

# Dog Waste in Santa Barbara Strategies and Solutions

Arabia Álvarez  
Laura Botzong  
Kody Burke  
Evan Rosenberg

June 12, 2012  
ES193SP



# Table of Contents

-  Introduction
-  Background information
-  Methodology
-  Data analysis
-  Social media proposals
-  Recommendations
-  Conclusions

# Introduction

## Problem:

The problem that the Creeks Division identified is a lack of proper disposal of dog waste in Santa Barbara.

## Client:

Creeks Division, City of Santa Barbara  
Liz Smith, Creeks Outreach Coordinator



# Background information

## Environment Problem

-  Dog waste persists in environment
  - Contains bacteria, parasites harmful to humans & dogs
-  Swept into water bodies (creeks and ocean)
-  Nitrogen,  $\text{NH}_4$  → Algae Blooms → Eutrophication

# Background Information

## Legal Framework



- 🐕 1991: EPA deems dog waste a nonpoint source of pollution
- 🐕 But discharge regulations for industry and businesses does not consider dog waste

# Background Information

## Best Practices

*Identify a good city with three key features:*

1. Have a clean image
2. Have active populations that enjoy outdoor activities
3. Have natural bodies of water or sensitive ecosystems

# Background Information

*Identify a successful advertising campaign, video or incentive program through three key features.*

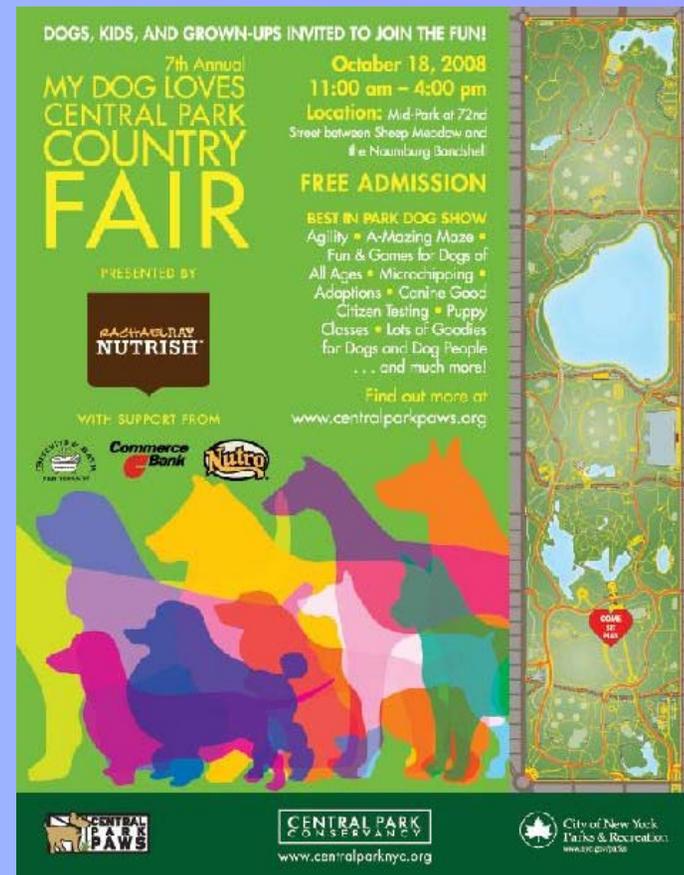
1. Campaign that grows from its original implementation and has regular updates
2. Fosters and supports community events and gatherings
3. Creates a fun environment within the campaign

# Background information

## Central Park Paws

 Works with Central Park Conservancy (connected to larger community, not just dog owners)

 Fosters dog-friendly park environment, as well as defending dog-owner rights in any park matters



DOGS, KIDS, AND GROWN-UPS INVITED TO JOIN THE FUN!

7th Annual  
**MY DOG LOVES  
CENTRAL PARK  
COUNTRY  
FAIR**

PRESENTED BY  
**RACHAEL RAY  
NUTRISH**

WITH SUPPORT FROM  
  

**October 18, 2008  
11:00 am - 4:00 pm**  
Location: Mid-Park at 72nd  
Street between Sheep Meadow and  
the Naumburg Bandshell

**FREE ADMISSION**

**BEST IN PARK DOG SHOW**  
Agility • A-Mazing Maze •  
Fun & Games for Dogs of  
All Ages • Microchipping •  
Adoptions • Canine Good  
Citizen Testing • Puppy  
Classes • Lots of Goodies  
for Dogs and Dog People  
... and much more!

Find out more at  
[www.centralparkpaws.org](http://www.centralparkpaws.org)

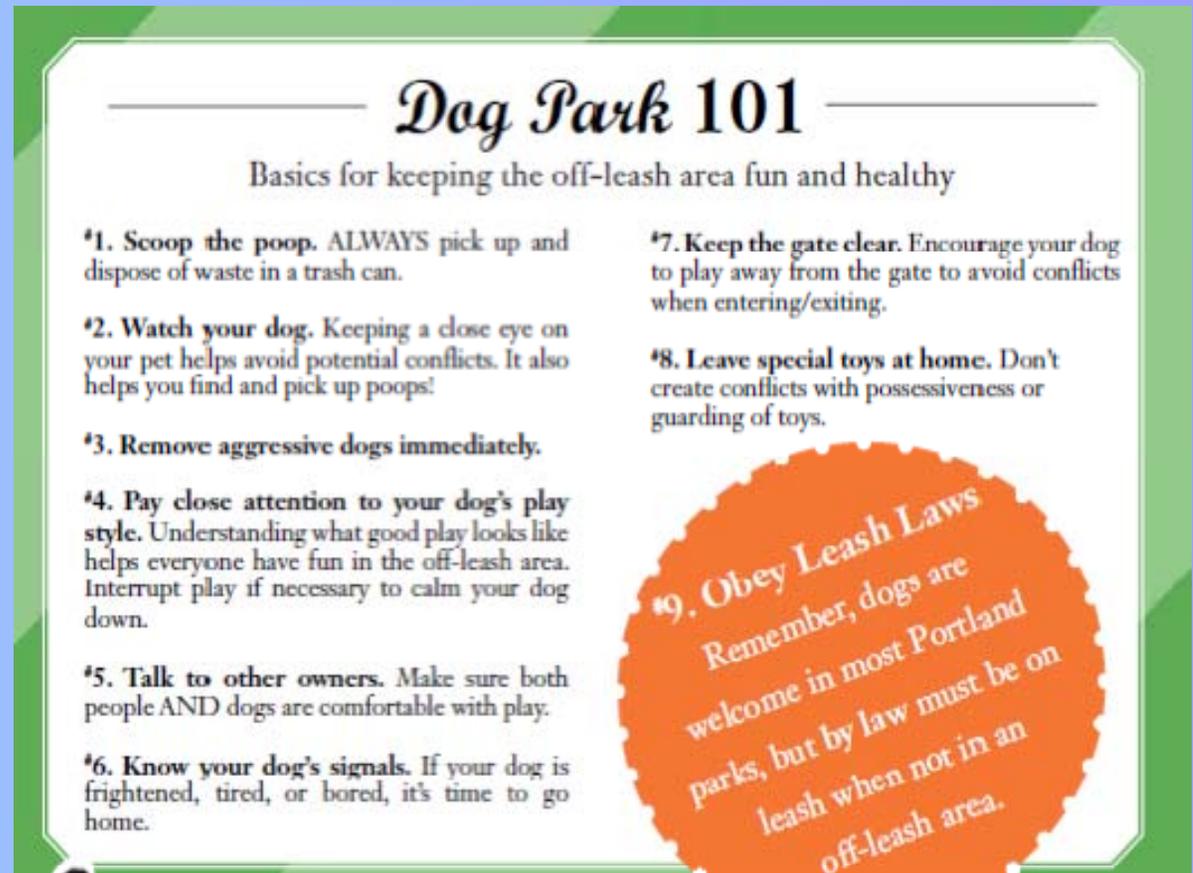
[www.centralparknyc.org](http://www.centralparknyc.org)

# Background information

## Portland

🐕 Launched  
“Petiquette for Parks”  
campaign

🐕 Created a  
“stewardship  
toolbox” to help foster  
community support



# Background information

## Seattle

🐕 Connected a “dog doogity” video campaign with a larger campaign to clean up the Puget sound



# Methodology

- 🐕 Background on conducting surveys
- 🐕 Background research on topics
- 🐕 Informal interviews
- 🐕 Participant Observation
- 🐕 Survey Development
- 🐕 Data Collection & Analysis
- 🐕 Social Media Workshop

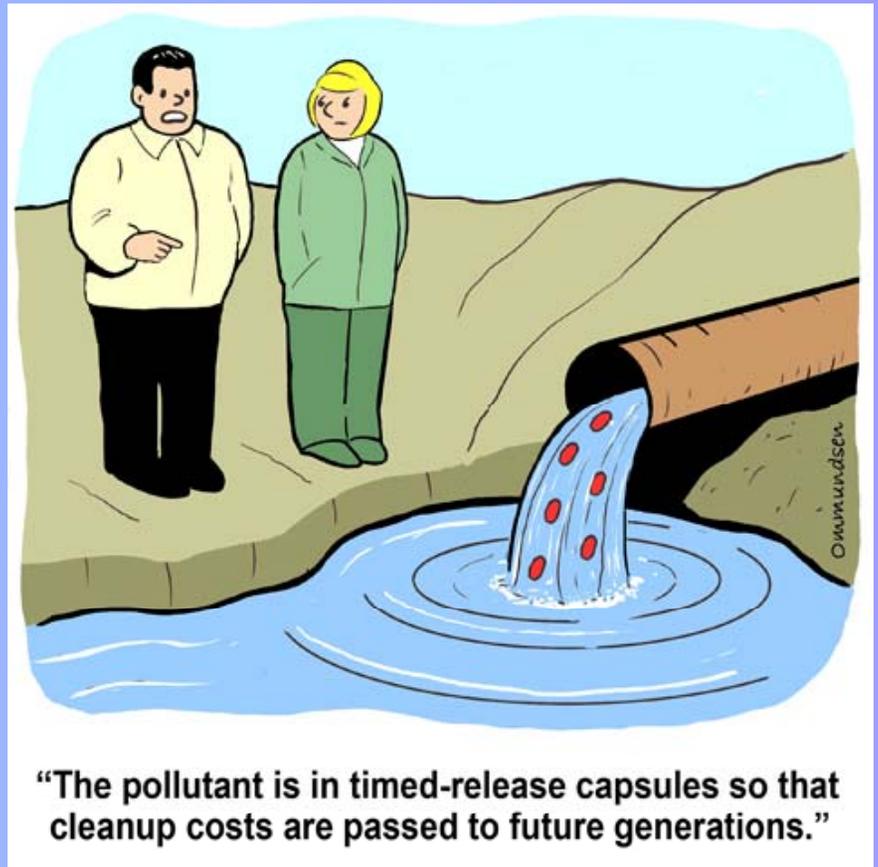
# Methodology

## Informal Interviews

🐕 Ecological impact  
misunderstood

🐕 Honest Answers?

🐕 Behavior changes based  
on where a person is



# Methodology

## Participant Observation

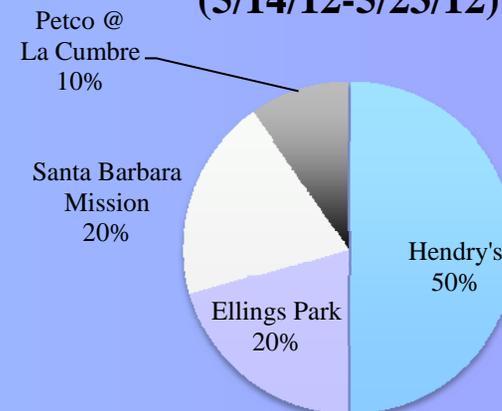
- Locations
- Sense of Community
- Bagged Dog Waste

## Survey Development

Sampling (102)  
Questions (24)  
Locations (4)



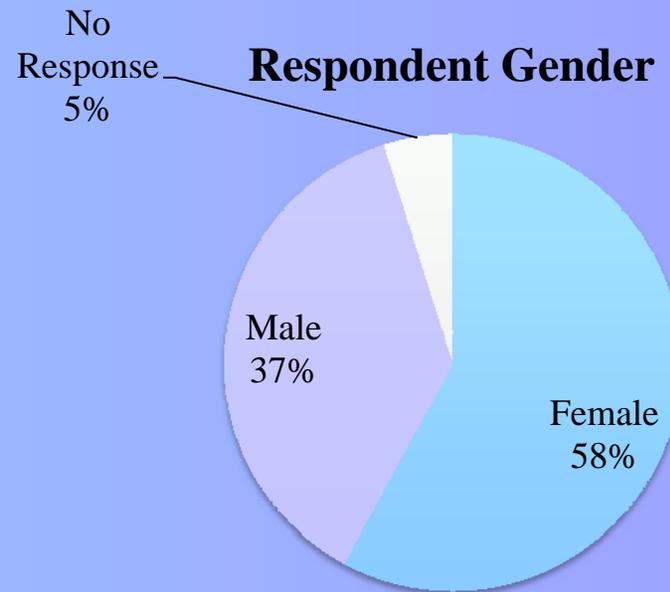
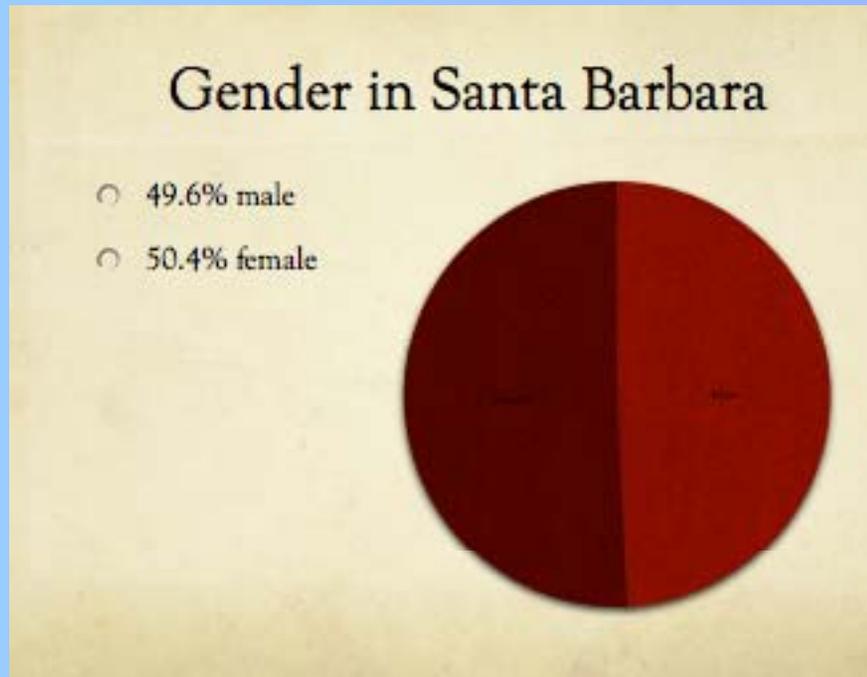
### Surveyed Locations (5/14/12-5/23/12)



# Data analysis

## Representative data

### Gender



# Data analysis

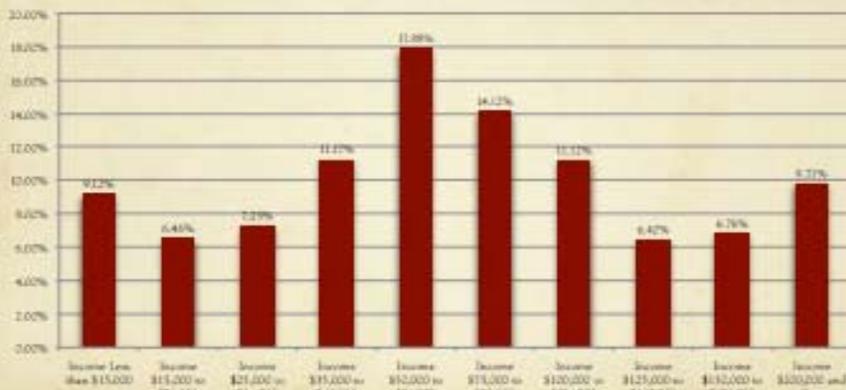
## Representative data

### Income

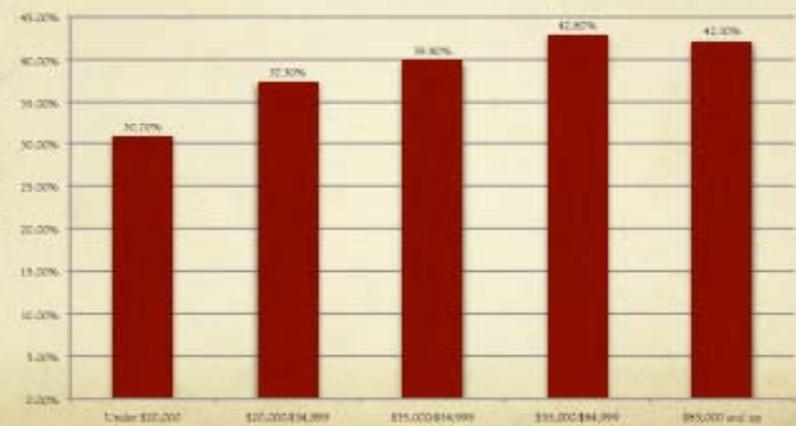
### Respondent Income



### Household Income in Santa Barbara



### Income and Dog Ownership

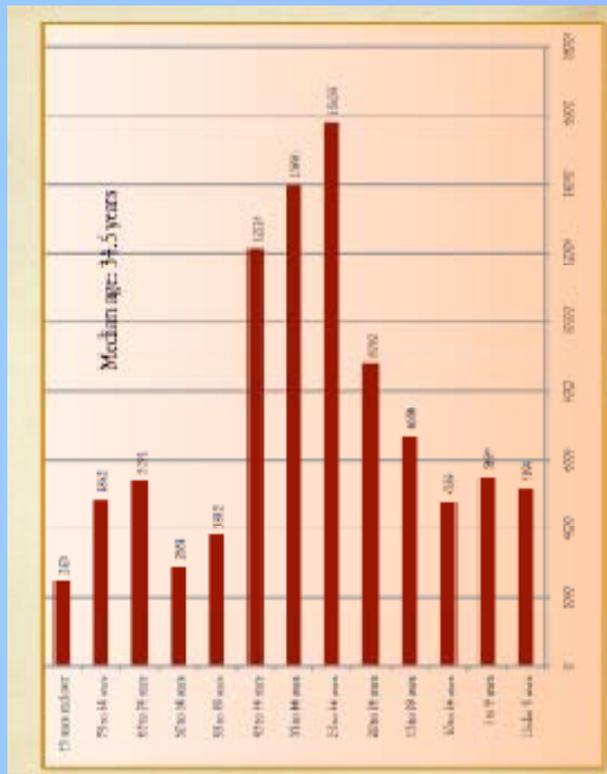


# Data analysis

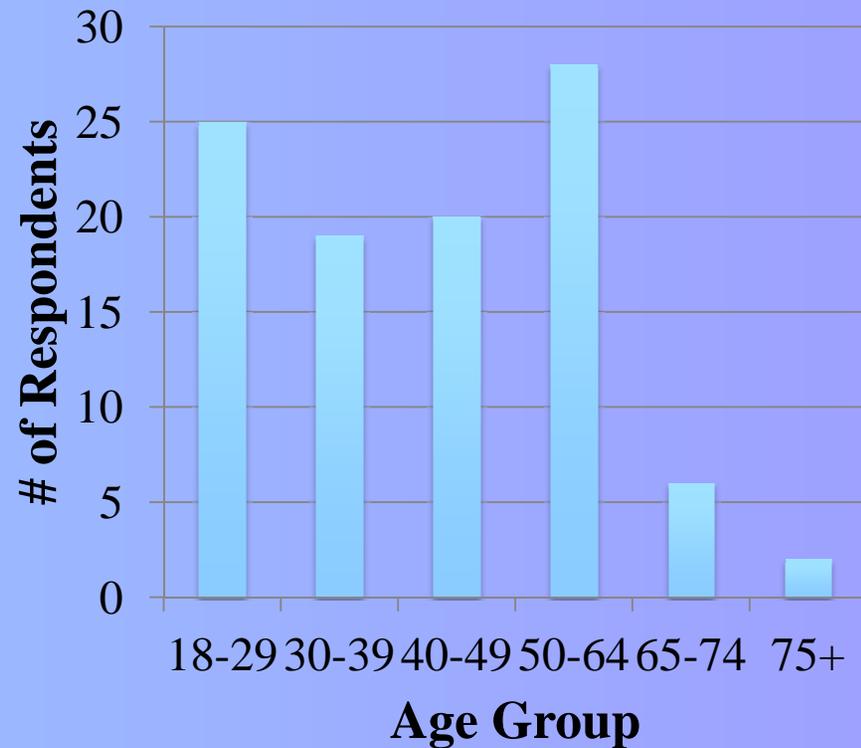
## Representative data

Age

### Age Distribution in Santa Barbara



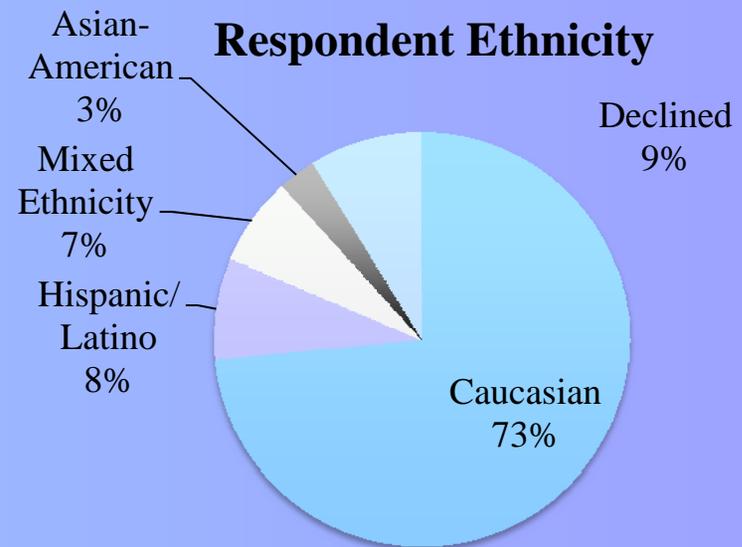
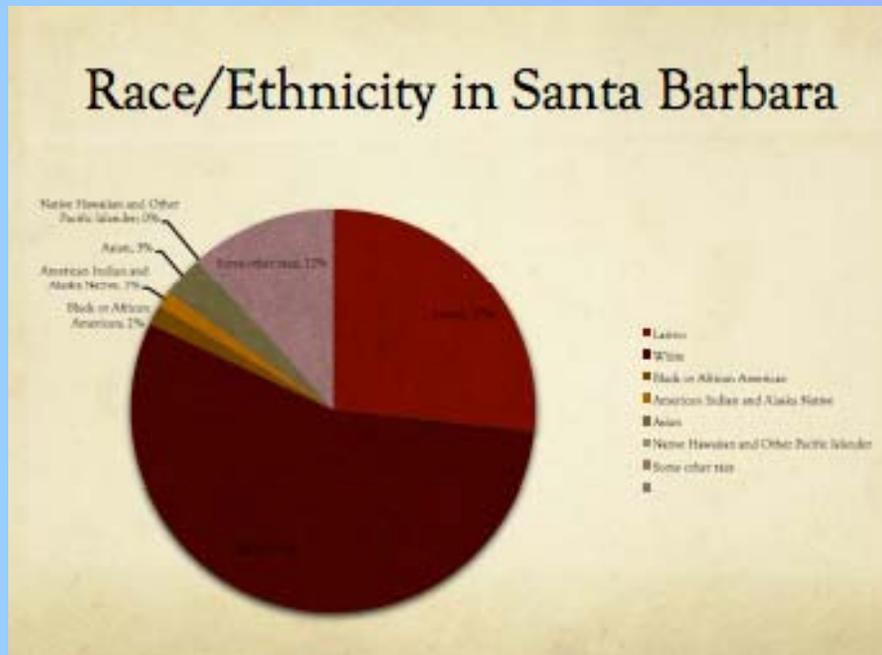
### Respondent Age



# Data analysis

## Representative data

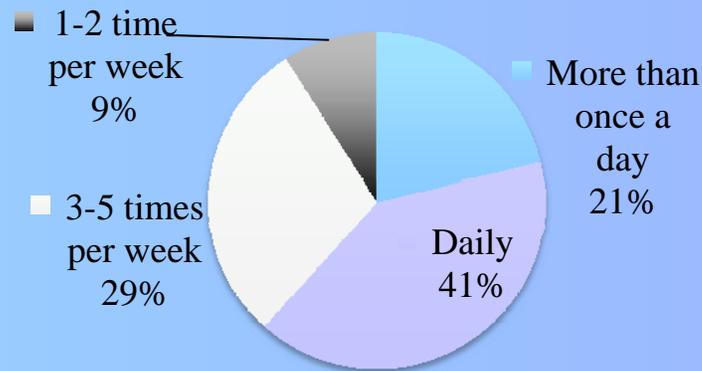
### Ethnicity



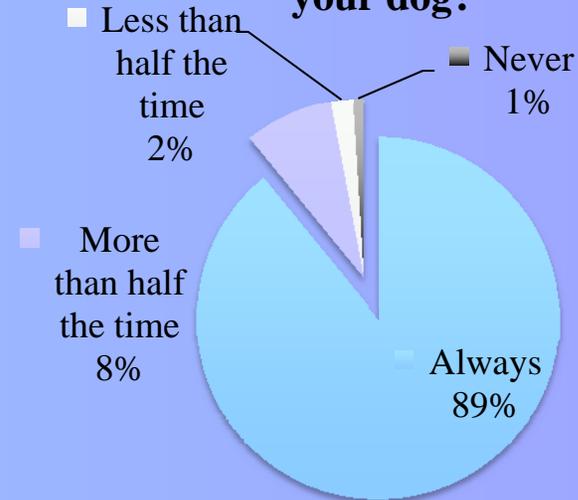
# Data analysis

## Behavior & Habits

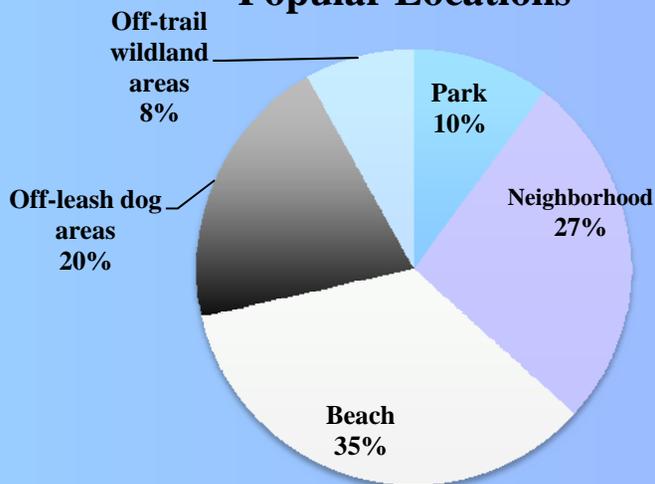
### How often do you walk your dog?



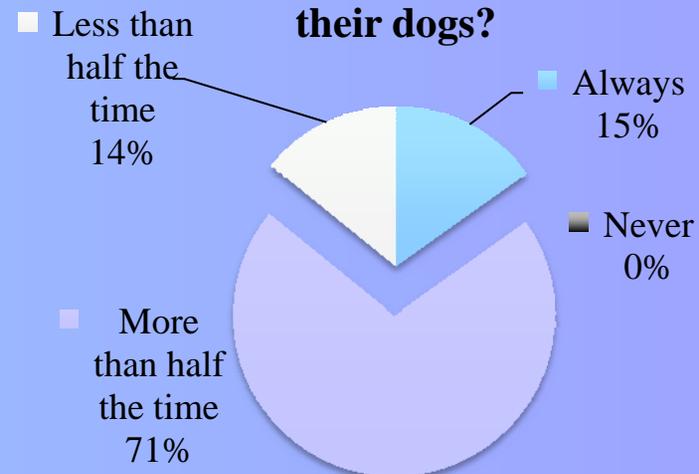
### How often do you pick up after your dog?



### Popular Locations



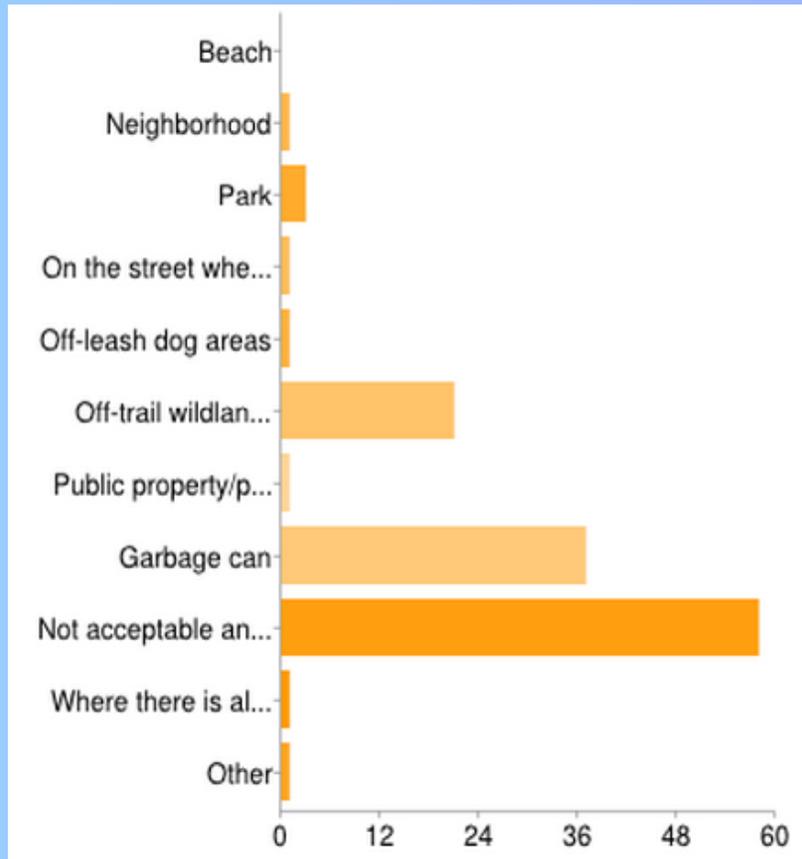
### How often do others pick up after their dogs?



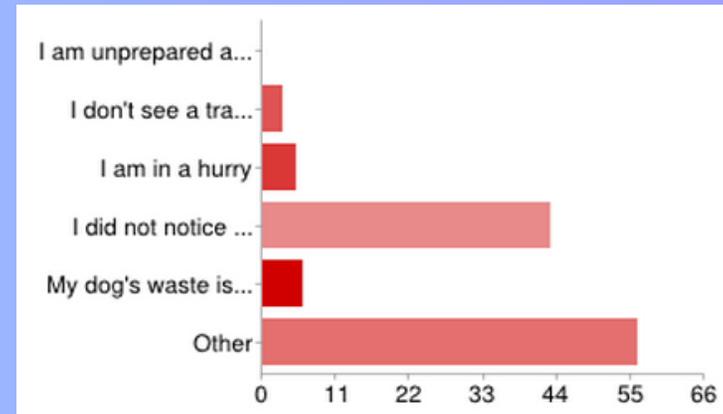
# Data analysis

## Barriers

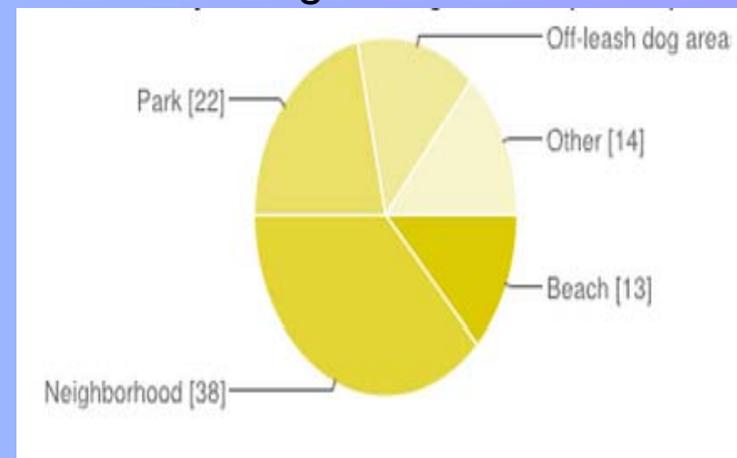
Where is it OK?



When is it OK?



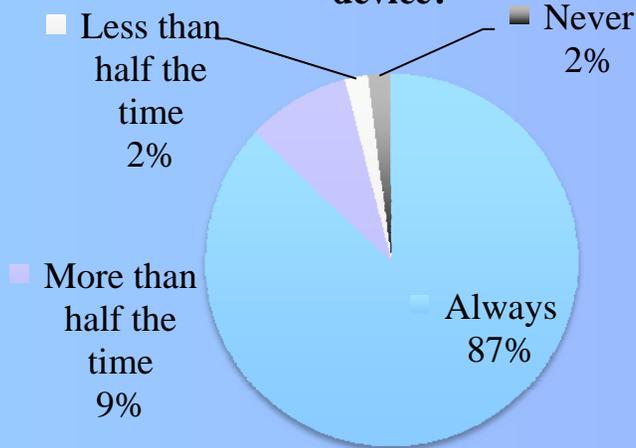
Where do you see the most dog waste?



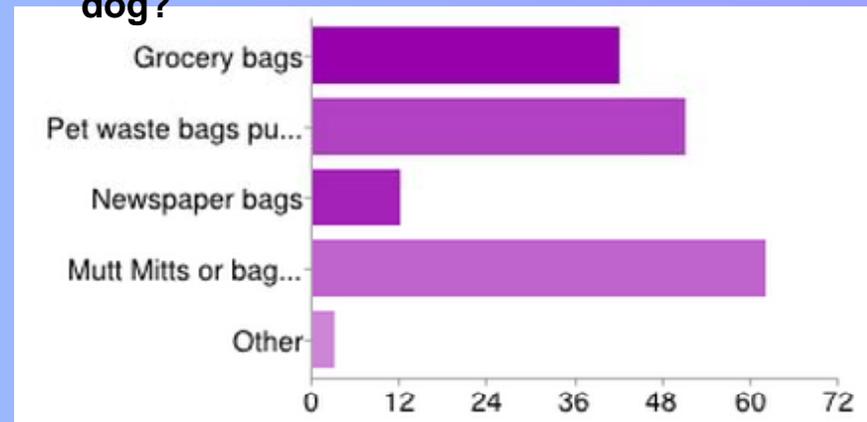
# Data analysis

## Preparedness

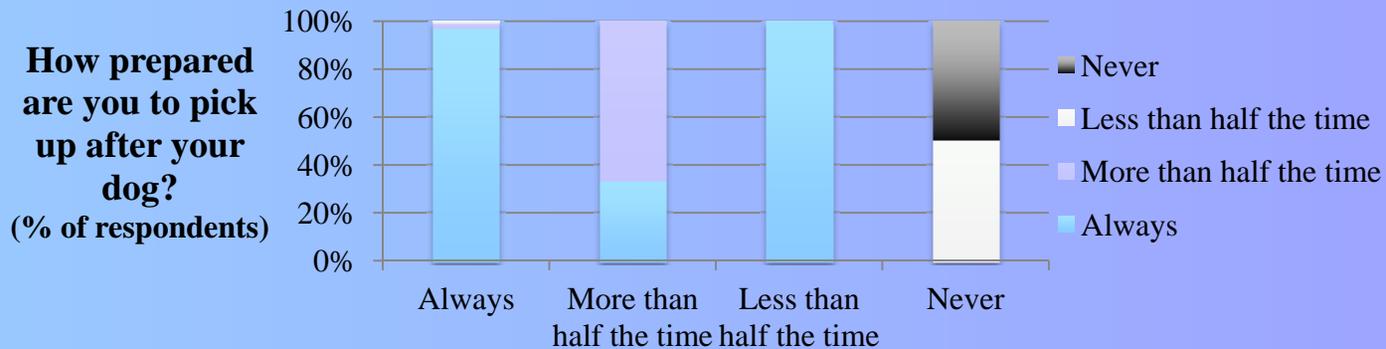
How often are you prepared with a doggie bag device?



What do you use to pick up after your dog?



### Preparedness and Picking Up



How often do you pick up after your dog?

# Social Media Proposal

🐕 Audience,  
Messages &  
Channels

🐕 Recommendations



# Social Media Proposal

## Overall goal:

Encourage people to properly dispose of their dog's waste

## Objectives:

1. Increase knowledge about the environmental and health impacts of dog waste
2. Establish an active online community of dog owners as a forum for outreach, information dissemination, and event organization
  - a) Increase the activity of the Santa Barbara Creeks Division Facebook page

# Social Media Proposal

## Audience

### Target Audience Subgroups:

1. People who make a decision

*Strategy: Community Building*

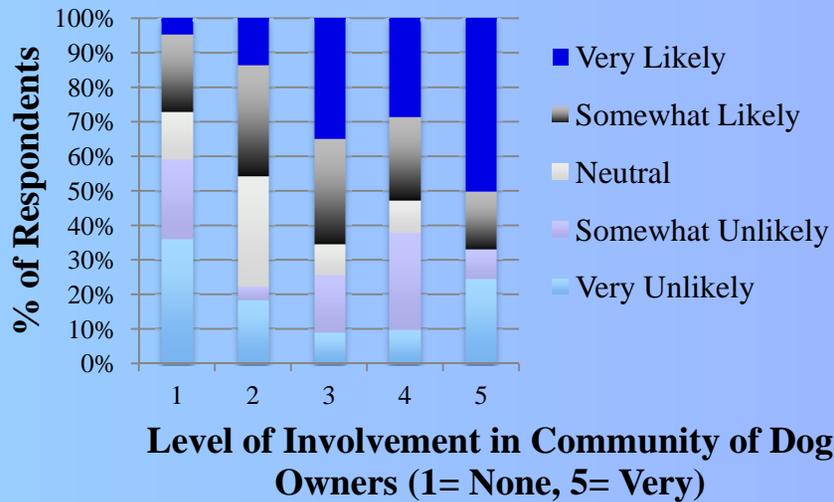
2. People who improperly dispose

*Strategy: Informational Campaign*

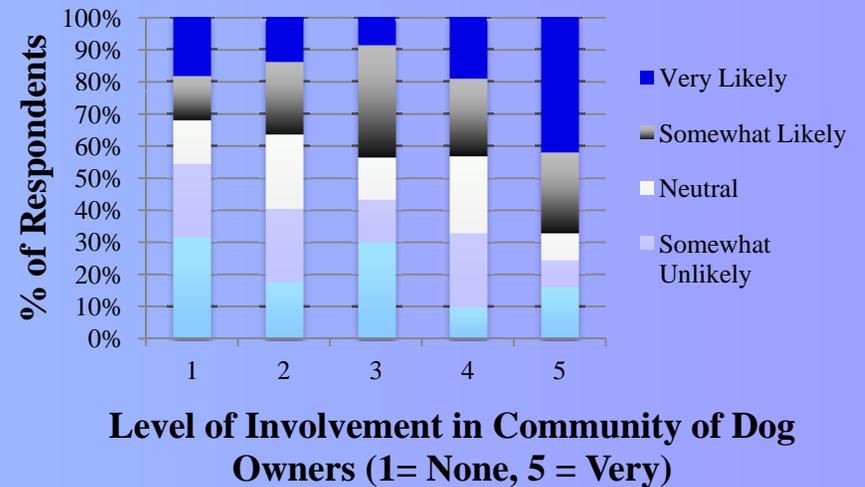
# Social Media

## Strategy: Community Building

**Dog Community Involvement and Likelihood of Telling Someone Else to Pick Up After Their Dog**



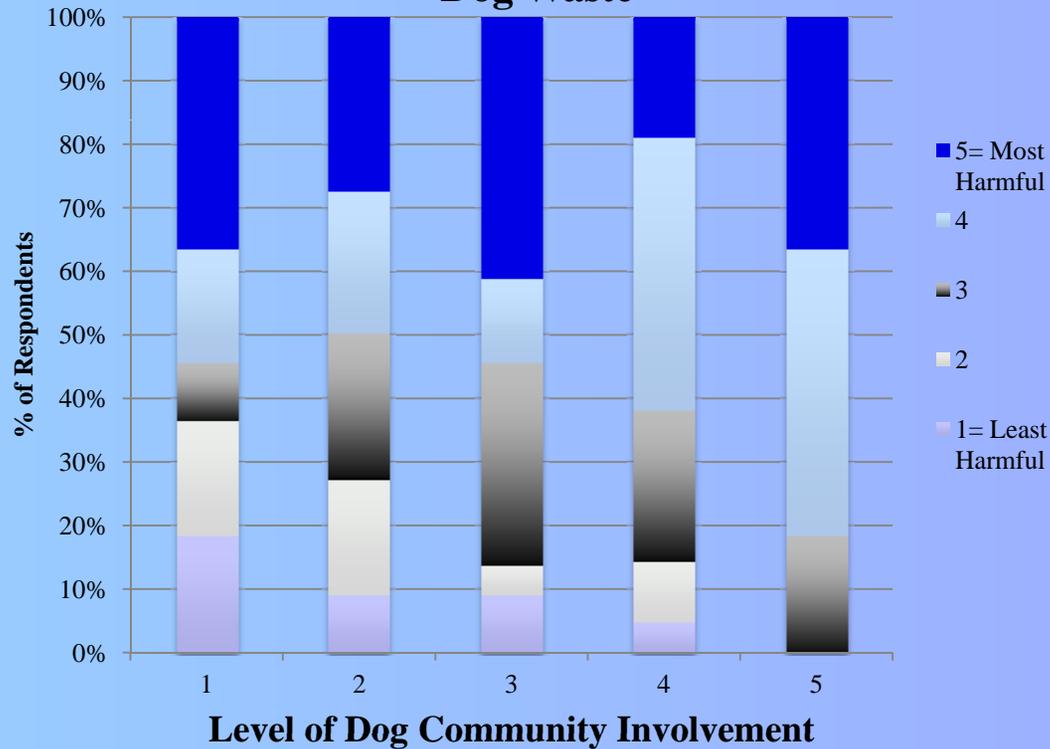
**Dog Community Involvement and Likelihood of Picking-up After Another's Dog**



# Social Media

## Strategy: Community Building

**Level of Involvement in Community of Dog Owners and Perceived Environmental Impact of Dog Waste**



**Conclusion:**  
Community Involvement  
equals better disposal  
habits

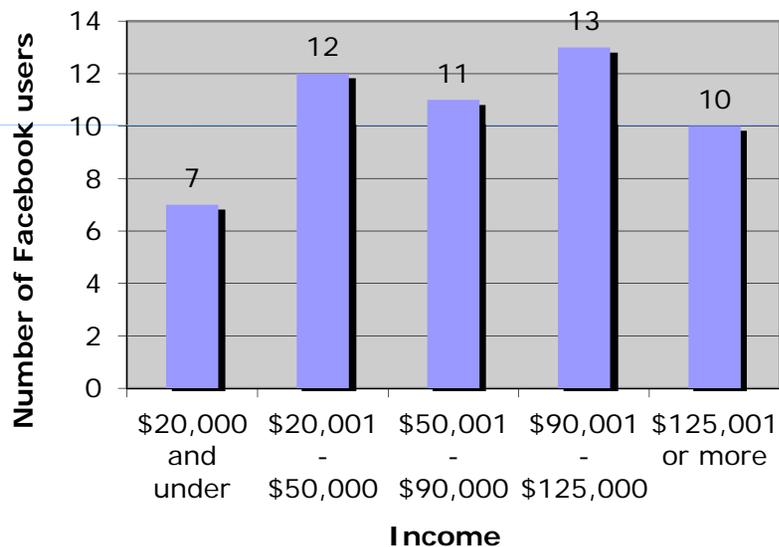


# Social Media

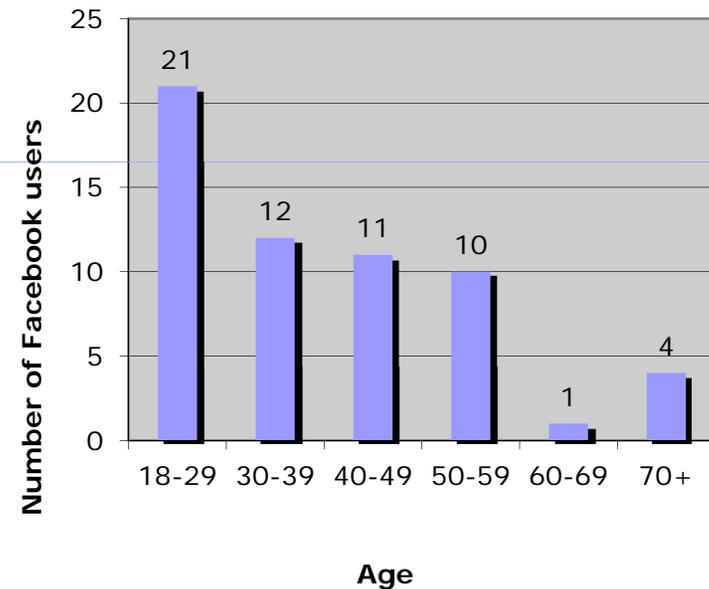
## Strategy: Community Building



### Income and Facebook usage



### Age and Facebook usage

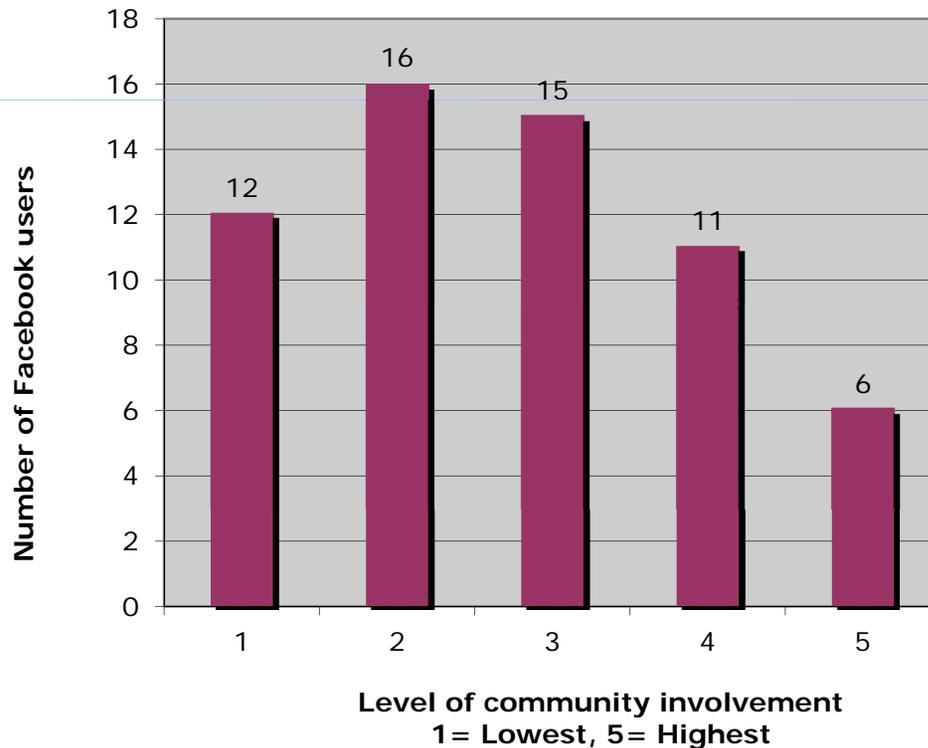


# Social Media

## *Strategy: Community Building*



Community involvement and Facebook usage



65% of survey participants use Facebook for an average of 4 hours per week

# Strategy: Community Building

## Strengths:

🐕 Organizing people, events

🐕 Strengthening relationships that have already been made  
in person (strong links)

## Weaknesses:

🐕 Dispersing information

🐕 Creating relationships in which the participants have never physically met (weak links)



# *Strategy: Community Building*

## *Messages:*

- 🐕 Your responsibility to pick up your dog's waste, not anyone else's
- 🐕 It's easy
- 🐕 Keep our beaches clean and safe

“Friends don't let friends leave dog waste behind!”

## *Channels:*

- 🐕 Facebook page
- 🐕 Local events
- 🐕 Local dog-related businesses
  - Boutique dog food and clothing stores
  - Veterinary offices
  - Dog grooming shops
  - Kennels/ doggie hotels

# *Strategy: Community Building*

## Recommendations:

🐾 improve visibility of Creeks Facebook page

signs/bag  on existing infrastructure of dispensers

🐾 use Facebook to organize local events

🐾 partner with local businesses

🐾 “Seal of approval”

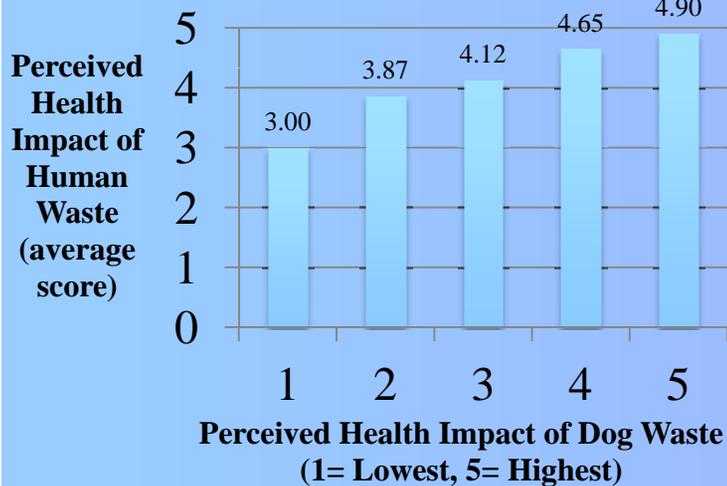
# Strategy: Information Campaign

*Audience: those who improperly dispose*

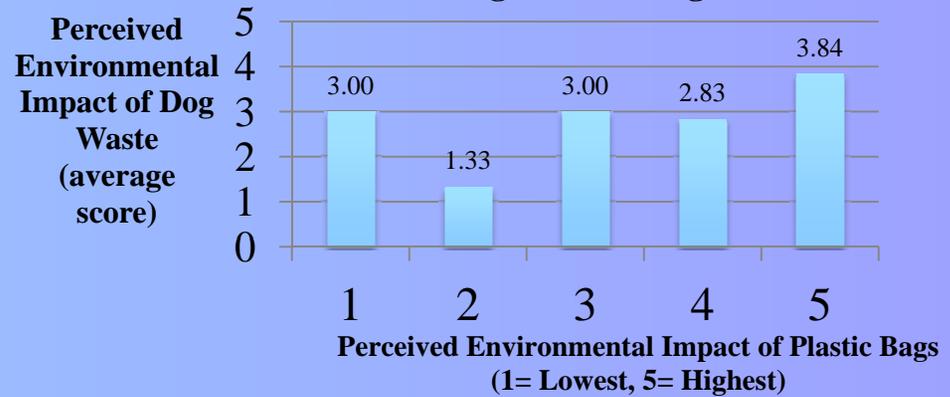


# Strategy: Information Campaign

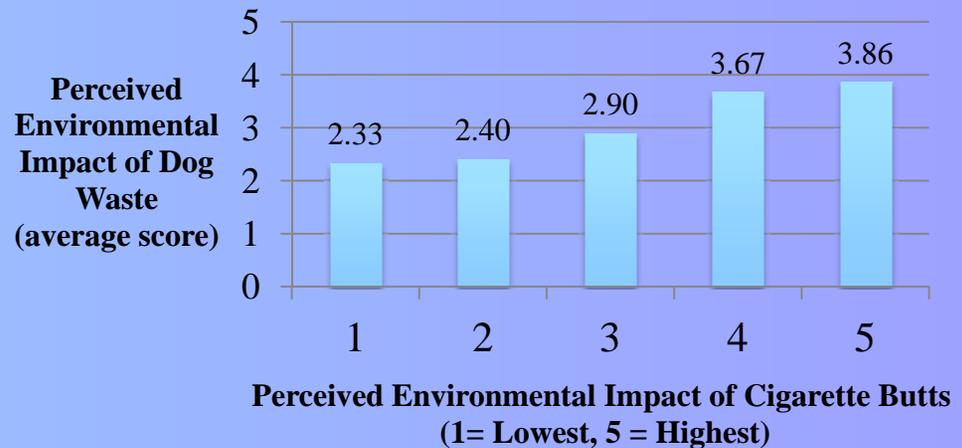
### Human Health Impact (Dog Waste versus Human Waste)



### Environmental Impact (Plastic Bags versus Dog Waste)

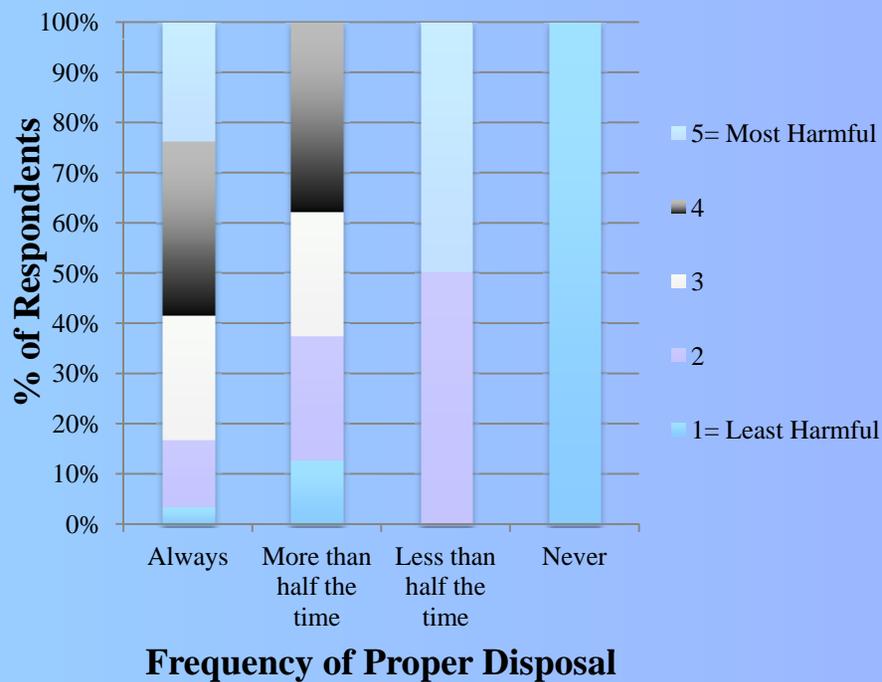


### Environmental Impact (Cigarette Butts versus Dog Waste)

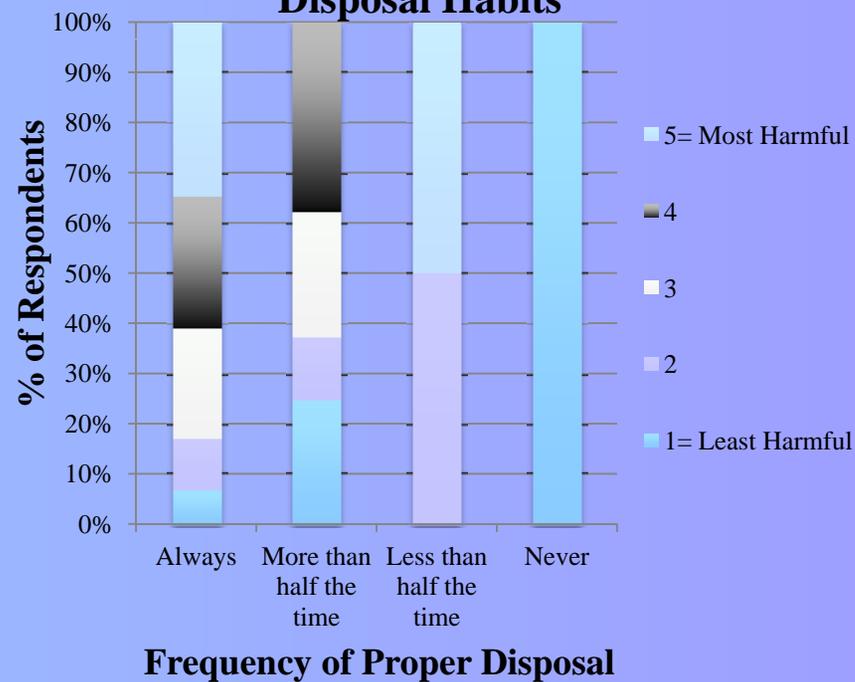


# Strategy: Information Campaign

## Perceived Human Health Risk of Dog Waste and Disposal Habits



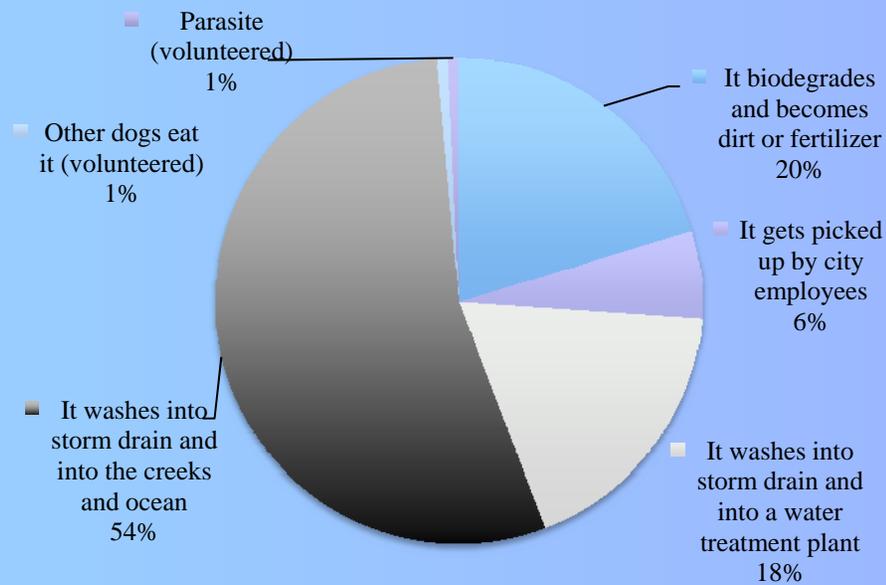
## Perceived Environmental Impact and Disposal Habits



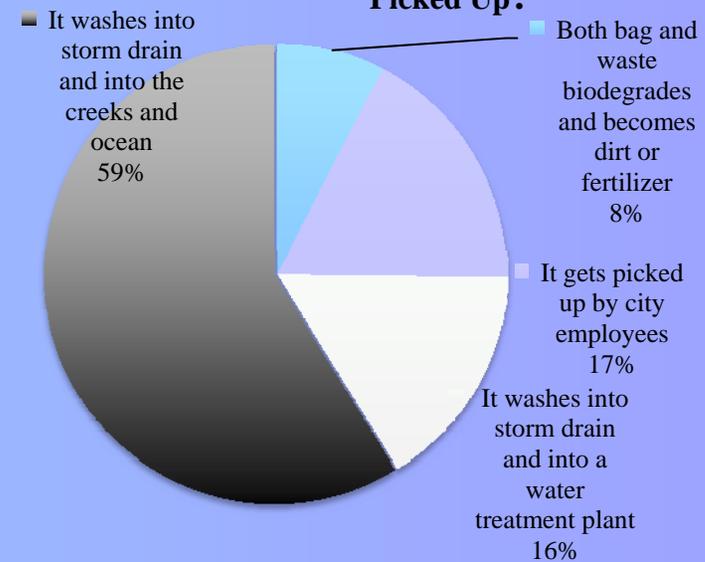
# Data analysis

## “The Bag Factor”

**What Happens to Dog Waste that is Not Picked Up?**



**What Happens to Bagged Dog Waste that is Not Picked Up?**



# Recommendation

## Strategy: Information Campaign

### Messages:

🐕 Stress dog health over human health factor:  
*“Protect your Dog, Scoop your Poop!”*

🐕 Two step process:  
*“Its Easy- Bag it & Toss it”*

### Channels:

- 🐕 Existing signage
- 🐕 Use channels developed by community building strategy



# Strategy: Community Building

## Strengths:

🐕 Organizing people, events

🐕 Strengthening relationships that have already been made  
in person (strong links)

## Weaknesses:

🐕 Dispersing information

🐕 Creating relationships in which the participants have never physically met (weak links)



# Conclusion

Thank you!

Liz Smith,  
City of SB Creeks Division

Celia Alario  
Communications Strategist

Andrea Joseph  
UCSB Survey Research Center

Simone Pulver  
Assistant Professor, UCSB

