

# Memorandum



**Date:** October 15, 2013

**To:** Honorable Chairwoman Rebeca Sosa and Members  
Board of County Commissioners

**From:** Carlos A. Gimenez  
Mayor 

**Subject:** Communications Action Plan for Mail Based Fundraising for Improved Animal Services Programs and Recommendations for Support of Campaign Efforts

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On July 16, 2013, the Board of County Commissioners (Board) approved agenda item 14A5, Resolution (R-643-13) directing the Mayor or Mayor's designee to create a plan for mail-based fundraising for improved Miami-Dade Animal Services Department (ASD) Programs as an alternative to property tax increases. The request calls for utilizing the various communication resources and media channels available to Miami-Dade County to promote voluntary charitable contributions to fund important ASD Programs including facilitating the creation of a no-kill shelter, free and low-cost spay/neuter programs, low-cost veterinary care programs, and responsible pet ownership educational programs.

After considering the options for executing a fundraising campaign to encourage voluntary charitable contributions to fund ASD Programs, Community Information and Outreach (CIAO) has identified strategies that can be implemented at no cost to the County, with the exception of staff's time to produce and coordinate messaging and distribution.

The communications plan will utilize a combination of budget-neutral media channels and explore direct mail opportunities to spread the relevant messages as follows:

## Budget-Neutral Media Channels

| Month     | Deliverable              | Major Tasks   |
|-----------|--------------------------|---|
| Oct       | Content Development      | <ul style="list-style-type: none"><li>Develop an interactive web tool to augment the website that highlights donations</li><li>Develop messaging promoting fundraising for Animal Services Programs</li></ul> |
| Nov       | Online Web Updates       | <ul style="list-style-type: none"><li>Develop an interactive web tool to augment the website that highlights donations</li></ul>  |
| Nov       | 305fit                   | <ul style="list-style-type: none"><li>Incorporate a message on the full page ad for Nov. issue</li></ul>  |
| Nov       | What's New               | <ul style="list-style-type: none"><li>Campaign Stories featured monthly</li></ul>   |
| Nov-Feb   | Employee Pay Day Message | <ul style="list-style-type: none"><li>Write "What's in a number?" item to be featured monthly</li></ul>   |
| Nov/Jan   | Community Periodicals    | <ul style="list-style-type: none"><li>¼ page ad in English, Spanish and Creole</li></ul>  |
| Jan-Mar   | YouTube PSA Promotion    | <ul style="list-style-type: none"><li>Viral promotion of ASD commercials on all social media channels</li></ul>   |
| Oct-Sept  | Digital Newsletters      | <ul style="list-style-type: none"><li>Develop feature articles on quarterly eNewsletters going to portal subscribers</li></ul>  |
| As needed | miamidade.gov            | <ul style="list-style-type: none"><li>Headline news item on eNews distributed to subscribers</li></ul>  |
| Oct-Sept  | Direct Mail              | <ul style="list-style-type: none"><li>Identify additional County direct mail opportunities to push the message in ads or inserts</li></ul>  |
| Oct-Sept  | Social Media             | <ul style="list-style-type: none"><li>Develop polls and interactive media push</li></ul>  |

## Potential Direct Mail Opportunities

| Publication   | Mailed     | Distribution    | Notes  |
|---|------------|-----------------|--|
| <b>305fit Summer</b>                                    | June       | 930,000         |  |
| <b>305fit Fall</b>                                      | November   | 930,000         |  |
| <b>305biz Winter</b>                                    | February   | 100,000         |  |
| <b>Adopt-A-Tree Invitations</b>                         | April      | 27,000          |  |
| <b>ASD Renewals</b>                                     | Bi-monthly | 7,000-9,000     | 311 is notified just prior to the next mailing   |
| <b>Flood Zone Mailer</b>                                | June/July  | 340,000         |  |
| <b>Golden Ticket Guide</b>                              | June/July  | 32,000          |  |
| <b>Hurricane Guide</b>                                  | May/June   | 300,000-400,000 |  |
| <b>Local Business Tax Renewal Notices</b>               | July       | 180,000         | A reminder mailer of 800-5,000 postcards goes out in December to unpaid accounts   |
| <b>Park &amp; Rec Invitations &amp; Meeting Notices</b> | Ad hoc     | 300-4,000       |  |
| <b>Property Tax Reminder</b>                            | April      | 160,000         |  |
| <b>Recycling Calendar</b>                               | December   | 300,000         | On alternating years, the mailings will contain supplemental materials. On the off years, mailing contains only the calendar |
| <b>Rickenbacker Causeway Toll Pass Renewal Notices</b>  | August     | 17,000          |  |
| <b>TRIM Notices</b>                                     | August     | 1,000,000       |  |
| <b>Venetian Causeway Toll Pass Renewal Notices</b>      | April      | 4,000           |  |
| <b>WASD Consumer Confidence Report</b>                  | May        | 430,000         |  |
| <b>Water Bills</b>                                      | Quarterly  | 25,000-50,000   | Mailings are done on a rolling basis so that a group of bills goes out every month   |

CIAO staff has begun developing the content to begin the mail-based fundraising program for improved animal services. In addition, the message will be incorporated into a Miami-Dade Animal Services Department Marketing Campaign throughout Fiscal Year 2013-2014 and beyond.

Furthermore, on September 19, 2013, the Board directed the Mayor to include a fundraising insert with the Fiscal Year 2013-2014 tax bills providing residents the option to voluntarily contribute to County programs. In addition, the Mayor or designee was further directed to establish a trust fund or multiple trust funds for the purpose of receiving such voluntary contributions and to ensure that the funds received from donors support the designated program or department selected by each donor. In consultation with various County departments, the Mayor's office has developed the voluntary contribution form and it will be included with the 2013-14 final tax bills. Donations will be received and processed by the Finance department to the recipient department designated by the donor. We will keep the Board apprised of the ongoing progress with this program and will report quarterly the donations received.

If you have questions, please contact ASD Director Alex Muñoz at 305-417-7128 or me at 305-375-1880.

### Attachment

- c. Honorable Harvey Ruvin, Clerk of the Court  
Robert A. Cuevas, Jr., County Attorney  
Office of the Mayor Senior Staff  
Department Directors  
Charles Anderson, Commission Auditor

MEMORANDUM

Agenda Item No. 14(A)(5)

**TO:** Honorable Chairwoman Rebeca Sosa  
and Members, Board of County Commissioners

**DATE:** July 16, 2013

**FROM:** R. A. Cuevas, Jr.  
County Attorney

**SUBJECT:** Resolution directing the  
Mayor to create a plan for  
mail-based fundraising for  
improved animal services  
programs

Resolution No. R-643-13

The accompanying resolution was prepared and placed on the agenda at the request of Prime Sponsor Commissioner Esteban L. Bovo, Jr.



R. A. Cuevas, Jr.  
County Attorney

RAC/jls



# MEMORANDUM

(Revised)

**TO:** Honorable Chairwoman Rebeca Sosa  
and Members, Board of County Commissioners

**DATE:** July 16, 2013

**FROM:**   
R. A. Cuevas, Jr.  
County Attorney

**SUBJECT:** Agenda Item No. 14(A)(5)

Please note any items checked.

- "3-Day Rule" for committees applicable if raised
- 6 weeks required between first reading and public hearing
- 4 weeks notification to municipal officials required prior to public hearing
- Decreases revenues or increases expenditures without balancing budget
- Budget required
- Statement of fiscal impact required
- Ordinance creating a new board requires detailed County Mayor's report for public hearing
- No committee review
- Applicable legislation requires more than a majority vote (i.e., 2/3's \_\_\_\_, 3/5's \_\_\_\_, unanimous \_\_\_\_ ) to approve
- Current information regarding funding source, index code and available balance, and available capacity (if debt is contemplated) required

Approved \_\_\_\_\_ Mayor  
Veto \_\_\_\_\_  
Override \_\_\_\_\_

Agenda Item No. 14(A)(5)  
7-16-13

RESOLUTION NO. R-643-13

RESOLUTION DIRECTING THE MAYOR OR  
MAYOR'S DESIGNEE TO CREATE A PLAN FOR  
MAIL-BASED FUNDRAISING FOR IMPROVED  
ANIMAL SERVICES PROGRAMS

**WHEREAS**, humane treatment of animals is an important public purpose; and

**WHEREAS**, this Board desires to find an alternative to property tax increases to fund important animal services programs, including free and low-cost spay/neuter programs, low-cost veterinary care programs, and responsible pet ownership educational programs; and

**WHEREAS**, Miami-Dade County sends out periodic communications through various media channels that could include printed monthly bills, community periodical advertisement, social media messaging, digital newsletter articles, and news features on the County website that could also publicize opportunities for voluntary charitable contributions to facilitate the creation of a no-kill shelter and to fund improved animal services programs,

**NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA**, that this Board hereby directs the Mayor or Mayor's designee to create a plan for mail-based fundraising for charitable contributions to facilitate the creation of a no-kill shelter and to fund improved animal services programs. The Mayor shall submit a report to this Board within 60 days of the adoption of this resolution.

The Prime Sponsor of the foregoing resolution is Commissioner Esteban L. Bovo, Jr. It was offered by Commissioner Esteban L. Bovo, Jr. , who moved its adoption. The motion was seconded by Commissioner Sally A. Heyman and upon being put to a vote, the vote was as follows:

|                      |                         |                      |
|----------------------|-------------------------|----------------------|
|                      | Rebeca Sosa, Chairwoman | aye                  |
|                      | Lynda Bell, Vice Chair  | aye                  |
| Bruno A. Barreiro    | aye                     | Esteban L. Bovo, Jr. |
| Jose "Pepe" Diaz     | aye                     | Audrey M. Edmonson   |
| Sally A. Heyman      | aye                     | Barbara J. Jordan    |
| Jean Monestime       | aye                     | Dennis C. Moss       |
| Sen. Javier D. Souto | aye                     | Xavier L. Suarez     |
| Juan C. Zapata       | aye                     |                      |

The Chairperson thereupon declared the resolution duly passed and adopted this 16<sup>th</sup> day of July, 2013. This resolution shall become effective ten (10) days after the date of its adoption unless vetoed by the Mayor, and if vetoed, shall become effective only upon an override by this Board.

MIAMI-DADE COUNTY, FLORIDA  
BY ITS BOARD OF  
COUNTY COMMISSIONERS

HARVEY RUVIN, CLERK



By: Christopher Agrippa  
Deputy Clerk

Approved by County Attorney as  
to form and legal sufficiency.

Dennis A. Kerbel