Hillsborough County Adopts Pushpin Parcel Change Detection Technology

*Pushpin leverages deep learning to increase accuracy and speed delivery*

MINNEAPOLIS (PRWEB) September 24, 2018 -- As part of its ongoing effort to increase efficiency and equity, Hillsborough County Property Appraiser has adopted Pushpin’s parcel change detection technology. Pushpin leverages machine learning to accelerate aerial imagery analysis tasks including change detection and feature extraction. Leveraging the county’s imagery from 2014 and 2018, Pushpin analyzed 113,000 parcels and identified 11,000 with changes that affect assessed value.

“Pushpin enabled us to analyze our zone 3 properties in a fraction of the time and cost that was previously possible,” said Bob Henriquez, Hillsborough County Property Appraiser. “We performed a careful review of the results and were so pleased that we asked Pushpin to analyze our zone 4 properties in the next fiscal year. We enjoy working with innovative partners like Pushpin that enable us to lower costs and increase efficiency.”

“Hillsborough County has been a delightful client and they have helped us improve our parcel change detection service by providing detailed feedback regarding classifying changes and integrating our results into existing workflows,” said Randy Milbert, Chief Executive Officer, Pushpin. “We are looking forward to a long-term partnership with Hillsborough County that ensures our products meet the needs of appraisers throughout the state and country.”

**About Hillsborough County Property Appraiser**

The Hillsborough County Property Appraiser is an elected official charged with the duty and responsibility to appraise all property in the county. The property appraiser determines the market value for 500,000 individual parcels, including residential, agricultural, multifamily, commercial, and industrial. Hillsborough County is the fourth largest county in Florida with a population of 1.4 million. The county seat and largest city is Tampa. For more information, please visit [https://www.hcpafl.org](https://www.hcpafl.org).

**About Pushpin**

Founded in 2015 and based in Minneapolis, Pushpin believes that people and computers intelligently combined can solve difficult mapping challenges better, faster, and cheaper than the alternatives. Pushpin works with tech-forward customers and partners to dramatically increase automation, accelerate workflows, and decrease costs. Pushpin applies patent-pending deep learning algorithms to aerial and satellite imagery to identify parcel changes, extract building footprints, and estimate impervious areas. Pushpin’s customers include Carson City, Nevada; Hillsborough County, Florida; Lee County, Florida; Maricopa County, Arizona; and Pope County, Minnesota. For more information, please visit [https://pushpin.us](https://pushpin.us).
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