



Nonpoint Source (NPS) Outreach Toolbox

The Nonpoint Source (NPS) Outreach Toolbox is intended for use by state and local agencies and other organizations interested in educating the public on nonpoint source pollution or stormwater runoff. The Toolbox contains a variety of resources to help develop an effective and targeted outreach campaign.

Features of the NPS Outreach Toolbox:

EPA's Getting in Step Outreach Series: A great place to get started and learn how to develop effective outreach. The series includes EPA's flagship publication, **Getting in Step: A Guide for Conducting Watershed Outreach Campaigns**, which presents the outreach development process as a logical, easy-to-apply sequence of steps. Information is also provided on related resources, including a free video companion guide and training workshop opportunities.

Featured Products: Exemplary outreach examples culled from the catalog for increasing awareness and changing behaviors across each of the six targeted topics (general stormwater and storm drain awareness, lawn and garden care, pet care, septic system care, motor vehicle care, and household chemicals and waste) and organized by media type.

Searchable Toolbox Catalog, by NPS topic or Keyword: Contains more than 700 viewable and/or audible TV, radio, and print ads and other outreach products to increase awareness and/or change behaviors across six common topics (see "Featured Products"). Search by NPS topic or keyword. Permissions for using the cataloged products are disclosed (and in most cases, granted) by the product owners, and contact information, campaign websites, and other pertinent details are provided.

Search by State ("Where You Live") Catalog Search Option: Allows products to be searched by state.

Logos, Slogans, and Mascots: Ready-made identifiers to brand outreach campaigns and make them memorable.

Surveys and Evaluations: Surveys of public attitudes and perceptions regarding NPS problems and solutions, and evaluations of the effectiveness of some local NPS media campaigns.

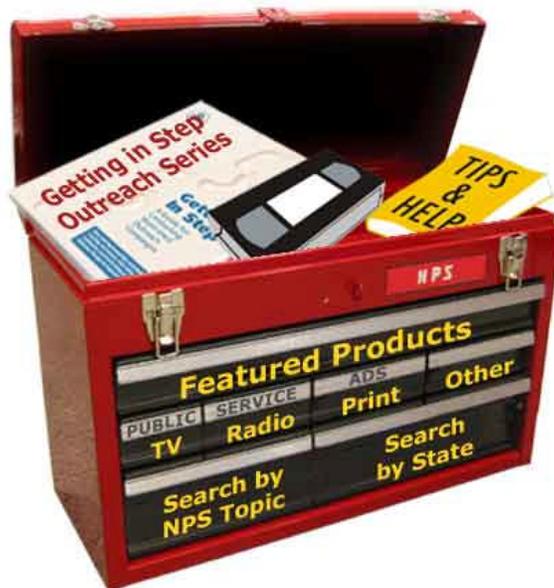
Media Campaigns: Links to collections of products that were developed by an agency or organization around a specific theme.

Other NPS Outreach Collections: Links to collections of NPS outreach and educational products compiled by states and other organizations.

Tips, Help and Frequent Questions: For using the many features of this Toolbox.

Quick Links

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Last updated on Tuesday, May 17, 2011

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SFPUC Home » Wastewater (Sewers) » Water Pollution Prevention

Pet Waste Pollution Prevention
 Published: 04/20/2007 | Updated: 01/27/2010
 Published By: ERM: Pollution Prevention

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Why do I need to pick up after my dog?

- Abandoned pet waste contains a host of diseases and/or parasites, which can infect other dogs or be transmitted to people who might step in it and track it home.
- Rain and garden runoff washes pet waste into the San Francisco Bay or Pacific Ocean, creating public health issues.
- **It is the law!** Just like littering, it is unlawful NOT to pick up after your dog and is subject to fine. The law requires that you must always pick up after your dog and carry "a suitable instrument" to do so whenever you walk your dog:
- **7.2 Health Code Sec. 40** - Dog to be controlled so as not to commit nuisances...



Give your dog a hand in preventing stormwater pollution by following these easy to remember steps when walking your dog:

- **ALWAYS** pick up after your dog! **There are over 120,000 dogs in San Francisco**, and each one poops once or twice a day... you do the math.
- Look for and use **free** pet waste bags available in dispensers at local parks.
- **Carry extra bags** when walking your dog and encourage other dog owners to clean up after their pets, as well.
- **Teach your children** how to properly clean up and dispose of pet waste.

Your actions set an example for others. When you pick up after your dog, you are helping the environment. Thank you for doing your part and disposing of pet waste properly!

For more information, learn about our Water Pollution Prevention Program on this website or call 415-695-7378.

Attachments: (Help)
 Pet Waste Pollution Prevention Flyer (61 KB)

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Water: Polluted Runoff

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What YOU can do to prevent NPS pollution

[Urban](#) | [Mining](#) | [Forestry](#) | [Agriculture](#)

Urban Stormwater Runoff

- Keep litter, pet wastes, leaves and debris out of street gutters and storm drains—these outlets drain directly to lake, streams, rivers and wetlands.
- Apply lawn and garden chemicals sparingly and according to directions.
- Dispose of used oil, antifreeze, paints and other household chemicals properly—not in storm sewers or drains. If your community does not already have a program for collecting household hazardous wastes, ask your local government to establish one.
- Clean up spilled brake fluid, oil, grease and antifreeze. Do not hose them into the street where they can eventually reach local streams and lakes.
- Control soil erosion on your property by planting ground cover and stabilizing erosion-prone areas.
- Encourage local government officials to develop construction erosion and sediment control ordinances in your community.
- Have your septic system inspected and pumped, at a minimum every three to five years, so that it operates properly.
- Purchase household detergents and cleaners that are low in phosphorous to reduce the amount of nutrients discharged into our lakes, streams and coastal waters.

Quick Links

- [Dos and Don'ts Around the Home](#)
- [More Examples of What You Can Do](#)
- [Managing NPS Pollution from Households](#)



Wash your car on the grass or a gravel driveway to prevent runoff.

Mining

- Become involved in local mining issues by voicing your concerns about acid mine drainage and reclamation projects in your area.

Forestry

- Use proper logging and erosion control practices on your forest lands by ensuring proper construction, maintenance, and closure of logging roads and skid trails.
- Report questionable logging practices to state and federal forestry and state water quality agencies.



Agriculture

- Manage animal waste to minimize contamination of surface water and ground water.
- Protect drinking water by using less pesticides and fertilizers.
- Reduce soil erosion by using conservation practices and other applicable best management practices.
- Use planned grazing systems on pasture and rangeland.
- Dispose of pesticides, containers, and tank rinsate in an approved manner.

Last updated on Thursday, February 18, 2010

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Acknowledgements

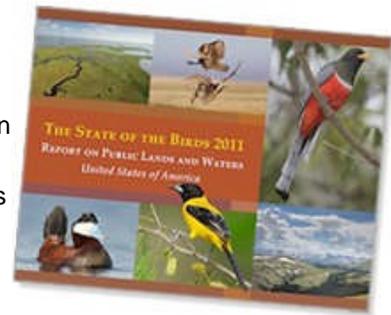
News Room

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Public Lands and Waters

This year's report provides the nation's first assessment of the distribution of birds on public lands and helps public agencies identify which species have significant potential for conservation in each habitat. The state of our birds is a measurable indicator of how well we are doing as stewards of our environment. The signal is clear. Greater conservation efforts on public lands and waters are needed to realize the vision of a nation sustained economically and spiritually by abundant natural resources and spectacular wildlife.



- [PDF download](#) of the full 2011 report
- [News release](#) and [key findings](#)
- Archive:

[2010 State of the Birds Report](#)

[2009 State of the Birds Report](#)

Banner images (L-R): Louisiana sunset by Gerrit Vyn; Hooded Merganser by Gerrit Vyn; Rocky Mountain National Park by Greg Lavaty; Dunlin by Gerrit Vyn; Audubon's Oriole by Gerrit Vyn



Contact