



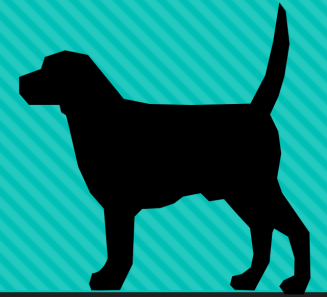
Proposed Campaign: Pet Waste Pick-up



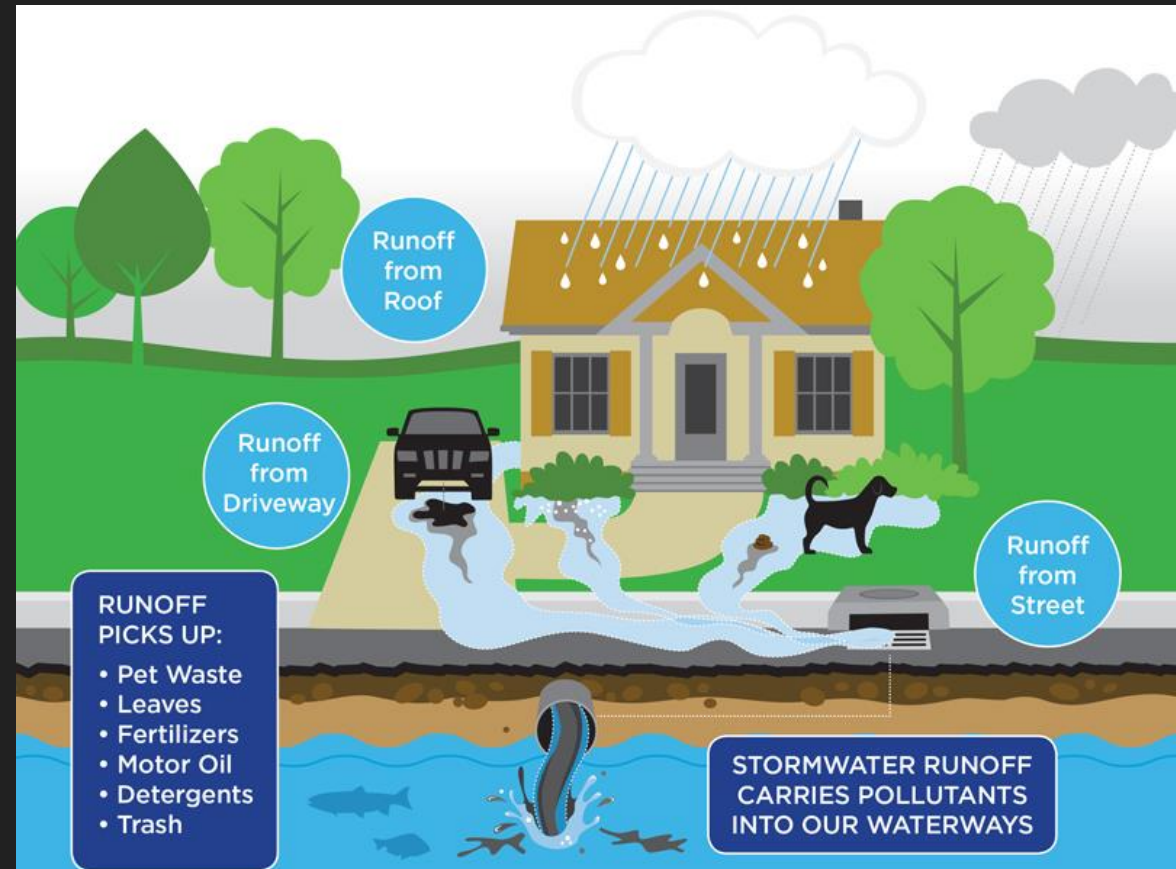
Library and Recreation, Maintenance Services and Police Department

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



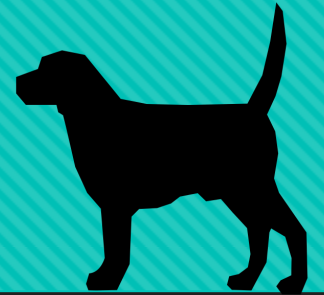
Be a pal! Bring an extra bag on your dog walk. Pass it on to someone caught by surprise.

- 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

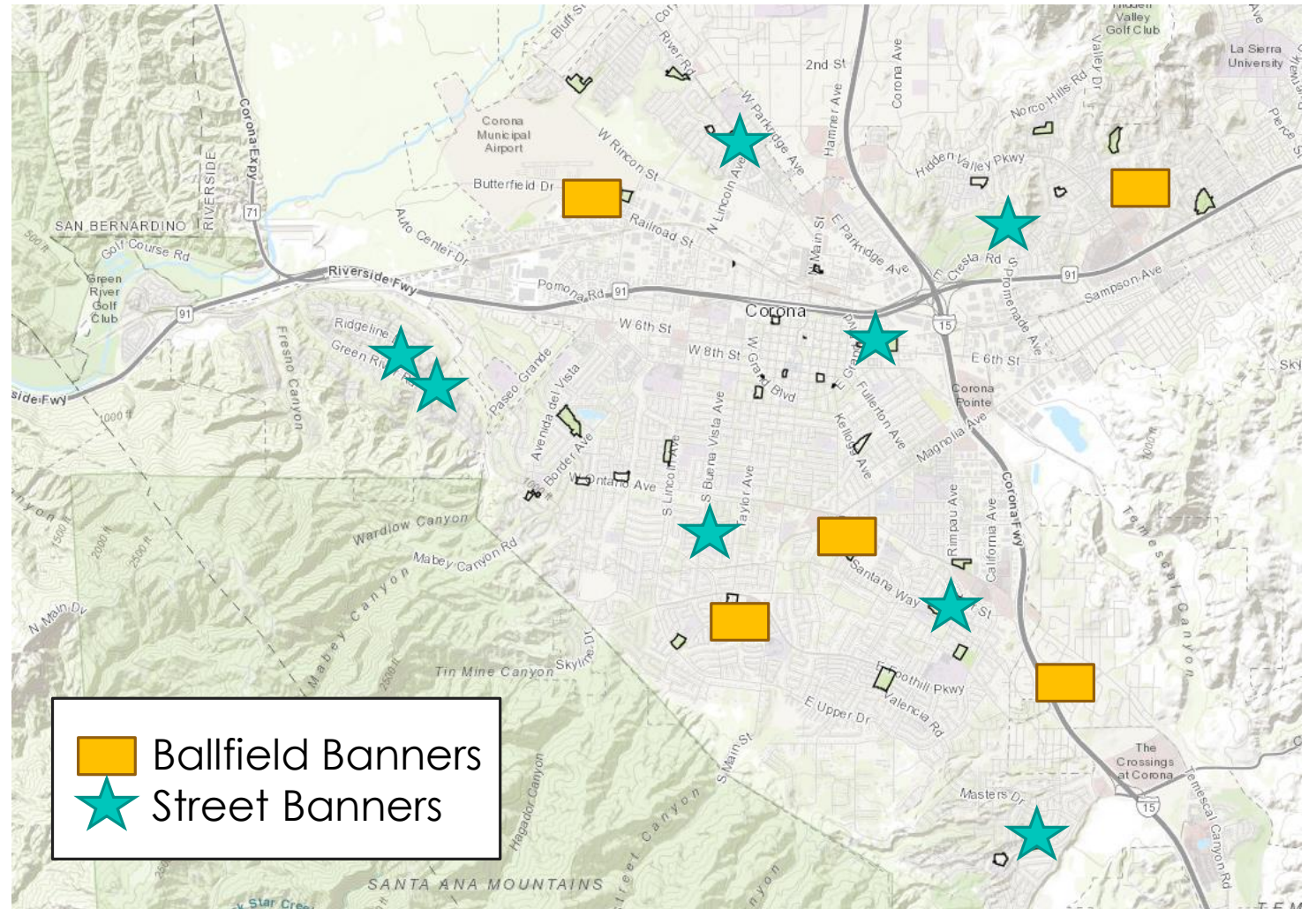


Sample Signage

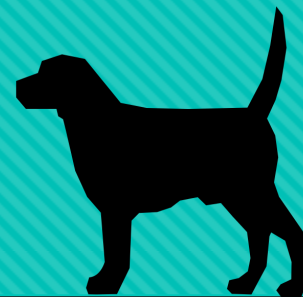


Banners

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

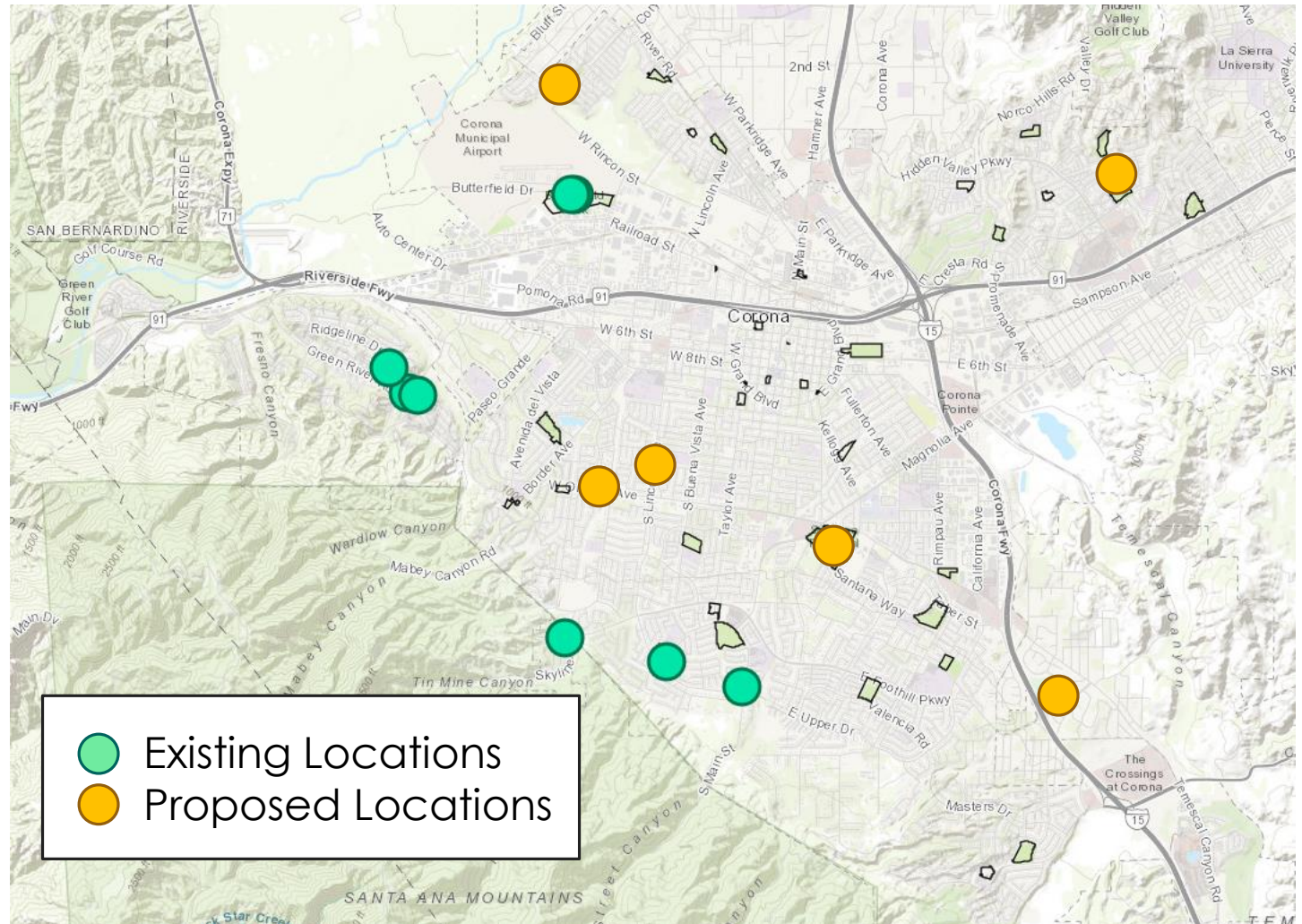


Give-A-Ways



Additional Bag Stations

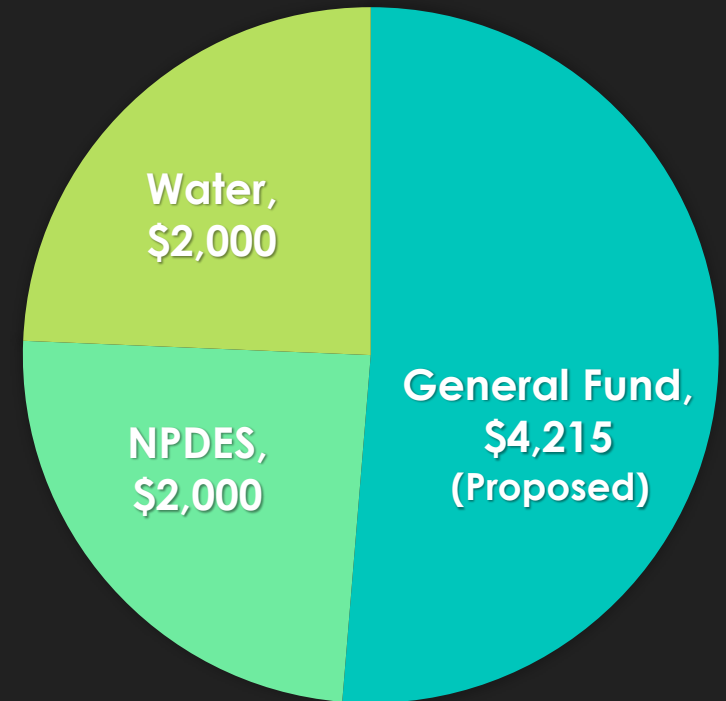
- 8 Existing Stations
- 13 Additional Stations



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
		\$8,095

Funding



Questions?

RUFF?

