

A SUMMARY OF A PLAYBOOK FOR PET-FRIENDLY CITIES

Pets make life better, and more people than ever before see pets as family.

Yet there are still barriers in many communities that make it hard for people and pets to enjoy life together.

The **12 Traits of Pet-Friendly Cities** model can help cities make the benefits of pets accessible to more people. It's part of **A Playbook for Pet-Friendly Cities**, produced by Mars Petcare.

JOIN THE MOVEMENT AND GET THE PLAYBOOK AT
BETTERCITIESFORPETS.COM

Pets make life better. Together we can help make life better for pets, so everybody benefits.



PARTNERS COLLABORATE TO END PET HOMELESSNESS

UNDERSTAND THE ISSUE

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.

8

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. By building a coalition, your community can identify gaps and areas of overlap, and opportunities to collaborate 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.

10

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



START TODAY

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

CITIES:


- Assess local animal welfare perceptions
- Review do's and don'ts for convening a coalition
- Check out the Safe Coalition to help Nashville, TN, pets
- See sample proclamations for pet welfare

CITIZENS:

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

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.

“Bringing together private and public partners to create more housing choices for people with pets, and creating more pet-friendly spaces, especially in the urban core, will lead to happier and healthier lives for our residents.”

— NASHVILLE MAYOR MEGAN BARRY

