

**Why LAAS needs to KEEP AVID microchips and
NOT change to Found Animals Microchips
Side-By-Side Comparison**

Concern	Why it Matters	Found Animal Registry	AVID
Cost: Net cost of microchips	Budget is important!	<u>None.</u> Microchips are given for free.	<u>None.</u> Microchip cost is 100% passed on to adopters as a component of the adoption fee. (LAMC 53.12)
Cost: Net cost of scanners	Budget is important!	<p><u>Expensive!</u></p> <p><u>Scanners:</u> Found Animals will provide only <u>60 total scanners for free per year.</u></p> <p><u>Repair cost:</u> Once the one-year warranty expires, <u>Found Animals does NOT pay to repair and does not repair broken scanners.</u></p> <p>L.A. County Animal Care and control used the "free" Found Animals microchips, and dropped Found Animals microchips and went back to AVID,</p>	<p><u>None.</u></p> <p><u>Scanners:</u> AVID provides <u>ALL</u> needed scanners for <u>FREE.</u></p> <p>Currently AVID provides <u>120 scanners for FREE.</u> (80 for shelters and field officers, plus 20 supplemental, plus 20 for sanitation, total 120.) <u>TWICE as many as Found Animals will provide, FREE.</u> (Scanners cost about \$400 to \$700 each.)</p> <p><u>Repair cost:</u> AVID provides <u>ALL</u> repair or replacement of scanners <u>FREE.</u></p>

		<p>saying Found Animal microchips have "a lot of hidden costs."</p>	
<p>Commercializing personal information of LAAS adopters</p>	<p>The city should not enable commercialization of animal adopter personal information by a third party vendor. This is offensive and also a potential invasion of privacy.</p>	<p><u>Claim:</u> LAAS adopter information not used for marketing unless adopter opts-in.</p> <p><u>Reality:</u> By using he registry you <u>ARE</u> opting in! Terms and conditions of use of Found Animals registry says:</p> <p>" Acceptance of Terms of Use <u>Your use of The Found Animals Foundation, Inc.'s Microchip Registry ("Registry") Website (microchipregistry.foundanimals.org) (the "website") is contingent upon acceptance of and compliance with the following Terms of Use.</u> By using this Registry you acknowledge that you agree to these terms. <u>If you do not agree to these Terms of Use, please do not access or use the Registry.</u>"</p> <p>"Marketing We may provide your personal information to third parties, such as shelters and rescue organizations, for the purpose of reuniting you with your lost pet. We may combine your information with information we collect from other companies and use it to improve and personalize our services, content and advertising. <u>If you don't wish to receive marketing communications from us,</u></p>	<p>Owner information is <u>never used for any marketing or commercialization, ever.</u></p>

		<p><u>simply indicate your preference by following the directions provided with the communication.</u></p> <p>[Bold and underline added.]</p> <p>Then if you then want to opt out, you need to figure out how. In an experimental registration, there was <u>NO opt-in or opt-out feature was available.</u> Meaning opt-outs probably need to be done individually with every spam.</p> <p>With Found Animals microchips, the city will be monetizing its adopter's information -- trading it for free microchips and scanners</p> <p>Worse, this is done without clear notice to animal adopters. (People rarely read website terms and conditions.)</p>	
<p>Certainty of registration and updates of owner information</p>	<p>If registration or owner personal information is difficult, or if the person cannot easily access registration or get questions answered, more pets will not be registered. If not registered, <u>microchips are useless.</u></p>	<p><u>Personal information updates:</u> Computer-based registry. But according to the City Council Technology Committee Chair's Policy Analyst, only 76% of Los Angeles city residents have computer or smartphone access. That means that a full 24% of city residents will either be unable to use the registry, or will find it very difficult to access.</p> <p><u>Initial registration:</u> No information was provided regarding how animals are first entered into the</p>	<p><u>Personal information Updates:</u> Can be done by 24/7 phone, internet, fax, email or mail.</p> <p><u>Initial registration:</u> Foolproof. Adopter fills out a brief form (2/3 page of paper) at</p>

		<p>Found Animals database upon adoption. It may be that taxpayers will need to pay LAAS Clerks to enter the information (slowing down customer service lines for 23,000 microchips a year), which information will then be passed electronically to Found Animals (another privacy concern?)</p> <p>Using the Found Animals registry is so difficult for some that Found Animals has to offer "instructional videos and FAQs" with tutorials. Many people will find this too difficult or time-consuming to do and their animals will not be registered and/or their personal information will not be updated when needed.</p>	<p>the time of adoption, LAAS sends the form to AVID. AVID handles the data entry to its computer. Done. <u>Requires virtually no LAAS staff time. Assures the microchip will be registered.</u></p>
<p>Phone 24/7 customer service</p>	<p>Everyone has access to a phone! Even with a computer, some people need human assistance, or have questions. Delays in providing information mean some will not use the system. Difficulty means some people will use the system wrong -- <u>making the microchips useless.</u></p>	<p>Not available or exceptionally difficult to locate any FAF registry phone number and also exceptionally difficult to reach a human. (Try it, you'll see.) Even if you find the phone number, the menu leaves the public not knowing how to reach a live person. FAF registry phone number for the public is not posted on the FAF website. Website says phone services is not available. If you search long enough and locate a phone number, having a human answer is hit-or-miss. Website includes no phone number. Recorded message says voicemails are returned in "3 to 5 days" and email has a "24-hour" wait.</p>	<p>Available 24/7. Phone number is simple to find. Phone number is printed on tag provided with every microchip. Phone number is posted on the AVID homepage. https://avidid.com/.</p>

		<p>The Found Animals registry website says:</p> <p>Do you have a phone number I can call for assistance?</p> <p>No, at this time the Found Animals Registry does not offer phone support for registration or account maintenance. We've made registering and updating your pet's online information fast and easy and we offer extensive FAQs and tutorial videos to support you. If you need further assistance, please Contact our customer service team and we will get back to you via email within 24-48 hours.</p>	
System available to all	Any limitations on access to the system mean some people will not use the system and the microchips are useless.	Internet based. But 24% of people in Los Angeles do not have internet access. Phone number is nearly impossible to find, a human is difficult or impossible for the public to reach, voicemails are not returned for up to 72 hours and emails not returned for up to 24 hours, per Found Animals recorded phone message.	Easy access. People can use the system by 24/7 phone with a human available, email, fax, regular mail or internet.
Ease of locating a found animal's owner	If hard to use the system, or if a person finding a lost pet does not easily know what to do, the microchips are useless.	Requires internet access to search the FAF registry. No public phone number is posted. To find the owner, person finding the animal must first take animal to shelter or veterinarian for scanning, then someone needs internet access to access the database.	Simple and fast. Animal wears tag. Tag shows AVID phone number and microchip number. Person picks up a phone and calls AVID and the owner is contacted. (If no tag, then "Plan B" is the same as the Found Animals "Plan A" except AVID can be called; it is not necessary to have computer access.)
Experience	LAAS sends out about 23,000 animals every year with microchips. Need successful experience with a very large municipality.	Only shelter of LAAS' size was L.A. County Animal Care and Control, which abandoned Found Animals microchips due to the cost and other problems.	Microchipping for LAAS for over 20 years without any issues.
RFP process	Concern about this process' RFP rules	-- No RFP was issued for the sale of city	AVID has adhered to the RFP

		customer information which is what this is -- selling customer data in return for "free" microchips and a limited number of "free" scanners.	process. AVID does not want to commercialize owner personal information.
Does the system work to get animals home?	If the microchips are difficult to use and assistance is difficult to access, microchips will not be registered and animals will not get home. More animals will be euthanized, more shelter space and staff will be needed, and people's pets will be killed when preventable with a more effective system.	Difficult for people without computers to access and use. Phone service with a human not available. Voicemails not returned for up to 72 hours, and emails not returned for up to 24 hours, per Found Animals' recorded message. 24% of Los Angeles residents do not have computer access to use the registry. Many with access do not understand or want to take time watching "instructional videos" to help them figure it out.	Easy. In addition to internet access, people can call 24/7 and easily find the number and reach a human, and they can email, fax, or mail registration and update forms.