



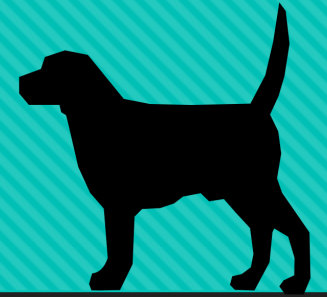
# Proposed Campaign: Pet Waste Pick-up



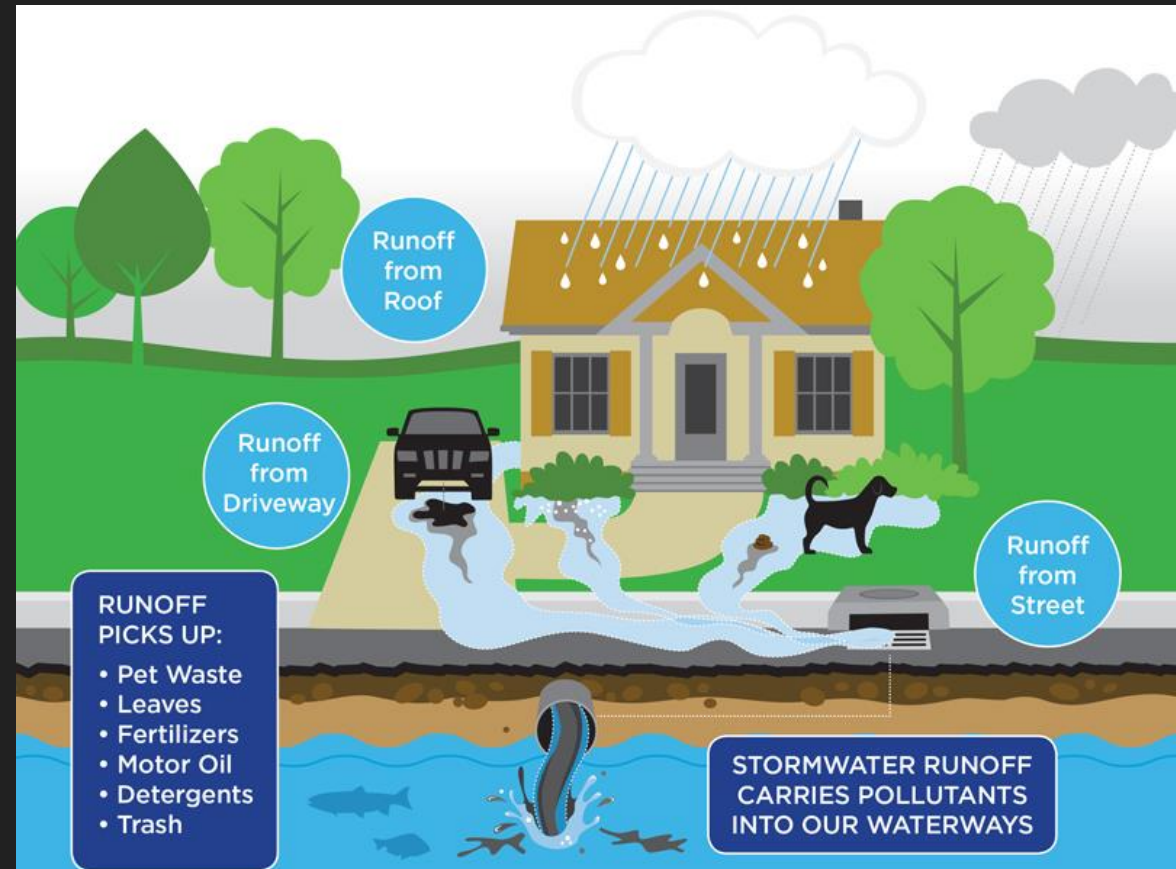
Library and Recreation, Maintenance Services and Police Department

May 8, 2019

# Issue: Pet Waste in Pedestrian Areas



- Pollution to Waterways
  - Bacteria Problems
  - Nutrient Issues
- Damage to Landscaping
- Nuisance for General Public



# Proposed Actions



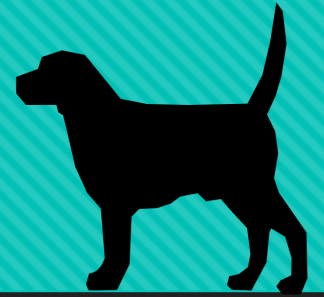
# Municipal Code Changes



- Corona Municipal Code (CMC)
  - CMC 6.12.130 – Only covers dogs in parks
  - Requires owners to immediately pick-up and properly dispose of pet waste
- Propose expanding to include all City owned property



# Social Media Campaign



- Focus: Responsible Pet Ownership

- Be prepared, carry bags
- Take extra bags
- Make sure the bag is placed in the trash
- Scoop poop at home

- #ScoopThePoop





# Social Media Campaign Ideas



1

**SCOOP**  
**THE POOP** 

Picking up poop is NOT the best part of having a pet, but it's in the job description.

- Be prepared, carry bags
- Take extra bags
- Make sure the bag is placed in the trash
- Scoop poop at home

**Scoop it, bag it, trash it.**  
**#ScoopThePoop**



2

**SCOOP**  
**THE POOP** 

Dogs are full of love and poop. We say, spread the love, not the poop.

- Be prepared, carry bags
- Take extra bags
- Make sure the bag is placed in the trash
- Scoop poop at home

**Scoop it, bag it, trash it.**  
**#ScoopThePoop**



# Social Media Campaign Ideas



3

## SCOOP THE POOP



**Dogs, cats, chickens.. If your pet poops outside, you've got to scoop it!**

- Be prepared, carry bags
- Take extra bags
- Make sure the bag is placed in the trash
- Scoop poop at home

**Scoop it, bag it, trash it.**  
**#ScoopThePoop**



4

## SCOOP THE POOP



**Be a pal! Bring an extra bag on your dog walk. Pass it on to someone caught by surprise.**

- Be prepared, carry bags
- Take extra bags
- Make sure the bag is placed in the trash
- Scoop poop at home

**Scoop it, bag it, trash it.**  
**#ScoopThePoop**



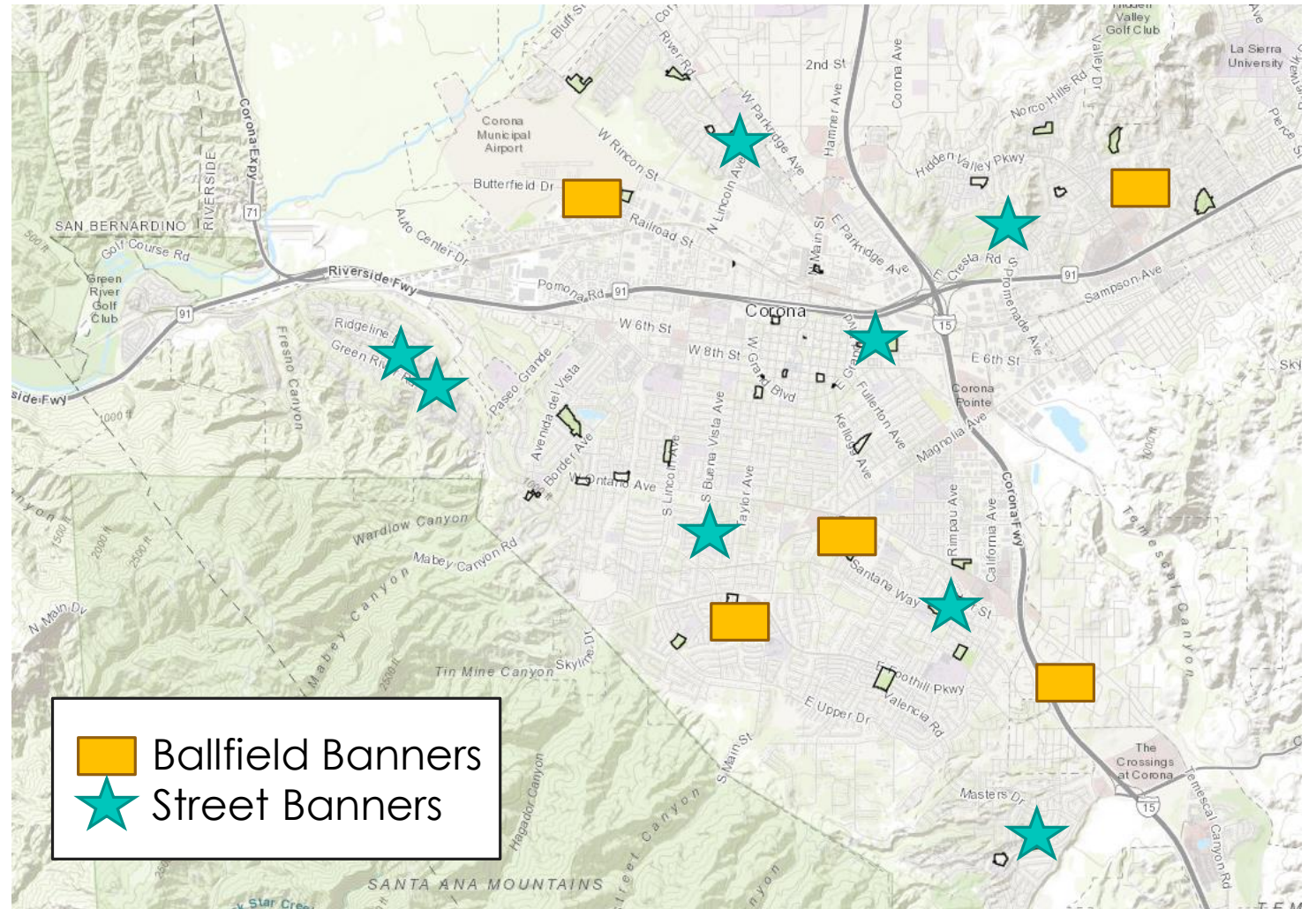
# Sample Signage



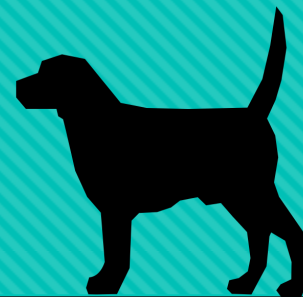


# Banners

- Baseball Field Banners
  - Butterfield Park
  - El Cerrito Park
  - Mountaingate Park
  - Promenade Park
  - Santana Park
- Street Banners



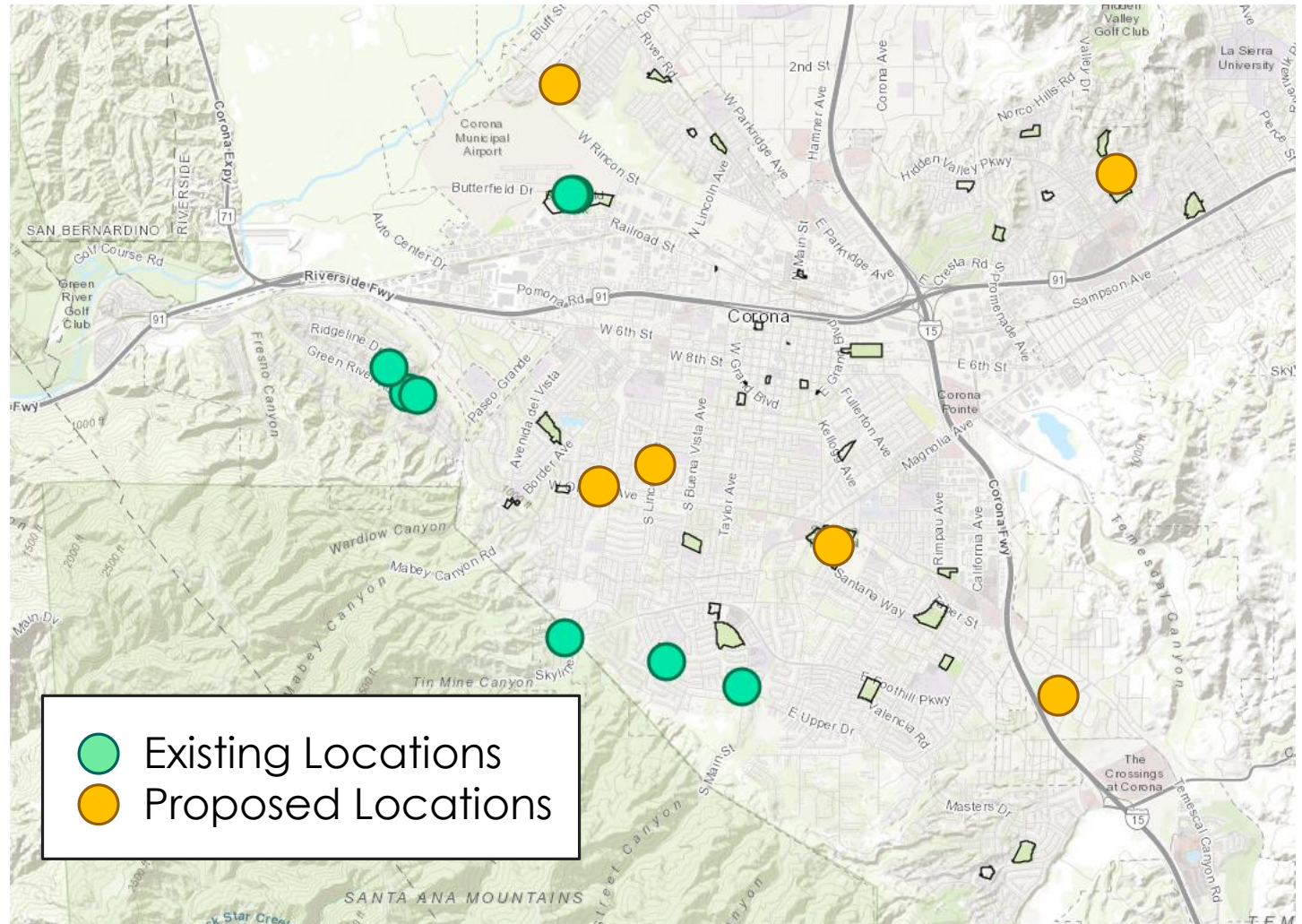
# Give-A-Ways





# Additional Bag Stations

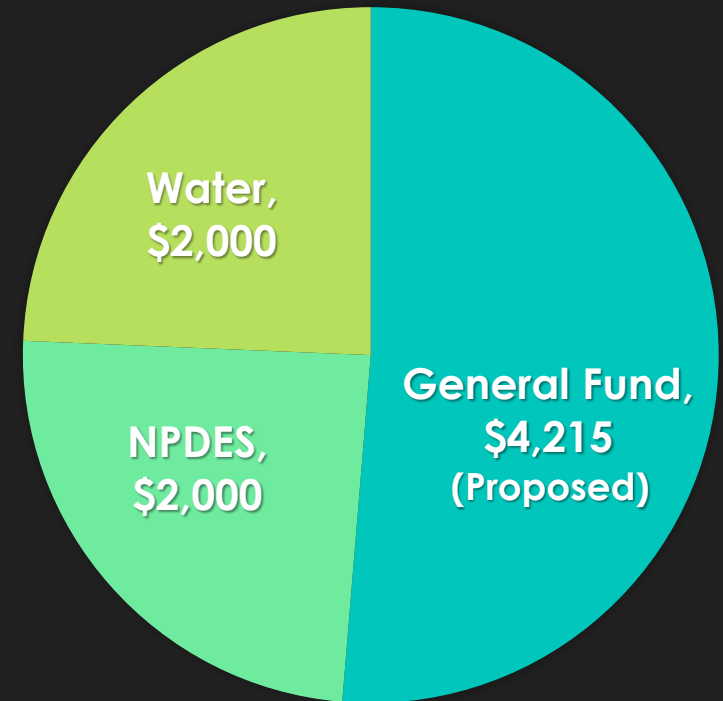
- 8 Existing Stations
- 13 Additional Stations



# Requested Program Budget

Est. Qty.	Item	Budget
60	18" x 12" Metal Signs	\$990
13	Pet Waste Bag Stations	\$3,000
9	Refill Bags (on-going cost)	\$1,215
1,200	Pet Waste Bag Give-A-Ways	\$0
15	Street Banners	\$1,590
12	Ballfield Banners	\$1,440
		<b>\$8,095</b>

## Funding





Questions?

RUFF?

