

A close-up photograph of a dog's face, focusing on its eyes and nose. The image is dark and moody, with a white border around the entire page. The text is overlaid on this background.

# SPAY.LA

Creating Available, Accessible and Affordable  
Spay/Neuter Clinics in Los Angeles

EXECUTIVE SUMMARY



## THE PROBLEM

Animal Over Population – Obvious



## THE SOLUTION

Reduce The Population – Obvious



## HOW

Create 10 Low Cost, Affordable Spay/Neuter Clinics

Across the City doing 300,000 Surgeries Annually

– Simple



# THE MATH

## CURRENTLY

One successful non-profit clinic works 4 days a week, 7:30am – 3:00pm

<b>60</b>	<b>240</b>	<b>960</b>
Surgeries a Day	a Week	a Month

Totaling > 11,520 a year

## SPAY.LA WILL RUN 5 DAYS A WEEK

Day Shift | Night Shift | Single Saturday Shift

<b>120</b>	<b>600</b>	<b>2400</b>
Surgeries a Day	a Week	a Month

That is 28,800 a Year + Saturdays @ 2,800 for 31,680

10 Clinics would then do 300,000 per year and we predict stasis in the dog and cat population within 18 months

A close-up photograph of a cat's face, focusing on its green eyes and white whiskers. The cat has a mix of brown and white fur. The image is framed by a white border.

**BUSINESS CONCEPT**



## OUR PROPOSAL

We propose to establish a network of 10 low-cost spay/neuter clinics in Los Angeles to address the crisis of animal overpopulation. This crisis has existed for decades with no meaningful and substantive effort to solve the underlying root causes which are a lack of affordable, available, accessible spay/neuter services. With approximately 2 million community cats in the streets and only six Los Angeles City Shelters that are overwhelmed there is an urgent need for accessible and affordable solutions to control animal over population.

# MARKET OPPORTUNITY

Los Angeles is home to 3.7 million people and 11 million pets, excluding the 2 million community cats. Currently, there are only about 400 low-cost spay/neuter appointments available on any given day. This severe shortage of affordable spay/neuter options is contributing to an overpopulation crisis, with shelters operating at eight times their capacity.



A close-up photograph of three dog noses peeking through a hole in a patterned blanket. The noses are of different colors: light brown, black, and dark brown. The word "CHALLENGES" is overlaid in large, white, bold, sans-serif capital letters across the center of the image.

**CHALLENGES**

# AFFORDABILITY

The influence of venture capital and the takeover of private veterinary clinics by large chains have driven up prices, making spay/neuter surgeries unaffordable for most working families and middle-class families. Costs typically range between \$400 and \$900 per procedure.







# AVAILABILITY

The current availability of spay/neuter appointments within the existing system provides only a fraction of the necessary services to have a meaningful impact on animal overpopulation in Los Angeles. Even the most well-intentioned pet owners are left with few options. The appointments that are available on a weekly basis are shared between non-profits that volunteer in the community cat programs, Los Angeles shelters that no longer manage on-site clinics and must compete for spay/neuter services for animals they adopt out and the public. In every case the public loses because they have entered into a maze of bureaucracies that are difficult to navigate. Most non-profit services use automated booking systems or are so overwhelmed by the need they don't answer phones, forcing people to come in person to make appointments. Non-profit clinics operate on short hours and limited days. None offer evening appointments, few offer weekends which put services out of reach for most families.

# ACCESSIBILITY

There are only a few low-cost clinics in the city and accessing services require long drives, usually during rush hour traffic. There are currently no transport services and public transport is impossible for pets going into surgery. No pet owner thrills to the thought of transporting their frightened pet and then handing them off to veterinary staff for surgery. The challenge of that experience alone becomes one of the primary barriers to buy in on spay/neuter.





## OUR SOLUTION

We propose the establishment of a network of 10 low-cost spay/neuter clinics strategically located throughout Los Angeles. Our clinics will offer affordable, high-quality spay/neuter services with readily available appointments, addressing the challenges faced by pet owners and the community at large.

# KEY FEATURES



**AFFORDABILITY:** Our clinics will offer competitively priced spay/neuter services, making them accessible to a wider range of pet owners. Costs for a spay/neuter will range between \$50 & \$150 with additional services like vaccinations available. Services may be partially or wholly covered under a city-wide voucher program for low-income families that could make services free.



**ACCESSIBILITY:** With multiple clinics strategically placed across the city, we will ensure that pet owners can easily access our services without the current, average months long wait time. The clinics will also utilize transport vans that are specifically equipped for safe, comfortable transport for animals of all sizes. Each clinic will designate one day a week when transport is available to people who do not have private transportation;.. seniors, clients with disabilities or unhoused clients.



**AVAILABILITY:** Wait times at local, non-profit spay/neuter clinics can run up to 3 months during peak need times. During that time animals go into heat, get out and the cycle starts again. Pet owners lose focus and interest with long wait times and it is a challenge to re-engage their commitment.





## **BUSINESS MODEL**

Our revenue model will be based on reasonable service fees for spay/neuter surgeries as well as additional services that include vaccinations, microchips, antibiotics, pain medications and tests.

It is our belief that within 18 to 24 months the clinics will have created a “tipping point” or “critical mass” in the Los Angeles animal population that achieves a static number. At that point the clinics will turn to a broader general veterinary practice that continues it’s focus on excellent care at reasonable prices.



## **MARKET POTENTIAL**

The demand in Los Angeles for low-cost spay/neuter services as well as broader general veterinary care is immense, given the current lack of availability and the high cost of private clinics. Our clinics have the potential to serve a substantial portion of the pet-owning population, as well as address the issue of community cats.



## **EDUCATION / MARKETING**

An essential part of any business is marketing. Our budget will include a marketing department and an aggressive outreach that aims to educate the public on the benefits of spay/neuter as well as the services that are available and easy to access. Delivered in multiple languages the message will be tailored and customized to a variety of communities with a respect to cultural sensitivities around spay/neuter. Our marketing programs will include digital campaigns, bill boards, community events and peer to peer mobilization campaigns.



## **COMPETITIVE EDGE**

Our commitment to affordability, accessibility, and community impact sets us apart from private veterinary clinics and large chains. By prioritizing the needs of working families and the community, we aim to become the go-to choice for spay/neuter services in Los Angeles





## **CONCLUSION**

Creating low-cost spay/neuter clinics in Los Angeles is not only a business opportunity but also a social responsibility. By addressing the pressing issues of affordability and accessibility, we have the potential to make a significant positive impact on the pet population and the overall welfare of animals in the city. This venture aligns with our commitment to providing essential pet care services and improving the quality of life for pets and their owners in Los Angeles.

A close-up, slightly blurred photograph of a dog's nose and the surrounding fur. The dog's nose is dark and prominent, with its texture clearly visible. The fur is light-colored and has a soft, textured appearance. The background is dark and out of focus, making the dog's features stand out.

# MARKETING PLAN

for High Volume, Low Cost Spay/Neuter Clinics



## OBJECTIVE

To increase awareness and utilization of spay/neuter services offered by the 10 clinics, ultimately reducing pet overpopulation and euthanasia rates in the communities served.





## TARGET AUDIENCE



●  
**Pet owners  
in underserved  
communities**

●  
**Low-income  
households**

●  
**Multicultural  
communities**

●  
**Local  
businesses**

●  
**Partner  
organizations**

(shelters, churches, schools,  
homeless service providers)

# BILLBOARDS



# BILLBOARDS



**LOS ANGELES  
WE HAVE A  
PROBLEM....  
LET'S  
FIX IT**

**SPAY.LA** 

This billboard features a photograph of a brown and black dog and a grey and white cat resting together on a wooden bench. The background is a dark blue banner with white and yellow text. The SPAY.LA logo and a paw print icon are located in the bottom right corner.



**HOMELESS.  
HELPLESS.  
HORRIBLE!**

**SPAY.LA** Affordable Programs

This billboard features a photograph of a small, white and brown kitten sitting in a dark, narrow alleyway next to a brick wall. The background is dark with white text. The SPAY.LA logo and the text 'Affordable Programs' are located in the bottom left corner.

A young girl with her hair in a bun, wearing a striped shirt, is lying on a bed and looking at a tablet. A brown and white dog is lying next to her, looking at the camera with its tongue out. The scene is dimly lit, suggesting an evening or indoor lighting. The word "STRATEGIES" is overlaid in large white letters across the center of the image.

# STRATEGIES

## 1. BILLBOARDS

- Place billboards strategically in high-traffic areas of target communities.
- Utilize culturally sensitive imagery and messaging to appeal to diverse audiences.

## 2. TARGETED DIGITAL MARKETING

- Employ social media advertising targeting specific demographics in each community.
- Utilize Google Ads to reach individuals searching for pet care services.

## 3. PARTNERSHIPS WITH LOCAL SHELTER SYSTEMS

- Collaborate with local shelters to cross-promote spay/neuter services.
- Host joint adoption and spay/neuter events to increase community engagement.

## 4. PARTNERSHIPS WITH LOCAL BUSINESSES

- Organize "Spay Days" in partnership with businesses like Home Depot, Costco, and Vallarta Markets.
- Offer gift certificates as incentives for participation in these events.





## 5. BILINGUAL AMBASSADORS

- Recruit bilingual ambassadors fluent in English and the predominant languages of target communities.
- Ambassadors will engage with community members, provide information, and address concerns.

## 6. CULTURALLY SPECIFIC MESSAGING

- Develop marketing materials in languages prevalent in each community.
- Ensure messaging is culturally sensitive and resonates with the target audience.

## 7. ENGAGEMENT WITH LOCAL ORGANIZATIONS

- Collaborate with churches, schools, and organizations providing homeless services to spread awareness.
- Conduct educational sessions and distribute informational materials.

## 8. PARTICIPATION IN PUBLIC EVENTS

- Organize teams of volunteers to represent the clinics at local events.
- Provide educational resources, promotional materials, and on-site assistance.



## 9. COMMUNITY OUTREACH PROGRAMS

- Implement targeted outreach programs in underserved neighborhoods.
- Offer mobile spay/neuter clinics to increase accessibility.

## 10. MARKETING DIRECTOR OVERSIGHT

- Employ a marketing director to oversee strategies for all clinics.
- Develop cohesive marketing plans tailored to each clinic's unique needs and demographics.
- Monitor and analyze marketing efforts to optimize performance and maximize ROI.

## 11. MEASURING AND EVALUATION

- Track clinic utilization rates before and after marketing initiatives.
- Monitor social media engagement metrics, website traffic, and online appointment bookings.
- Conduct surveys and gather feedback from clients to assess the effectiveness of marketing efforts.
- Regularly review and adjust marketing strategies based on performance data.





## CONCLUSION

By implementing a comprehensive marketing plan tailored to the needs of each clinic's community, we aim to significantly increase awareness and utilization of spay/neuter services. Through strategic partnerships, culturally sensitive messaging, and targeted outreach efforts, we will work towards reducing pet overpopulation and improving the welfare of animals in our communities.

A person is sitting and reading a book. A grey tabby cat is resting on their lap, looking towards the camera. The scene is dimly lit, and the overall mood is calm and cozy. The text "LEGISLATION" is overlaid in the center in a bold, white, sans-serif font.

# LEGISLATION

# LEGISLATION BOOSTS SPAY/NEUTER CAPACITY

We're advocating for key legislative changes to improve access to spay/neuter services in the Los Angeles area. Let's break down each piece of legislation:

1. **AB2133**: This bill aims to expand the scope of practice for registered veterinary technicians (RVTs) in California by allowing them to perform male cat neuters. By delegating this task to RVTs, it could potentially lower costs and increase the capacity of Spay.LA clinics. Despite opposition from organizations like the AVMA, which may have financial interests at stake, proponents argue that such a change is already common practice in many clinics and could lead to more affordable high volume, low cost spay/neuter services. RVT's currently perform several procedures with a higher risk such as administering anesthesia. A possible mitigating requirement for RVT's could be a required 16 hours of training specifically focused on male neuters.
2. **Reciprocity**: This proposal suggests streamlining the licensing process for veterinarians licensed in other states who wish to practice in California. Currently, the process involves re-licensing and waiting for biannual exams, which can be burdensome and unnecessary given the similarities in veterinary practices across states. Implementing a fast-tracked process, perhaps tied to work experience in high-volume clinics, could facilitate the influx of qualified veterinarians into the area.
3. **Local voucher program requirement**: This initiative would mandate that veterinary clinics with multiple locations in Los Angeles allocate a portion of their spay/neuter services to the city's voucher program, which subsidizes surgeries at \$70-\$125. By ensuring that a percentage of their services are accessible through the voucher program, more pet owners, especially those with financial constraints, could afford to spay or neuter their pets, thereby contributing to the overall reduction of overpopulation.

Each of these measures, if implemented, could contribute significantly to increasing the capacity of Spay.LA clinics and improving access to affordable spay/neuter services in the community. They address different aspects of the current challenges and could work synergistically to achieve the desired outcomes.

References:

[AB2133](#)



# TRAIN, TRAP, DROP

Our Not-So-Secret weapon

**TRAIN TRAP DROP (TTD)** is an innovative and comprehensive approach to tackling the issue of community cat overpopulation in Los Angeles. By leveraging traditional marketing methods along with community organizing and incentives from local businesses, it aims to mobilize neighborhoods and empower individuals to proactively take ownership of the issue and participate in trapping efforts.

Providing trapping tutorials and necessary resources like traps, covers, and bait makes it accessible for community members to become involved in the trapping process. The "Drop" aspect of the program, where clinics offer convenient drop-off times for trapped cats, further removes barriers for participation, allowing individuals with varying schedules and resources to contribute.

The emphasis on spaying/neutering cats and ensuring they are ready for release within 24 hours is crucial in addressing the overpopulation problem in a humane manner. By relieving some of the burden on existing clinics and volunteer trappers, this program has the potential to make a significant impact on reducing the stray animal population in a compassionate way.

A close-up photograph of a black and white cat lying on a blue, textured blanket. The cat's front paws are raised towards the camera, and its hind legs are also visible, with the paws pointing upwards. The cat has a white blaze on its face and chest, with black patches on its ears and around its eyes. Its eyes are a light brown color. The background is a soft, out-of-focus blue.

**THANKS**

KELLY HOLLAND

[Kelly@TheAnimalRescueAlliance.org](mailto:Kelly@TheAnimalRescueAlliance.org)