

Memorandum



Date: February 6, 2014

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

From: Carlos A. Gimenez
Mayor

A handwritten signature in black ink, appearing to read "Carlos A. Gimenez". The signature is fluid and cursive, written over a light blue horizontal line.

Subject: Response to Resolution Directing the Mayor or Designee to Develop a Plan for the Creation of a Local Online Lost-and-Found Database and Smartphone Application for Missing Pets within the County – Directive No. 132101

On December 3, 2013, the Board of County Commissioners adopted Resolution No. R-1002-13, sponsored by Commissioner Lynda Bell, directing the Mayor to develop a plan for the creation of a local online Lost-and-Found database and smartphone application (app) for missing pets within the County. The Animal Services Department (ASD) has been working with the Community Information and Outreach (CIAO) Department in developing a similar application with the animal tracking database system that we currently use called Chameleon. Chameleon is used by ASD to place pictures of all stray, abandoned and surrendered animals on an international search engine called petharbor.com. However, development of an app in line with Commissioner Bell's Resolution would allow for greater public participation and increased Return to Owner rates.

The app that ASD is discussing with CIAO is estimated to cost \$65,000 and will take approximately six (6) months to develop. The department has also identified another opportunity to comply with Resolution R-1002-13 through a company that has developed facial recognition for lost pets. The company, Finding Rover, is currently deploying the program in San Diego, CA. The Director of Animal Services has reached out to the company's president and has been told that Miami-Dade will be the next jurisdiction they will work with to deploy Finding Rover.

Finding Rover is a smart phone application. The application is free to download on any smart phone and can be used to register your pets. Finding Rover uses ground breaking facial recognition for dogs to help reunite owners and pets. Registering a pet is as easy as taking a picture and entering ownership information. We would like to integrate this application with the Department's current system, Chameleon, to help reunite more pets in Miami-Dade County.

We are researching the ability of this application to perform the following tasks:

- allow individuals in the County to quickly and easily submit description details of lost or found pets, upload photos, and provide information on how to be contacted; and
- provide a live link, or other mechanism, that enables municipalities to connect with the County's online database; and
- be actively promoted to residents through the County's website, and/or other feasible means, to ensure substantial public awareness and notice.

Cost estimate and a timeline are not yet available as ASD plans to meet with Finding Rover representatives in the upcoming months. We will provide you with an update on our efforts in six months. More information about the Finding Rover program can be found at:

<http://www.findingrover.com/about/>

If you have any questions, please contact ASD Director Alex Muñoz at 305-418-7128 or me directly.

c: R. A. Cuevas, Jr., County Attorney
Alina T. Hudak, Deputy Mayor and Interim Director of Public Works and Waste Management
Alex Muñoz, Director, Animal Services Department
Henry F. Sori, Director, Community Information and Outreach