <input type="checkbox"/> Rarely/Never | <input type="checkbox"/> Sometimes | <input type="checkbox"/> Often/Always |
| City-owned shelters regularly partner with animal welfare non-profits.                       | <input type="checkbox"/> Rarely/Never | <input type="checkbox"/> Sometimes | <input type="checkbox"/> Often/Always |
| City-owned shelters regularly partner with for-profit businesses.                            | <input type="checkbox"/> Rarely/Never | <input type="checkbox"/> Sometimes | <input type="checkbox"/> Often/Always |
| Private shelters collaborate to achieve mutually shared goals.                               | <input type="checkbox"/> Rarely/Never | <input type="checkbox"/> Sometimes | <input type="checkbox"/> Often/Always |

## 2. Shelters are warm and welcoming to encourage adoption

|   |                                       |                                    |                                       |
|---|---------------------------------------|------------------------------------|---------------------------------------|
| Our shelters are happy places that people want to visit to adopt a pet.   | <input type="checkbox"/> Rarely/Never | <input type="checkbox"/> Sometimes | <input type="checkbox"/> Often/Always |
| Pets are comfortable at our city's shelters, and have room to play.       | <input type="checkbox"/> Rarely/Never | <input type="checkbox"/> Sometimes | <input type="checkbox"/> Often/Always |
| Adoptable pets are readily available for viewing and interaction.         | <input type="checkbox"/> Rarely/Never | <input type="checkbox"/> Sometimes | <input type="checkbox"/> Often/Always |
| Shelter signage is welcoming and makes it easy to figure out where to go. | <input type="checkbox"/> Rarely/Never | <input type="checkbox"/> Sometimes | <input type="checkbox"/> Often/Always |

## 3. Community cat programs humanely address overpopulation

|  |                                       |                                    |                                       |
|--|---------------------------------------|------------------------------------|---------------------------------------|
| Our city has a Trap-Neuter-Return (TNR) program.               | <input type="checkbox"/> Rarely/Never | <input type="checkbox"/> Sometimes | <input type="checkbox"/> Often/Always |
| TNR is accepted by the community for the benefits it provides. | <input type="checkbox"/> Rarely/Never | <input type="checkbox"/> Sometimes | <input type="checkbox"/> Often/Always |
| Community cats are well cared for in our city.                 | <input type="checkbox"/> Rarely/Never | <input type="checkbox"/> Sometimes | <input type="checkbox"/> Often/Always |
| Our city has one or more Working Cats program.                 | <input type="checkbox"/> Rarely/Never | <input type="checkbox"/> Sometimes | <input type="checkbox"/> Often/Always |

## 4. Pet-friendly housing options exist for all families and pets

|  |                                       |                                    |                                       |
|--|---------------------------------------|------------------------------------|---------------------------------------|
| City laws or regulations allow pet ownership without restrictions on number of pets, breed or pet size/weight. | <input type="checkbox"/> Rarely/Never | <input type="checkbox"/> Sometimes | <input type="checkbox"/> Often/Always |
| Pet-owners in our city have plenty of options for where to live.   | <input type="checkbox"/> Rarely/Never | <input type="checkbox"/> Sometimes | <input type="checkbox"/> Often/Always |
| Pets are welcome in most rentals, condos and neighborhoods, regardless of breed or size.                       | <input type="checkbox"/> Rarely/Never | <input type="checkbox"/> Sometimes | <input type="checkbox"/> Often/Always |
| Rental housing pet deposits or fees are reasonable.  | <input type="checkbox"/> Rarely/Never | <input type="checkbox"/> Sometimes | <input type="checkbox"/> Often/Always |

## 5. In tough times, support exists to help keep pets in homes

|   |                                       |                                    |                                       |
|---|---------------------------------------|------------------------------------|---------------------------------------|
| Our local food banks or animal welfare organizations distribute pet food for families in need.  | <input type="checkbox"/> Rarely/Never | <input type="checkbox"/> Sometimes | <input type="checkbox"/> Often/Always |
| Our city's disaster relief plans include pets (e.g. temporary shelters allow pets).   | <input type="checkbox"/> Rarely/Never | <input type="checkbox"/> Sometimes | <input type="checkbox"/> Often/Always |
| Our city has programs to encourage responsible pet ownership (e.g. low-cost spay/neuter and micro-chipping).  | <input type="checkbox"/> Rarely/Never | <input type="checkbox"/> Sometimes | <input type="checkbox"/> Often/Always |
| Our city has publicly or privately funded programs to help pet owners having short-term financial challenges (e.g. micro-loans or reduced-cost health care for pets). | <input type="checkbox"/> Rarely/Never | <input type="checkbox"/> Sometimes | <input type="checkbox"/> Often/Always |

## 6. Pet amenities are available in housing and neighborhoods

|   |                                       |                                    |                                       |
|---|---------------------------------------|------------------------------------|---------------------------------------|
| Housing developments and neighborhoods have pet relief areas with free waste bags.  | <input type="checkbox"/> Rarely/Never | <input type="checkbox"/> Sometimes | <input type="checkbox"/> Often/Always |
| Housing developments and neighborhoods provide drinking fountains or other hydration options for pets.  | <input type="checkbox"/> Rarely/Never | <input type="checkbox"/> Sometimes | <input type="checkbox"/> Often/Always |
| Housing developments and neighborhoods offer pet amenities such as pet bathing or grooming areas, educational and training classes, veterinary services, etc. | <input type="checkbox"/> Rarely/Never | <input type="checkbox"/> Sometimes | <input type="checkbox"/> Often/Always |
| Housing developments and neighborhoods have pet-friendly green space within walking distance.   | <input type="checkbox"/> Rarely/Never | <input type="checkbox"/> Sometimes | <input type="checkbox"/> Often/Always |

## 7. Pet needs are included in city, park and green space planning

|  |                                       |                                    |                                       |
|--|---------------------------------------|------------------------------------|---------------------------------------|
| Pet-friendly parks and public spaces are located throughout our city.                                | <input type="checkbox"/> Rarely/Never | <input type="checkbox"/> Sometimes | <input type="checkbox"/> Often/Always |
| Pet needs are considered in public event and festival spaces.  | <input type="checkbox"/> Rarely/Never | <input type="checkbox"/> Sometimes | <input type="checkbox"/> Often/Always |
| More off-leash parks and pet-friendly spaces are planned in our city within the next five years.     | <input type="checkbox"/> Rarely/Never | <input type="checkbox"/> Sometimes | <input type="checkbox"/> Often/Always |
| Green space planning includes consideration for pets (on- or off-leash play areas and relief areas). | <input type="checkbox"/> Rarely/Never | <input type="checkbox"/> Sometimes | <input type="checkbox"/> Often/Always |

## 8. Public pet amenities support good health for all

|   |                                       |                                    |                                       |
|---|---------------------------------------|------------------------------------|---------------------------------------|
| Our city has easy-to-find pet relief areas with free waste bags and trash receptacles.  | <input type="checkbox"/> Rarely/Never | <input type="checkbox"/> Sometimes | <input type="checkbox"/> 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. | <input type="checkbox"/> Rarely/Never | <input type="checkbox"/> Sometimes | <input type="checkbox"/> Often/Always |
| Our city has signage that clearly identifies pet amenities to help pet owners find them.                                      | <input type="checkbox"/> Rarely/Never | <input type="checkbox"/> Sometimes | <input type="checkbox"/> Often/Always |
| Our city has expanded the ways it helps pet owners find pet amenities (website, app, etc.).                                   | <input type="checkbox"/> Rarely/Never | <input type="checkbox"/> Sometimes | <input type="checkbox"/> Often/Always |

## 9. 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.                   | <input type="checkbox"/> Rarely/Never | <input type="checkbox"/> Sometimes | <input type="checkbox"/> Often/Always |
| Parks and public spaces post clear rules about pet owner responsibilities, where pets may be off-leash, etc. | <input type="checkbox"/> Rarely/Never | <input type="checkbox"/> Sometimes | <input type="checkbox"/> Often/Always |
| Our city has a program to educate kids about dog behavior and/or avoiding dog bites.                         | <input type="checkbox"/> Rarely/Never | <input type="checkbox"/> Sometimes | <input type="checkbox"/> Often/Always |
| Our city has a program to educate pet owners about responsible pet ownership.                                | <input type="checkbox"/> Rarely/Never | <input type="checkbox"/> Sometimes | <input type="checkbox"/> Often/Always |

## 10. Businesses make it easy to be out with your pet

|   |                                       |                                    |                                       |
|---|---------------------------------------|------------------------------------|---------------------------------------|
| Our city has laws or regulations that allow businesses to welcome pets.             | <input type="checkbox"/> Rarely/Never | <input type="checkbox"/> Sometimes | <input type="checkbox"/> Often/Always |
| Restaurants in our city welcome pets (inside or on patios).                         | <input type="checkbox"/> Rarely/Never | <input type="checkbox"/> Sometimes | <input type="checkbox"/> Often/Always |
| Businesses post clear signage indicating where pets are welcome.                    | <input type="checkbox"/> Rarely/Never | <input type="checkbox"/> Sometimes | <input type="checkbox"/> Often/Always |
| Our city promotes itself as pet-friendly, or has plans to do so in the near future. | <input type="checkbox"/> Rarely/Never | <input type="checkbox"/> Sometimes | <input type="checkbox"/> Often/Always |

## 11. Traveling with dogs and cats is accessible and affordable

|   |                                       |                                    |                                       |
|---|---------------------------------------|------------------------------------|---------------------------------------|
| Our city's taxi and other fee-based car services allow pets.                            | <input type="checkbox"/> Rarely/Never | <input type="checkbox"/> Sometimes | <input type="checkbox"/> Often/Always |
| Our public transportation systems allow pets (buses, trains, light rail, subway, etc.). | <input type="checkbox"/> Rarely/Never | <input type="checkbox"/> Sometimes | <input type="checkbox"/> Often/Always |
| Our public transportation allows pets regardless of size or breed.                      | <input type="checkbox"/> Rarely/Never | <input type="checkbox"/> Sometimes | <input type="checkbox"/> Often/Always |
| Our closest airport has areas designated for pets and/or pet-friendly amenities.        | <input type="checkbox"/> Rarely/Never | <input type="checkbox"/> Sometimes | <input type="checkbox"/> Often/Always |

## 12. 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. | <input type="checkbox"/> Rarely/Never | <input type="checkbox"/> Sometimes | <input type="checkbox"/> Often/Always |
| One or more departments of our city government allow employees to bring pets to work.  | <input type="checkbox"/> Rarely/Never | <input type="checkbox"/> Sometimes | <input type="checkbox"/> Often/Always |
| Our city is supportive of pet-friendly workplaces and encourages them in some way.     | <input type="checkbox"/> Rarely/Never | <input type="checkbox"/> Sometimes | <input type="checkbox"/> Often/Always |
| Businesses post clear signage indicating if they are a pet-friendly workplace.         | <input type="checkbox"/> Rarely/Never | <input type="checkbox"/> Sometimes | <input type="checkbox"/> Often/Always |



## NEXT STEP: COMPLETE YOUR ASSESSMENT

Once you've gathered your thoughts on the questions above, visit [BetterCitiesForPets.com](https://www.bettercitiesforpets.com) to complete the full assessment online and begin prioritizing your pet-friendly opportunities. Plus, get case studies, how-tos and other materials to help you begin to build a plan for your city. Get in touch on social media, too (@MarsPetcareUS)—we're happy to hear about what you're learning and doing. We hope you'll also sign up to get the latest news and information.





## IF YOU'RE IN GOVERNMENT...

### UNDERSTAND YOUR NEEDS

Use our online **Better Cities For Pets™** assessment to evaluate your city's strengths and needs so you have fact-based data to support future pet-friendly policies and programs. Think about pets holistically.

### START BUILDING YOUR COALITION

Find advocates who share your passion for pets and begin to build a network in the community that can bring pet-related issues to the forefront. Promote public/private partnerships, which can have a significant impact.

### SEIZE EXISTING OPPORTUNITIES

Look at government initiatives that are already underway. Is your community looking at changes to parks, transportation or other services? Speak up to make pets part of the dialogue.

### PUT PETS ON THE (FUTURE) AGENDA

Add a Chief Pet Officer role to your team. As planning and budgeting takes place for future fiscal years, look for opportunities to get input from pet owners and make pet-friendliness a priority.

Join us! Sign up for **Better Cities For Pets™** program information to help as you make your city even friendlier for pets.





# IF YOU'RE A SHELTER OR ANIMAL WELFARE ADVOCATE...

## GET CONNECTED

Build a network with public and private shelters and rescues in your city. For the low cost of a meeting space and breakfast, you can have a great starting dialogue to see where you might be able to collaborate on shared priorities and needs.

## ENGAGE THE COMMUNITY

Take advantage of inexpensive opportunities, like social media posts, to engage people in the plight of homeless animals and tell them how they can help.

## APPLY FOR SUPPORT

Consider GreaterGood.org's Rescue Rebuild and Rescue Bank programs, American Humane, PEDIGREE Foundation and Banfield Foundation to understand how they might be able to offer support.

## CREATE OPPORTUNITIES

Work with a local craft or hardware business to host a community cat shelter-building program. Not only will it benefit local cats, it gives you a chance to raise awareness of feral cat opportunities.





## IF YOU'RE A BUSINESS...

### TAKE A STAND

Show your customers that you care about what they care about, by engaging in local pet-related causes. For example, sponsor adoptions at a local shelter or help fund a dog park.

### WELCOME PETS

Open your own business to pets and talk with your Chamber of Commerce or local business association about developing a community-wide Pets Welcome program for customers.

### SEE HOW PETS WORK AT WORK

Launch a pets-at-work program for your own employees. Visit us at [BetterCitiesForPets.com](http://BetterCitiesForPets.com) and download our toolkit to help you get started.

### EXPLORE GREEN SPACE

Consider adding a parklet and pet relief area to an unused corner of your property or parking lot. It will help attract pet owners to your business and provide a valuable community service.





## IF YOU'RE AN INDIVIDUAL CITIZEN...

### LEND A HAND

Volunteer at a local animal shelter or rescue to help homeless pets and get to know more about your community's animal welfare issues.

### RAISE YOUR VOICE

Write to local, state and national government leaders, and advocate for pet-friendly policies.

### USE SOCIAL MEDIA

Tell businesses and other organizations why pet-friendly programs matter to you and how they affect your choices, such as what businesses to frequent.

### LEAD BY EXAMPLE

Demonstrate responsible pet ownership — such as always using a leash and picking up pet waste — to help show that pets can be a welcome addition, not a nuisance, in public places.

Join the movement.  
We want to hear how you're making life better for pets.  
Find Mars Petcare on Facebook, Twitter and Instagram at @MarsPetcareUS.





# THANK YOU

Thank you to all the partners who have joined the movement so far. The **Better Cities For Pets™** program could not have been developed, nor so much progress already made, without their leadership, expertise and collaboration.

## PROGRAM PARTNERS



## CITIES

These are just some of the cities that are now using or exploring future initiatives based on the **Better Cities For Pets™** model.

Washington, D.C.  
Mesa, AZ  
Tempe, AZ  
Hermosa Beach, CA  
Milpitas, CA  
Newark, CA  
Santa Clara, CA  
Bridgeport, CT  
Stamford, CT  
Cape Coral, FL  
Hallandale Beach, FL  
Largo, FL  
Miami Lakes, FL  
Ocala, FL  
Orlando, FL  
Pinellas Park, FL  
St. Petersburg, FL

Chicago, IL  
Gary, IN  
Kansas City, KS  
Baton Rouge, LA  
Boston, MA  
Everett, MA  
College Park, MD  
Burnsville, MN  
Kansas City, MO  
Carrboro, NC  
Henderson, NV  
Las Vegas, NV  
Syracuse, NY  
Lakewood, OH  
Gresham, OR  
Philadelphia, PA  
Columbia, SC

Cleveland, TN  
Franklin, TN  
Nashville, TN  
Dallas, TX  
Fort Worth, TX  
Houston, TX  
Plano, TX  
Alexandria, VA  
Newport News, VA  
Richmond, VA  
Wisconsin Rapids, WI  
Toronto, Canada  
Melton Mobbry, U.K.  
Paris, France  
Melbourne, Australia

We welcome new partners that help us to test and learn in pilot projects such as making pets welcome in businesses.

# PETS ARE OUR PURPOSE

Why start this movement? Pets are the heart of Mars Petcare. Our purpose is **A Better World For Pets™**, and everything we do aims to help us live up to that purpose. We have invested in the science of pet health and wellness for more than 50 years.

Today, our focus areas include pet nutrition, with brands including PEDIGREE®, IAMS™, NUTRO™ and ROYAL CANIN®; veterinary health, including BANFIELD™, VCA™ and BLUEPEARL™; and Kinship, a diverse coalition working to make impactful change in pet care and including our Whistle and Wisdom Health businesses.

70 We are fortunate to have the expertise of the WALTHAM™ Centre for Pet Nutrition, which collaborates with the world's foremost scientific institutions in its study of the nutrition and well-being of pets and their benefits for people. WALTHAM™ has published over 600 peer-reviewed scientific papers.

Mars Petcare has 85,000 Associates across 50+ countries, all working every day to make life better for pets. We are a business of Mars Incorporated. [mars.com](https://mars.com)



**MARS**  
Petcare

*A Better   
World For Pets*

Visit [BetterCitiesForPets.com](https://BetterCitiesForPets.com) to see video testimonials about the benefits of pets.







# Better CITIES for pets™

A MARS PETCARE PROGRAM

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