

San Bernardino County Stormwater Public Education Program

Annual Report 2012-2013

San Bernardino County Stormwater Public Education Program Annual Report for Fiscal Year 2012-2013

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1. PURPOSE

Stormwater pollution has been identified by the Environmental Protection Agency as one of the main causes of water contamination across the nation. The San Bernardino County Stormwater Program seeks to reduce the amount of pollutants - including pesticides, fertilizers, paint and pet waste - which are discharged into the storm drain system and end up in our rivers, beaches and oceans. The purpose of the program is to implement a public education program that encourages residents and businesses to adopt pollution prevention practices.

2. PROGRAM GOALS

The program has three (3) primary goals:

- Continue to increase awareness of stormwater pollution and its impact on our environment;
- Continue to educate residents and businesses on how to change their behavior to minimize stormwater pollution; and
- Maintain compliance with the National Pollutant Discharge Elimination System (NPDES) Municipal Stormwater Permit.

3. STRATEGY

SGA designed and implemented multiple projects to reach the above annual goals including: online outreach through both static websites and social media outlets, a residential campaign targeting dog owners, maintaining the 24/7 illegal dumping hotline and supporting the Public Education Sub-Committee (“Committee”).

The strategy of the program focuses on directing San Bernardino County residents and businesses to available resources that yield the highest potential of pollution reduction discharged into the storm drain system. The strategy is two (2) fold:

- Conduct Pollutant-Specific Residential Campaign – the program launched a Residential Campaign targeting dog owners and encouraging them to pick up after their dogs by providing them free doggie waste bag canisters. This was done through online and offline promotion, partnerships with pet facilities and messaging through the program’s website and a postcard. In addition, the program included an online Pet Photo Sweepstakes contest hosted on the Program’s Facebook page to spread the social norm of having a waste bag to pick up after your pet and reward responsible dog owners.

- Website and Social Media – the San Bernardino County Stormwater Program’s website provided residents and businesses news and information on the program’s efforts to reduce stormwater pollution and served as a platform for the Residential Campaign, while its social media channel encouraged interaction with the program and complemented offline outreach efforts.

4. RESIDENTIAL PET WASTE CAMPAIGN

This year the program focused on the issue of pet waste by designing and implementing a behavior change campaign that addressed specific barriers and motivators to encourage dog owners to pick up after their pets. The campaign focused on asking dog owners to carry a visible waste bag. The goal of the campaign was to establish carrying a bag as a social norm and demonstrate a 5% increase in incidences of dog owners picking up dog waste.

The campaign employed three intervention tactics to change behavior: messaging to perform the target behavior (e.g., “no excuses!”), the provision of free doggie waste bag canisters, and asking dog owners to sign a pledge to pick up after their dogs. Finally, the campaign incentivized the proper behavior via a Facebook sweepstakes where dog owners could enter to win a pet store gift card for submitting a photo of their dog with a visible waste bag attached to its leash. Dog owners were recruited to participate in the campaign using various channels.

Campaign Messaging

The campaign developed key messages to help promote the target behavior to the target audience. Namely, the messaging urged dog owners to get a free waste bag canister to pick up after their dogs and was incorporated into other campaign elements and channels both online and offline, mostly to recruit survey participants before the intervention proceeded. The messaging sought to reinforce the social norm of having a waste bag (‘Get a bag!’ in the postcard recruiting survey takers; the title of the Facebook Pet Photo Sweepstakes was ‘Show Us Your Doggone Bag’ and the link to the sweeps was showyourdoggonebag.com). The messaging relayed that the campaign wanted to make it easier for dog owners to pick up by giving out these waste bag dispensers (‘Now you can pick up after your dog anytime, anyplace! No excuses!’ in the back of the postcard). We also infused positive reinforcement of the target behavior in our messaging by prominently stating in our promotion channels for the Pet Photo Sweepstakes, “Be rewarded for being a responsible dog owner!”.

Survey

To receive a free doggie waste bag canister, dog owners first had to fill out a survey. The survey takers were then contacted after several months with a request to take a

follow up survey in exchange for a chance to win a \$75 gift card. This approach enabled the program to assess the change in behaviors before and after the campaign intervention. The survey was promoted through the postcard, online ads, e-blast, Facebook and banner on the program's website. Residents could take the survey online or in person at local events or during the intercept survey. Surveys were collected at the following events:

Furry Friends Festival at Rancho Cucamonga (10/6)
Bark for Life at Montclair (10/13)
Fire Dept. Open House at Rancho (10/13)
Discover Highland Night (10/27)

Intercept surveys were conducted at 3 locations in San Bernardino County:

- o General Dog and Cat Hospital in San Bernardino (1/18/2013)
- o Alta Loma Animal Hospital in Rancho Cucamonga (2/1/2013)
- o PetSmart in Upland (2/23/2013)

Postcard

A postcard was developed to invite dog owners to get a canister by using the link that took them to the survey. This postcard served as a key recruitment tool and was distributed at local events organized by the County and partner organizations, at partnering pet stores, clinics and hospitals and through Home Owners Associations (HOAs). The free doggie waste bag canisters link was promoted through a billing insert in a waste hauler's (Burrtec) newsletter in the City of Rancho Cucamonga, through a billing insert in the City of Highland's newsletter, through a Craigslist ad and through an e-blast sent to all San Bernardino County Stormwater Program's e-newsletter subscribers. In addition, Rancho Cucamonga Animal Care & Adoption Center handed out postcards at a pet event in Rancho Cucamonga (12/1).

Doggie Waste Bag Canister

A doggie waste bag canister is a convenient way to carry doggie waste bags and has proven to be an effective incentive to prompt dog owners to participate in a campaign and take an action. Additionally, giving a canister to dog owners removes the barrier of not having a bag handy, making it easier to engage in the target behavior. Canisters were also mailed to residents who requested one through the Program's website, which was an ongoing element of the Program that wasn't part of this particular campaign.

Pledges

The campaign designed a way for dog owners to pledge to pick up after their pets, which was optional and presented at the conclusion of the survey, or could be taken directly on the Program's website. The pledge takers had the option to make the

pledge public with their first name, city they're from and pet's name so it read, "Joe from Highland pledges to pick up after Nelly."

Pet Photo Sweepstakes

In addition to the doggie waste bag canister and the pledge, the campaign used a Pet Photo Sweepstakes on the Program's Facebook page as another intervention tactic. Unlike distributing canisters that sought to lower the barrier toward the target behavior and having dog owners take a pledge that sought to increase dog owners' likelihood of following through with the pledge to engage in the target behavior, the sweeps had several objectives. For one thing, the Pet Photo Sweepstakes targeted a wider audience of dog owners and was not limited to survey takers. The sweepstakes, which ran from January-May, 2013, sought to establish a social norm of using a bag in a visible way and to increase interaction with the campaign (by liking, commenting or sharing the photo entry and posts related to the sweeps). Pet owner fans were instructed to enter by uploading a photo of a bag on their dog's leash. By entering a photo on the Facebook app, the fan community saw that others were using visible bags and thus were prompted to do the same. Responsible dog owners who participated were rewarded through the monthly \$75 gift card giveaway to PetSmart. Each month we selected and announced a winner who was featured on our Facebook page as a separate post. The sweepstakes was mostly advertised online, through a few select cities' newsletters and at two events.

Partnerships

To reach as many dog owners as possible and facilitate the distribution of the postcard, the campaign included reaching out to pet facilities, such as pet stores, pet clinics and shelters, and partnering with them in an effort to promote the campaign. In addition, the campaign targeted Home owner's Associations so they could help to distribute the message to home owners, whom we assumed would either be dog owners, or non-dog owners who may see dog waste around their property and could be prompted to share the campaign with their dog owning neighbors.

Campaign Website

An existing dog owner's page was expanded as part of the Program's website with information on different ways of participating in the campaign such as taking a survey, taking a pledge and entering a photo in the sweeps. Before the launch of the campaign, the page was modified to feature a prominent button to take a pledge, a banner promoting the survey and later sweepstakes, and a public pledge counter. One of the three rotating web banners on the home page included one in the beginning of the campaign on giving out free doggie waste bags that linked to the survey and another later on to promote the sweeps that led to the Facebook page to those who wanted to enter a photo.

Outreach and Promotion

The campaign was promoted through both online and offline channels. The Program's website was modified to host banners encouraging residents to request a doggie waste bag canister which led them to the Pet Waste Survey, offered an option to pledge to pick up after their dogs and displayed public pledges, and promoted the Pet Photo Sweepstakes. Through SBC's Facebook Page, we promoted the campaign and posted 453 posts promoting the issues of pet waste. The Pet Photo Sweepstakes app was developed specifically for the campaign and hosted on Facebook.

The survey was promoted through the postcard that was distributed at events, displayed in pet facilities and sent to HOAs. It was also promoted online on Craigslist ad, through Burrtec residential newsletter and City of Highland's billing insert, through e-blasts sent to residents that subscribed for the program's e-newsletter, and at local events.

The Pet Photo Sweepstakes on Facebook was mostly advertised online, through a few select cities' newsletters, and at two events. We advertised the sweepstakes through Facebook ads; Facebook promoted posts; two e-blasts sent to San Bernardino County Stormwater Program's e-newsletter subscribers; seven different dog and sweepstakes forums; Craigslist ads; local news portals such as Patch, Topix, and Yelp, and Twitter. The sweepstakes was promoted through the City of Highland's newsletter and the City of Rancho Cucamonga's newsletter, both as a bill inserts. In addition to promoting posts related to the sweepstakes on the Program Facebook page wall through the duration of the sweeps from January 1-May 31, 2013, the sweepstakes was promoted on San Bernardino County's Public Health Animal Care & Control website and Facebook pages of Cucamonga Valley Water District, Homeward Bounds Pets and Humane Society of San Bernardino. Partners including Homeward Bound Pets, Humane Society of San Bernardino Valley and SBC Animal Care and Control Center all posted flyers in their facilities. Pet photo sweepstakes promo handouts were distributed after intercept survey sessions at the Alta Loma Animal Hospital in Rancho Cucamonga on February 1st, 2013, and PetSmart in Upland on February 23rd, 2013. Finally, the Pet Photo Sweepstakes were promoted at an Earth Day event in the City of Chino on 4/18/2013 and we also attended the Humane Society of San Bernardino Valley Paw Party Fundraiser pet event on April 28 in San Bernardino to accept in-person entries to the sweepstakes.

4.1 Goals

- Demonstrate 100 dog owners are using a bag in a visible way
- Demonstrate 300 dog owners pledged to pick up after their dogs
- Demonstrate 100 dog owners shared the campaign and helped to establish having a bag as a norm
- Develop partnerships with 15 organizations;

4.2 Results

- Collected 397 baseline and 104 follow up surveys;
- Among low-performing dog owners who picked up 90% of the time or less at baseline, incidences of picking up increased by 5.22% at follow-up;
- A total of 118 dog owners reported having visible bags, exceeding the goal of 100 dog owners carrying bags in a visible way.
- A total of 525 dog owners signed pledges, including 271 public pledges, far surpassing the campaign's goal of obtaining 300 pledges from dog owners;
- The survey showed that 65 dog owners reported sharing the campaign in some way. In addition, 43 people helped to establish a social norm by participating in the Pet Photo Sweepstakes and posting photos of their dogs, and 3 people forwarded an e-blast. The total number of people who shared the campaign was 111, exceeding our goal of 100 people by 11%;
- Garnered a total of 453 interactions via Facebook page and 738 interactions through the dog owner web pages. While we cannot know for certain how many dog owners were involved in carrying out the combined 1,191 interactions, it is safe to assume that the total number of people sharing the campaign was actually higher than 111 dog owners.
- Obtained 43 total valid Pet Photo Sweepstakes entries from San Bernardino County residents;
- Obtained 1,119 total Pet Photo Sweepstakes app views;
- Secured partnerships with 15 pet facilities;
- Secured partnership with Euclid Management reaching 73 complexes with 8,881 units in San Bernardino County;
- Sent out 1 e-blast to promote the survey and achieved open rate of 22.2% and a click rate of 31.6%;
- Promoted the survey through Burrtec residential newsletter distributed to 37,500 single family homes;
- Promoted the survey through Highland's newsletter as a billing insert distributed to 12,457 residential accounts;
- Promoted the survey through Craigslist Ad;
- Coordinated doggie bag canisters mailing and sent out 342 canisters;
- Conducted survey at 4 booth in a box at events in San Bernardino County:
 - Furry Friends Festival at Rancho Cucamonga (10/6)
 - Bark for Life at Montclair (10/13)
 - Fire Dept. Open House at Rancho (10/13)
 - Discover Highland Night (10/27)
- Rancho Cucamonga Animal Care & Adoption Center handed out postcards at a pet event in Rancho Cucamonga;
- Conducted intercept surveys at 3 locations in San Bernardino County:
 - General Dog and Cat Hospital in San Bernardino (1/18/2013)
 - Alta Loma Animal Hospital in Rancho Cucamonga (2/1/2013)

- PetSmart in Upland (2/23/2013)
- Implemented Facebook ad for pet owners in SBC to promote Pet Photo Sweepstakes;
- Implemented Facebook promoted posts to promote Pet Photo Sweepstakes;
- Obtained 453 Pet Waste Message interactions on Facebook;
- Created new banner to promote Pet Photo Sweepstakes;
- Developed a flyer to promote Pet Photo Sweepstakes at events;
- Promoted the Pet Photo Sweepstakes at the Paw Party pet event in San Bernardino on 4/28/2013 ;
- Promoted Pet Photo Sweepstakes at Chino Creek Wetlands and Educational Park's Earth Day Event on 4/18/2013;
- Promoted the Pet Photo Sweepstakes through Burrtec residential newsletter, distributed to 37,500 single family homes in Rancho Cucamonga;
- Sent out 3 e-blasts to promote the Pet Photo Sweepstakes and achieved 27.8% open rate and 12.6% click rate, 44% open rate and a click rate of 13.6%, and 57.9% click rate and 36.4% open rate respectively;
- Promoted Pet Photo Sweepstakes through Highland's newsletter as a billing insert distributed to 12,457 residential accounts;
- Promoted Pet Photo Sweepstakes on Craigslist;
- Promoted Pet Photo Sweepstakes on 7 dog and sweepstakes forums;
- Promoted Pet Photo Sweepstakes on local news portals such as Patch, Topix and Yelp;
- Promoted Pet Photo Sweepstakes on Twitter;
- Promoted Pet Photo Sweepstakes on San Bernardino County's Public Health Animal Care & Control website;
- Partnered with Cucamonga Valley Water District to promote Pet Photo Sweepstakes on its Facebook page;
- Conducted two booth in a box events (after survey and sweepstakes) to continue promotion of cleaning up after your pet - City of Ontario Vineyard STEM Elementary School Earth Day Event on 5/1/2013; San Bernardino County Public Works Day Event on 5/18/2013.
- Coordinated doggie waste bag canisters mailing and sent out 342 canisters; and
- Prepared and submitted the Residential Campaign Analysis Report.

5. WEBSITE

The website anchors the online program, providing a consistent online hub of information acting as a home base. SGA created 2 new banners, which were both related to the Residential Campaign, which drew visitors' attention and participation to the ongoing campaign.

5.1 Goals

- Maintain the program's website;

- Rotate 4 pre-designed banners quarterly; and
- Update website as needed

5.2 Results

- Rotated 4 pre-designed banners quarterly;
- Created a new banner to promote the Residential Campaign;
- Created new banner to promote pet photo sweepstakes;
- Added pet photo sweepstakes banner to homepage banner rotation;
- Added pet photo sweepstakes banner button to pet owners page;
- Updated the WQMP documents, Contact page, Local Resources page, School Presentations page, Permittee page, and Household Hazardous Waste page;
- Uploaded video on Keeping California Water Clean.

Statistics

Website activities were mostly focused on getting visitors to go on the dog owners page and either take a survey, pledge to pick up after their dogs or enter the sweeps. The following are monthly web stats for total visitors.

- July 452
- August 593
- September 444
- October 520
- November 384
- December 336
- January 539
- February 485
- March 528
- April 697
- May 563
- June 545

Top 5 most visited pages

1. [Homepage](#)
2. [Permittee Resources](#)
3. [Household Hazardous Waste Disposal](#)
4. [General Stormwater Information](#)
5. [Dog Owners](#)

6. FACEBOOK

The San Bernardino County Stormwater (SBCSW) Facebook page (<https://www.facebook.com/sbcountystormwater>) was maintained throughout the year to engage the target audience, county-wide stakeholders, with the pollution prevention message. Through the use of strategic Facebook ads, frequent Facebook

updates and interactions with fans, the Program has been able to increase the number of Facebook fans by 212.5% to 1,038 fans over the past year.

This year the pollutant focus was on pet waste with carrying a bag to pick up after pets highlighted as the social norm. The page allows fans to connect with the program, get the latest program updates such as the pet pledge and pet photo sweepstakes, share thoughts and photos and ask questions. The San Bernardino County Stormwater Program website (<http://www.sbcountystormwater.org>) is linked on the page as a resource for fans.

In addition, this year we created and integrated a customized Facebook app (www.showyourdoggonebag.com) to host the “Show Us Your Doggone Bag” Pet Photo Sweepstakes. Responsible dog owners who participated were rewarded through the monthly \$75 gift card giveaway to PetSmart. Each month we selected and announced a winner who was featured on our Facebook page as a separate post.

It is worth noting that in addition to vastly increasing our community of fans on the Facebook page, the level of interactions among fans rose significantly, at times getting more than 85 likes on a post about the sweeps and up to 10 comments on other popular posts. This matters because we could later tap into our fan base to help us spread the message for other residential campaigns.

6.1 Goals

- Increase the number of fans by 40%; and
- Update page 3x/month.

6.2 Results

- 212.5% increase in fans (baseline of 332 to 1,038 as of 6/30);
- Updated Facebook page 169 times total, on average of 3.25x/week;
- 1,222 total interactions (includes likes, comments, shares and responses to poll questions);
- 453 total pet waste related total interactions (includes likes, comments, shares and responses to poll questions);
- 67,232 total post views; and
- 28,401 total pet waste related post views.

7. ILLEGAL DUMPING HOTLINE

7.1 Goals

- Maintain and promote the hotline number.

7.2 Results

- Hotline maintained and promoted;
- Promoted hotline in Yellow Pages.

8. COMMITTEE SUPPORT

8.1 Goals

- Attend and provide a meeting summary from 12 monthly update meetings.

8.2 Results

- 12 completed Committee meetings.

9. REPORTING

9.1 Goals

- Provide twelve (12) monthly budget breakdowns;
- Provide twelve (12) monthly invoices with summaries of activities;
- Provide four (4) written quarterly reports;
- Provide one (1) annual report.

9.2 Results

- 12 budget breakdowns completed;
- 12 monthly invoices and summaries of activities submitted;
- 4 quarterly reports were submitted; and
- One (1) Annual report submitted in July 2013.

10. SCHOOL OUTREACH

The San Bernardino County Stormwater Program partnered with the Inland Empire Resource Conservation District and Cucamonga Valley Water District to provide school assemblies that help to raise awareness on stormwater issues and what students can do to keep the quality of our water clean. Between July 2012 and June 2013, the program conducted 62 school presentations in San Bernardino, Redlands, Bloomington, Rialto, Colton, Chino, Chino Hills, Ontario, Fontana, Highland and Yucaipa, reaching 1,860 students.

11. APPENDIX

WEBSITE

New Banners



GET A FREE CONTAINER WITH DOGGIE WASTE BAGS!

See your fellow pet owners helping your community by picking up after your pet. sanbernadino.org/water/01877/WASTE18

Pick up after your pet and keep your community clean.

*Must be a San Bernardino County resident



SHOW US Your Doggone Bag!
Pet Photo Sweepstakes

Be rewarded for being a responsible dog owner!

Rotated Banners



BE AN ENVIRONMENTAL BUSINESS LEADER

Show your customers and community you care and learn simple best management practices that prevent stormwater pollution and protect our environment.



Sign Up & Get a FREE T-shirt

Sign up for our e-Updates to receive tips on how to prevent stormwater pollution and we'll send you this cool T-shirt* (while supplies last)!

*Must be a San Bernardino County resident



HANDLE YOUR CAR CARE WITH CAUTION

For all your happy trails, be sure to exercise wise do-it-yourself car maintenance to prevent automotive toxins from polluting our waterways



Dog Owners Page with the Pet Sweepstakes Entry Button

About Us | Contact Us SIGN UP FOR e-UPDATES SEARCH

SAN BERNARDINO COUNTY STORMWATER POLLUTION PREVENTION

HOME | ABOUT STORMWATER | RESIDENTS | BUSINESSES | STUDENTS | GOVERNMENT | GET INVOLVED

DOG OWNERS

SHOW US Your Doggone Bag!

Pet Photo Sweepstakes

Be rewarded for being a responsible dog owner!

Free doggie waste bag canisters are no longer available.

Win a **\$75 gift card** by submitting a photo of a pet waste bag on your dog's leash!

ENTER NOW

Take A Pledge

Take a pledge to pick up after your dog!

Your Neighbors Are Picking Up After Their Dogs

Adolfo from Rancho Cucamonga pledges to pick up after Huskey.
Agneta from Rancho Cucamonga pledges to pick up after Lunker.
Alma from Fontana pledges to pick up after Bandit.
Alondra from Ontario pledges to pick up after Buck.
Amy from Chino pledges to pick up after Berkeley.
Angelica from Ontario pledges to pick up after Nina.
Angelina from Rancho Cucamonga pledges to pick up after Hootie, Ritz, Goose, and Quaid.

Get Involved!

Join us on Facebook for eco-tips, fun contests & more!

RESIDENTIAL CAMPAIGN

Postcard (front and back)



Get a bag!



Go to:
freedoggiebags.com



to receive your **FREE** doggie waste bag dispenser. Now you can pick up after your dog anytime, anyplace! **No excuses!**

Join our Facebook page at:
facebook.com/sbcountystormwater
and be eligible to win dog-friendly prizes!

Printed on Recycled Paper

Pet Photo Sweepstakes App

**SHOW US Your
Doggone Bag!**

Pet Photo Sweepstakes



Be rewarded for being a responsible dog owner!

- 1 Take a photo of a pet waste bag on your dog's leash.
- 2 Upload the photo using the form below.
- 3 Be entered in a monthly raffle to win \$75 to PetSmart.

PRIZE DESCRIPTION

On the first Monday of every month, we will raffle off a \$75 PetSmart gift card to an entry submitted during the sweepstakes.

Sweepstakes Entry Period Starts:
January 1, 2013

Sweepstakes Entry Period Ends:
May 31, 2013

Name

Email

City

UPLOAD IMAGE

- Check if you have read and agree to the [Official Rules](#).
- Share this sweepstakes with your friends!

SUBMIT



This sweepstakes is brought to you by the San Bernardino County Stormwater Program.



Check out all photo entries on our [Facebook page](#) and like or share your favorites!

Official Rules | Visit SBC Stormwater

Pet Photo Sweepstakes Official Rules

[< Back to Sweeps](#)



Official Rules

1. Must be a fan of the San Bernardino County Stormwater Facebook page in order to enter in the sweepstakes.
2. Sweepstakes is open to pet owners in San Bernardino County.
3. All photo entries submitted become the property of the San Bernardino County Stormwater Program.
4. One photo entry per pet owner.
5. Entries must be submitted by the deadline (11:59 p.m. PST on May 31, 2013).
6. The San Bernardino County Stormwater Program has the right to remove any offensive or inappropriate photos and/or text. The entry may not contain obscene, lewd or inappropriate content, as determined by the San Bernardino County Stormwater Program's sole discretion.
7. By entering the sweepstakes, you understand and agree that your entry will be posted online for fans to view on the San Bernardino County Stormwater Facebook Page or other Sponsor-selected channels.
8. Monthly prize winners will be chosen at random by San Bernardino County Stormwater Program staff.
 - a. Five (5) monthly prize winners will be selected on each first Monday following the end of each month.
 - b. Sweepstakes winners will be notified via email following the selection on the first Monday of each month.
 - c. Odds of becoming a monthly prize winner will depend upon the total number of eligible entries received during that month and previous months' entries that were not selected winners.
 - d. If you are selected as a monthly prize winner, you are not eligible to win again.
 - e. Eligible monthly prize winners must be a resident of San Bernardino County.
9. No purchase is necessary to participate in the sweepstakes.
10. This promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook. You understand that you are providing your information to San Bernardino County Stormwater Program and not to Facebook. The information you provide will only be used for sending subscribers Program updates and announcements.
11. If you have any questions in regards to the sweepstakes official rules, please ask us on our Facebook page and we will get back to you within 2 business days.

Pet Photo Sweepstakes Flyer



The flyer features a green and orange color scheme. At the top right, a Polaroid-style photo shows a brown dog sitting on grass with a person's hands holding a green waste bag. Below this, a white box contains the title 'SHOW US Your Doggone Bag!' and 'Pet Photo Sweepstakes'. A central orange banner with a dog icon and leash reads 'Be rewarded for being a responsible dog owner!'. Three numbered steps (1, 2, 3) describe the process: taking a photo, uploading it, and being entered in a raffle. A dark green box on the left lists the prize description and dates. An orange box on the right contains the website URL. A QR code is positioned in the lower right, and a small dog illustration is at the bottom center. The San Bernardino County logo is in the bottom right corner.

SHOW US Your Doggone Bag!

Pet Photo Sweepstakes

Be rewarded for being a responsible dog owner!

- 1 Take a photo of a pet waste bag on your dog's leash.
- 2 Upload the photo at our Facebook page.
- 3 Be entered in a monthly raffle to win \$75 to PetSmart.

PRIZE DESCRIPTION

On the first Monday of every month, we will raffle off a \$75 PetSmart gift card to an entry submitted during the sweepstakes.

Sweepstakes Entry Period Starts: **January 1, 2013**

Sweepstakes Entry Period Ends: **May 31, 2013**

* Must be a San Bernardino County resident

www.ShowYourDoggoneBag.com

This sweepstakes is brought to you by the San Bernardino County Stormwater Program.

Public Pledges (on dog owners page)

DOG OWNERS

SHOW US Your Doggone Bag!
Pet Photo Sweepstakes



Be rewarded for being a responsible dog owner!

Free doggie waste bag canisters are no longer available.

Win a **\$75 gift card** by submitting a photo of a pet waste bag on your dog's leash!

ENTER NOW

Take A Pledge

Take a pledge to pick up after your dog!

Your Neighbors Are Picking Up After Their Dogs

Adolfo from Rancho Cucamonga pledges to pick up after Huskey.
Agneta from Rancho Cucamonga pledges to pick up after Lunker.
Alma from Fontana pledges to pick up after Bandit.
Alondra from Ontario pledges to pick up after Buck.
Amy from Chino pledges to pick up after Berkeley.
Angelica from Ontario pledges to pick up after Nina.
Angelina from Rancho Cucamonga pledges to pick up after Hootie, Ritz, Goose, and Cupid.
Anne from Ontario pledges to pick up after Chai and Toby.
Antonio from Rancho Cucamonga pledges to pick up after Duke.

Get Involved!



Join us on Facebook for eco-tips, fun contests & more!

You Wanna Run With the Pack?

San Bernardino County Stormwater e-Blast

You may [unsubscribe](#) if you no longer wish to receive our emails.



Dear San Bernardino County Resident,

We are conducting a survey to find out more about San Bernardino County pet owners. Because we know you care about the community and your input is important to us, you are being asked to help. You can do this by taking any or all of the following steps by **Wednesday, November 7:**

1. **If you are a pet owner**, take this short 2 minute [pet survey](#)*.

*Thank you to those who have already responded to the survey! For the purpose of this project, we are requesting only one response per person.

2. **If your friends or neighbors are pet owners**, please [forward this email](#) to them.

3. [Share](#) this pet survey with your friends on Facebook.

By taking or sharing the survey with neighbors and friends, you are helping us create a cleaner community! If you are a dog owner and take the survey, we will send you a FREE doggie waste bags dispenser (retail value of \$7).

Thank you!

San Bernardino County Stormwater Program
info@sbcounystormwater.org
<http://www.sbcounystormwater.org/>

Follow-up Survey e-Blast

You may [unsubscribe](#) if you no longer wish to receive our emails.



Dear San Bernardino County Resident,

In the past few months, you took our dog owner survey and received a free gift. Your responses have been extremely valuable in helping us learn more about dog owners' habits and creating programs for a better community.

We are writing to ask you to complete a short follow-up survey and answer a few more questions about your dog and our program. This survey will take only 1-2 minutes to complete and you will be automatically entered to win a \$75 gift card to PetSmart.

To take the survey, please click on the link below, or copy and paste it into your web browser: https://qtrial.qualtrics.com/SE/?SID=SV_e9BjW6VXd2LWygD

Complete survey and enter to win the prize by **Tuesday, April 30th**.

Thank you for helping to improve our community!

San Bernardino County Stormwater Program

info@sbcountystormwater.org

<http://www.sbcountystormwater.org/>

Craigslist Ad

[Reply](#) your anonymous craigslist address will appear here [email to a friend](#)

Take a dog survey and get a free gift

We are conducting a survey to find out more about San Bernardino County dog owners. The survey will take less than 2 minutes and as a thank you for your help we will send you a free gift (\$7 retail value) at the end of the survey.

If you are a dog owner, please take the [survey](#).

Thank you for helping us create a better community!

San Bernardino County Stormwater Program

- Location: San Bernardino County
- It's NOT ok to contact this poster with services or other commercial interests

Posting ID: 3478642133 Posted at: 2012-12-17, 12:19PM PST

Burrtec Newsletter



Horse and Livestock Waste

Residents disposing of horse and/or livestock waste may only use the automated green barrel provided for green waste and manure disposal. Horse and livestock waste cannot be placed in any other container. Additional green barrels are available for a monthly fee.



Happy New Year!

Is your New Year's resolution to clean-out all of your junk? If so, Burrtec offers a 3-yard to 40-yard bin for all of your residential clean-up and special project needs. Contact our Customer Service Department to begin your New Year's resolution!



Free Doggie Waste Bags



Get a bag!



Go to:
freedoggiebags.com

To receive your **FREE** doggie waste bag dispenser visit freedoggiebags.com.
Now you can pick up after your dog anytime, anyplace! **No excuses!**



Join our Facebook page at:
facebook.com/sbcountystormwater
and be eligible to win dog-friendly prizes!

Show Your Doggone Bag

Are you one of the responsible pet owners who carries a bag to clean up after your pet when you go out for a walk? You have a chance to be rewarded for your efforts to keep the community clean and prevent pet waste pollution! Show us your doggone bag and enter the San Bernardino County Stormwater Program Pet Photo Sweepstakes by taking a photo of your pet waste bag on your dog's leash. Visit www.showyourdoggonebag.com to upload your photo and review sweepstakes rules.



Highland Newsletter/Solid Waste Bill



SHOW US Your Doggone Bag!
Pet Photo Sweepstakes

The San Bernardino County Stormwater Program decided that being a responsible pet owner should be rewarded. Because we know that you, like your neighbors, want to keep the community clean and do your part to prevent stormwater pollution. We thought a Pet Photo Sweepstakes would be great motivation to keep up the good work or to get started picking up after your pet!

Here is how to enter:

1. Take a photo of a pet waste bag on your dogs leash.
2. Visit www.showyourdoggonebag.com to upload your photo
3. Be entered to into a monthly raffle to win a \$75 to PetSmart

Prize Description: On the first Monday of every month a \$75 PetSmart gift card will be raffled off to an entry submitted during the sweepstakes. Sweepstakes Entry Period Ends: **May 31, 2013**

For more information or to see the current entries, visit the San Bernardino County Stormwater page on Facebook.

San Bernardino County Public Health Animal Care & Control Promotion

"SHOW US Your Doggone Bag!" Pet Photo Sweepstakes



Be rewarded for being a responsible dog owner! Take a photo of a pet waste bag on your dog's leash and win. For more information, [click here](http://www.ShowYourDoggoneBag.com) or visit

www.ShowYourDoggoneBag.com

Pet Photo Sweepstakes Online Promotion

Twitter

The screenshot shows a Firefox browser window displaying the Twitter profile of Vedrana Trbusic (@vegica). The browser's address bar shows the URL https://twitter.com/vegica. The Twitter interface includes a navigation bar with 'Home', 'Connect', 'Discover', and 'Me' options. The profile header shows the user's name, handle, location (Los Angeles), and website (http://www.sga-inc.net/). Statistics indicate 101 tweets, 114 following, and 44 followers. The main content area displays a list of tweets, with several promoting a pet photo sweepstakes. The tweets include links to creative minds, PetSmart, and social marketing resources. The bottom of the screen shows the Windows taskbar with the Start button and several open applications, including a Microsoft Word document titled 'SGA SOA February - Micr...'. The system clock in the bottom right corner shows 1:48 PM.

Tweets

- Following
- Followers
- Favorites
- Lists

Who to follow - Refresh - View all

- TennisHub** @TennisHubdotcom
Followed by John Paul Aguiar
Promoted - Follow
- U.S. Citizen Diplomacy** @USOCD
Follow
- The White House** @whitehouse
Followed by Edelman Los Angele...
Follow

Browse categories Find friends

Trends - Change

- #TheNextBigThing Promoted
- #IWD
- #sxsw
- Happy International Women's Day
- SimCity
- #JustinYouAreTheBestidolInTheWorld
- #fashion
- SXSW
- #ICanHonestlySay
- Topanga

© 2013 Twitter About Help Terms Privacy
Blog Status Apps Resources Jobs
Advertisers Businesses Media Developers

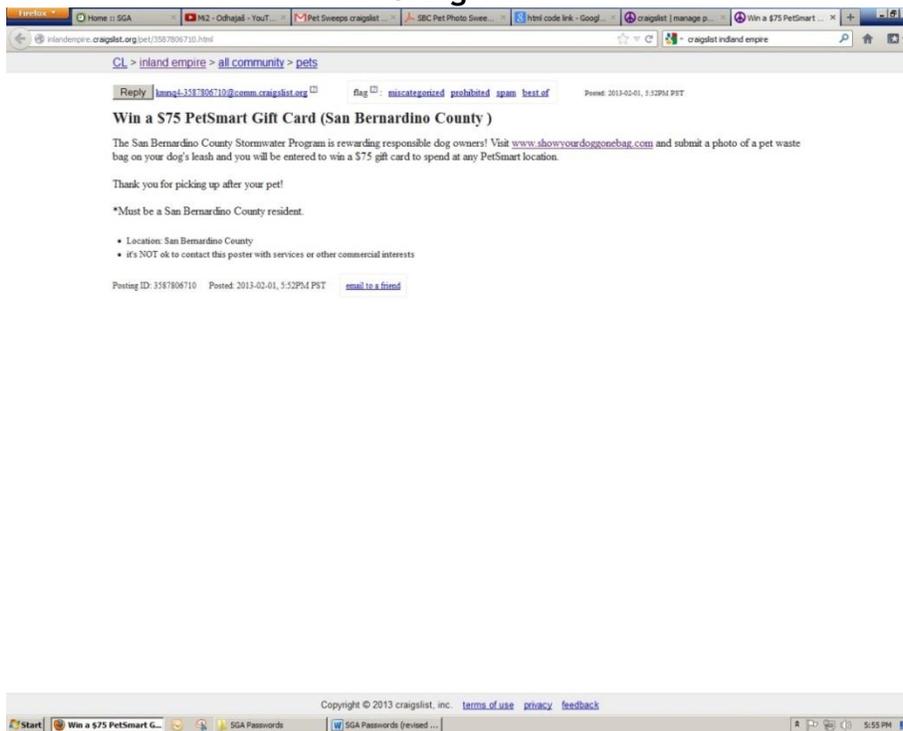
Vedrana Trbusic @vegica
Los Angeles · http://www.sga-inc.net/

101 TWEETS 114 FOLLOWING 44 FOLLOWERS

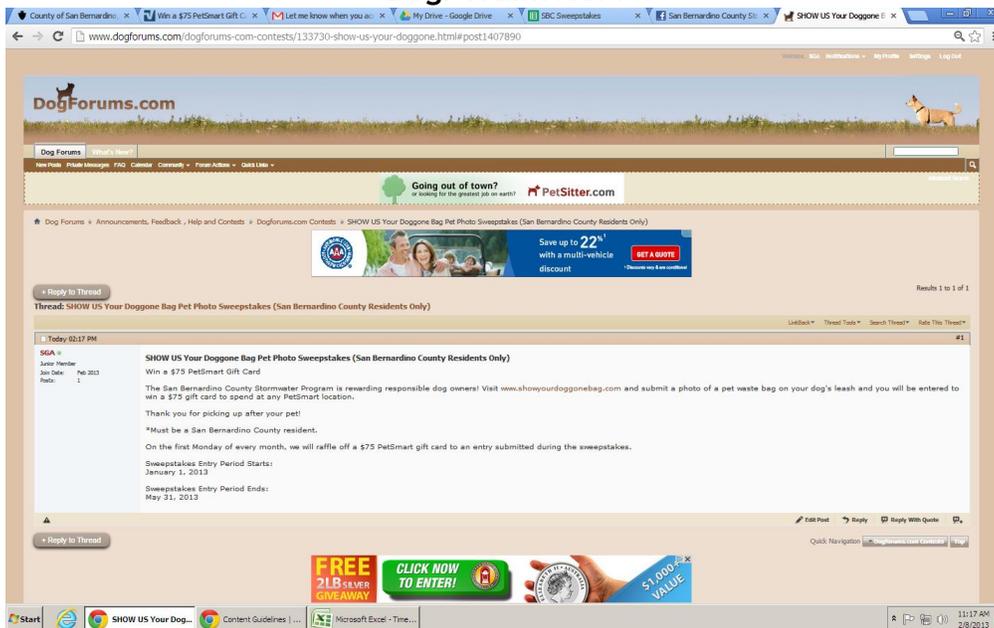
Tweets

- Vedrana Trbusic** @vegica Feb 28
4 Sparks That Help Drive Creative Minds Inkd.in/7CzzcR
Expand
- Vedrana Trbusic** @vegica Feb 14
Submit a photo of your dog and win a \$75 gift card to @PetSmart: bit.ly/VTerqL #ValentinesDay #InlandEmpire@sbsun
Expand
- Vedrana Trbusic** @vegica Feb 14
Submit a photo of your dog and win a \$75 gift card to @PetSmart: bit.ly/VTerqL #petphotosweepstakes #dogcontest #SanBernardino
Expand
- Vedrana Trbusic** @vegica Nov 15
Are You Going to Finish That Turkey? Inkd.in/PSvHbF
Expand
- Vedrana Trbusic** @vegica Nov 1
Halloween at SGA: Can you recognize these staff? bit.ly/VGDaZo
Expand
- Stephen Groner** @StephenGroner Sep 19
Peace - the Story the News Missed. Here is my take on why. bit.ly/PAEM6Z #socialmarketing

Craigslist



DogForums.com



Dogster

For the love of dog.

dogster

Search

[MAGAZINE](#) | [VIDEO](#) | [BOOK OF DOG](#) | [ANSWERS](#) | [GALLERIES](#) | [ADOPTION](#) | [COMMUNITY](#)

Forums Home » Contests and Vote For Me!

quick search [GO](#)

Dog Photo Sweepstakes for PetSmart Giftcards

Check this forum for fun contests and the chance to win awesome prizes on Dogster! This is also the place for all of you seeking votes for contests you've entered!

[post response](#) | [start a new topic](#)

Barked: Fri Feb 8, '13 11:13am PST [\[edit your post\]](#)

Win a \$75 PetSmart Gift Card

The San Bernardino County Stormwater Program is rewarding responsible dog owners! Visit www.showyourdoggonebag.com and submit a photo of a pet waste bag on your dog's leash and you will be entered to win a \$75 gift card to spend at any PetSmart location.

Thank you for picking up after your pet!

*Must be a San Bernardino County resident.

On the first Monday of every month, we will raffle off a \$75 PetSmart gift card to an entry submitted during the sweepstakes.

Sweepstakes Entry Period Starts:
January 1, 2013

Sweepstakes Entry Period Ends:
May 31, 2013

[my posts](#) [\[notify\]](#)

[post response](#) | [start a new topic](#)

Fat Wallet

Search for Coupons, Deals & Stores [Search](#)

[Cash Back Stores](#) | [Coupons](#) | [Sales](#) | [Product Deals](#) | [Los Angeles Deals](#) | [Forums](#)

Hot Deals | Free Stuff | Finance | Topic Alerts | Today | Forum Search Select a Forum

Forums » Contests and Sweepstakes

Win a \$75 PetSmart Gift Card (San Bernardino Residents Only) Exp 5/31

filter: [All Messages](#)

Page: 1

SGAlbc
New Member

rated: | updated: Feb. 12, 2013 @ 3:52p | posted: Feb. 6, 2013 @ 6:24p

Win a \$75 PETS^{MART} Gift Card

The San Bernardino County Stormwater Program is rewarding responsible dog owners! Visit www.showyourdoggonebag.com and submit a photo of a pet waste bag on your dog's leash and you will be entered to win a \$75 gift card to spend at any PETS^{MART} location.

Thank you for picking up after your pet!

On the first Monday of every month, we will raffle off a \$75 PETS^{MART} gift card to an entry submitted during the sweepstakes.

Sweepstakes Entry Period Ends:
May 31, 2013

*Must be a San Bernardino County resident.

[reply](#) | [quote](#) | [top](#) | [bottom](#)

posted: Feb. 6, 2013 @ 6:24p

Quick Summary
[view history](#)

Users like you can add images, links and other relevant information about this topic.

Thanks for visiting FatWallet.com. [Join for free](#) to remove this ad.

WIN A \$10,000.00
SHOPPING SPREE!

Enter Now!

PUBLISHERS CLEARING HOUSE

rated: | posted: Feb. 12, 2013 @ 3:53p

Golden Retriever Forum

The screenshot shows a web browser window with the URL www.goldenretrieverforum.com/golden-retriever-photo-contest/139898-pet-photo-sweepstakes-san-bernardino-county.html. The page features a header with the forum logo and navigation links. A prominent advertisement for Toyota is visible. The main content area contains a post titled "Pet Photo Sweepstakes for San Bernardino County" by user SGA, dated 01:39 PM. The post text reads: "If anyone is in the area of San Bernardino County there is a dog photo contest. Win a \$75 PetSmart Gift Card San Bernardino County. The San Bernardino County Stormwater Program is rewarding responsible dog owners! Visit www.showyourdoggonebag.com and submit a photo of a pet waste bag on your dog's leash and you will be entered to win a \$75 gift card to spend at any PetSmart location. Thank you for picking up after your pet! *Must be a San Bernardino County resident."

Online Sweepstakes

The screenshot shows a web browser window with the URL forums.online-sweepstakes.com/showthread.php?p=10706936. The page displays a forum thread titled "Win a \$75 PetSmart Gift Card (San Bernardino County) Exp 5/31/13". The thread is posted by user SGA, a Junior Sweeper, on February 6th, 2013. The post content is identical to the one in the Golden Retriever Forum screenshot. The page includes forum navigation elements like "Thread Tools", "Search this Thread", and "Rate Thread". A "Posting Rules" box is visible at the bottom left of the thread content.

Redlands-Loma Linda Patch

Editor Guy McCarthy guy.mccarthy@patch.com

Redlands-LomaLindaPatch

 89°
Reach more local customers [Advertise Now](#) Patch.

Home News Events Directory Pics & Clips Commute Real Estate More Stuff

PROMOTIONS [Add your own announcement](#)

Pet Photo Contest

Posted by SGA | February 8, 2013 | Flag as inappropriate

[Recommend](#) 0 [Email](#) [Follow comments](#) [Print](#) [Twitter](#) 0

Have you seen the San Bernardino County Stormwater's Pet Photo Sweepstakes to reward responsible dog owners?

If you are a pet owner, submit a photo of a pet waste bag on your dog's leash here at www.showyourdoggonebag.com today and you will be entered to win \$75 to spend at any PetSmart location.

On the first Monday of every month, we will raffle off a \$75 PetSmart gift card to an entry submitted during the sweepstakes.

Sweepstakes Entry Period Ends:
May 31, 2013

*Must be a San Bernardino County resident.

*This sweepstakes is brought to you by the San Bernardino County Stormwater Program.

[Upload Photos and Videos](#)

[Follow comments](#) [Submit tip](#) [Comment](#)

[Veterans Administration](#)

Credit Company Breach
LifeLock Ultimate™ protects your identity from the effects of d...
LifeLock.com

From no monthly fee debit cards to the Citibank for iPad™ app.

citibank

Easier Banking. Standard at Citibank.™ [Learn More](#)

Enter your email [Sign Up](#) [Close](#)

[Terms of Service](#) [Privacy Policy](#)

Start Pet Photo Contest... Focus Group Transcri... Pandora One - Listen... 1:24:29.0 Express Sc... Document1 - Microsof... Contest Post Photos 2:55 PM 3/14/2013

Redlands-Loma Linda Patch

Editor Guy McCarthy guy.mccarthy@patch.com

Redlands-LomaLindaPatch

 63°
Drive more local traffic to your dealership. [ADVERTISE NOW](#) Patch.

Home News Events Directory Pics & Clips Commute Real Estate More Stuff

Breaking: Dornier Manhunt Focuses on Big Bear, SWAT Team Checking Burned-Out Vehicle

Thanks for contributing!

This announcement is approved but is not published on the site.

Manage Your Announcement

[Edit](#) [Delete](#)
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Short URL: <http://patch.com/N-K1q>
[Copy URL](#)

PROMOTIONS [Add your own announcement](#)

Rewarding responsible dog owners sweepstakes

Posted by SGA

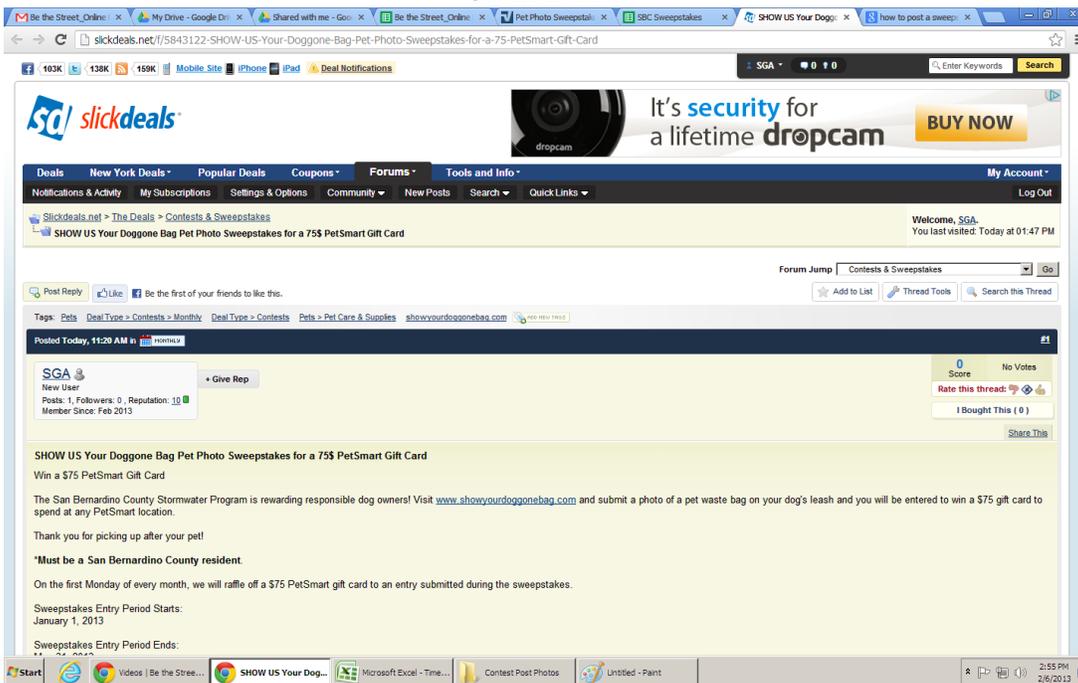
Win a \$75 PetSmart Gift Card

The San Bernardino County Stormwater Program is rewarding responsible dog owners! Visit www.showyourdoggonebag.com and submit a photo of a pet waste bag on your dog's leash and you will be entered to win a \$75 gift card to spend at any PetSmart location.

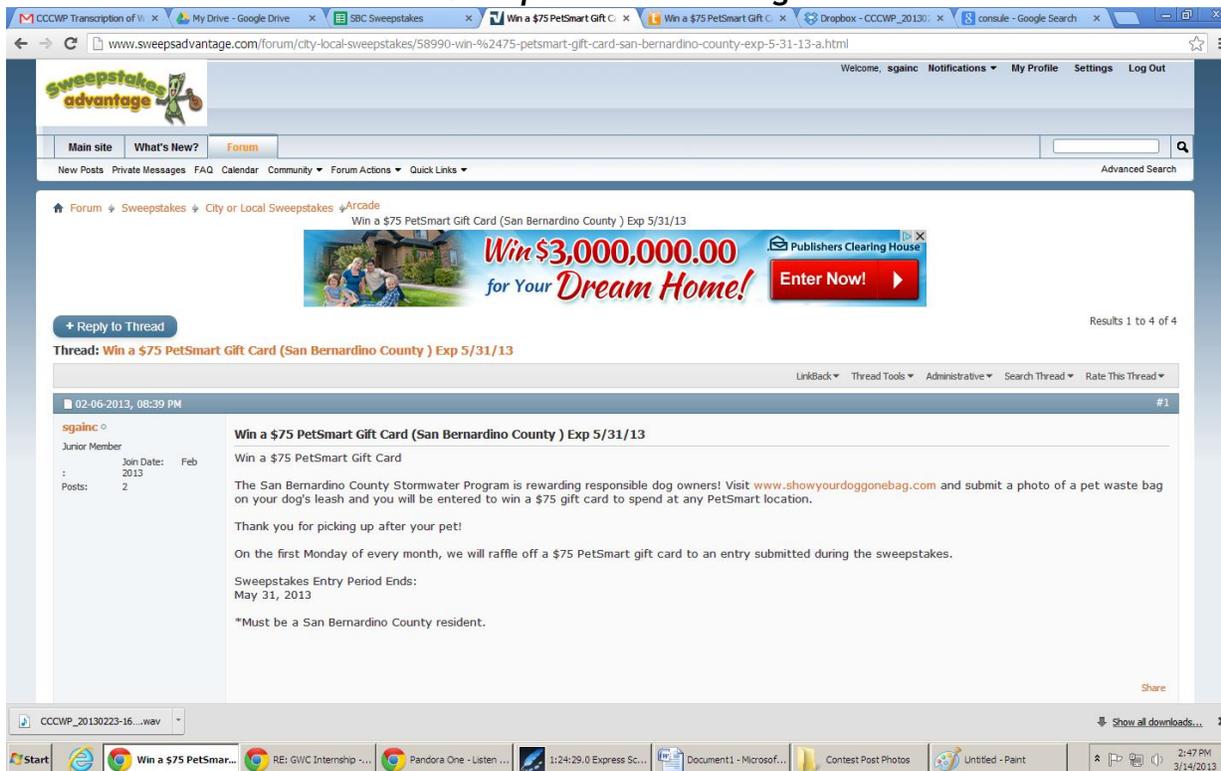
SCHOLARSHARE

Start SHOW US Your Dogg... Rewarding respon... Timesheet Template... Media list Document1 - Microsof... 2:51 PM 2/7/2013

Slick Deals



Sweepstakes Advantage



Topix

The screenshot shows a web browser window displaying a Topix forum post. The browser's address bar shows the URL: www.topix.com/forum/county/san-bernardino-ca/TPMRK84TLUROB1CQE. The page header includes the Topix logo, navigation links (Home, Forums, Top Stories, Popular, Local, Politics, US, World, Sports, Entertainment, Offbeat, Other), and a search bar. The main content area features a forum post titled "Win a \$75 PetSmart Gift Card" posted in the "San Bernardino County Forum". The post includes three sections: I. Diamond Rings, II. Tacori Rings and More, and III. Win A \$75 PetSmart Gift Card. A comment from user SGA is visible, mentioning the stormwater program. The right sidebar contains advertisements for TurboTax and TCS. The Windows taskbar at the bottom shows the date as 2/6/2013 and the time as 2:59 PM.

Yelp

The screenshot shows a web browser window displaying a Yelp conversation page. The browser's address bar shows the URL: www.yelp.com/topic/redlands-dog-photo-sweepstakes-for-petsmart-gift-cards#3X4vMhQq2vcdonXxR03gQ. The page header includes the Yelp logo, search bars, and navigation links. The main content area features a conversation titled "Dog photo sweepstakes for PetSmart gift cards" in the "Talk Redlands" category. The conversation includes a post from user Pim "mmmmmmmmmmmmmmmm" L. with a profile picture, detailing the sweepstakes rules. The right sidebar contains a "What do you think?" section. The Windows taskbar at the bottom shows the date as 2/12/2013 and the time as 10:10 AM.

Cucamonga Valley Water District Facebook Promotion

Cucamonga Valley Water District
22 March

The San Bernardino County Stormwater Program is holding a Pet Photo Sweepstakes. See the flyer for details!

SHOW US Your Doggone Bag!
Pet Photo Sweepstakes

Be rewarded for being a responsible dog owner!

- 1 Take a photo of a pet waste bag on your dog's leash.
- 2 Upload the photo at our Facebook page.
- 3 Be entered in a monthly raffle to win \$75 to PetSmart.

PRIZE DESCRIPTION
On the first Monday of every month, we will raffle off a \$75 PetSmart gift card to an entry.

www.ShowYourDoggoneBag.com

Like · Comment · Share

3 people like this.

Cucamonga Valley Water District Visit www.ShowYourDoggoneBag.com
22 March at 15:05 · Like

Write a comment...

Pet Photo Sweepstakes Facebook Ad



Pet Photo Sweepstakes e-Blast

Having trouble viewing this email? [Click here](#)

You are receiving this email because you signed up for e-updates from the San Bernardino County Stormwater Program.

You may [unsubscribe](#) if you no longer wish to receive our emails.



Have you seen our [Pet Photo Sweepstakes](#) to reward responsible dog owners? Because we know that you, like your neighbors, want to keep the community clean, here are three easy ways to do your part to prevent pet waste pollution:

1. If you are a pet owner, submit a photo of a pet waste bag on your dog's leash [here](#) today and you will be entered to win a \$75 gift card to spend at any PetSmart location.
2. If your friends or neighbors are pet owners, [forward](#) this email to them.
3. [Share](#) this Pet Photo Sweepstakes with your friends on [Facebook](#).

This sweepstakes is brought to you by the [San Bernardino County Stormwater Program](#).

Thank you!

San Bernardino County Stormwater Program
info@sbcountystormwater.org
<http://www.sbcountystormwater.org/>

Pet Photo Sweepstakes List of Entries

Date Entered	Name	Email	City	Notes
May	Cynthia	cindyfregeau48@hotmail.com	Victorville	
May	A Flores	aileenflores@msn.com	Rancho Cucamonga	
April	Neal Trautloff	Treblemdk@yahoo.com	Chino	
April	Leslie Carrasco	lc.marie31@gmail.com	Rancho Cucamonga	
April	Andy	popster17@msn.com	san bernardino	
April	Yeimy	yeimy_alesi@hotmail.com	Colton, CA	
April	Alena	alena909hernandez@gmail.com	San Bernardino	April Winner
April	Julianna Hernandez	hernandez.julianna@yahoo.com	Rialto	
April	Nora	norana98@hotmail.com	san bernardino	
April	Kristen	goodetwin1@aol.com	Fontana	
April	Frank	reesew1@aol.com	Rancho Cucamonga	
April	Judy	judyhopkins@dslextreme.com	Rialto	
April	Eric	johnson4779@gmail.com	Colton, CA	
April	Justin	justinmoreno11@yahoo.com	Highland	
April	Ethel	ethelmcafee@aol.com	Rialto	
April	jason	jason.reyes.pmk4@statefarm.com	San Bernardino	
April	Elizabeth White	ellsgarden@yahoo.com	Apple Valley	
April	Liz	hooliesmom@yahoo.com	Apple Valley	
April	Meredith Fierro	alexandmereshow@aol.com	Rancho Cucamonga	
April	Rob Swanson	rswansonj@yahoo.com	Highland	
March	Sierra Orr		Apple Valley	
March	Jaye Scott	jayescott4@gmail.com	Barstow	
March	Sophia Sanchez	Sophie312000@yahoo.com	Highland	
March	Brock	pawzlawz@gmail.com	Rancho Cucamonga	
March	John Cawley	mule4mail@gmail.com	Blue Jay	
March	Rachel Cawley	gr8dane@cataroo.com	Blue Jay	

*San Bernardino County Stormwater Public Education Program
Annual Report*

March	Michelle Conner	pookbrat@roadrunner.com	Highland	
March	Brent	meridethbl@gmail.com	Highland	March Winner
March	Jayne Mendez	aladju3@yahoo.com	Rancho Cucamonga	
March	Lorraine Loya	lorraineloya@gmail.com	Alta Loma	
March	Julie Carver	julzcc@gmail.com	Ontario	
February	Nikki	nikki88@foxmail.com	Rialto	
February	Barbara Chase	photoe1@msn.com	Rancho Cucamonga	
February	Louise Runyan	LouiseR14@aol.com	Rancho Cucamonga	February Winner
February	Lauren Bergh	ensclauren@gmail.com	Colton, CA	May Winner
February	Emily Green	puckyou28@yahoo.com	Rancho Cucamonga	
January	Craig Clarkson	c922c@aol.com	Victorville	
January	Mary Lee	sscat@charter.net	Alta Loma	
January	michele rehmer	mpharnesses@aol.com	Mentone	
January	Tamara Landon	veggiegyrl@msn.com	Hesperia	
January	Wei Huang	hwei88@gmail.com	Rialto	
January	Juen Tsu Jong	jong581@hotmail.com	Rialto	January Winner
January	Wendy Schoggins	wendyha@yahoo.com	Fontana	

Winner Posts



Pet Photo Sweepstakes Winner's Post Example

San Bernardino County Stormwater
Timeline Now Admin Panel

San Bernardino County Stormwater
May 6

Congratulations to Alena from the city of San Bernardino for being the April winner of our Show Us Your Doggone Bag Photo Sweepstakes!

If YOU want a chance to win \$75 to PetSmart, don't miss your LAST CHANCE & enter in the Pet Photo Sweepstakes TODAY! <http://showyourdoggonebag.com/>



Like · Comment · Share

35 people like this.

JoAnna Tupman Looks like the "Skipper" I'm doggie sitting;) Unlike · Reply · 1 · May 7 at 3:00pm

San Bernardino County Stormwater You should enter Skipper in the contest too, JoAnna Tupman! There's only 1 more raffle left! Don't miss your chance 😊 Like · May 7 at 3:10pm

Write a reply...

Nikki Hunsaker · San Bernardino County Stormwater
May 6

So I can't enter unless I have a dog? I have a cat LOL

Like · Comment

San Bernardino County Stormwater Hi Nikki, unfortunately to be eligible to win the Show Us Your Doggone Bag Photo Sweepstakes, you must have a photo with a dog and a bag. Do you have any neighbors or friends with a dog? Maybe you can enter their dog in the contest & you can split the prize if you win! Like · Reply · May 7 at 3:12pm

Nikki Hunsaker LOL! Nice, can I leash my cat? Ha! Unlike · Reply · 1 · May 7 at 3:13pm

San Bernardino County Stormwater replied · 3 Replies

Write a comment...

San Bernardino County Stormwater shared a link.
May 4

Make your Earth month pledge: LIKE if you pledge to plant California-friendly and water-wise plants.

http://www.sbcountystormwater.org/Gardeners_pesticides.html

Water Wise
San Bernardino County Stormwater Pollution Prevention | GARDENERS
www.sbcountystormwater.org
Your contributions make a difference

Like · Comment · Share 7

1,185 people saw this post Promoted

Pet Facilities Partnerships

Facility Name	Address	City/Area
Francis Animal Hospital	5284 Francis Ave.	Chino
Mutt Cutts Dog Spa	13460 Central Ave. #G	Chino
Chino Hills Pet Grooming	2575 Chino Hills Parkway #D	Chino Hills
All Pet Feed & Tack	25598 Base Line St.	Highland
Highland Village Pet Hospital	7257 Boulder Ave.	Highland
All Creatures Animal Hospital	5405 Arrow Hwy . Suite #108	Montclair
Terra Vista Animal Hospital	7385 Miliken Ave. Suite 140	Rancho Cucamonga
The Pet Stop	9128 Foothill Blvd.	Rancho Cucamonga
Adobe Animal Clinic	6331 Haven Ave., #4	Rancho Cucamonga
Carousel Pet Grooming	9255 Baseline Rd., Ste D	Rancho Cucamonga
Daryl's Pet Shop	1589 West Redlands Blvd	Redlands
Redlands Animal Shelter	504 N. Kansas St.	Redlands
Cheryl's Pet Grooming Whiskers to Tails	914 Orange St. Suite A	Redlands
Animal Care Veterinary Clinic	3928 N. Sierra Way	San Bernardino
Rancho Cucamonga Animal Care & Adoption Center	11780 Arrow Rte.	Rancho Cucamonga

Complexes Reached Through Euclid Management

Association	Units	City
Adelina	109	Fontana
Alicante	135	Rancho Cucamonga
Alta Loma Woods	49	Alta Loma
Amberly Place	36	Rancho Cucamonga
Antigua	118	Rancho Cucamonga
Applegate	41	Ontario
Big Pine	136	Forest Falls

*San Bernardino County Stormwater Public Education Program
Annual Report*

Blossom Heights I	43	Redlands
Blossom Heights II	107	Redlands
Brighton @ Etiwanda	156	Rancho Cucamonga
Brighton @ TV	204	Rancho Cucamonga
Brighton II	144	Rancho Cucamonga
Citrus Commons	118	Chino
Citrus Heights	473	Fontana
Claremont Square	89	Upland
Colonies	418	Upland
Commerce Center	32	San Bernardino
Cucamonga Mtn Shadows	90	Rancho Cucamonga
Cypress Park	128	Chino
Discovery Rialto	79	Rialto
Eagles Nest III	21	Chino
Eagles Nest IV	14	Chino
Eastridge	303	Chino Hills
Eighth Street	18	Upland
Elderberry	42	Ontario
Evergreen @ the Preserve	58	Chino
Grand Pointe	38	Chino Hills
Haven Business (professional)	8	Rancho Cucamonga
Haven View	53	Rancho Cucamonga
Heights at Haven View	40	Rancho Cucamonga
Highland Village	90	Rialto
Independence	545	Rancho Cucamonga
Iris Gardens	110	Yucaipa
Main Street Rte 66	156	Rancho Cucamonga
Marlborough Villas	383	Rancho Cucamonga
Neighborhood	102	Rancho Cucamonga
Northview	114	Rancho Cucamonga
Northwood	294	Rancho Cucamonga
Ontario Gateway	35	Ontario
Orchard Meadows	116	Rancho Cucamonga
Paragon	1	Rancho Cucamonga
Parc Chateau	75	Upland
Park Townhomes	30	Chino
Park View Ontario	50	Ontario

*San Bernardino County Stormwater Public Education Program
Annual Report*

Pine Corporate Center	17	Chino
Rancho Heights	52	Rancho Cucamonga
Rancho Vista	130	Rancho Cucamonga
RC-V	150	Rancho Cucamonga
Reserve @ Crafton Hills	109	Yucaipa
Rosabella at Shady Trails	114	Fontana
Seneca Village	185	Chino
Seville Knolls	273	Chino Hills
Sonora Springs	165	Chino Hills
Sycamore Heights	242	Chino Hills
Trails at Etiwanda	110	Etiwanda
Trio Glen	140	Ontario
Upland Acacia	185	Upland
Upland Northhills	120	Upland
Upland Palms	50	Upland
Upland Summit	179	Upland
Upland Viewpoint	160	Upland
Utica	16	Rancho Cucamonga
Victoria Gardens	215	Rancho Cucamonga
Victoria Place	117	Rancho Cucamonga
Villa Montelena	73	Upland
Villas @ TV	86	Rancho Cucamonga
Vineyards Townhome	72	Ontario
Wellesley Neighborhood	85	Chino
Westgate	102	Rancho Cucamonga
Willow Park	128	Rancho Cucamonga
Windsor @ Terra Vista	63	Rancho Cucamonga
Windsor II @ Terra Vista	78	Rancho Cucamonga
Woodside	64	Rancho Cucamonga
TOTAL	8881	

Event Photos



FACEBOOK

Example of Facebook Interactions

The image displays a vertical scroll of Facebook posts from the page 'San Bernardino County Stormwater'. The posts include:

- A photo of a dog's paws on grass with a blue leash, captioned 'Like · Comment · Share' and '85 1'.
- A text post from May 18 asking for green garden tips, with a link to http://www.sbcountystormwater.org/Gardeners_pesticides.html and a photo of a garden with a trash can.
- A poll from May 15 asking 'How often do you pick up after your pet?' with options: 'Once a week' (+4), 'Twice a week' (+2), 'Every time!' (+26), and 'Never' (+7). It has 13 likes and 8 comments.
- A link post from May 11 titled 'How Plastic Bags Get Recycled' with a video thumbnail and text: 'Plastic pollution is a problem – but the solution starts with recycling everything and'. It has 15 likes and 1 comment.
- A link post from May 9 titled 'Composting is good for the eco-soul. Check out this list of resources brought to you by our fan Sarah for composting at your home today:'.

Example of a promoted post

The image displays a vertical stack of social media posts from the San Bernardino County Stormwater page. The posts are as follows:

- Post 1:** A post from San Bernardino County Stormwater dated May 6. The text reads: "Congratulations to Alena from the city of San Bernardino for being the April winner of our Show Us Your Doggone Bag Photo Sweepstakes! If YOU want a chance to win \$75 to PetSmart, don't miss your LAST CHANCE & enter in the Pet Photo Sweepstakes TODAY! <http://showyourdoggonebag.com/>". Below the text is a photo of a fluffy white dog on a leash with a blue and white bag hanging from its collar. The post has 2 likes and 1 comment.
- Post 2:** A post from Rachel Cawley, dated May 6, asking: "With the rain we are getting are there any dos and don'ts that you'd like to share? Any suggestions of helpful tips?". The post has 1 like and 1 comment.
- Post 3:** A link post from San Bernardino County Stormwater dated May 4. The text says: "Make your Earth month pledge: LIKE if you pledge to plant California-friendly and water-wise plants. http://www.sbcountystormwater.org/Gardeners_pesticides.html".
- Post 4:** A link post from San Bernardino County Stormwater dated April 30. The text says: "YES, cartons are recyclable! Find out 9 other things in your fridge that you can reuse or recycle courtesy of Earth911?".
- Post 5:** A post titled "Water Wise" from San Bernardino County Stormwater. It features a photo of a black irrigation sprinkler head in a green lawn. The text reads: "San Bernardino County Stormwater Pollution Prevention | GARDENERS www.sbcountystormwater.org Your contributions make a difference in the way you maintain your lawn. Learn how to truly be a 'green' thumb". The post has 7 likes.

Example of Pet Waste Related Interactions

San Bernardino County Stormwater
June 26

Doggie waste bags OR plastic bags. Which do you use to pick up after your pet?

Like · Comment · Share
4

Yaritza Mora, Lovely Mae Mae, Josh Rodriguez and 8 others like this.

San Bernardino County Stormwater shared a link.
June 24

The power is in your hands! LIKE if you want to learn how to safely dispose toxic household materials & keep your family & community safe!

<http://www.sbcountystormwater.org/Disposal.html>

San Bernardino County Stormwater Pollution Prevention | HOUSEHOLD HAZARDOUS WASTE DISPOSAL
www.sbcountystormwater.org

Like · Comment · Share
1

CommunityBuilders San Bernardino and Angie Martinez-Briseno like this.

San Bernardino County Stormwater shared a link.
June 22

Did you know that leaving dog waste on the ground can cause all sorts of problems? Find out how you can protect your pet's health & keep your neighborhood clean today! #petshealth

San Bernardino County Stormwater Pollution Prevention
www.sbcountystormwater.org

A dog infected with Canine

Like · Comment · Share
1

CommunityBuilders San Bernardino likes this.

Like · Comment · Share

1 Jacqueline Rocha, Brooke Larissa Sturgill, Samantha Perez and 12 others like this.

Barbette Mobeck doesnt matter as long as you pick up after your dog!!
5 · June 26 at 3:16pm

Rachel Cawley waste bags for dogs, plastic bags for cat litter
3 · June 26 at 8:24pm

Dreena Seaver Maine I reuse the store plastic bags.
3 · June 26 at 3:40pm via mobile

San Bernardino County Stormwater Thanks for everyone chiming in! We love hearing from you 😊
1 · June 28 at 7:14am

Angie Arellano At home I use plastic bags and when I walk my little girl I use doggy bags.
2 · June 26 at 4:47pm via mobile

Cory Smith Reuse the grocery bags
1 · June 27 at 11:35am via mobile

Paul Huang I use a pooper-scooper and bury it on the spot.

SCHOOL OUTREACH

Stormwater Pollution programs in SB County (July 1, 2012-December 30, 2012)

City	Number of programs	number of students(x30)
San Bernardino	12	360
Redlands	4	120
Fontana	4	120
Bloomington	2	60
Highland	1	30
Total	23	690

Stormwater Pollution programs in SB County (January 1, 2013-March 31, 2013)

City	Number of programs	number of students(x30)
<i>San Bernardino</i>	4	120
<i>Redlands</i>	1	30
<i>Rialto</i>	2	60
<i>Colton</i>	5	150
<i>Chino</i>	4	120
<i>Chino Hills</i>	1	30
<i>Yucaipa</i>	4	120
<i>Ontario</i>	1	30
Total	22	660

Stormwater Pollution programs in SB County (April 1, 2013-June 30,2013)

City	Number of programs	number of students(x30)
<i>San Bernardino</i>	5	150
<i>Redlands</i>	5	150
<i>Bloomington</i>	3	90
<i>Yucaipa</i>	4	120
Total	17	510

BUDGET SUMMARY

Task	Description	Task Budget	Cumulative Cost	Budget Remaining	% Fund Remaining
Task 1	Website	\$ 13,000.00	\$ 12,966.04	\$ 33.96	0%
Task 2	Facebook	\$ 19,143.00	\$ 20,140.63	\$ (997.63)	-5%
Task 3	Residential Program	\$ 114,770.75	\$ 113,131.74	\$ 1,639.01	1%
Task 4	Materials	\$ 1,593.75	\$ 1,564.75	\$ 29.00	2%
Task 5	Events	\$ 689.50	\$ 677.00	\$ 12.50	2%
Task 6	Pro-Bono	\$ -	\$ 25,971.33	\$ (25,971.33)	0%
Task 7	Illegal Dumping	\$ 4,250.00	\$ 4,085.54	\$ 164.46	4%
Task 8	Committee Support	\$ 23,607.00	\$ 24,820.00	\$ (1,213.00)	-5%
Task 9	Reporting	\$ 22,664.00	\$ 22,322.75	\$ 341.25	2%
	Subtotals	\$ 199,718.00	\$ 199,708.45	\$ 9.55	0%