



# BETTER CITIES FOR PETS<sup>™</sup> PROGRAM ASSESSMENT

This assessment is the first step to understanding your city's pet-friendliness. Find it online at **BetterCitiesForPets.com**.  
Have questions taking the assessment? Contact us at **marspetcareus@effem.com**.

# Let's get started!

The assessment is split into four sections.

## **1. About You**

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

## **2. About Your City**

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

## **3. Pet-Friendly Policies And Programs**

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

## **4. Looking Ahead**

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

# About You

First Name

City You Represent

City Website

Your Department (if applicable)

Work Phone Number

Is your mayor a pet owner?

Yes  No  I don't know

Last Name

State

Country

Your Title

Work Email Address

Your Mayor's Name

Is it OK to email you?

Yes  No

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

# About Your City

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

## Tip #1

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

## Tip #2

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

# About Your City

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## 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](#)

Size of geographic area you're assessing

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

Estimated population

Estimated % of owned housing

Estimated % of rental housing

Estimated number of households

# About Your City

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## Pet Statistics

The online version of this Assessment will automatically determine estimates for the questions below based on the information you entered on the prior page. To calculate it yourself, use the [Pet Ownership Calculator](#) from the American Veterinary Medical Association or your own local data source.

Estimated number of dog-owning households

(.384 x total number of households)

Estimated number of cat-owning households

(.254 x total number of households)

Estimated number of dogs

(1.6 x number of dog-owning households)

Estimated number of cats

(1.8 x number of cat-owning households)

# About Your City

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## Animal Welfare, Adoption and Rescue Organizations or Programs

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

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

Yes, Name:

No

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

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

Yes, Name:

No

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

# About Your City

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## Public Parks, Trails & Green Spaces

Ask your parks department if you need input on these questions

Estimated number of parks in your area

Estimated number of parks that allow on-leash pets

Estimated number of parks that allow off-leash pets



# About Your City

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## Businesses

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

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

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

Estimated percent of local restaurants that are pet-friendly

Estimated percent of local hotels that are pet-friendly

Estimated percent of local retailers that are pet-friendly

Estimated percent of local workplaces that allow pets at work

Estimated total percent of pet-friendly businesses

# Pet-Friendly Policies and Programs

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

## Tip #1

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

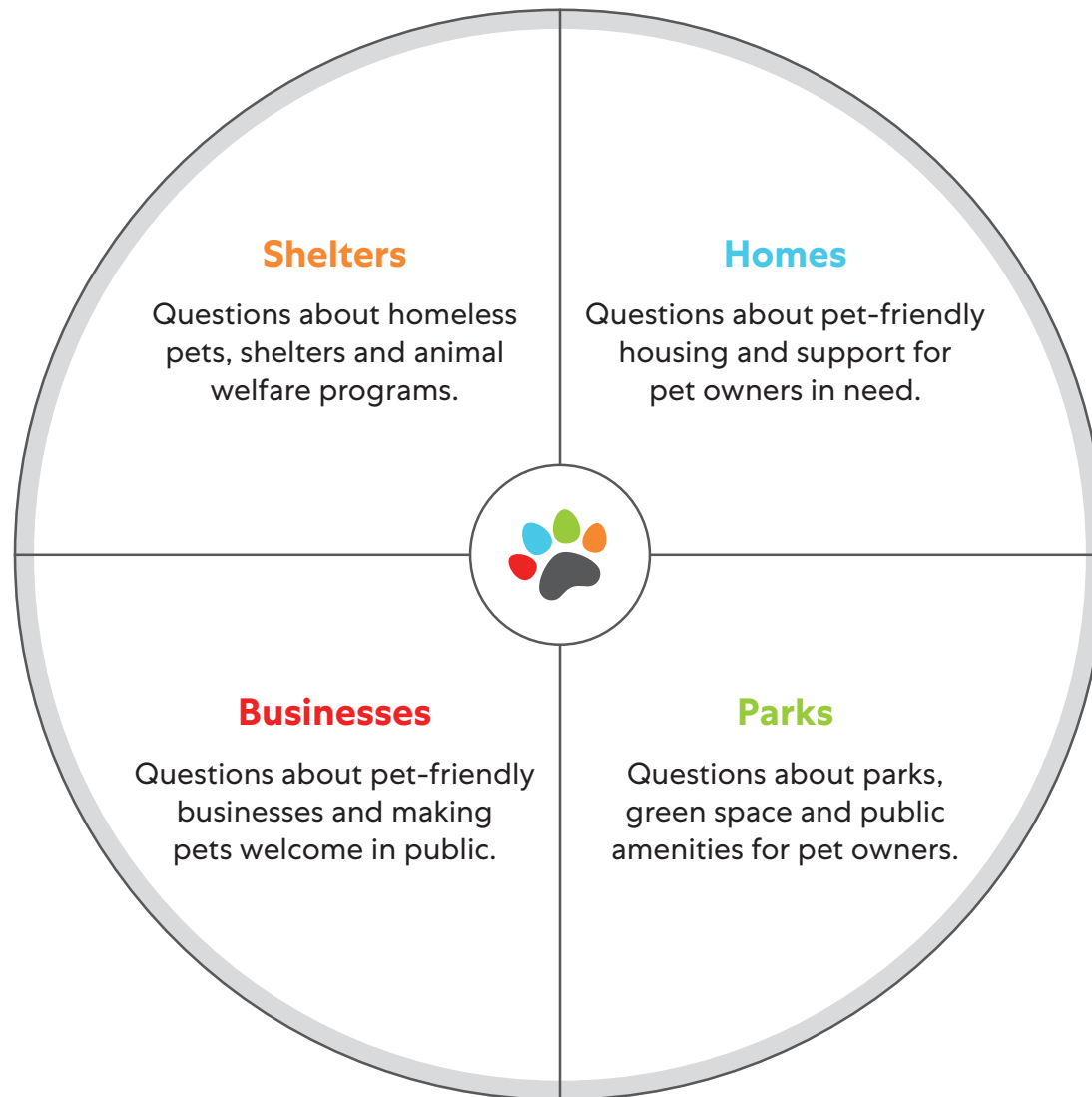
## Tip #2

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

## Tip #3

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

# Pet-Friendly Policies and Programs



# Pet-Friendly Policies and Programs

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## **Shelters Evaluation:** Partners collaborate to end pet homelessness

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

- Rarely/Never
- Sometimes
- Often/Always

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

- Rarely/Never
- Sometimes
- Often/Always

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

- Rarely/Never
- Sometimes
- Often/Always

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

- Yes
- No

# Pet-Friendly Policies and Programs

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

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

- Rarely/Never
- Sometimes
- Often/Always

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

# Pet-Friendly Policies and Programs

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## Shelters Evaluation: Community cat programs humanely address overpopulation

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

- Yes
- No

Community cats are well cared for in our city.

- Rarely/Never
- Sometimes
- Often/Always

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

- Rarely/Never
- Sometimes
- Often/Always

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

- Yes
- No

# Pet-Friendly Policies and Programs

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

City laws allow pet ownership without restrictions on pet breed.

- Yes
- No

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

# Pet-Friendly Policies and Programs

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

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

- Rarely/Never
- Sometimes
- Often/Always

Our city has programs to help pet owners with responsible choices like low-cost spay/neuter and micro-chipping.

- Yes
- No

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

- Yes
- No

Our city has publicly or privately funded programs to help pet owners keep pets during tough times (e.g. support for homeless pet owners, micro-loans for pet emergencies, pet-friendly domestic violence shelter, etc.).

- Yes
- No



# Pet-Friendly Policies and Programs

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## Homes Evaluation: 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 have pet-friendly green space within walking distance (1/4 mile).

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

- Rarely/Never
- Sometimes
- Often/Always

# Pet-Friendly Policies and Programs

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

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

- Rarely/Never
- Sometimes
- Often/Always

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

- 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

# Pet-Friendly Policies and Programs

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

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

- Rarely/Never
- Sometimes
- Often/Always

Our city has signage that clearly identifies pet amenities.

- Rarely/Never
- Sometimes
- Often/Always

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

- Rarely/Never
- Sometimes
- Often/Always

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

- Yes
- No

# Pet-Friendly Policies and Programs

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

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

- Rarely/Never
- Sometimes
- Often/Always

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

- Yes
- No

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

- Rarely/Never
- Sometimes
- Often/Always

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

- Yes
- No

# Pet-Friendly Policies and Programs

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

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

- Yes
- No

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

- Rarely/Never
- Sometimes
- Often/Always

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

- 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

# Pet-Friendly Policies and Programs

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

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

- Rarely/Never
- Sometimes
- Often/Always

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

- Yes
- No

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

- Rarely/Never
- Sometimes
- Often/Always

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

- Yes
- No

# Pet-Friendly Policies and Programs

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

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

- Yes
- No

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

- Yes
- No

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

- Rarely/Never
- Sometimes
- Often/Always

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

- Yes
- No

# Pet-Friendly Policies and Programs

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## Please Confirm Your Answers

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

- Yes
- No

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



# Looking Ahead

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

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

## Tip #1

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

## Tip #2

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

## Tip #3

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

# Top Pet-Related City Priority

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

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

What will your city do?

How will it help pets and people?

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

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

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

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

When will the city complete this priority project?

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