

Better  for   
A MARS PETCARE PROGRAM

**BETTER CITIES FOR PETS™ PROGRAM**

# **AIRPORT ASSESSMENT**

Thank you for your interest in being a certified airport. The **Better Cities For Pets**™ Airport Certification is assigned to airports that ensure easier, more responsible and safer pet travel for all (pet parents, other travelers, airport employees, etc.).

## **Assessment Overview**

This assessment has six brief sections to understand pet friendliness at your airport:

- I. Airport Information**
- II. Welcoming Pets and Their People**
- III. Wayfinding and Signage**
- IV. Pet-Friendly Places in Your Airport**
- V. Incidents and Accidents**
- VI. Customer Experience and Engagement**

This assessment should take you no more than 10 to 20 minutes. When entering answers online, you do not need to finish in one sitting. You can stop, save your work and return later by clicking “Save and Continue” at the top right of any page.

To be eligible for airport certification, you must be a **Better Cities For Pets**™ certified city or within ninety (90) miles of a certified city.

While most airports accommodate service animals, to choose an affirmative answer, pets must be included in your policies, programs, signage, etc.

Some questions ask you to “select all that apply.” If none of the options apply to your airport, simply select “none of the above.” We will remind you of this in each section.

When you complete the assessment, it will be automatically transmitted to the **Better Cities For Pets**™ program for review. We will get back to you about your results in approximately two weeks.

If you have any problems with the assessment or have questions about the **Better Cities For Pets**™ program, please contact us at [info@bettercitiesforpets.com](mailto:info@bettercitiesforpets.com)

# Let's Begin!

Please review the privacy statement below and check the box if you agree to provide consent to have your information collected and stored.

I consent to having my information collected and stored.

## View Privacy Policy

Privacy and data use will be maintained in accordance with statements and policies found here

<https://www.mars.com/privacy>

Alchemer Privacy Policy is <https://www.alchemer.com/privacy/> for reference (online).

# Terms & Conditions

Please review the terms and conditions below and check the box if you acknowledge, understand and agree.

## Terms & Conditions:

By completing and submitting this application to become a **Better Cities For Pets**™ Certified Airport, you expressly acknowledge, understand, and agree as follows:

(a) Mars Petcare US, Inc. (“Mars Petcare”) is not a certifying body or entity and the “**Better Cities For Pets**™ Certified Airport” designation is a certification in name only for your marketing purposes.

(b) The “**Better Cities For Pets**™ Certified Airport” designation is provided AS-IS, without any representation, warranty (implied or express), or guarantee of any kind. Mars Petcare expressly and fully disclaims any and all liability arising out of or related to the “**Better Cities For Pets**™ Certified Airport” designation. You acknowledge and agree that you remain fully and solely responsible for all aspects of the operations of your airport facility, and Mars Petcare shall have no liability to you or to any other party for anything arising out of or related to your facility or the “**Better Cities For Pets**™ Certified Airport” designation.

I acknowledge, understand and agree to terms and conditions.

## SECTION I:

# Airport Information

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This section asks for contact and general information about your airport.

### 1. Airport Contact Information

Name of Airport

Airport Code/Location Identifier

Airport Contact First Name

Airport Contact Last Name

Airport Contact Job Title

Airport Contact Email Address

Airport Contact Phone Number

Airport Address

City

State

Zip Code

Airport Website URL

**SECTION I:**

# Airport Information (continued)

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This section asks for contact and general information about your airport.

2. Please enter your airport's affiliated **Better Cities For Pets**™ certified city name with accompanying state. *Note: Your airport MUST be located within ninety (90) miles of a certified city to be considered for **Better Cities For Pets**™ airport certification. To see the most updated list of **Better Cities For Pets**™ certified cities, visit [www.bettercitiesforpets.com/certified-cities-landing/](http://www.bettercitiesforpets.com/certified-cities-landing/)*

City

State

3. Average number of passengers per year serviced by your airport:

4. Number of airlines at your airport:

5. Number of vendors/tenants (non-airline) at your airport:

6. Please estimate the percentage of passengers who fly through your airport that are traveling with animals (including service animals and pets).

% of Passengers Traveling with Animals

7. Of the animals that fly through your airport, please estimate the percentage that are service animals vs. pets (total should add up to 100%).

% Service Animals

% Pets

8. Is your airport under, or slated for expansion and/or construction within the next two (2) years?

Yes  No

## SECTION II:

# Welcoming Pets and Their People

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This section is about how your airport welcomes pets as people arrive, depart or look for airport information.

While most airports accommodate service animals, to choose an affirmative answer, pets must be included in your policies, programs, signage, etc.

Some questions ask you to “select all that apply.” If none of the options apply to your airport, simply select “none of the above.”

9. Does your airport (select all that apply):

- Welcome pets on signage
- Welcome pets in braille on signage
- Welcome pets in audio messages
- Welcome pets in multiple languages
- Have pet-focused promotions or events
- Have pet-focused social media features
- Have airport shuttles, trains, trams and/or partner services that allow pets
- Have indoor relief areas for pets
- Have outdoor relief areas for pets
- Have play areas for pets (indoor or outdoor)
- None of the above



**SECTION II:**

# Welcoming Pets and Their People (continued)

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9A: Where does your airport use signage and/or graphics to welcome pets and service animals? Please select all that apply.

- On our airport's outer perimeter (billboards, electronic signs, etc.)
- In parking areas and garages
- At primary entrances and exits
- In outdoor departure areas (curbsides, drop-offs, etc.)
- In ticketing areas
- In key areas pre- or post-security that funnel crowds or where people wait
- Within security screening footprint
- Within terminals and concourses
- In baggage claim areas
- In or near retail and/or dining areas
- In outdoor arrival areas (curbsides, loading zones, etc.)
- In human restrooms (pre- or post-security)
- In elevators (pre- or post-security and/or parking garages)
- At valet and/or shuttle hubs or shelters
- Near animal relief and/or play areas
- Other – Write In (Required)

- None of the above

10. Do you have clear signage about how to go through security with pets and service animals?

- Yes
- No

**SECTION II:**

# Welcoming Pets and Their People (continued)

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11. Does your airport welcome pets and their people in these additional ways?  
Please select all that apply.

- Ground transportation services provide information about pet-friendly amenities
- Website explicitly welcomes pets (vs. stating policy only)
- Social media features visiting pets and pet-friendly amenities
- Pet supplies sold onsite in case of need
- Airport vendors and/or restaurants offer special pet menus, treats or other giveaways
- Paw-cleaning stations or supplies available near entrances
- Pet ponchos or other wet weather gear or supplies available near entrances
- Boarding services available within your airport footprint
- Grooming services available within your airport footprint
- Pet-friendly hotels available near your airport (within 10 miles)
- Other – Write In (Required)

- None of the above

## SECTION III: Wayfinding & Signage

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This section is about how your airport helps guests with pets and service animals find what they need as they travel through your airport.

Here again, while most airports accommodate service animals, to choose an affirmative answer, pets must be included in your policies, programs, signage, etc.

Some questions ask you to “select all that apply.” If none of the options apply to your airport, simply select “none of the above.”

12. How do you help travelers find pet-friendly areas or services in your airport?

Please select all that apply.

- Physical, onsite maps
- Electronic signs or boards
- Assistive mediums used for navigation (audio messaging, braille, etc.)
- Overhead signage that can be seen from a distance
- Paper collateral (maps, brochures, etc.)
- General information desks or kiosks
- Pet-focused installations or kiosks (manned or unmanned)
- Airport personnel, facilities, security and operations teams
- Airport volunteers and/or ambassadors
- Airport tenant/vendor teams
- Dedicated telephone number or courtesy phone extension
- Airport website (maps, general locations, directions, etc.)
- Airport app
- Other – Write In (Required)

- None of the above

### SECTION III:

## Wayfinding & Signage (continued)

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13. Where does your airport have signage or information that helps travelers find pet-friendly areas or services? Please select all that apply.

- Parking areas and garages
- At car service passenger pick-up and drop-off locations
- In airport shuttles and/or shuttle shelters
- At departing passenger drop-off or curbside areas
- At primary airport entrances and exits
- In key areas pre- or post-security that funnel crowds or where people wait
- Near security footprint (before or after)
- In terminals
- In baggage claim
- In arriving passenger pick-up or curbside areas
- In elevators
- At informational desks or kiosks
- Near animal relief and/or play areas
- Other – Write In (Required)

None of the above

14. Are your internal teams (airport personnel, security, facilities, operations, etc.) knowledgeable about your pet-friendly facilities, amenities and resources?

- Yes    No

15. Are your airport's external teams (tenants, vendors — management and staff) knowledgeable about your pet-friendly facilities, amenities and resources?

- Yes    No

**SECTION III:**

**Wayfinding & Signage** (continued)

16. Do your pet relief areas have signage that can be seen from a distance (akin to human restrooms or outdoor hanging signs for relief areas at curbsides)?

*NOTE: Photo example provided below*

Yes    No



17. Does your airport have a mechanism that helps travelers identify where pets are and are not allowed, for example “pets welcome” decals or color-coded maps?

*NOTE: Photo example provided below*

Yes    No



## SECTION IV:

# Pet-Friendly Places in Your Airport

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This section is about spaces in your airport that are dedicated to service animals and pets.

Here again, while most airports accommodate service animals, to choose an affirmative answer, pets must be included in your policies, programs, signage, etc.

Some questions ask you to “select all that apply.” If none of the options apply to your airport, simply select “none of the above.”

18. Does your airport have one or more off-leash dog parks?

- Yes  No

18A. In your off-leash dog park(s), do you have double-containment gates for safe entry and exit?

- Yes  No

19. Does your airport have space(s) dedicated to cats?

- Yes  No

20. Does your airport offer enrichment and/or interactive areas for dogs and/or cats (e.g., indoor or outdoor sensory or training areas, indoor group playrooms, etc.)?

- Yes  No

21. Does your airport have relief or play areas **pre-security** (indoor or outdoor)?

- Yes-indoor  
 Yes-outdoor  
 Yes-indoor and outdoor  
 No relief or play areas pre-security indoor nor outdoor

## SECTION IV:

# Pet-Friendly Places in Your Airport (continued)

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22. Does your airport currently have (select one option below):

- Only indoor relief or play areas
- Only outdoor relief or play areas
- Both indoor and outdoor relief or play areas

**NOTE: BASED ON #22 RESPONSE goes to appropriate sections of assessment; indoor-only, outdoor-only or respondents will complete both indoor and outdoor sections below.**

## SECTION V:

# Pet-Friendly Places in Your Airport — Indoor

This section is about your airport's indoor amenities and spaces for pets and service animals.

Here again, while most airports accommodate service animals, to choose an affirmative answer, pets must be included in your policies, programs, signage, etc.

Some questions ask you to “select all that apply.” If none of the options apply to your airport, simply select “none of the above.”

23. Do your indoor relief and play areas have signage that (select all that apply):

- Welcomes pets as well as service animals
- Clearly communicates guidelines and responsibilities of pet owners at entry
- Encourages responsible pet ownership practices such as keeping pets leashed, keeping pets hydrated, picking up pet waste, etc.
- Includes a resource to contact for issues or concerns
- None of the above

24. Do your indoor relief and play areas have the following components and/or amenities?  
Please select all that apply.

- Animal-friendly, safe and non-slip flooring surfaces
- Pet-safe and non-poisonous plants – or no plants
- Well-ventilated areas that maximize air flow and minimizes smells
- Adequate lighting that supports the health and safety of pets, service animals and their people
- Effective drainage, sprinklers and/or hose systems for cleaning that maximizes cleanliness and minimizes smells
- Cat amenities such as disposable litter pans, cat litter and scoops
- Pet waste bag dispensers with waste bags that are regularly checked and refilled
- Adequately sized trash receptacles that are regularly checked and emptied
- Sanitizing or hand-washing mechanisms for pet parent hygiene
- Access to hydration specifically for pets and service animals (e.g., pet-height water fountain, single- or multi-use refillable water bowls, etc.)
- Props (such as pheromone fire hydrants) and/or agility equipment
- Cleaning and maintenance standard operating procedures and schedules that are consistently well executed



**SECTION V:**

# **Pet-Friendly Places in Your Airport — Indoor** (continued)

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25. Do your indoor relief and play areas support and promote accessibility by (select all that apply):

- Ensuring signage is accessible by including braille or audio messaging of signage information
- Comfortably accommodating pets or service animals and their people traveling with baggage, wheelchairs, canes, carriers, strollers and other items (e.g., with wide, easy-to-open doors or door-free spaces)
- Providing safe, clean and easy-to-reach places to put pet carriers, baggage and other belongings
- Ensuring amenities (e.g., waste bags, hand sanitization, etc.) can be easily accessed by those in wheelchairs
- Ensuring props and/or agility equipment are accessible by those in wheelchairs
- Other – Write In (Required)

None of the above

26. Does your indoor relief area have a mechanism that allows for one animal at a time inside the space (e.g., occupied/unoccupied door switches, in-use light switch, or other)?

- Yes    No

**SECTION V:**

# **Pet-Friendly Places in Your Airport — Indoor** (continued)

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**\*\*\* For those who indicated they ONLY have INDOOR relief areas, the following question will be presented for required response:**

You have indicated you have **only indoor** relief or play areas at your airport.

Please share the **primary reason** why your airport does not currently have **outdoor** areas for pets and service animals.

- Not required by Federal Aviation Administration (FAA)
- State or local laws prevent our airport from having outdoor space(s) dedicated to pets and service animals
- Additional support needed from leadership, oversight and/or governmental entities
- Do not have adequate space
- Do not have adequate budget/funding
- Currently under construction-not yet completed
- Other – Write In (Required)

## SECTION V:

# Pet-Friendly Places in Your Airport — Outdoor

This section is about your airport's outdoor amenities and spaces for pets and service animals.

Here again, while most airports accommodate service animals, to choose an affirmative answer, pets must be included in your policies, programs, signage, etc.

Some questions ask you to “select all that apply.” If none of the options apply to your airport, simply select “none of the above.”

27. Do your outdoor relief and play areas have signage that (select all that apply):
- Welcomes pets as well as service animals
  - Clearly communicates guidelines and responsibilities of pet owners at entry
  - Encourages responsible pet ownership practices and behaviors such as keeping pets leashed if not an off-leash area, keeping pets hydrated, picking up pet waste, etc.
  - Includes a resource to contact for issues or concerns
  - None of the above
28. Do your outdoor relief and play areas have the following components and/or amenities?  
Please select all that apply.
- Animal-friendly, safe and non-slip surfaces such as artificial turf, grass, etc.
  - Pet safe and non-poisonous plants – or no plants
  - Adequate lighting that supports the health and safety of pets, service animals and their people
  - Effective drainage, sprinklers and/or hose systems for cleaning that maximizes cleanliness and minimizes smells
  - Pet waste bag dispensers with waste bags that are regularly checked and refilled
  - Adequately sized trash receptacles that are regularly checked and emptied
  - Sanitizing or hand-washing mechanisms for pet parent hygiene
  - Access to hydration specifically for pets (e.g., pet-height water fountain, single or multi-use refillable water bowls, etc.)
  - Props (such as pheromone fire hydrants) and/or agility equipment
  - Protection from sun and inclement weather
  - Cleaning and maintenance standard operating procedures and schedules that are consistently well executed
  - None of the above

**SECTION V:**

# **Pet-Friendly Places in Your Airport — Outdoor** (continued)

29. Do your outdoor relief and play areas support and promote accessibility by (select all that apply):

- Ensuring signage is accessible by including braille or audio messaging of signage information
- Comfortably accommodating pets or service animals and their people traveling with baggage, wheelchairs, canes, carriers, strollers and other items (e.g., with wide and easy-to-open gates)
- Providing safe, clean and easy-to-reach places to put pet carriers, baggage and other belongings
- Ensuring amenities (e.g., waste bags, hand sanitization, etc.) can be easily accessed by those in wheelchairs
- Ensuring props and/or agility equipment are accessible by those in wheelchairs
- Other – Write In (Required)

- None of the above

**\*\*\* For those who indicated they ONLY have OUTDOOR relief areas, the following question will be presented for required response:**

You have indicated you have **only outdoor** relief or play areas at your airport.

Please share the **primary reason** why your airport does not currently have **outdoor** areas for pets and service animals.

- Not required by Federal Aviation Administration (FAA)
- State or local laws prevent our airport from having outdoor space(s) dedicated to pets and service animals
- Additional support needed from leadership, oversight and/or governmental entities
- Do not have adequate space
- Do not have adequate budget/funding
- Currently under construction-not yet completed
- Other – Write In (Required)

## SECTION VI:

# Incidents and Accidents

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This section is about how your airport proactively and regularly prepares for incidents and accidents involving pets, service animals and their people.

Here again, while most airports accommodate service animals, to choose an affirmative answer, pets must be included in your policies, programs, signage, etc.

Some questions ask you to “select all that apply.” If none of the options apply to your airport, simply select “none of the above.”

30. How does your airport proactively work to prevent pet-related incidents and accidents?  
Please select all that apply.

- Service animals and pets are included in emergency and resiliency plans
- Plants throughout our airport are pet-safe and non-poisonous – or no plants
- Educational materials, signage or training around interacting with working dogs (e.g., TSA)
- Educational materials, signage or training around interacting with pets
- Onsite training around handling common pet incidents and accidents for internal and volunteer teams
- Feedback mechanisms exist for sharing with airport leadership any pet-related concerns or issues raised by internal teams (airport personnel, facilities, security, operations, etc.)
- Feedback mechanisms exist for sharing with airport leadership any pet-related concerns or issues raised by external customers (tenants, vendors, partners, volunteers, passengers, etc.)
- Pets are a topic of leadership discussion on a regularly scheduled basis to address issues or opportunities
- An onsite or on-call vet is available to consult on pet issues or concerns (may be via telehealth)
- Other – Write In (Required)

- None of the above

**SECTION VI:**

**Incidents and Accidents** (continued)

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31. In case of pet-related incidents and accidents, does your airport have (select all that apply):

- Cleaning stations, kits or supplies available for pet parents to address immediate issues
- A resource for pet-related accidents or incidents (e.g., number to call or courtesy phone extension) that is clearly communicated throughout the airport
- Microchip scanners accessible to security personnel in case of lost pets or service animals
- A relationship with a nearby vet hospital in case of emergency
- Reporting mechanisms for airport leadership to be aware of pet-related incidents
- Other – Write In (Required)

None of the above

32. Does your airport have veterinary services or hospitals nearby (within 10 miles)?

- Yes    No

## SECTION VII:

# Customer Experience and Engagement

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This section is about how your airport provides quality customer experiences and engagement opportunities for pets, service animals and their people.

Here again, while most airports accommodate service animals, to choose an affirmative answer, pets must be included in your policies, programs, signage, etc.

Some questions ask you to “select all that apply.” If none of the options apply to your airport, simply select “none of the above.”

33. Are the majority of your **outdoor** walkways and sidewalks able to accommodate people with pets or service animals who also have baggage and assistive devices (wheelchairs, canes, strollers, etc.)?

Yes  No

34. Are the majority of your **indoor** walkways and sidewalks able to accommodate people with pets or service animals who also have baggage and assistive devices (wheelchairs, canes, strollers, etc.)?

Yes  No

35. Do your human restrooms accommodate people with a pet or service animal (e.g., family restrooms, larger stall sizes available, leash hooks inside stalls, etc.)?

Yes  No

36. Do you have pet-friendly and safe interiors and furnishings throughout your airport?

Yes  No

## SECTION VI:

# Customer Experience and Engagement

(continued)

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37. Do you educate internal teams and tenants/vendors about your airport's commitment and actions to make pets welcome?
- Yes  No
38. Do your information centers and kiosks offer non-perishable giveaways for pets (e.g., portable water bowls, waste bag holders, etc.)?
- Yes  No
39. Do your airport shuttles and/or shuttle drivers or valet have information and/or amenities for those traveling with pets and service animals?
- Yes  No
40. Does the airport or its retail tenants sell pet supplies, items or gear?
- Yes  No
41. Do you have resources or information for travelers about pet-friendly local parks, restaurants, hotels, etc. available or promoted at your airport?
- Yes  No
42. Do you conduct surveys or other types of customer feedback that includes questions about pets and service animals?
- Yes  No



## SECTION VI:

# Customer Experience and Engagement

(continued)

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43. Does your airport have a pet therapy program or program partner that supports (select all that apply):
- Passengers/travelers
  - Airport employees
  - Airport internal teams (facilities, operations, maintenance and/or security teams etc.)
  - Airport tenant and vendor teams
  - None of the above/We do not have a pet therapy program nor a program partner
44. Do your administrative offices allow employees to bring pets to work?
- Yes    No
45. Do you provide tips on traveling with pets on your airport's website and social media?
- Yes    No
46. Do you provide "selfie spots" or other activities that engage travelers with pets and encourage them to talk about their airport experience?
- Yes    No
47. Does your airport have social media or in-airport media programs that celebrate pets (e.g., "Pet of the Week" features, unique hashtags, video series, travel blogs, etc.)?
- Yes    No

## Please Confirm Your Answers

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

Yes  No

49. **(Optional)** Attach any relevant supplemental photo(s) or materials(s) that you feel may enhance your application. For example, we would love to see your relief area(s). You may upload up to five (5) high-quality .png, .jpg or .pdf files.

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

Thank you for completing the **Better Cities For Pets**™ Airport Assessment! We will be in touch by email in approximately two weeks to discuss your certification status and next steps. To learn more about the **Better Cities For Pets**™ program, visit [www.bettercitiesforpets.com](http://www.bettercitiesforpets.com)