

## Responsible Pet Ownership Bylaw Communications Plan Outline

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**Date:** February 29, 2024

**Department:** Community and Protective Services

**Department lead:** Protective Services - Marlin Degrand

**Proposed communications launch/start date:** April 9, 2024

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### TIMELINE

The bylaw will be implemented following approval of third reading at the April 8, 2024 Regular Council meeting.

Communications on the bylaw will occur following approval of the bylaw.

### PROJECT/INITIATIVE/EVENT GOAL

The Responsible Pet Ownership Bylaw will bring clarity to the regulations and responsibilities around pet ownership in Spruce Grove.

### KEY MESSAGES

- The City is updating the bylaw that defines the responsibilities of pet owners and identifies regulations for residents to keep animals within Spruce Grove.
- The former Dog and Domestic Animal Control Bylaw is now the Responsible Pet Ownership Bylaw.
- The name change and updates to the bylaw are designed to:
  - Bring clarity to the regulations around responsible pet ownership
  - Ensure the safety and well-being of residents, pet owners and pets
  - Bring the City's fines and regulations into alignment with those of other similar-sized communities in Alberta.
- The updated bylaw places an obligation on pet owners to regulate the behaviour of cats in a manner consistent with that of dogs, particularly around animals found to be running at large.
- It clarifies the total number of dogs and cats that can be kept in a household.

### PUBLIC ENGAGEMENT

No further public engagement is planned.

### BUDGET

No budget allocated for communications.

## COMMUNICATIONS GOAL

Inform and educate Spruce Grove residents (including internal staff) about the changes/updates to the bylaw, why the changes were needed, and where they can go to get further information.

## COMMUNICATIONS STRATEGIES AND TIMING

Communications strategy	Timing
<ul style="list-style-type: none"><li>Website tools</li></ul>	<ul style="list-style-type: none"><li>Launch following third reading of the bylaw (anticipate April 9, 2024).</li><li>Ongoing education campaign to run throughout the year.</li></ul>
<ul style="list-style-type: none"><li>Social media campaign</li></ul>	<ul style="list-style-type: none"><li>Launch following third reading of the bylaw (anticipate April 9, 2024).</li><li>Ongoing education campaign to run throughout the year.</li></ul>
<ul style="list-style-type: none"><li>Electronic communications</li></ul>	<ul style="list-style-type: none"><li>Launch following third reading of the bylaw (anticipate April 9, 2024).</li><li>Ongoing education campaign to run throughout the year.</li></ul>
<ul style="list-style-type: none"><li>Print materials</li></ul>	<ul style="list-style-type: none"><li>Launch following third reading of the bylaw (anticipate April 9, 2024).</li><li>Ongoing education campaign to run throughout the year.</li></ul>
<ul style="list-style-type: none"><li>Internal communications</li></ul>	<ul style="list-style-type: none"><li>Inform staff before public communications launch</li></ul>