



DOG FRIENDLY
MAPLE RIDGE

Participant Guide

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Overview:

Dog owners in Maple Ridge will be able to visit select shops and patios with their furry friend in tow as part of a just-launched pilot project. Dog Friendly Maple Ridge (DFMR) provides every local business the opportunity to welcome dogs and their owners through new admittance options and special events.

The program, funded through a grant from the provincial government, is a joint venture between the City of Maple Ridge, the Downtown Maple Ridge BIA and the Chamber of Commerce Serving Maple Ridge and Pitt Meadows.

Business owners can opt into the pilot project and decide how to implement it in their retail space. DFMR will also allow participating food or beverage operators to host dogs and their owners on outdoor patios, in accordance with the current Food Safety Legislative Framework.

Beginning this month, any local business in Maple Ridge [can apply to join the program](#). Applications will be assessed based on ability to offer dog-friendly experiences to customers. Once approved, owners will receive a special decal to place on their storefront to indicate participation.

For more information about DFMR, visit: mapleridge.ca/2544

Objectives:

- Growing awareness of Maple Ridge as a local home town destination for excellent dog-friendly experiences
- An economic stimulus for local dog-friendly Maple Ridge businesses and services
- Increased awareness of dog-friendly patio policies and guidelines for successful dog dining experiences
- Encouragement of citizens to staycation in Maple Ridge, reduce their ecological footprint, contribute to the local economy and discover a home town brimming with nature, hospitality and fun.

When the time is right:

- Improved shoulder season occupancy at dog-friendly accommodation locations
- Enhanced recognition of existing outdoor trails for dog-walking.

Research:

According to a Canadian study, 44% of Millennials are choosing dogs over having children. Empty-nesters and work at home employees are frequently dog owners as well and these numbers increased in 2020. In Canada, approximately 32% of Canadians are dog owners.

Economic Opportunities:

“Even in the midst of the COVID-19 pandemic and economic fallout, nearly half of Canadian dog or cat owners report that they are spending more on pet products than they used to, and another third report no change in spending levels.” [Canadian Pet Market Survey 2020](#)

The Covid-19 pandemic has resulted in an increased interest in outdoor social distancing experiences. Dog owners are able to safely socialize and chat with like-minded pet owners while maintaining a 2 or 3 meter distance on a trail, while window shopping or on an outdoor patio. Connecting parks, trails and dog-friendly retail to brewery and restaurant outdoor patios adds additional benefits to the shop local economy.

Ancillary business, including but not limited to, pet stores, grooming services, bakeries with craft dog treats, butchers, veterinarians and other dog-related businesses could leverage off the local marketing program branding and good will to gain economic benefits.

On average, Canadians as a whole spend \$8 billion per year on their pets, evidence of the willingness of pet owners to open up their wallets for Fido goodies and services.

Marketing Pilot Program components:

- Print and on-line marketing: website, Facebook, Instagram, Twitter, newspaper ads
- A Dog-Friendly window decal to identify participating businesses,
- Contests and incentives (e.g. passport)
- A video featuring local dog-friendly accommodations, outdoor dining, pet retail and services, and popular dog-walking locations,
- BC Ale Trail two-day influencer campaign,
- Guidelines for set-up and safety for restaurant staff and dog owners
- A complimentary start up package for restaurants
- Dog menu, poster and sandwich board sign templates
- A variety of itineraries that pair outdoor activities, camping, dog-friendly hikes and walkable shopping experiences with food, drink, pet retail and social opportunities. Timeline:

Dog-Friendly Patio Dining:

Dog-friendly restaurants are a popular growing trend among dog lovers interested in year-round outdoor dining and refreshing at sidewalk cafes, breweries, coffee shops and other casual eateries while hanging out with their pooch. For restaurants and tap-houses, having a dog-friendly patio can also attract a broader market of outdoor recreation enthusiasts who enjoy dog walking in local parks and wish to pair this experience with a post-hike dining experience. Special promotions can include Yappy Hour specials, dog menu items and contests.

Etiquette for Dog Owners at Outdoor Restaurants:

Patrons should always ask a restaurant employee or check their website to ensure dogs are welcome on their outdoor patios. Pet owners must carefully adhere to restaurant pet etiquette and protocol policies and ensure dogs are well-mannered, picked up after and not a bother to other patrons.

- Make sure your pooch is well-behaved around other people and especially children. It is important to exercise your dog well prior to visiting a dog-friendly patio.

- Clean up and dispose of any messes.

- Leash your four-legged friend and keep him or her from socializing with other diners or employees, unless welcomed.

- Keep your dog close to your table or chair (no more than arm's length away) so he or she is not in the waiter's path. Dogs are not allowed on the chairs or tables.
- Bring your own doggie bowl or ask the waiter for a paper or plastic bowl or cup for water if necessary. Pets are not permitted to eat or drink out of restaurant glasses or dishes, unless they are single-use and disposable.
- Do not tie your dog to a table. A dog tied to a table can result in spilled drinks or food if he or she is strong enough to make the table move.
- Always call ahead or ask first to make sure an establishment allow dogs at their outdoor tables.

From www.dogfriendly.com

Guidelines for Restaurant Staff:

- Customers must control their dogs at all times. Ask owners of aggressive or threatening dogs to leave the restaurant.
- Do not allow staff to pet or play with dogs and require hand washing after serving food and water containers to pet dogs.
- Consider offering a dog menu (e.g. \$6 for a hot dog, hamburger, or chicken.) A free homemade treat brought with the customer's first round of drinks will gain positive reviews! Use single-use disposable containers for dog food and water; do not use restaurant dishes and cutlery.
- Have a hose nearby for patrons to fill their dog's bowl. Have single-use disposable dog bowls available for customers to fill their dog's water bowl.
- Have a waste bin, plastic dog waste bags and a pooper scooper available. Any messes must be cleaned up immediately and the areas must be sanitized by a staff person that is not preparing food.
- Advertise the dog-friendly patio area. Seat customers with dogs on one side of the patio and allow customers without dogs to sit at a distance.
- If a dog bites or harms someone, call 911 and report the incident to Fraser Health within 24 hours.
- Restaurants that allow dogs can add additional rules as they see fit.

From: [Source: New York Dog Dining Fact Sheet](#)

Food Safety Legislative Framework:

Operators of food service establishments are responsible for food safety on their premises and must have care and control of all food contact surfaces in the outdoor dining area (Food Premises Regulation (FPR) sections 16 & 17; the Food Safety Act (sections 2 & 3). An operator is also responsible for ensuring that each employee exhibits cleanliness and good personal hygiene (Food Premises Regulation (section 21). Before allowing pet dogs into an outdoor dining area, an operator must familiarize themselves with Food Premises Regulation and local by-laws that may limit certain breeds of dog from being in public without a muzzle or prohibit pets on outdoor dining areas.

References:

BC Food Safety Act, Chapter 28

BC Guide Dog and Service Dog Act, Chapter 17

BC Human Rights Code, Chapter 210

BC Public Health Act, Chapter 28

BC Public Health Act, BC Food Premises Regulation

[California Health and Safety Code](#)

[New York City Health: New “Dining with Dogs” Rules: What Restaurants Need to Know](#)

An operator is not required to allow pet dogs into their outdoor dining area. Also, an operator may choose to allow only allow certain types of pet dogs on their patio. In practice pet dogs have not routinely been allowed into outdoor dining areas.

An operator may choose to allow a pet on their outdoor dining area, if an Environmental Health Officer (EHO) determines that the animal will not pose a risk of a health hazard occurring (Food Premises Regulation, section 25).

For more details, contact:

[Food Safety – Fraser Health Authority](#)

Maple Ridge Health Unit
400-22470 Dewdney Trunk Road
Maple Ridge, B.C. V2X 5V6
Phone: 604-476-7000

Participating Dog-Friendly Corporate Partners:

Pet stores, pet food retail and dog grooming businesses are invited to partner with the project and leverage off the program's value.

Partnership recognition will be acknowledged in print newspaper ads, Facebook posts, influencer blogs, video and media releases.

Partners will be included in the travel itinerary with their logo and a description of their business

Partners may wish to offer branded giveaway samples for restaurant customers to develop loyalty and gain new customers.



More Information:

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Mapleridge.ca/2544

