



BETTER CITIES FOR PETS™ PROGRAM ASSESSMENT

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

Let's get started!

The assessment is split into the three sections below. You'll need to complete all three to submit your assessment for review. You can work at your own pace and pause at any time. Just log back in to return to your dashboard later. Your responses will be saved automatically every time you hit next.

1. City or community profile

General data about things like how many pets your city has and what pet-friendly programs it offers.

2. Pet-friendly city survey

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

3. Your program priorities

The start of your plan for the future. To be certified, cities need to be taking action on at least one priority.

City Profile

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

Tip #1

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

Tip #2

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

City Profile

Scope

1. Name of city, area or neighborhood you are assessing

2. Geographic scope (e.g. “1.2 mile radius of downtown core” or “16-block area around Main Street”)

City Profile

Demographics

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

[U.S. census data](#) [EU census data](#) [Australia census data](#)

1. Total area (square miles/kilometers)

2. Estimated population
(Keep this number handy,
you'll need it for the next page)

3. Estimated number of households
(Keep this number handy,
you'll need it for the next page)

4. Estimated number of
owner-occupied households

5. % of households in owned housing

6. Estimated number of rental units

7. Additional or important info

City Profile

Pet Statistics

Use this [Pet Ownership Calculator](#) from the American Veterinary Medical Association or your own local data source. Note: This data is from 2012. Given the growth of pet ownership, numbers are likely higher.

1. Number of dog-owning households from AVMA or other source

2. Estimated dog population from AVMA or other source

3. Estimated % of dog-owning households
(divide est. # of dog-owning households above by number of total households from previous page question 3 and multiply by 100)

4. Estimated % of dog population to total human population
(divide est. # of dog population above by total human population from previous page question 2 and multiply by 100)

5. Number of cat-owning households from AVMA or other source

6. Estimated cat population from AVMA or other source

City Profile

Pet Statistics (Continued)

7. Estimated % of cat-owning households (divide est. # of cat-owning households above by number of total households from previous page question 3 and multiply by 100)

8. Estimated % of cat population to total human population (divide est. # of cat population above by total human population from previous page question 2 and multiply by 100)

9. Additional or important info

City Profile

Animal Welfare, Adoption and Rescue Organizations or Programs

Start with your local animal care and control organization to find recommendations on this.

1. Estimated number of publicly-owned animal welfare/
adoption/rescue organizations

2. Estimated number of privately-owned animal welfare/
adoption/rescue organizations

3. You may have hundreds of animal welfare, adoption and rescue organizations if you're in a larger city. List the key public and private organizations/partners with which you would most likely collaborate

Organization/Partner name

Contact e-mail

Contact phone

Notes

City Profile

Public Parks, Trails & Green Spaces

This info can usually be found from your city or state parks department.

1. Estimated number of parks

2. Estimated number of parks that allow pets

3. Estimated number of OFF-leash dog parks

4. Estimated number of trail and greenway miles

5. Estimated number of pet-friendly trail and greenway miles

6. Estimated number of open, public green spaces
(not designated as parks)

City Profile

Public Parks, Trails & Green Spaces (Continued)

7. Estimated number of pet-friendly open, public green spaces (not designated as parks)

8. Additional or important info

City Profile

Businesses

Use data from local government agencies, chambers of commerce, business associations or convention and visitors' bureaus.

1. Estimated total number of businesses

3. Estimated number of restaurants

5. Estimated number of hotels

7. Estimated number of retailers

2. Estimated number of pet-friendly workplaces ((workplaces of any type that allow employees to bring their pets to work)

4. Estimated number of pet-friendly restaurants

6. Estimated number of pet-friendly hotels

8. Estimated number of pet-friendly retailers

City Profile

Businesses (Continued)

9. Estimated number of service providers
(e.g. banks, attorneys, dentists, etc.)

10. Estimated number of pet-friendly service providers

11. Estimated number of pet-friendly businesses of all types
(add your responses to questions 2, 4, 6, 8, and 10 to get
your total)

12. Enter your % of estimated pet-friendly businesses (Divide
total number of pet-friendly businesses from question 11 by
total number of businesses in question 1 and multiply by 100)

13. Additional or important info

City Profile

Pet Health and Wellness Businesses

1. Number of veterinary clinics and offices

2. Number of 24-hour veterinary hospitals or clinics

3. Number of pet day care businesses

4. Number of pet-sitting or pet-walking businesses

5. Number of pet training professionals/facilities

6. Number of pet food and supply stores

7. Number of trained therapy animal programs
(e.g. at local schools, hospitals, etc.)

8. Number of pet-focused apps available in my area

City Profile

Pet Health and Wellness Businesses (Continued)

9. Additional or important info

City Profile

Policy Review

Review your city and state laws and regulations to identify issues or policy information that could affect your work..

1. Does your city have laws/regulations supporting animal welfare or shelters?

- Yes
- No
- Not Sure

3. Does your city have laws/regulations restricting some or all types of pets in housing?

- Yes
- No
- Not Sure

5. Does your city have laws/regulations restricting pets in parks, trails, and/or green spaces?

- Yes
- No
- Not Sure

2. Does your city have laws/regulations restricting pet size or breeds?

- Yes
- No
- Not Sure

4. Does your city have laws/regulations restricting pets in businesses, retail and/or restaurants?

- Yes
- No
- Not Sure

City Survey

In this section you'll look at key traits for pet-friendly cities. The questions follow the **Better Cities For Pets**™ model, which highlights how shelters, homes, parks and businesses can support pet-friendliness. Click on “Start” on any of the four pillar areas to begin.

Tip #1

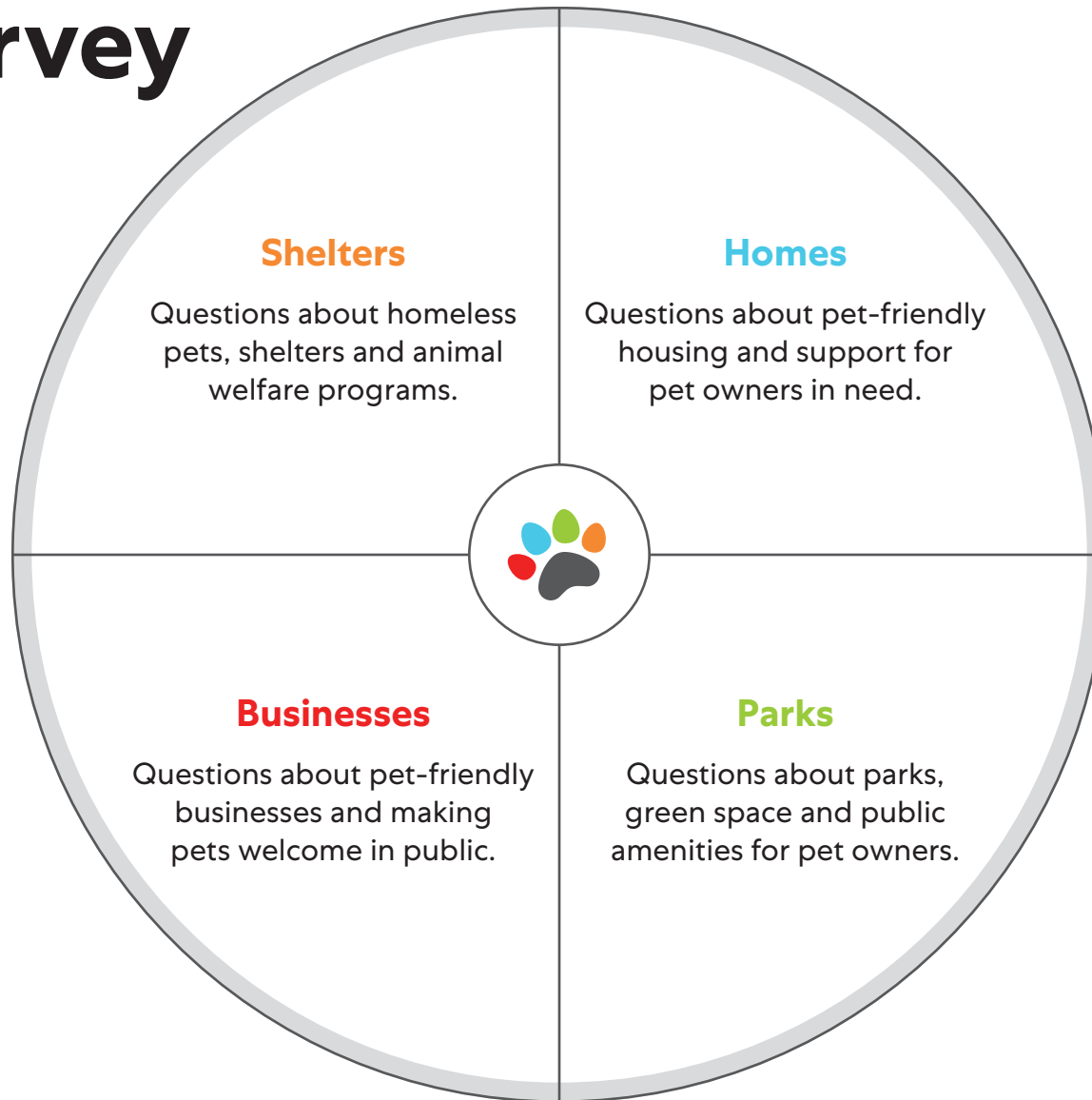
It's okay to leave items blank if you can't answer them on your first pass. You can return to the assessment and update it when you have more info.

Tip #2

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

City Survey

(Continued)



Shelters Evaluation

1. Partners collaborate to end pet homelessness

Our city's public and private shelters regularly share data and information with each other.

- Rarely/Never
- Sometimes
- Often/Always

City-owned shelters regularly partner with for-profit businesses.

- Rarely/Never
- Sometimes
- Often/Always

City-owned shelters regularly partner with animal welfare non-profits.

- Rarely/Never
- Sometimes
- Often/Always

Private shelters collaborate to achieve mutually shared goals.

- Rarely/Never
- Sometimes
- Often/Always

Shelters Evaluation

2. Shelters are warm and welcoming to encourage adoption

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

- Rarely/Never
- Sometimes
- Often/Always

Adoptable pets are readily available for viewing and interaction.

- Rarely/Never
- Sometimes
- Often/Always

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

- Rarely/Never
- Sometimes
- Often/Always

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

- Rarely/Never
- Sometimes
- Often/Always

Shelters Evaluation

3. Community cat programs humanely address overpopulation

Our city has a Trap-Neuter-Return (TNR) program. Programs that help unwanted community cats live out their lives in their colony, but not breed more unwanted cats. The cats are humanely trapped, spayed/neutered, vaccinated and returned to their home location.

- Rarely/Never
- Sometimes
- Often/Always

Community cats are well cared for in our city.

- Rarely/Never
- Sometimes
- Often/Always

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

- Rarely/Never
- Sometimes
- Often/Always

Our city has one or more Working Cats programs. Programs in which businesses welcome cats that are not suited for indoor living to help control rodent populations.

- Rarely/Never
- Sometimes
- Often/Always

Homes Evaluation

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.

- Rarely/Never
- Sometimes
- Often/Always

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

- Rarely/Never
- Sometimes
- Often/Always

Pet-owners have plenty of options for where to live.

- Rarely/Never
- Sometimes
- Often/Always

Rental housing pet deposits or fees are reasonable.

- Rarely/Never
- Sometimes
- Often/Always

Homes Evaluation

5. Support exists to help keep pets in homes through tough times

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

- Rarely/Never
- Sometimes
- Often/Always

Our city has programs to encourage responsible pet ownership (e.g. low-cost spay/neuter and micro-chipping).

- Rarely/Never
- Sometimes
- Often/Always

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

- Rarely/Never
- Sometimes
- 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).

- Rarely/Never
- Sometimes
- Often/Always

Homes Evaluation

6. Pet amenities are available in housing and neighborhoods

Housing developments and neighborhoods have pet relief areas with free waste bags.

- Rarely/Never
- Sometimes
- Often/Always

Housing developments and neighborhoods offer pet amenities such as pet bathing or grooming areas, educational and training classes, veterinary services, etc.

- Rarely/Never
- Sometimes
- Often/Always

Housing developments and neighborhoods provide drinking fountains or other hydration options for pets.

- Rarely/Never
- Sometimes
- Often/Always

Housing developments and neighborhoods have pet-friendly green space within walking distance (1/4 mile).

- Rarely/Never
- Sometimes
- Often/Always

Parks Evaluation

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

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

- Rarely/Never
- Sometimes
- Often/Always

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

- Rarely/Never
- Sometimes
- Often/Always

Pet needs are considered in public event and festival spaces.

- Rarely/Never
- Sometimes
- Often/Always

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

- Rarely/Never
- Sometimes
- Often/Always

Parks Evaluation

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.

- Rarely/Never
- Sometimes
- Often/Always

Our city has signage that clearly identifies pet amenities to help pet owners find them.

- Rarely/Never
- Sometimes
- Often/Always

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

- Rarely/Never
- Sometimes
- Often/Always

Our city has expanded the ways it helps pet owners find pet amenities (website, app, etc.).

- Rarely/Never
- Sometimes
- Often/Always

Parks Evaluation

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.

- Rarely/Never
- Sometimes
- Often/Always

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

- Rarely/Never
- Sometimes
- Often/Always

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

- Rarely/Never
- Sometimes
- Often/Always

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

- Rarely/Never
- Sometimes
- Often/Always

Businesses Evaluation

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

Our city has laws or regulations that allow businesses to welcome pets.

- Rarely/Never
- Sometimes
- Often/Always

Businesses post clear signage indicating where pets are welcome.

- Rarely/Never
- Sometimes
- Often/Always

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

- Rarely/Never
- Sometimes
- Often/Always

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

- Rarely/Never
- Sometimes
- Often/Always

Businesses Evaluation

11. Traveling with pets is accessible, safe and affordable

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

- Rarely/Never
- Sometimes
- Often/Always

Our public transportation allows pets regardless of size or breed.

- Rarely/Never
- Sometimes
- Often/Always

Our public transportation systems allow pets (buses, trains, light rail, subway, etc.).

- Rarely/Never
- Sometimes
- Often/Always

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

- Rarely/Never
- Sometimes
- Often/Always

Businesses Evaluation

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.

- Rarely/Never
- Sometimes
- Often/Always

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

- Rarely/Never
- Sometimes
- Often/Always

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

- Rarely/Never
- Sometimes
- Often/Always

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

- Rarely/Never
- Sometimes
- Often/Always

Priorities

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

In this section you'll identify at least one priority for your city. You can do more! But if your city has resources to tackle just one, that's fine. The key is to make progress with a balance of quick wins and longer-term initiatives.

Tip #1

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

Tip #2

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

Tip #3

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

Priorities

(Continued)

Tip #4

Keep a running list of stakeholders and key influencers on pet-related topics. Pet-friendliness affects everyone in the community and requires a lot of collaboration.

Tip #5

Keep visiting this site to see what other cities are doing and exploring new resources to help.

Initial Priorities

Priority 1

1. Name Your Priority Project

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

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

3. What we'll do

4. How this benefits people and pets

5. How to get started

6. Key partners and stakeholders

7. I plan to complete my priority project in

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

City Submit

1. Employer

3. Job title

5. Phone

7. Mayor of city

9. #of dogs your mayor owns

2. What is your age?

- 18-25
- 26-35
- 36-45
- 46-55
- 56-65
- 66+

4. Department (if applicable)

6. Country

8. Is your mayor a pet owner?

- Yes
- No
- I don't know

10. #of cats your mayor owns