I. Abstract

During this quarter, the City of Denton began preliminary surveys of neighborhoods, looking at background fecal coliform levels and populations to help select a “neighborhood of interest” for the pilot program. Also, a sampling schedule for monthly dry weather stream samples for both total fecal coliforms and E. coli was established. We are beginning the process of applying a social marketing approach to the neighborhood of interest, including sending out preliminary mailers and surveys to determine current pet waste habits of residents in the area of interest.

II. Overall Progress and Results by Task

Task 1: Stream Sampling for fecal coliforms/E. coli

The following actions have been completed during this reporting period:
- Prepared monthly sampling schedule
- Developed protocol for both dry weather and stormwater sampling
- Selected appropriate sites up and downstream of neighborhood of interest
- Deployed IChem stormwater samplers at selected sites

25% Complete

Task 2: Survey neighborhoods to determine current pet waste habits

The following actions have been completed during this reporting period:
- Begin compiling demographics information for the neighborhood of interest
- Work on developing mailer survey for this neighborhood
- Contact pet-related business to solicit donations to encourage pet owners to complete the survey

5% Complete
**Task 3: Develop personal approach to communicate message to pet owners in Cooper Creek Watershed**

The following actions have been completed during this reporting period:
- Developing new branding for the Pooper Trooper program that will be printed on mailers, brochures, Frisbees, pooper scooper bag dispensers

5% Complete

**Task 4: Perform survey after educational efforts to determine effectiveness of program and behavioral changes, if any.**

The following actions have been completed during this reporting period:
- N/A

0% Complete