

PEOPLE & PETS IN PUBLIC SPACES [PIPPS] COMMITTEE

A joint advisory committee to the Anchorage Parks and Recreation Commission and the Anchorage Animal Control Board on issues involving the use of municipal parks and facilities by dog owners and their dogs.

GOALS

1. Facilitate **COMMUNICATION AND COORDINATION** between the Parks and Recreation Commission and the Animal Control Board on issues of mutual concern.
2. Develop strategies—including a public education campaign--to **PROMOTE SAFE & RESPONSIBLE USE OF MUNICIPAL PARKS AND FACILITIES BY DOG OWNERS.**
3. Identify **OPPORTUNITIES FOR FOSTERING RESPONSIBLE DOG OWNERSHIP** in public parks and facilities, and recommend their enhancement and expansion where appropriate.
4. Explore **FUNDING** opportunities to support the promotional strategies and opportunities for fostering responsible dog ownership set forth above.

DRAFT COMMUNICATIONS/ACTION PLAN

- Develop the creative concept (preferably with humor) that will convey the message of responsible dog ownership by soliciting pro bono assistance from local creative agencies and identifying other resources available to address two main issues: (1) scoop the poop, and (2) keeping dogs leashed or under control.
- Prepare collateral materials to communicate and reinforce the message:
 - Posters and flyers (post at pet stores, veterinarian offices, groomers)
 - Print ads
 - Radio PSAs
 - Large, all-weather posters (for trail heads, parks, soccer fields)
- Prepare and distribute press release about the campaign
- Enhance scoop the poop – provide more opportunities for people to engage in responsible behavior – keep poop stations well-stocked with bags and add new stations.

- Cultivate allies to support and/or fund the campaign. Prospective allies ACE, Kevin Harun and David Wigglesworth at MOA, Alaska Youth for Environmental Responsibility, Anchorage Waterways Council, merchants (recycling of gently-used plastic bags).