

# 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

## Table of Contents

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<b>1. PURPOSE .....</b>	<b>2</b>
<b>2. PROGRAM GOALS.....</b>	<b>2</b>
<b>3. STRATEGY .....</b>	<b>2</b>
<b>4. RESIDENTIAL PET WASTE CAMPAIGN .....</b>	<b>3</b>
CAMPAIN MESSAGING .....	3
DOGGIE WASTE BAG CANISTER .....	4
PLEDGES .....	4
PET PHOTO SWEEPSTAKES.....	5
PARTNERSHIPS.....	5
CAMPAIGN WEBSITE .....	5
OUTREACH AND PROMOTION.....	6
4.1 Goals.....	6
4.2 Results.....	7
<b>5. WEBSITE .....</b>	<b>8</b>
5.1 Goals.....	8
5.2 Results.....	9
<b>6. FACEBOOK .....</b>	<b>9</b>
6.1 Goals.....	10
6.2 Results.....	10
<b>7. ILLEGAL DUMPING HOTLINE .....</b>	<b>10</b>
7.1 Goals.....	10
7.2 Results.....	11
<b>8. COMMITTEE SUPPORT .....</b>	<b>11</b>
8.1 Goals.....	11
8.2 Results.....	11
<b>9. REPORTING .....</b>	<b>11</b>
9.1 Goals.....	11
9.2 Results.....	11
<b>10. SCHOOL OUTREACH .....</b>	<b>11</b>
<b>11. APPENDIX .....</b>	<b>12</b>
WEBSITE.....	12
RESIDENTIAL CAMPAIGN .....	15
FACEBOOK .....	42
BUDGET SUMMARY.....	46

## **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 though 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](http://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, anywhere! 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 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 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/sbccountystormwater>) 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.sbccountystormwater.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](http://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



#### Rotated Banners





**Dog Owners Page with the Pet Sweepstakes Entry Button**

The screenshot shows the website's main navigation bar at the top, featuring links for "About Us | Contact Us", "SIGN UP FOR e-UPDATES", "SEARCH", and the San Bernardino County Stormwater Program logo. Below the logo, the main title "SAN BERNARDINO COUNTY STORMWATER POLLUTION PREVENTION" is displayed. A secondary navigation bar below the main one includes links for "HOME", "ABOUT STORMWATER", "RESIDENTS" (which is highlighted in orange), "BUSINESSES", "STUDENTS", "GOVERNMENT", and "GET INVOLVED".

The main content area is titled "DOG OWNERS" and features a "SHOW US Your Doggone Bag!" Pet Photo Sweepstakes section. This section includes a photo of a dog being petted, a "Be rewarded for being a responsible dog owner!" button, and a large blue "ENTER NOW" button. To the right, text states: "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!"

Below this, there are two sections: "Take A Pledge" (with a link to "Take a pledge to pick up after your dog!") and "Your Neighbors Are Picking Up After Their Dogs" (listing names of participants from various cities). To the right, a "Get Involved!" section features a Facebook icon and the text "Join us on Facebook for eco-tips, fun contests & more!".

## **RESIDENTIAL CAMPAIGN**

**Postcard (front and back)**



**Get a bag!**



Go to:

[freedoggiebags.com](http://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/sbccountystormwater](http://facebook.com/sbccountystormwater)  
and be eligible to win dog-friendly prizes!

Printed on Recycled Paper

### Pet Photo Sweepstakes App

The screenshot shows the mobile application interface for the "Pet Photo Sweepstakes".

**Header:** SHOW US Your Doggone Bag! Pet Photo Sweepstakes

**Icon:** A white circle containing a black silhouette of a dog with a waste bag.

**Text:** Be rewarded for being a responsible dog owner!

**Instructions:**

- 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**

**Form Fields:**

- Name: [Text input field]
- Email: [Text input field]
- City: [Text input field]
- UPLOAD IMAGE: [Green button]

Check if you have read and agree to the [Official Rules](#).

Share this sweepstakes with your friends!

**SUBMIT**: [Green button]

**Logo:** San Bernardino County Stormwater Program

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

A small illustration of a brown dog walking at the bottom right.

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

**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](http://www.ShowYourDoggoneBag.com)



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





**Public Pledges (on dog owners page)**

The screenshot shows the 'DOG OWNERS' section of the website. At the top left is a circular icon with a water drop. Below it, a green banner features the text 'SHOW US Your Doggone Bag!' and 'Pet Photo Sweepstakes'. It includes a small photo of a dog being petted and a button that says 'Be rewarded for being a responsible dog owner!'. To the right, a message states 'Free doggie waste bag canisters are no longer available.' and 'Win a \$75 gift card by submitting a photo of a pet waste bag on your dog's leash!', with a blue 'ENTER NOW' button. Below this, a section titled 'Take A Pledge' lists pledges from various users: Adolfo, Agneta, Alma, Alondra, Amy, Angelica, and Angellina. To the right, a 'Get Involved!' box features a Facebook logo and a call to action: 'Join us on Facebook for eco-tips, fun contests & more!'. At the bottom right, a blue bar says 'You Wanna Run With the Pack?'. Navigation arrows are visible at the bottom center.

**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.  
Angellina from Rancho Cucamonga pledges to pick up after Hootie, Ritz, Goose, and Cupid.  
Anne from Ontario pledges to pick up after Chai and Toby.

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@sbcouystormwater.org](mailto:info@sbcouystormwater.org)

<http://www.sbcouystormwater.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](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@sbcowntystormwater.org](mailto:info@sbcowntystormwater.org)  
<http://www.sbcowntystormwater.org/>

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***San Bernardino County Stormwater Public Education Program  
Annual Report***

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**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

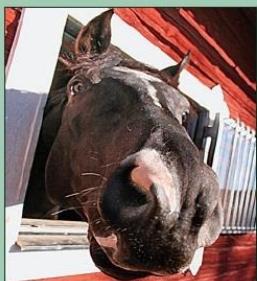
Posting ID: 3478642133    Posted at: 2012-12-17, 12:19PM PST

## 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](http://freedoggiebags.com)

To receive your **FREE** doggie waste bag dispenser visit [freedoggiebags.com](http://freedoggiebags.com). Now you can pick up after your dog anytime, anywhere! **No excuses!**



Join our Facebook page at:  
[facebook.com/sbccountystormwater](https://facebook.com/sbccountystormwater)  
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](http://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

**SHOW US Your Doggone Bag!**  
Pet Photo Sweepstakes



Be rewarded for being a responsible dog owner!

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](http://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](http://www.ShowYourDoggoneBag.com)

## Pet Photo Sweepstakes Online Promotion

### Twitter

The screenshot shows Vedrana Trbusic's Twitter profile page. At the top, there's a sidebar with links for Tweets, Following, Followers, Favorites, and Lists. Below that is a section for 'Who to follow' with profiles for TennisHub, U.S.CitizenDiplomacy, and The White House. Further down are sections for Trends (including #TheNextBigThing, #IWD, #sxsw, Happy International Women's Day, SimCity, #JustinYouAreTheBestIdolInTheWorld, #fashion, SXSW, #ICanHonestlySay, and Topanga) and a copyright notice for 2013 Twitter. The main area features Vedrana Trbusic's profile picture, her name (@vegica), location (Los Angeles), and website (http://www.sga-inc.net/). It also shows her stats: 101 tweets, 114 following, and 44 followers. Below this is a list of her tweets, starting with one from Feb 28 about 4 Sparks That Help Drive Creative Minds, followed by tweets from Feb 14, Nov 15, and Sep 19, and finally a retweet from Stephen Groner on Sep 19.

**Tweets**

**Following**

**Followers**

**Favorites**

**Lists**

**Who to follow** · Refresh · View all

**TennisHub** @TennisHubdotcom Followed by John Paul Aguirar Promoted · Follow

**U.S.CitizenDiplomacy** @USCCD Follow

**The White House** @whitehouse Followed by Edelman Los Angeles... 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

4 Sparks That Help Drive Creative Minds [lnkd.in/7CzzcR](#) Expand

**Vedrana Trbusic** @vegica

Submit a photo of your dog and win a \$75 gift card to @PetSmart: [bit.ly/VTerqL](#) #ValentinesDay #InlandEmpire@sbsonline.com Expand

**Vedrana Trbusic** @vegica

Submit a photo of your dog and win a \$75 gift card to @PetSmart: [bit.ly/VTerqL](#) #petphotosweepstakes #dogcontest #SanBernardino Expand

**Vedrana Trbusic** @vegica

Are You Going to Finish That Turkey? [lnkd.in/PSvHbF](#) Expand

**Vedrana Trbusic** @vegica

Halloween at SGA: Can you recognize these staff? [bit.ly/VGDaZo](#) Expand

**Stephen Groner** @StephenGroner

Peace - The Story the News Missed. Here is my take on why. [bit.ly/PAEM62](#) #socialmarketing

## San Bernardino County Stormwater Public Education Program Annual Report

### Craigslist

The screenshot shows a Firefox browser window displaying a Craigslist post. The title of the post is "Win a \$75 PetSmart Gift Card (San Bernardino County)". The post details a sweepstakes where responsible dog owners can submit a photo of a pet waste bag on their dog's leash to win a \$75 gift card. It specifies that the photo must be taken in San Bernardino County and that it's not ok to contact the poster for commercial interests. The posting information at the bottom indicates it was posted on February 1, 2013, at 5:52 PM PST.

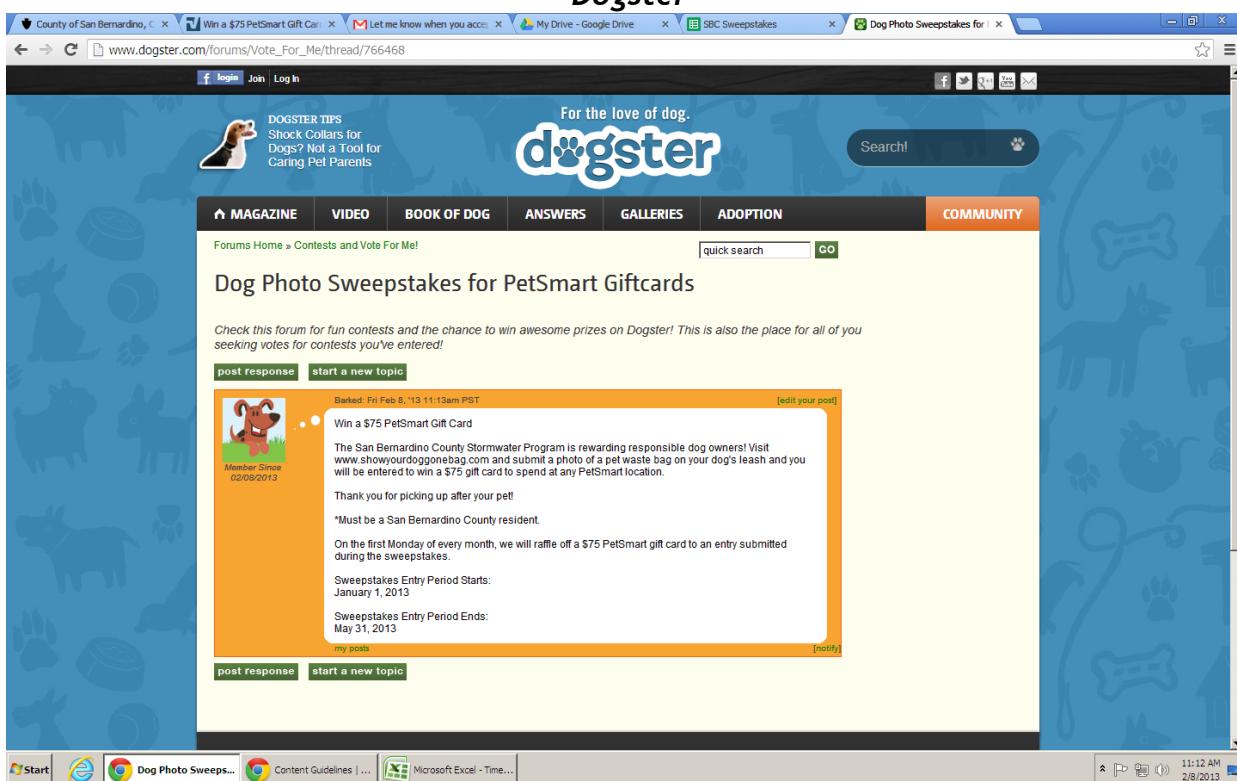
### DogForums.com

The screenshot shows a DogForums.com thread titled "SHOW US Your Doggone Bag Pet Photo Sweepstakes". The thread details a sweepstakes for San Bernardino County residents where they can submit a photo of a pet waste bag on their dog's leash to win a \$75 PetSmart gift card. The post includes terms and conditions, such as being a resident of San Bernardino County and picking up after your pet. It also mentions that the first Monday of every month, a \$75 gift card will be raffled off to an entry submitted during the sweepstakes. The thread has one post and was created on January 1, 2013, by a user named "Sweepstakes". The thread has been viewed 1,117 times and has 1 reply. At the bottom of the page, there are promotional banners for a "FREE 2TB SERVER GIVEAWAY" and a "\$1,000 VALUE" offer.

**San Bernardino County Stormwater Public Education Program  
Annual Report**

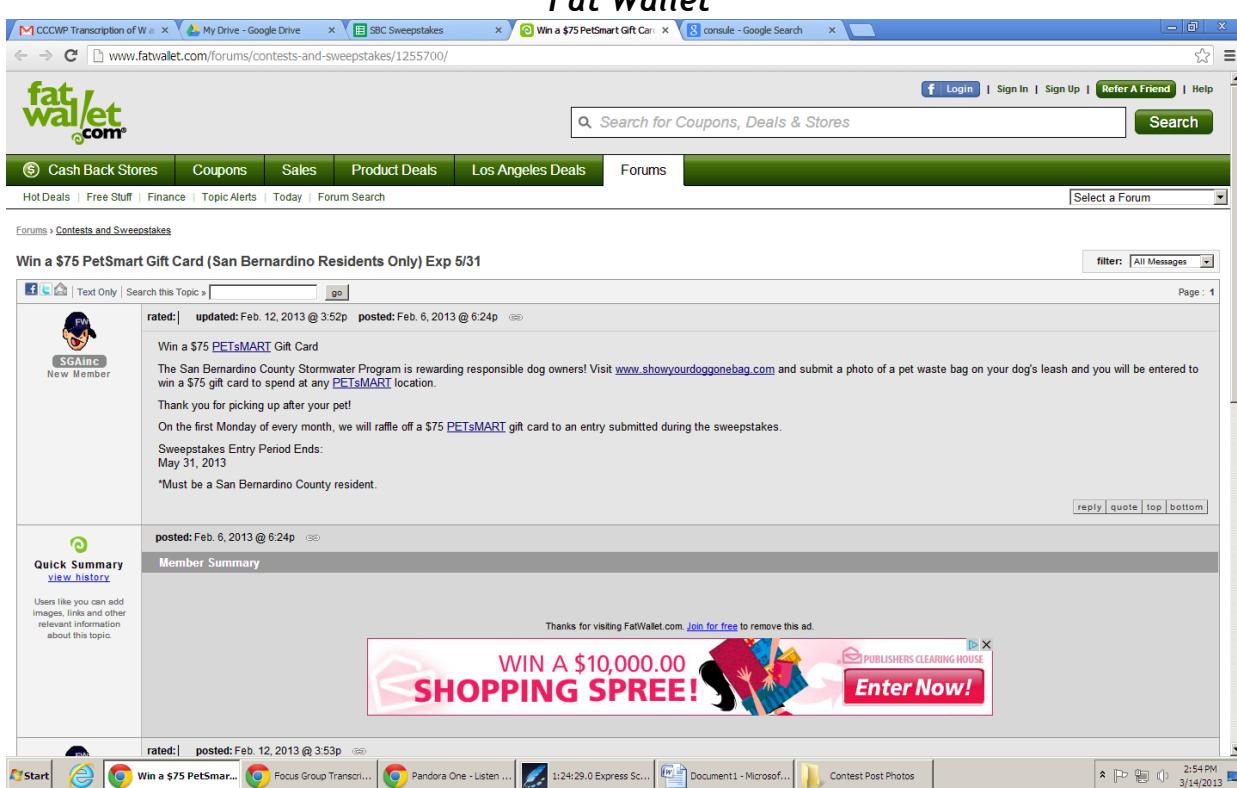
---

**Dogster**



The screenshot shows a forum post on the Dogster website. The post is titled "Win a \$75 PetSmart Gift Card". It includes a small profile picture of a dog, the member's name "SGAinc", and the date "Member Since 02/08/2013". The post text describes the sweepstakes: "The San Bernardino County Stormwater Program is rewarding responsible dog owners! Visit [www.showyourdoggonebag.com](http://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." It also specifies rules like being a San Bernardino County resident and the entry period from January 1 to May 31, 2013.

**Fat Wallet**

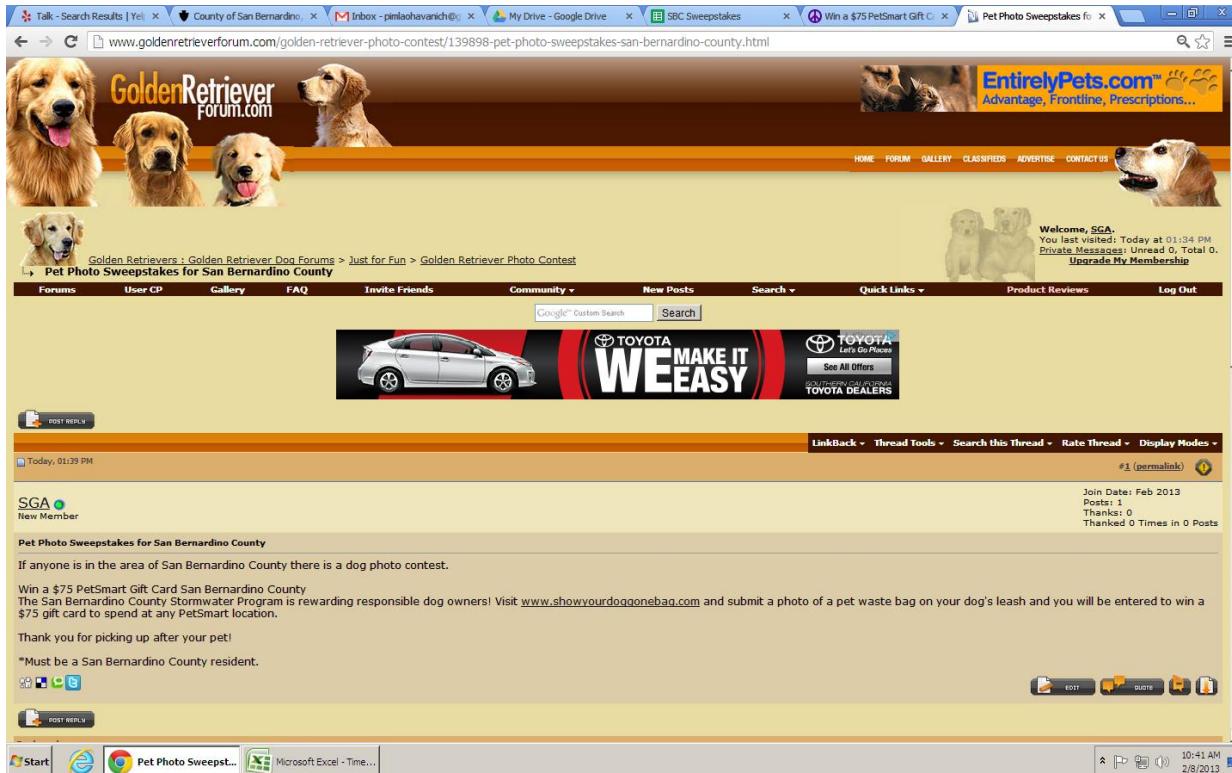


The screenshot shows a forum post on the Fat Wallet website. The post is titled "Win a \$75 PetSmart Gift Card (San Bernardino Residents Only) Exp 5/31". It includes a small profile picture of a user named "SGAinc" and the date "New Member". The post text is identical to the one on the Dogster site, describing the sweepstakes, rules, and entry period. At the bottom of the post, there is a link to "view history" and a note about removing ads.

**San Bernardino County Stormwater Public Education Program  
Annual Report**

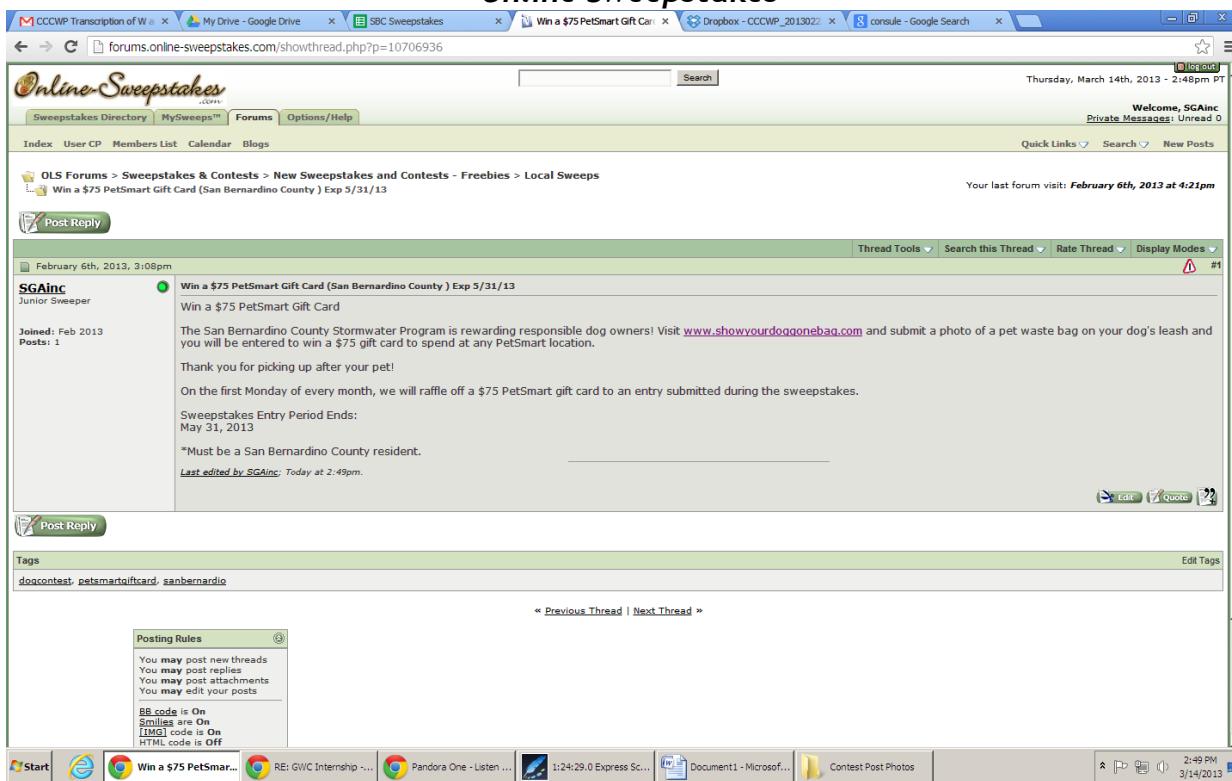
---

### Golden Retriever Forum



The screenshot shows a forum post for a "Pet Photo Sweepstakes for San Bernardino County". The post details a competition where anyone in San Bernardino County can submit a photo of their dog's waste bag to win a \$75 PetSmart gift card. It includes rules like being a San Bernardino County resident and picking up after your pet. The post has 10 replies and was last updated on February 6th, 2013.

### Online Sweepstakes

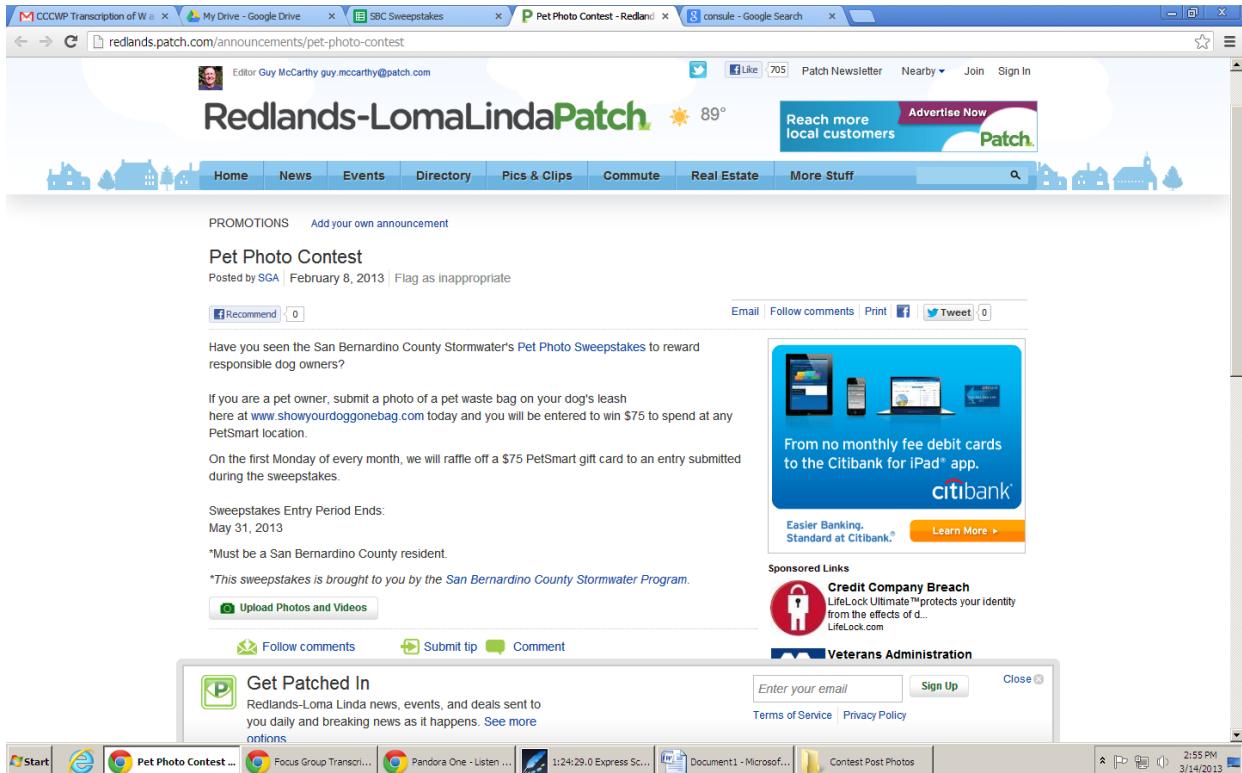


The screenshot shows a thread for a "Local Sweepstakes" on the Online Sweepstakes website. The post details a monthly raffle for a \$75 PetSmart gift card. It includes rules like being a San Bernardino County resident and picking up after your pet. The post has 10 replies and was last updated on February 6th, 2013.

***San Bernardino County Stormwater Public Education Program  
Annual Report***

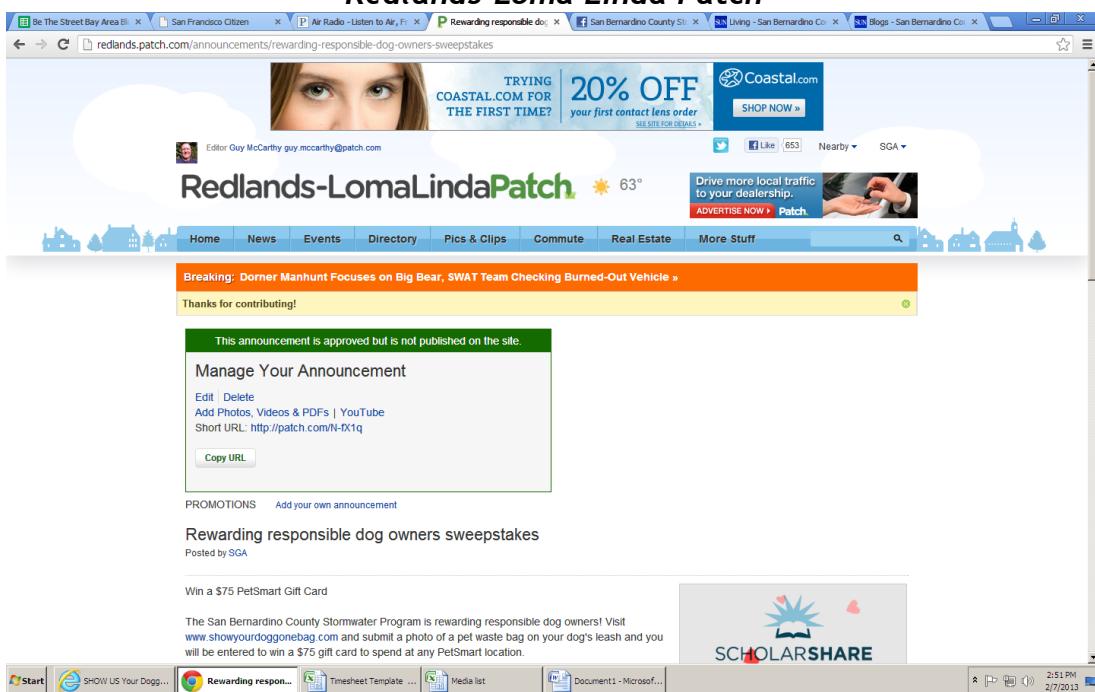
---

***Redlands-Loma Linda Patch***



The screenshot shows a web browser window with multiple tabs open. The main content area displays a news article titled "Pet Photo Contest" from the "Redlands-Loma Linda Patch" website. The article encourages pet owners to submit photos of their dogs' waste bags for a chance to win \$75. It includes a "Pet Photo Sweepstakes" logo and a "From no monthly fee debit cards to the Citibank for iPad® app" advertisement for Citibank.

***Redlands-Loma Linda Patch***



The screenshot shows a web browser window with multiple tabs open. The main content area displays a news article titled "Rewarding responsible dog owners sweepstakes" from the "Redlands-Loma Linda Patch" website. The article discusses a promotion where responsible dog owners can win a \$75 gift card. It includes a "COASTAL.COM FOR THE FIRST TIME? 20% OFF your first contact lens order" advertisement for Coastal.com.

**San Bernardino County Stormwater Public Education Program  
Annual Report**

**Slick Deals**

The screenshot shows a web browser window with multiple tabs open. The main content is a thread on SlickDeals.net titled "SHOW US Your Doggone Bag Pet Photo Sweepstakes for a 75\$ PetSmart Gift Card". The post by "SGA" (New User) details the sweepstakes rules: winning a \$75 PetSmart gift card by submitting a photo of a dog waste bag. It specifies that entries must be submitted on the first Monday of every month. The thread has 0 votes and 0 replies. The browser taskbar at the bottom shows various open tabs and windows, including Microsoft Excel, contest photos, and a paint application.

**Sweepstakes Advantage**

The screenshot shows a web browser window on the Sweepstakes Advantage website. The main content is a thread titled "Win a \$75 PetSmart Gift Card (San Bernardino County) Exp 5/31/13". The post by "sgainc" (Junior Member) details the sweepstakes rules, which are identical to the ones on SlickDeals.net. The thread has 0 replies and 0 votes. The browser taskbar at the bottom shows various open tabs and windows, including Microsoft Excel, contest photos, and a paint application.

**San Bernardino County Stormwater Public Education Program  
Annual Report**

## Topix

The screenshot shows a news article titled "Win a \$75 PetSmart Gift Card" posted in the "San Bernardino County" forum. The article includes a photo of two men, a caption about seized Iranian ships, and details about the sweepstakes. To the right, there's an advertisement for TurboTax and another for Total College Sports (TCS). The browser taskbar at the bottom shows various open tabs and the date/time.

## Yelp

The screenshot shows a conversation on the Yelp platform. The topic is "Dog photo sweepstakes for PetSmart gift cards". It includes a message from a user named "Pim" about picking up after their pet, a note about being a San Bernardino County resident, and details about the sweepstakes entry period. The sidebar shows recent conversations and other user activity.

### **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** [www.ShowYourDoggoneBag.com](http://www.ShowYourDoggoneBag.com)

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](http://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@sbccountystormwater.org](mailto:info@sbccountystormwater.org)  
<http://www.sbcountystormwater.org/>

**Pet Photo Sweepstakes List of Entries**

Date Entered	Name	Email	City	Notes
May	Cynthia	<a href="mailto:cindyfregeau48@hotmail.com">cindyfregeau48@hotmail.com</a>	Victorville	
May	A Flores	<a href="mailto:aileenflores@msn.com">aileenflores@msn.com</a>	Rancho Cucamonga	
April	Neal Trautloff	<a href="mailto:Treblemdk@yahoo.com">Treblemdk@yahoo.com</a>	Chino	
April	Leslie Carrasco	<a href="mailto:lc.marie31@gmail.com">lc.marie31@gmail.com</a>	Rancho Cucamonga	
April	Andy	<a href="mailto:poppster17@msn.com">poppster17@msn.com</a>	san bernardino	
April	Yeimy	<a href="mailto:yeimy_alesi@hotmail.com">yeimy_alesi@hotmail.com</a>	Colton, CA	
April	Alena	<a href="mailto:alena909hernandez@gmail.com">alena909hernandez@gmail.com</a>	San Bernardino	April Winner
April	Julianna Hernandez	<a href="mailto:hernandez.julianna@yahoo.com">hernandez.julianna@yahoo.com</a>	Rialto	
April	Nora	<a href="mailto:norana98@hotmail.com">norana98@hotmail.com</a>	san bernardino	
April	Kristen	<a href="mailto:goodetwin1@aol.com">goodetwin1@aol.com</a>	Fontana	
April	Frank	<a href="mailto:reesew1@aol.com">reesew1@aol.com</a>	Rancho Cucamonga	
April	Judy	<a href="mailto:judyhopkins@dslextreme.com">judyhopkins@dslextreme.com</a>	Rialto	
April	Eric	<a href="mailto:johnson4779@gmail.com">johnson4779@gmail.com</a>	Colton, CA	
April	Justin	<a href="mailto:justinmoreno11@yahoo.com">justinmoreno11@yahoo.com</a>	Highland	
April	Ethel	<a href="mailto:ethelmcafee@aol.com">ethelmcafee@aol.com</a>	Rialto	
April	jason	<a href="mailto:jason.reyes.pmk4@statefarm.com">jason.reyes.pmk4@statefarm.com</a>	San Bernardino	
April	Elizabeth White	<a href="mailto:ellasgarden@yahoo.com">ellasgarden@yahoo.com</a>	Apple Valley	
April	Liz	<a href="mailto:hooliesmom@yahoo.com">hooliesmom@yahoo.com</a>	Apple Valley	
April	Meredith Fierro	<a href="mailto:alexandmereshow@aol.com">alexandmereshow@aol.com</a>	Rancho Cucamonga	
April	Rob Swanson	<a href="mailto:rswansonj@yahoo.com">rswansonj@yahoo.com</a>	Highland	
March	Sierra Orr	-	Apple Valley	
March	Jaye Scott	<a href="mailto:jayescott4@gmail.com">jayescott4@gmail.com</a>	Barstow	
March	Sophia Sanchez	<a href="mailto:Sophie312000@yahoo.com">Sophie312000@yahoo.com</a>	Highland	
March	Brock	<a href="mailto:pawzlawz@gmail.com">pawzlawz@gmail.com</a>	Rancho Cucamonga	
March	John Cawley	<a href="mailto:mule4mail@gmail.com">mule4mail@gmail.com</a>	Blue Jay	
March	Rachel Cawley	<a href="mailto:gr8dane@cataroo.com">gr8dane@cataroo.com</a>	Blue Jay	

***San Bernardino County Stormwater Public Education Program  
Annual Report***

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

**Winner Posts**



**Pet Photo Sweepstakes Winner's Post Example**

San Bernardino County St... 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.sbccountystormwater.org/Gardeners\\_pesticides.html](http://www.sbccountystormwater.org/Gardeners_pesticides.html)

Water Wise

**San Bernardino County Stormwater Pollution Prevention | GARDENERS**

[www.sbccountystormwater.org](http://www.sbccountystormwater.org)

Your contributions make a

Like · Comment · Share

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***

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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***

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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
<b>TOTAL</b>	<b>8881</b>	

## **Event Photos**



# FACEBOOK

## Example of Facebook Interactions

The following is a collage of nine Facebook posts from the San Bernardino County Stormwater page, illustrating various interactions:

- Post 1:** A photo of a dog's legs standing in grass. **Text:** Like · Comment · Share    **Reactions:** 85 1
- Post 2:** A link to eHow.com about eco-friendly pesticides. **Text:** LIKE if you plan on testing this on your lawn! **Image:** eHow logo. **Text:** How to Make Your Own Eco-friendly Pesticides | eHow www.ehow.com When bugs invade your **Reactions:** 6
- Post 3:** A question from the page. **Text:** San Bernardino County Stormwater asked a question. May 15   
How often do you pick up after your pet?  
**Options:**
  - Once a week +4
  - Twice a week +2
  - Every time! +26
  - Never +7**Reactions:** 13 8
- Post 4:** A shared link about plastic bag recycling. **Text:** San Bernardino County Stormwater shared a link. May 11   
Ever wonder what happens to your plastic bags after you recycle them? Check out Earth 911's Plastic Bag Recycling 101 video.  
**Image:** Video thumbnail showing a recycling facility. **Text:** How Plastic Bags Get Recycled  
Plastic pollution is a problem – but the solution starts with recycling everything and **Reactions:** 15 1
- Post 5:** A question from the page. **Text:** San Bernardino County Stormwater asked a question. May 9   
What's your favorite green garden friendly tip? If you're looking for some simple TIPS, check out: [www.sbccountystormwater.org/Gardeners\\_pesticides.html](http://www.sbccountystormwater.org/Gardeners_pesticides.html)  
**Image:** Photo of a garden with a white trash can.
- Post 6:** A shared link about composting. **Text:** San Bernardino County Stormwater shared a link. 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:  
**Image:** Photo of a compost bin.

### Example of a promoted post

Like · Comment · Share      2

 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://showyourdoggongebag.com/>



Like · Comment · Share      35 1

Like · Comment · Share      22 2

 Rachel Cawley ► San Bernardino County Stormwater  
May 6

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

Like · Comment · Share      1 1

 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.sbccountystormwater.org/Gardeners\\_pesticides.html](http://www.sbccountystormwater.org/Gardeners_pesticides.html)



Water Wise

San Bernardino County Stormwater Pollution Prevention | GARDENERS  
[www.sbccountystormwater.org](http://www.sbccountystormwater.org)

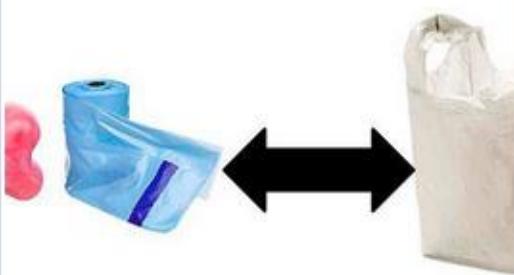
Your contributions make a difference in the way you maintain your lawn. Learn how to truly be a "green" thumb!

Like · Comment · Share      7

## 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 Like · 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](http://www.sbcountystormwater.org)

Like · Comment · Share

1 Like · 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](http://www.sbcountystormwater.org)

A dog infected with Canine

Like · Comment · Share

1 Like · CommunityBuilders San Bernardino likes this.

## **SCHOOL OUTREACH**

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

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

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

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

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

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

## **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%
	<b>Subtotals</b>	<b>\$ 199,718.00</b>	<b>\$ 199,708.45</b>	<b>\$ 9.55</b>	<b>0%</b>