

Maddie's Orchestrated Feline Accelerated Sterilization Test

Submitted by First Coast No More Homeless Pets (FCNMHP)

General Overview of Program and How it Reduces Shelter Euthanasia:

According to the shelter statistics collected from the City of Jacksonville Animal Care and Control and the Jacksonville Humane Society (an adoption guarantee shelter), our community-wide Live Release Rate is 28.6%. In the 12 month-period, October 1, 2005 – September 30, 2006, 27,540 dogs and cats entered the shelters. Of those, 14,382 were cats (52%) and 13,158 (48%) were dogs. In general, more dogs than cats are adopted out, returned to owner/guardian and transferred to other groups for placement. In fact, over the last three years, Duval County shelters have experienced a decrease in shelter admissions for puppies and dogs. Cats in Duval shelters are not so lucky. 79% of the cats entering the shelters are euthanized (totaling 11,197 euthanized cats in FY 2005/2006).

Maddie's Orchestrated Feline Accelerated Sterilization Test (Maddie's Feline Program) is designed to target cats in three Duval County zip codes that are among the highest for shelter admissions of owned, stray and feral cats. We want to greatly reduce the number of cats, kittens and feral cats entering the shelters in Duval County and believe that targeting the areas with some of the worst statistics will bear the fastest and most dramatic results. Our program will utilize existing available infrastructure that has excess capacity. It will be promoted by all the animal welfare organizations in the community and through existing channels developed by FCNMHP. Surgeries will be delivered at our feline spay/neuter clinic and, when needed, our existing network of private practice clinics. Our spay/neuter hotline, which commonly receives 200+ calls for assistance weekly and is heavily promoted in the local media, will disseminate information about the program.

We have found in our own programs locally and others around the country that altering pets that would not otherwise be sterilized will result in decreases in shelter admissions, if high enough volumes are reached. With this program, we hope to demonstrate the positive effects of an aggressive cat sterilization program on the overall number of cats entering the local shelter from the targeted zip codes.

Description of Population to be Served:

This program will target the population of cats living in three of the top seven zip codes in Duval County for feline shelter admissions.

The selected zip codes are:

Zip Code	Feline Intake Rank	Feline Intake Number	Baseline Surgeries	Households ¹	Population ²
32244	3	716	85	23,005	46,584 (62,343)
32211	4	499	120	14,443	34,475 (37,118)
32233	7	331	187	10,247	25,398 (26,334)

These zip codes were selected for their high volumes of cat shelter admissions and because our organization already has some infrastructure in place to help jumpstart these targeted efforts. Our office, which acts as a trap depot, is located between zip codes 32211 and 32233 and our clinic, which is our other trap depot, is located near 32244.

We view Maddie's Feline program as a pilot program that will enable us to learn how to approach each of the zip codes in our community and devise a comprehensive plan to alter the great majority of dogs and cats in each zip code.

Reimbursement Rate for Surgeries and Administration:

Male Cats \$30; \$0 co-pay for the public
 Female Cats \$65; \$0 co-pay for the public
 Administrative \$38,384 (19% of grant) (\$7,500/yr for coordinator & \$23,384 for direct mail campaign)

(The public will not be charged a co-payment for any cat surgeries performed in the selected zip codes for the duration of this project. Under other SpayJax programs, the reimbursement rate for surgeries on male cats is \$35 plus a \$15 public co-payment and the reimbursement rate for surgeries on female cats is \$65 plus a \$15 public co-payment.)

Number of Surgeries to be performed:

Our goal is to perform 3,402 above baseline surgeries in the targeted zip codes over the two- year grant life.

Explanation of how Above Baseline Performance will be Achieved:

The FCNMHP clinic altered 392 cats in the targeted zip codes in the 2005/2006 fiscal year for an annual baseline of 392 cat surgeries. Prior to the start of this program, each participating private practice veterinary hospital/clinic will also furnish baseline year information regarding the number of cat surgeries performed in the target zip codes. Monthly baselines will be established for the FCNMHP clinic and each participating private practice clinic and they will only be reimbursed for cat surgeries performed in the

¹ Households number taken from mailing company quote of residences.

² Population shows 2000 US Census Data and then in parenthesis shows current population arrived at by multiplying households by Average Household Size from 2000 US Census Data.

target zip codes that exceed their monthly baselines. Reconciliation of payments versus actual number of surgeries performed will be performed at least quarterly.

Statistics – Documenting our Results

We will collect monthly surgery statistics from the FCNMHP clinic and any participating private practice clinics regarding the number of cat surgeries performed in the target zip codes. We will collect annual shelter statistics from the City of Jacksonville Animal Care & Control and the Jacksonville Humane Society, using the Asilomar Accords Animal Statistics Table and definitions.

Budget showing how grant will be spent:

Assuming equal numbers of male and female surgeries:

3402 surgeries over two years at average of \$47.50 each	\$161,616
Cost of part time program coordinator	15,000 (7,500 year)
Cost of direct mail campaign to targeted zips	23,384

Total Budget for Two Years: \$200,000

The direct mail campaign will include two postcard/brochures promoting the programs mailed to each household in the target zip codes. Mailings will be staggered and combined with a comprehensive campaign including door hangers, radio, tabling, and placement of brochures in targeted neighborhoods. Additionally, a part time program coordinator will be hired to oversee the Maddie's Feline Program and offer assistance to caregivers in the target zip codes.

Resources FCNMHP will commit to program:

- Spay/Neuter hotline with operators. We currently have volunteers taking calls and scheduling feral cat surgeries, this will change to a part time employee with volunteers assisting. (FCNMHP funded)
- Program will be included in existing and planned promotional programs that will include radio, TV and possibly billboards. (FCNMHP funded)

Future Plans

We have recently hired a full time development director and it is our intention that over the two year life of this grant to increase our income to be able to continue the program and the coordinator position. It is our intention to be able to offer similar assistance in each zip code in the county. We will utilize the expertise of the Maddie's staff and our own knowledge and experience to perfect this program and give it a permanent place in our line up of targeted spay/neuter assistance programs.

Preliminary List of Participating Organizations:

Private Veterinary Clinics Willing to Provide Surgeries:

Animal Clinic of Oceanway, 12837 N. Main Street, Jacksonville, FL 32218
Beltway Animal Hospital, 5403 Firestone Rd., Jacksonville, FL 32244
Cornerstone Animal Hospital, 10569 Lem Turner Rd., Jacksonville, FL 32218
Edison Ave. Veterinary Hospital, 2893 Edison Ave., Jacksonville, FL 32254
Kingsley Ave. Animal Hospital, 1070 Kingsley Ave., Orange Park, FL 32073
Lakewood-San Jose Hospital, 5315 Saint Augustine Rd., Jacksonville, FL 32207
Northside Animal Hospital, 11475 N. Main Street, Jacksonville, FL 32218
Riverside Animal Hospital, 2641 Park Street, Jacksonville, FL 32204
San Pablo Animal Hospital, 13185 Atlantic Blvd., Jacksonville, FL 32225

Non Profit Veterinary Clinics Providing Surgeries:

FCNMHP Clinic, 2893 Edison Ave, Jacksonville, FL 32254

Animal Welfare Agencies Assisting with Promotion:

Jacksonville Humane Society, Jacksonville, FL
City of Jacksonville Animal Control, Jacksonville, FL
Ana's Angels, Jacksonville, FL
Lucky Cat Adoptions, Jacksonville, FL
K & C Pet Rescue, Jacksonville, FL
S.A.V.E. (Saving Animals Via Education), Jacksonville, FL