

Dogs Downtown

Best Practices for Main Street Pets



STEWARDSHIP STRATEGIES

Design | Planning | Historic Preservation | Economic Development



Order of Business

MAIN STREET
Now

A CONFERENCE OF THE
NATIONAL MAIN STREET CENTER

SEATTLE, WA // MARCH 25-27, 2019

- **Dogs Downtown**
 - How Dogs Live, Bark, Play!
- **How to Make a Main Street for Pets**
 - Best Pet Practices & ADA!
- **Rules, Resources & Tips**
 - Take It Back to Your Main Street!



Dogs Downtown

How Dogs

Live, Bark, Play!



Dogs Downtown

MAIN STREET
Now

A CONFERENCE OF THE
NATIONAL MAIN STREET CENTER

SEATTLE, WA // MARCH 25-27, 2019

- **More than 84 million U.S. families now have a pet.**
- **81% of dog-owners say having a dog gives them companionship or love.**
- **53% say having a dog is good for their health or their family's health.**
- **59% think of their dog as being like a child or family member.**
- **67% say having a dog relaxes them or relieves stress.**
- **Millennials are now the largest pet-owning demographic.**

Source: www.bettercitiesforpets.com



Dogs Downtown

MAIN STREET
Now

A CONFERENCE OF THE
NATIONAL MAIN STREET CENTER

SEATTLE, WA // MARCH 25-27, 2019

- Having a pet reduces blood pressure and lowers the risk of heart disease and high cholesterol. (Friedman et al 2010)
- Numerous studies have suggested dog walking is a great way to increase physical activity and may help reduce rates of obesity. (Timperio et al 2008)
- Kids who grow up with pets tend to have greater self-esteem, less loneliness and enhanced social skills. (Purewal et al 2017)
- The presence of dogs increases the number and length of people's conversations with others in the community. (Jenkinson et al 2010)
- Pet owners are significantly more likely to form friendships in their neighborhood than non-pet owners. (Wood et al 2015)
- Kids who grow up with pets demonstrate more empathy, are usually more popular with classmates and are more involved in activities such as sports, hobbies, clubs or chores. (Melson et al 1990)

Source: www.bettercitiesforpets.com



Dogs Provide Comfort & Companionship



Dogs Provide Assistance



A German Shepherd dog is sitting on a grassy field, looking to the left. The dog is wearing a black harness with a strap that says "POLICE" in white capital letters. The background is a blurred park scene with people and trees.

**Dogs Provide
Safety & Security**

Dogs Travel!



How to Make a Main Street for Pets Best Pet Practices!

Dogs Doing Business

MAIN STREET
Now

A CONFERENCE OF THE
NATIONAL MAIN STREET CENTER

SEATTLE, WA // MARCH 25-27, 2019

- How can dogs benefit a Main Street business?
- What can a business do to be dog-friendly?
- The Americans with Disabilities Act – what we all need to know!





**How You Feel
About Your Dog**

How a Business Owner Feels About Your Dog



Dogs Doing Business

- In 2017, U.S. pet owners spent an estimated \$69 billion on pets.
- 76% of millennials said they're more likely to splurge on their pet than themselves.
- Three-quarters of pet owners say issues with the economy have had no influence on their pet ownership.
- In a 2017 survey by the U.S. Conference of Mayors and Mars Petcare, more than 60% of U.S. mayors surveyed believe pet-friendly policies and amenities can attract additional traffic to retail establishments.
- In a 2017 study by the National Association of Realtors® Research Department, 81% of respondents said pet-related considerations will play a role when choosing their next living situation.

Source: www.bettercitiesforpets.com



Dogs Doing Business

- **79% of residents surveyed said they value pets being welcome in businesses.**
- **56% of business owners strongly agreed that pet-friendly businesses are good for the community.**
- **65% of residents said having pets around helps build social connections.**
- **49% of residents said they are more likely to visit a business that's pet friendly.**
- **48% of business owners said more pet-friendly policies would increase pedestrian traffic to the downtown area.**

Source: www.bettercitiesforpets.com



Americans with Disabilities Act

MAIN STREET
Now

A CONFERENCE OF THE
NATIONAL MAIN STREET CENTER

SEATTLE, WA // MARCH 25-27, 2019

Service Animals

The Department of Justice published revised final regulations implementing the Americans with Disabilities Act (ADA) for title II (State and local government services) and title III (public accommodations and commercial facilities) on September 15, 2010, in the Federal Register. These requirements, or rules, clarify and refine issues that have arisen over the past 20 years and contain new, and updated, requirements, including the 2010 Standards for Accessible Design (2010 Standards).

Overview

This publication provides guidance on the term “service animal” and the service animal provisions in the Department’s new regulations.

- Beginning on March 15, 2011, only dogs are recognized as service animals under titles II and III of the ADA.
- A service animal is a dog that is individually trained to do work or perform tasks for a person with a disability.
- Generally, title II and title III entities must permit service animals to accompany people with disabilities in all areas where members of the public are allowed to go.

Source: https://www.ada.gov/service_animals_2010.htm

How “Service Animal” Is Defined

Service animals are defined as dogs that are individually trained to do work or perform tasks for people with disabilities. Examples of such work or tasks include guiding people who are blind, alerting people who are deaf, pulling a wheelchair, alerting and protecting a person who is having a seizure, reminding a person with mental illness to take prescribed medications, calming a person with Post Traumatic Stress Disorder (PTSD) during an anxiety attack, or performing other duties. Service animals are working animals, not pets. The work or task a dog has been trained to provide must be directly related to the person's disability. Dogs whose sole function is to provide comfort or emotional support do not qualify as service animals under the ADA.

This definition does not affect or limit the broader definition of “assistance animal” under the Fair Housing Act or the broader definition of “service animal” under the Air Carrier Access Act.

Some State and local laws also define service animal more broadly than the ADA does. Information about such laws can be obtained from the State attorney general's office.

Service Dogs

Where Service Animals Are Allowed

Under the ADA, State and local governments, businesses, and nonprofit organizations that serve the public generally **must allow service animals to accompany people with disabilities in all areas of the facility where the public is normally allowed to go.** For example, in a hospital it would be inappropriate to exclude a service animal from areas such as patient rooms, clinics, cafeterias, or examination rooms. However, it may be appropriate to exclude a service animal from operating rooms or burn units where the animal's presence may compromise a sterile environment.

Service Animals Must Be Under Control

Under the ADA, service animals must be harnessed, leashed, or tethered, unless these devices interfere with the service animal's work or the individual's disability prevents using these devices. In that case, the individual must maintain control of the animal through voice, signal, or other effective controls.

Service Dogs

Inquiries, Exclusions, Charges, and Other Specific Rules Related to Service Animals

- When it is not obvious what service an animal provides, only limited inquiries are allowed. Staff may ask two questions: (1) is the dog a service animal required because of a disability, and (2) what work or task has the dog been trained to perform. Staff cannot ask about the person's disability, require medical documentation, require a special identification card or training documentation for the dog, or ask that the dog demonstrate its ability to perform the work or task.
- Allergies and fear of dogs are not valid reasons for denying access or refusing service to people using service animals. When a person who is allergic to dog dander and a person who uses a service animal must spend time in the same room or facility, for example, in a school classroom or at a homeless shelter, they both should be accommodated by assigning them, if possible, to different locations within the room or different rooms in the facility.
- A person with a disability cannot be asked to remove his service animal from the premises unless: (1) the dog is out of control and the handler does not take effective action to control it or (2) the dog is not housebroken. When there is a legitimate reason to ask that a service animal be removed, staff must offer the person with the disability the opportunity to obtain goods or services without the animal's presence.

Service Dogs

- Establishments that sell or prepare food must allow service animals in public areas even if state or local health codes prohibit animals on the premises.
- People with disabilities who use service animals cannot be isolated from other patrons, treated less favorably than other patrons, or charged fees that are not charged to other patrons without animals. In addition, if a business requires a deposit or fee to be paid by patrons with pets, it must waive the charge for service animals.
- If a business such as a hotel normally charges guests for damage that they cause, a customer with a disability may also be charged for damage caused by himself or his service animal.
- Staff are not required to provide care or food for a service animal.

Watch the Video

“What You Need to Know about Service Dogs”

<https://www.youtube.com/watch?v=R39OFW-xFaE&t=4s>

Water
(Especially in Summer!)



Health Care



Pampering



Rules, Resources & Tips

Take It Back to Your Main Street!

Public Restrooms for All!



- **Distribute educational materials or start an information campaign. Help people know how important it is to clean up after their pets!**
- **Provide pet waste stations in your downtown that include cleanup AND disposal.**
- **Adopt pet waste ordinances for your city if enforcement is an issue.**



Dog Park

Business Window Decals

MAIN STREET
Now

A CONFERENCE OF THE
NATIONAL MAIN STREET CENTER

SEATTLE, WA // MARCH 25-27, 2019



Your Main Street Members can help!

Design a vinyl window logo or series of logos (design contest?) to let customers know which businesses are dog-friendly, and which are not!

“Service animals only, please”

“Dog-friendly”

“Pet-Friendly”

Main Street Banners

MAIN STREET
Now

A CONFERENCE OF THE
NATIONAL MAIN STREET CENTER

SEATTLE, WA // MARCH 25-27, 2019



Does your Main Street
Need New Banners?

Dog Party!



Social Media

MAIN STREET
Now

A CONFERENCE OF THE
NATIONAL MAIN STREET CENTER

SEATTLE, WA // MARCH 25-27, 2019



Develop your own hashtag or social media campaign!

#petfriendlyportland has more than 27K followers!

@zilkerbark (Austin) has 169K followers!

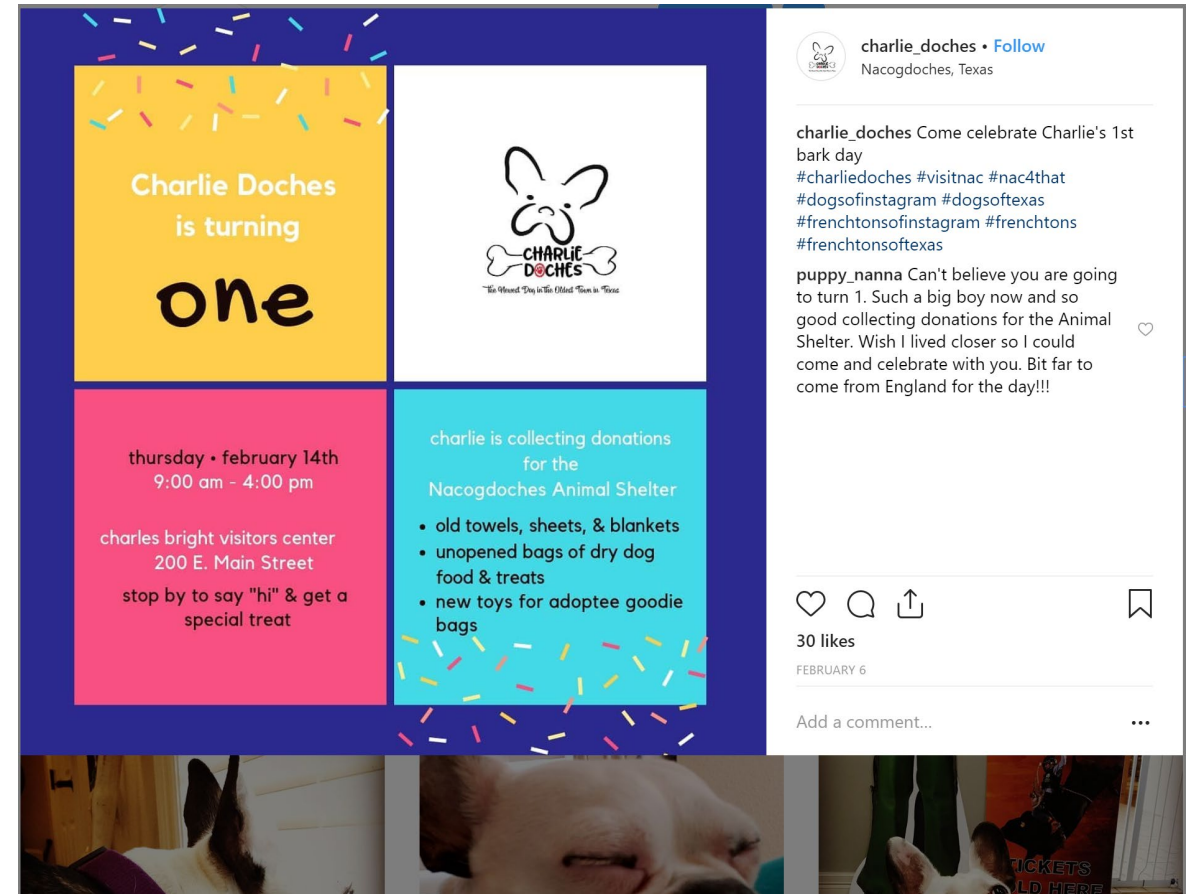
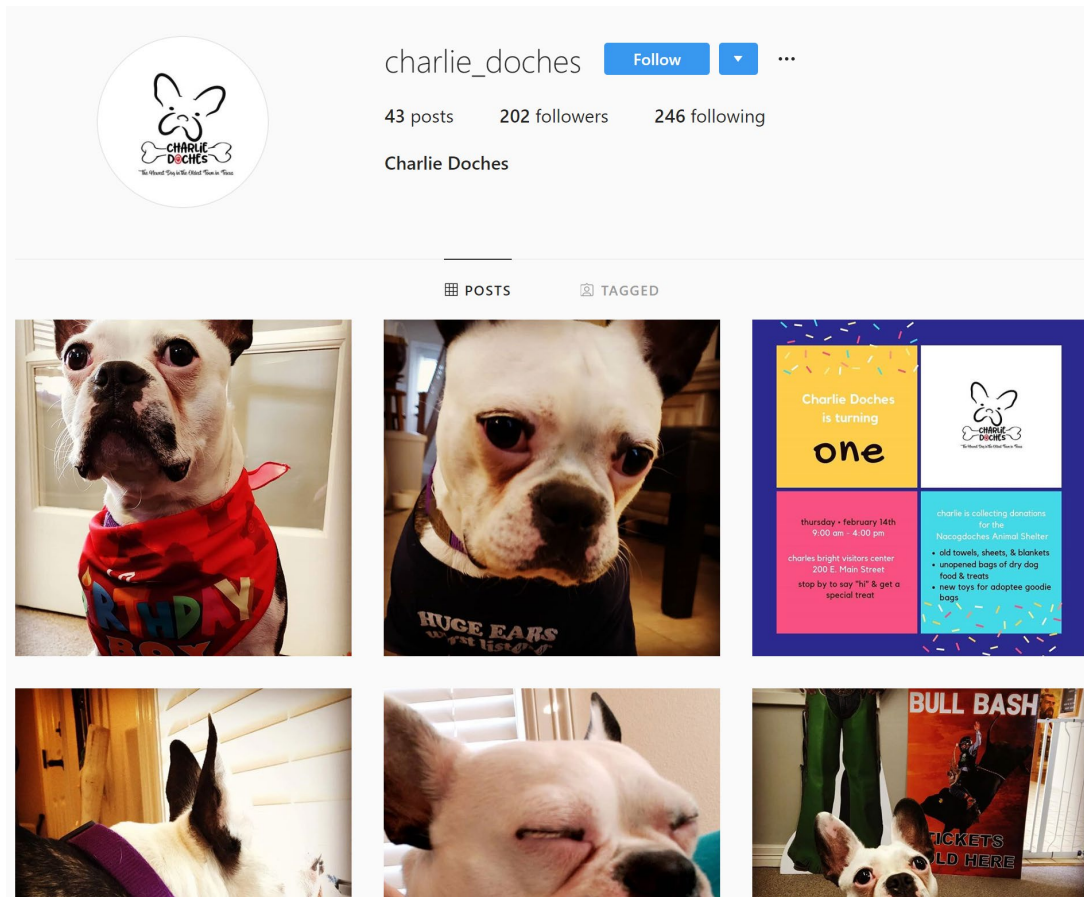
**#petfriendlytravel
#petfriendlyhotel
#petfriendlybusiness**

Social Media

MAIN STREET
Now

A CONFERENCE OF THE
NATIONAL MAIN STREET CENTER

SEATTLE, WA // MARCH 25-27, 2019



Charlie Doches, mascot of Visit Nacogdoches, Texas

Resources

- For more information on pet-friendly ideas and policies, check out www.bettercitiesforpets.com
- For more information on service animals, plus best practices for animal welfare and fact sheets on dozens of pet topics, please visit www.americanhumane.org
- For more information on best practices for pet waste management, download [https://www.chesapeakebay.net/channel_files/24812/attach b. designing effective outreach programs to reduce pet waste.pdf](https://www.chesapeakebay.net/channel_files/24812/attach_b._designing_effective_outreach_programs_to_reduce_pet_waste.pdf)