

## PET WASTE

Animal waste is a water pollutant and a public health hazard, especially in public areas and multi-family developments that often have the highest concentrations of pet waste. Factors affecting the amount of animal waste in the Greenfield Lake watershed include 1) the population of stray dogs and cats, 2) the population of resident ducks and geese fed by humans, and 3) compliance of pet owners to city codes regarding pet waste. Pet waste should be either buried at least 5 inches below ground or sealed in an airtight container and placed in a garbage receptacle. There are alternative ways to dispose of waste, including digesters or pet waste receptacle stations.

<u>Outreach Technique</u>	<u>Target Audience</u>	<u>Message or Objective</u>	<u>Details for Action</u>	<u>Priority</u>	<u>Timeline</u>	<u>Responsibility</u>	<u>Resources Required</u>	<u>Outreach Applicable to Other Watersheds</u>
<b>PET WASTE</b>								
<i>Change and publicize existing city pet waste ordinance to include city right-of-ways and require persons to carry something to clean up pet waste.</i>	<ul style="list-style-type: none"> <li>City residents with pets.</li> </ul>	<ul style="list-style-type: none"> <li>Implement new city ordinance making it mandatory to clean up after pets in city parks and city right-of-ways.</li> <li>Include provision stating that pet owners must have something on their person to clean up after their pets.</li> </ul>	<ul style="list-style-type: none"> <li>Research and present proposed ordinance to city council.</li> <li>Strengthen enforcement for violations of ordinance.</li> <li>Establish a special fund for money generated from pet waste citations.</li> <li>Establish a way to pay the citation instead of going to court.</li> <li>Internally, educate Wilmington police officers about pet waste ordinance and implications of pet waste.</li> <li>Work with the District Attorney's office to have courts follow-through with pet waste violators.</li> <li>Give options to offenders (i.e. community service or pay ticket)</li> <li>Add a link to the Pet Waste brochure on the City website.</li> </ul>	HI	Fall 2002	Storm Water Services  Wilmington Police Dept.	-tools for enforcement  -5 pet waste stations & 1-year of supplies (\$1600)	X
<i>Include informational insert in community newsletters for multi-family developments in the Greenfield Lake watershed.</i>	<ul style="list-style-type: none"> <li>Multi-family developments in the Greenfield Lake watershed that allow pets. (i.e. Garden Lake Estates, Wellington Arms, Canterbury, Sand Ridge, Cypress Pointe, Harbor Ridge, Nesbitt Court, etc)</li> </ul>	<ul style="list-style-type: none"> <li>Discuss the impacts of pet waste on Greenfield Lake and the hazards of pet waste to human health.</li> <li>Outline proper pet waste disposal methods.</li> <li>Outline city ordinances and fines relating to pet waste.</li> </ul>	<ul style="list-style-type: none"> <li>Determine multi-family complexes in the Greenfield Lake watershed that allow pets and distribute a community newsletter.</li> <li>Contact multi-family complexes about supplying inserts for their newsletters.</li> <li>Create Pet Waste fact sheet.</li> <li>Add a link to the Pet Waste Fact Sheet on the City website</li> </ul>	HI	Fall 2002 (following ordinance revision)	Storm Water Services	-design time -printing (\$200)	X

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<b>PET WASTE</b>								
<i>Direct mailing to the owners of registered pets in the Greenfield Lake Watershed, and to veterinarians, pet stores, dog training clubs, kennels and pet facilities in the City. Also include information in Humane Society and Animal Control adoption packets.</i>	<ul style="list-style-type: none"> <li>Owners of registered pets in the Greenfield Lake watershed.</li> </ul>	<ul style="list-style-type: none"> <li>Discuss the impacts of pet waste on Greenfield Lake and the hazards to human health.</li> <li>Outline proper pet waste disposal methods.</li> <li>Outline city ordinances and fines relating to pet waste.</li> </ul>	<ul style="list-style-type: none"> <li>Ascertain a list of registered pet owners from Animal Control and use GIS to determine registered pet owners in the Greenfield Lake watershed.</li> <li>Brochure could include: city ordinances, lake info, how pet waste is impacting the lake and potentially your health, and a map of the lake showing pet station locations.)</li> <li>Create Pet Waste fact sheet.</li> </ul>	HI	Summer 2002 (following ordinance revision)	<ul style="list-style-type: none"> <li>Storm Water Services</li> <li>Animal Control</li> <li>Humane Society</li> </ul>	-design time -printing & postage (\$1000)	X
<i>Pet Waste public service announcements (short PSA, static PSA, documentary).</i>	<ul style="list-style-type: none"> <li>Wilmington viewing &amp; listening area.</li> </ul>	<ul style="list-style-type: none"> <li>Discuss the impacts of pet waste on Greenfield Lake and the hazards to human health.</li> <li>Outline proper pet waste disposal methods.</li> <li>Discuss city ordinances and fines relating to pet waste.</li> <li>Feature the positive actions of certain developments that have adopted pet waste policies (i.e. Osprey Landing)</li> </ul>	<ul style="list-style-type: none"> <li>Borrow and run PSA's from other municipalities.</li> <li>Produce and run PSA's in house on GTV.</li> <li>Contact and/or contract local TV &amp; radio stations to develop and run PSA's.</li> </ul>	HI (for short & static PSA's)  LO (for documentary)	Ongoing	<ul style="list-style-type: none"> <li>Storm Water Services</li> <li>GTV</li> <li>Local TV &amp; radio stations</li> </ul>	-design time -\$2000 production and air time	X
<i>Attend neighborhood HOA and community meetings.</i>	<ul style="list-style-type: none"> <li>Greenfield Lake neighborhood associations and HOA's.</li> </ul>	<ul style="list-style-type: none"> <li>Discuss the impacts of pet waste on Greenfield Lake and the hazards to human health.</li> <li>Outline proper pet waste disposal methods.</li> <li>Outline city ordinances and fines relating to pet waste.</li> </ul>	<ul style="list-style-type: none"> <li>Create Power Point presentation.</li> </ul>	HI	Ongoing	<ul style="list-style-type: none"> <li>Storm Water Services</li> <li>Cape Fear River Watch</li> </ul>	-design time -handouts (\$100) -speakers -staff time	X
<i>Conduct school presentations/demonstrations about the effects of NPS pollutants such as pet waste.</i>	<ul style="list-style-type: none"> <li>Schools and programs in the Greenfield Lake Watershed (i.e. Lakeside, Alderman, Howe, Sunset Park, Brigade Club, Community Rec. Centers, after-school programs, etc)</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrate the effects of NPS pollutants (such as pet waste) on local watersheds and water quality.</li> </ul>	<ul style="list-style-type: none"> <li>Coordinate with Bob Maxey – New Hanover Cty. Schools.</li> <li>Distribute PSA on pet waste for viewing in schools (ask Bob Maxey what type of PSA would be appropriate).</li> </ul>	HI	Ongoing	<ul style="list-style-type: none"> <li>Storm Water Services</li> <li>Cape Fear River Watch</li> </ul>	-staff time -handouts (\$100)	X

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<b>PET WASTE</b>								
<i>Increase signage around Greenfield Lake and other public areas in the Greenfield Lake watershed.</i>	<ul style="list-style-type: none"> <li>Pet owners who take their pets to Greenfield Lake.</li> </ul>	<ul style="list-style-type: none"> <li>Briefly outline the impacts of pet waste on Greenfield Lake and the hazards to human health.</li> <li>Discuss city ordinances and fines relating to pet waste.</li> </ul>	<ul style="list-style-type: none"> <li>Increase signage in the most highly utilized areas (parking lots, concession stand, gazebos, apartment complexes, bus stops, etc).</li> <li>Increase the number of pet waste stations around the lake.</li> <li>Increase the number of trash receptacles around the lake (particularly between the pet stations.)</li> <li>Increase police awareness of pet waste ordinance, issue citations.</li> </ul>	HI	Ongoing	Public Services & Facilities  Wilmington Police Department	-pet waste signs (\$300)	X
<i>Staff a Greenfield Lake Initiative booth at Earthday at Greenfield Lake.</i>	<ul style="list-style-type: none"> <li>Visitors to Earth Day event.</li> </ul>	<ul style="list-style-type: none"> <li>Greenfield Lake Initiative activities.</li> <li>What's happening to the lake in terms of water quality, what's being done to clean it up.</li> </ul>	<ul style="list-style-type: none"> <li>Recruit stakeholders to man the booth. Booth could include info on: GLI, stakeholders, watershed, soil testing, pet waste bags, ordinances &amp; education, lawn care books, illicit dumping, UNCW Water Quality report, GIS station to "find your watershed."</li> </ul>	MID	Annually	Greenfield Lake Stakeholders	-time -event mgt. -displays -handouts -sponsor fee (\$1100)	
<i>Post duck and geese feeding stations.</i>	<ul style="list-style-type: none"> <li>People who feed the ducks and geese.</li> </ul>	<ul style="list-style-type: none"> <li>Greenfield Lake waterfowl population also has an impact on the health of the lake.</li> </ul>	<ul style="list-style-type: none"> <li>Confine the waterfowl population to certain areas of the lake near the feeding stations.</li> <li>Find the carrying capacity for the bird population and relocate some birds to other areas.</li> <li>Gather fecal coliform data to assess the amount of waste generated by waterfowl vs. pets. (UNCW)</li> </ul>	LO	TBD	Cape Fear River Watch	-3 feeding stations & food (\$450)	X