

City of Sumner

Behavior Evaluation (S5.C.1.c)

The City of Sumner has completed our “Call to Dooty” program ending December 31, 2015. The purpose behind this program was to target pet owners of their responsibility to pick up after their pets. The targeted areas were within the City’s public right of way and public park facilities. The City advertised this program through our social media sites to include the City Website, Facebook, Twitter and news media outlets (Puyallup Herald). The city also partnered with our local veterinarian (Sumner Veterinary Hospital) providing handouts and yard posters for clients and citizens. The results of our efforts through social media were, our website was reviewed 85 times, one tweet received 353 impressions, 9 engagements and 1 re-tweet.

The “Call to Dooty” was also featured in the Puyallup Herald and on the Puget Sound Starts Here Facebook page. Sumner Veterinary printed and handed out 50 signs. Despite the high visibility and interaction, only 3 people took the time to take the online survey. Through this public outreach the City was successful in getting the message out to have pet owners clean up after their pets. City’s public right of way and public park facilities were surveyed through city staff members and they reported a significant change to those areas with a reduction of animal feces.