

EXECUTIVE SUMMARY

Communities Served:

The responding mobile clinics clearly focus their operations on serving lower income populations, with the majority of the respondents utilizing their mobile clinics only in low income communities. Access to services was universally provided to animals from the general public and shelter and rescue groups. The types of animals served by all respondents were domestic dogs and cats and feral cats.

Services Offered:

Services offered by the mobile clinics in addition to traditional sterilizations typically include standard vaccinations and feral cat population control services. Juvenile spay/neuter services are being offered by a few of the mobile clinics, as well as preventive services for worms, mites, and fleas, and micro-chipping. The key to the success of additional services appears to be their low cost nature and convenience.

Location of Mobile Clinic Operations:

Community Centers and Pet/Feed Stores are the two universally chosen location of operation for the respondents' mobile clinics. Other commonly successful sites for mobile clinic operations include animal shelter/rescue group locations, other retail business locations, and government properties and parks. Keys to location success are ease of access and community knowledge of and familiarity with the location.

Days of Operation:

The respondents' mobile clinics operated on average about 20 days a month, with several clinics operating 26 days a month. All operate on weekdays, with some also including weekend days. Several respondents noted that weekend days generally have the greatest levels of demand for services, but also the most no-shows.

Spay/Neuter Volumes and Scheduling:

The respondents' mobile clinics annual volumes ranged from 2690 to 11,800 sterilizations per year! Daily numbers of surgeries in a single mobile clinic ranged from 20 to 45 per day of operation. The highest volume clinics appear to be those that focus more on feral cat population control services. Scheduling of services varied by clinic, with some preferring "First Come, First Served", while others require appointments. "First Come, First Served" was indicated by the respondents to be a more successful approach with the lower income populations.

Clinic Personnel:

All of the respondents staff their mobile clinics with one veterinarian and from two to three veterinary technicians. None of the clinics employ security personnel. A few employ or have volunteer administrative, promotional, community outreach, or fundraising personnel.

Promotion and Funding:

The respondents promotional strategies differ, but all appear to rely upon local promotion targeted at the low income populations. The majority charge fees for their services and all clinics rely upon donation and grant funding.



2005 Mobile Spay/Neuter Clinic Operations Survey

Sponsored by Compassion for Camden

RESPONDENT SURVEY QUESTION	SNAP ALBUQUERQUE NM	SNAP SAN ANTONIO TX	SNAP HOUSTON TX	NEUTER COMMUTER OCALA FL	NO MORE HOMELESS PETS UTAH	TAIT'S EVERY ANIMAL MATTERS WESTBROOK, CT	EMANCIPET MOBILE SPAY/NEUTER CLINIC AUSTIN, TX
COMMUNITIES SERVED - TYPE	Urban & rural	Urban, suburban, & rural	Urban & suburban	Urban, suburban, & rural	Urban, suburban, & rural	Urban, suburban, & rural	Urban, suburban, & rural
COMMUNITIES SERVED - INCOME	Poverty to Middle Income	Poverty to Low Income	Poverty to Low Income	Poverty to Middle Income	Poverty to Middle Income	Low to Middle Income	Poverty to Middle Income
COMMUNITIES SERVED - CRIME	All crime levels	All crime levels	All crime levels	All crime levels	Moderate to Low Crime	Moderate to Low Crime	All crime levels
COMMUNITIES SERVED - ACCESS	General Public, shelters, & rescue groups	General Public, shelters, & rescue groups	General Public, shelters, & rescue groups	General Public, shelters, & rescue groups	General Public, shelters, & rescue groups; Pet SuperAdoption Events	General Public, shelters, & rescue groups	General Public, shelters, & rescue groups
ANIMALS SERVED	Domestic dogs & cats; feral cats	Domestic dogs & cats; feral cats	Domestic dogs & cats; feral cats	Domestic dogs & cats; feral cats	Domestic dogs & cats; feral cats	Domestic Cats & feral cats	Domestic dogs & cats; feral cats

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SURVEY QUESTION							
SERVICES OFFERED IN ADDITION TO SPAY/NEUTER	Standard vaccines with sterilizations; feral cat population control	Wellness shot clinics; Juvenile spay/neuter; feral cat population control	Rabies and standard vaccines with sterilizations; licensing; flea preventive treatments; worm treatments; feral cat population control	Rabies shot clinics; Licensing; Micro-chipping; Juvenile spay/neuter; feral cat population control	Standard preventive vaccines; micro-chipping; Juvenile spay/neuter; feral cat population control	Package incl. exam, sterilization, std. vaccinations, and nail trim, ear mite, low cost flea & worm treatments, if needed; Rabies and other shot clinics (distemper & URI); Low-cost booster vaccinations; Juvenile spay/neuter; Feral cat population control	Standard vaccines & preventive care with sterilization (i.e. all vaccines; worm, ear mite, flea control, and heartworm prev. treatments); Licensing of pets; Juvenile spay/neuter; feral cat population control
MOST/LEAST SUCCESSFUL SERVICES	All successful	All successful	All successful	<p>Most successful: micro-chipping (greatly increased owner redemptions);</p> <p>Least successful: feral cat population control (due to low community interest)</p>	<p>Most successful: feral cat population control programs;</p> <p>Expect micro-chipping to also to produce positive results in owner redemptions</p> <p>Least successful: FeLV vaccines since necessary boosters rarely done</p>	All successful due to simple approach & low costs	<p>Most successful: Juvenile Spay/Neuter so that shelters/rescues do not adopt pets out that can be bred</p> <p>Do not offer other services so that spay/neuter mission is not diluted</p>

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PRIMARY LOCATIONS OF MOBILE CLINIC OPERATIONS	Community & Senior Centers; Pet/Feed Stores; Other Retail Businesses; Residences (single and multi-dwelling); Animal Shelter/Rescue Group Locations	Community Centers; Houses of Worship; Hospitals & Health Centers; Pet/Feed Stores; Other Retail Businesses; Government Properties; Parks; Animal Shelter/Rescue Group Locations	Community, Youth & Senior Centers; Pet/Feed Stores; Other Retail Businesses; Health Centers; Government properties; Racetracks; Animal Shelter/Rescue Group Locations	Firehouses; Community Centers; Law Enforcement locations; Pet/Feed Stores; Other Retail Businesses; Government Properties; Parks	Firehouses; Community Centers; Houses of Worship; Pet/Feed Stores; Other Retail Businesses; Government Properties; Parks; Animal Shelter/Rescue Group Locations	Community, Youth, & Senior Centers; Pet/Feed Stores; Other Retail Businesses; Parks; Private homes; Animal Shelter/Rescue Group Locations	Community Centers; Houses of Worship; Pet/Feed Stores; Government Properties; Parks; Animal Shelter/Rescue Group Locations
MOST SUCCESSFUL LOCATIONS	Private homes (for feral cat clinics); locations that are easy to find & have ample parking; retail locations best for first come/first serve	Local Grocery Stores & Malls because they are easily accessible and well known by area residents	No information	Safe locations with good visual exposure so that easy to find and free advertising	Animal Shelter/Rescue Group Locations & Pet Retailers	Highly populated locations with easy access from major highways or main roads, are well known by the community & have a previously documented high demand - e.g. Malls, retail stores, and shelters	All locations used are successful
LEAST SUCCESSFUL LOCATIONS	Hard to find locations	Hard to find locations	No information	Senior Centers	Believe success to be most related to advertising & promotion rather than location	Locations far from major roads and location either too "dangerous" or too affluent	Middle income locations due to more perceived options for services

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SURVEY QUESTION							
DAYS OF OPERATION	5 days a week - weekdays & weekends - operate every other week	4 days a week - weekdays only (Wellness Clinics on weekend days)	4 days a week - weekdays & weekends (Sundays)	6 days a week - weekdays & weekends (Mondays thru Saturdays)	4 days a week - weekends & weekdays	6 days a week - weekends and weekdays	5 days a week - generally weekdays
TYPICAL # DAYS OF OPERATION PER MONTH	10 to 12	22	16-18	26	22	26	22
MOST/LEAST SUCCESSFUL DAYS	Weekend days have most no-shows, but highest overall volumes	Location appears to be more important to success than day of week	No information	All days equally successful	Most successful day of operation is Saturday	All days equally successful	Greatest demand for appointments on Saturdays, but don't have staff for most Saturdays
TOTAL # OF 2004 SPAY/NEUTERS	2690 (plus 576 non-S/N well visits)	4751 (plus 781 non-S/N well visits)	4593	4042	8484	11,800	7900
PERCENTAGE OF 2004 LOW-INCOME SPAY/NEUTERS	100%	100%	100%	50%	25% to 50%	Not measured, but likely greater than 50% - services intended for "needy" or feral cat colony caretakers	Approximately 95%
AVERAGE # OF 2004 SPAY/NEUTERS PER DAY OR OPERATION	22	20 to 22	23	22	40	40 to 45	30 to 40

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SURVEY QUESTION							
AVERAGE # OF 2004 SPAY/NEUTERS PER DAY	7.4	13	13	11	23.2	32.3	21.6
METHOD OF SCHEDULING	Both "First Come, First Served" and by appointment, depending upon location	"First Come, First Served" only; too many no-shows with appointments	"First Come, First Served" only	Scheduled appointments only, with instructions and reminders (but do not schedule more than 1 month ahead)	"First Come, First Served" only - requires less staff time and discourages those clients for whom cost is not the most important factor in deciding where to get their pet neutered	Scheduled appointments only, with simple, pre-op instructions; believe appointments encourages better compliance with pre-op instructions	Primarily by appointment only; "First Come, First Served" only when local government funds surgeries (best for very low income populations w/o phones)
# OF VETERINARIANS	1	1	1	1	1	1	1
# OF VET TECHS	2	2 to 3	2	2	3	2	3
# OF SECURITY PERSONNEL	0	0	0	0	0	0	0
# OF OTHER PERSONNEL	Occasionally also 1 volunteer	1 - Community Outreach Manager	No information	None related solely to mobile clinic	None related solely to mobile clinic	8: Administrative, mechanic, cleaning, and bookkeeping staff	3: Director (partly volunteer), grant writer, & administrative

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SURVEY QUESTION							
STANDARD METHODS OF PROMOTION	Newspaper & radio ads; public service announcements (PSAs); flyers in public gathering places; door-to-door flyers; website	Monthly Clinic Calendar is published in English & Spanish; additional media announcements for special promotions or events	Newspaper & radio ads; public service announcements (PSAs); flyers in public gathering places; website	Brochures, newspaper & magazine ads; billboards; websites; community events; give-aways (balloons, pens/pencils, rulers, t-shirts)	Postcard mailings; community flyers; utility bill inserts; city marquis; newspaper classifieds & display ads; website; community calendars; press releases	Press releases; brochures; direct mail/letters; flyers; newsletter; paid & public services ads; word of mouth	Shelters and local government handle advertising
MOST SUCCESSFUL PROMOTIONAL STRATEGY	Local advertisements	Monthly Clinic Calendar in English & Spanish	No information	ACO handouts of brochures	Advertising - all of which is geared toward low-income individuals	No comments	Spanish handouts & targeted ads in local newspapers
STANDARD COST COVERING & FUNDRAISING PROGRAMS	Fees for services; corporate & individual sponsorships; direct mail; grants; county and city government subsidies; donation jars	Fees for services; corporate & individual sponsorships; direct mail; grants; raffles/events; donation jars; bequests	Corporate & individual sponsorships; direct mail; grants; county and city government subsidies; donation jars; bequests	Fees for services; county government; donation jars; bequests; t-shirt sales	Fees for services; grants; donation jars	Fees for services; corporate & individual sponsorships; direct mail; raffles/events; donation jars; bequests	Fees for services; grants

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SURVEY QUESTION							
COMMENTS	Would love a mobile Spay/neuter clinic operations conference to take place	Important to make services "client friendly" and treat them with respect and they will help you promote your services	No information	Education of the public and government officials is key to successful operations; also create good community relationships	Six times a year the mobile clinic presents "SuperCatFix" with 2 vets onboard and surgeries at \$9.99 each - 125 to 160 cats are neutered per day at these highly successful events which target very low income cat owners	Success of a mobile clinic is dependent upon having the same efficiency and attention to detail, both medically & ad-ministratively, as for a stationary clinic	No comments, but welcomes questions
RESPONDERS CONTACT INFO	Marcy Lynch mlynch@snapus.org	Claudia Roll croll@snapus.org	Information from SNAPs website and Susan Lamb slamb@snapus.org	Jill Lancon Jill.lancon@MarionCountyFL.org	Stewart Gollan stewart@utahpets.org	Donna Sicuranza DJS@Everyanimalmatters.org	Ellen Jefferson, DVM Epjdog@aol.com