San Bernardino County
Stormwater Public Education Program

Annual Report 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:
- 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)

**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 Burtec 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 Bound 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 and 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)
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.
  o July 452
  o August 593
  o September 444
  o October 520
  o November 384
  o December 336
  o January 539
  o February 485
  o March 528
  o April 697
  o May 563
  o 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

SHOW US Your Doggone Bag!
Pet Photo Sweepstakes

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).

HANDLE YOUR CAR CARE WITH CAUTION
For all your happy trails, be sure to warn your kids on your own maintenance to prevent auto-tailgates from polluting our waterways.
Smart Gardening on Rainy Days is Easy

Be mindful of the weather as you get your green thumb on this season. Strategically apply any chemical products to your lawn only when rain is not expected.

Safe Disposal Lies in Your Hands

Take your toxic trash materials such as paints, cleaners, and motor oil, to one of nine permanent Household Hazardous Waste Collection locations near you!

Cool Off with a Properly Maintained Pool

Summer is in full swing and you’re probably thinking about cooling off in your pool. Maintain your pool properly to ensure that those harsh pool chemicals don’t enter the street!
Dog Owners Page with the Pet Sweepstakes Entry Button

Free doggie waste bag coolers 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

- Adults from Rancho Cucamonga pledges to pick up after Hershey.
- Agnes from Rancho Cucamonga pledges to pick up after Lankes.
- Anna from Fontana pledges to pick up after Bonet.
- Azadeh from Ontario pledges to pick up after Bruce.
- Amy from Chino pledges to pick up after Baxley.
- Angela from Ontario pledges to pick up after Nina.
- Angela from Rancho Cucamonga pledges to pick up after Hoo, Ritz, Goose, and...
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, anywhere!
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

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

1. Must be a fan of the San Bernardino County Stormwater Facebook page in order to enter 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

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
Public Pledges (on dog owners page)

✔ Take A Pledge

Take a pledge to pick up after your dog!

✔ Your Neighbors Are Picking Up After Their Dogs

Adolf from Rancho Cucamonga pledges to pick up after Huskey.
Agneta from Rancho Cucamonga pledges to pick up after Luna.
Alina from Fontana pledges to pick up after Bandit.
Alexandra from Ontario pledges to pick up after Duke.
Amy from Chino pledges to pick up after Biscuit.
Angelica from Ontario pledges to pick up after Nina.
Angelina from Rancho Cucamonga pledges to pick up after Hootie, Rio, Doodle, and Cupid.
Anna from Ontario pledges to pick up after Chali and Toby.
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@sbcountystormwater.org
http://www.sbcountystormwater.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_e9BjW6VXd2LWygO

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

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 ($17 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
- Do NOT use this group for personal or other commercial reasons

Posting ID: 1160623158  Posted at 10/11/13 12:04PM PST
Burrtec Newsletter

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, anywhere! 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.

SHOW US Your Doggone Bag!
Pet Photo Sweepstakes

Be rewarded for being a responsible dog owner!
Highland Newsletter/Solid Waste Bill

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 dog's 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 or visit

www.ShowYourDoggoneBag.com
Pet Photo Sweepstakes Online Promotion

Twitter
Craigslist

Win a $75 PetSmart Gift Card (San Bernardino County)

The San Bernardino County Stormwater Public Education Program is encouraging responsible dog owners! Visit www.stormwatereducation.org 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.

San Bernardino County

Location: San Bernardino County

Enter at: www.stormwatereducation.org

Pub ID: 105966756

2014-01-27 12:52PM PST

read full text

DogForums.com

SHHH! Do Your Dogs Hate the Phone?

The San Bernardino County Stormwater Program is encouraging responsible dog owners! Visit www.dogfor.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.

San Bernardino County

Enter at: www.dogfor.com

Pub ID: 105966756

2014-01-27 12:52PM PST

read full text
San Bernardino County Stormwater Public Education Program
Annual Report

Dogster

Fat Wallet
Golden Retriever Forum

San Bernardino County Stormwater Public Education Program
Annual Report

Online Sweepstakes
San Bernardino County Stormwater Public Education Program
Annual Report

Slick Deals

Sweepstakes Advantage
San Bernardino County Stormwater Public Education Program
Annual Report

Topix

Yelp
Cucamonga Valley Water District Facebook Promotion

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.

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

Win $75 to PetSmart
Submit a photo of your pet TODAY & WIN $75

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@sbcoundystormwater.org
http://www.sbcoundystormwater.org/
# Pet Photo Sweepstakes List of Entries

<table>
<thead>
<tr>
<th>Date Entered</th>
<th>Name</th>
<th>Email</th>
<th>City</th>
<th>Notes</th>
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<td>May</td>
<td>Cynthia</td>
<td><a href="mailto:cindyfregeau48@hotmail.com">cindyfregeau48@hotmail.com</a></td>
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<td>A Flores</td>
<td><a href="mailto:aileenflores@msn.com">aileenflores@msn.com</a></td>
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<td>Andy</td>
<td><a href="mailto:poppster17@msn.com">poppster17@msn.com</a></td>
<td>san bernardino</td>
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<td>Yeimy</td>
<td><a href="mailto:yeimy_alesi@hotmail.com">yeimy_alesi@hotmail.com</a></td>
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<td><a href="mailto:alena909hernandez@gmail.com">alena909hernandez@gmail.com</a></td>
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<tr>
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<td><a href="mailto:hernandez.julianna@yahoo.com">hernandez.julianna@yahoo.com</a></td>
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<td><a href="mailto:rswansonj@yahoo.com">rswansonj@yahoo.com</a></td>
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<tr>
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<td><a href="mailto:jayescott4@gmail.com">jayescott4@gmail.com</a></td>
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<tr>
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<td>Lorraine Loya</td>
<td><a href="mailto:lorraineloya@gmail.com">lorraineloya@gmail.com</a></td>
<td>Alta Loma</td>
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<td>Julie Carver</td>
<td><a href="mailto:julzzc@gmail.com">julzzc@gmail.com</a></td>
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<tr>
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<td>Nikki</td>
<td><a href="mailto:nikki88@foxmail.com">nikki88@foxmail.com</a></td>
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Winner Posts
Pet Photo Sweepstakes Winner’s Post Example

San Bernardino County Stormwater

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/

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 • LOLO nice, can I leash my cat? Ha!

Unlike · Reply · May 7 at 3:13pm

San Bernardino County Stormwater replied · 3 Replies

Like · Comment · Share

JoAnna Tupman • Looks like the "Skipper" I'm doggie sitting

Unlike · Reply · 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 ...

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

San Bernardino County Stormwater Pollution Prevention | GARDENERS

www.sbcountystormwater.org

Your contributions make a 

Like · Comment · Share

1,185 people saw this post Promoted
### Pet Facilities Partnerships

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<td>Mutt Cutts Dog Spa</td>
<td>13460 Central Ave. #G</td>
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<td>Chino Hills Pet Grooming</td>
<td>2575 Chino Hills Parkway #D</td>
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<td>All Pet Feed &amp; Tack</td>
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### Complexes Reached Through Euclid Management

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<td>Pine Corporate Center</td>
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<td>Rancho Heights</td>
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<td>Trio Glen</td>
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<td>Upland Summit</td>
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<td>Upland Viewpoint</td>
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<td>Windsor @ Terra Vista</td>
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<td>Windsor II @ Terra Vista</td>
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<tr>
<td>Woodside</td>
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<td><strong>TOTAL</strong></td>
<td>8881</td>
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</tr>
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</table>
Event Photos
FACEBOOK

Example of Facebook Interactions

- San Bernardino County Stormwater
  May 18
  The weather is perfect for gardening. Do you have any green garden tips to share with us? We need them, because we're working on our green thumb!
  http://www.sbcountystormwater.org/Gardeners_pesticides.html

- San Bernardino County Stormwater
  May 18
  How often do you pick up after your pet?
  - Once a week
  - Twice a week
  - Every time!
  - Never

- San Bernardino County Stormwater
  May 11
  Ever wonder what happens to your plastic bags after you recycle them? Check out Earth 911's Plastic Bag Recycling 101 video.

- San Bernardino County Stormwater
  May 10
  What's your favorite green garden friendly tip? If you're looking for some simple tips, check out:
  www.sbcountystormwater.org/Gardeners_pesticides.html

- San Bernardino County Stormwater
  May 9
  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

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/

Rachel Cawley

San Bernardino County Stormwater

May 5

With the rain we are getting are there any dos and don’ts that you’d like to share? Any suggestions of helpful tips?

San Bernardino County Stormwater

May 4

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

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

San Bernardino County Stormwater

April 30

YES, cartons are recyclable! Find out 9 other things in your fridge that you can reuse or recycle courtesy of Earth911?
Example of Pet Waste Related Interactions

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

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

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!

#pethealth

A dog infected with Canine
SCHOOL OUTREACH

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

<table>
<thead>
<tr>
<th>City</th>
<th>Number of programs</th>
<th>number of students(x30)</th>
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</thead>
<tbody>
<tr>
<td>San Bernardino</td>
<td>12</td>
<td>360</td>
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<tr>
<td>Redlands</td>
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<td>120</td>
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<tr>
<td>Fontana</td>
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<td>120</td>
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<tr>
<td>Bloomington</td>
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<td>60</td>
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<tr>
<td>Highland</td>
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<td><strong>Total</strong></td>
<td><strong>23</strong></td>
<td><strong>690</strong></td>
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</table>

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

<table>
<thead>
<tr>
<th>City</th>
<th>Number of programs</th>
<th>number of students(x30)</th>
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<tbody>
<tr>
<td>San Bernardino</td>
<td>4</td>
<td>120</td>
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<td>Redlands</td>
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<td>30</td>
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<td>Rialto</td>
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<td>Colton</td>
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<tr>
<td>Chino</td>
<td>4</td>
<td>120</td>
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<tr>
<td>Chino Hills</td>
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<tr>
<td>Yucaipa</td>
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<td>120</td>
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<tr>
<td>Ontario</td>
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<td><strong>Total</strong></td>
<td><strong>22</strong></td>
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</table>

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

<table>
<thead>
<tr>
<th>City</th>
<th>Number of programs</th>
<th>number of students(x30)</th>
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</thead>
<tbody>
<tr>
<td>San Bernardino</td>
<td>5</td>
<td>150</td>
</tr>
<tr>
<td>Redlands</td>
<td>5</td>
<td>150</td>
</tr>
<tr>
<td>Bloomington</td>
<td>3</td>
<td>90</td>
</tr>
<tr>
<td>Yucaipa</td>
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<td>120</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>17</strong></td>
<td><strong>510</strong></td>
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## BUDGET SUMMARY

<table>
<thead>
<tr>
<th>Task</th>
<th>Description</th>
<th>Task Budget</th>
<th>Cumulative Cost</th>
<th>Budget Remaining</th>
<th>% Fund Remaining</th>
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<tr>
<td>Task 1</td>
<td>Website</td>
<td>$13,000.00</td>
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<td>Materials</td>
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