

MIAMI BEACH

OFFICE OF THE CITY MANAGER
LTC # 055-2014

LETTER TO COMMISSION

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TO: Honorable Mayor and Members of the City Commission
FROM: Jimmy Morales, City Manager
DATE: February 21, 2014
SUBJECT: Goodwill Ambassador Program - Spring Break Deployment

This Letter to Commission is in response to a request from the Neighborhood / Community Affairs Committee following the discussion regarding the City's Spring Break Major Event Plan. As we do for each and every major event period, representatives from the Administration have been preparing and allocating resources for this year's Spring Break, Winter Music Festival and Ultra events, which are expected to be very busy for the City.

The City's Goodwill Ambassador Teams will once again be integral parts of our Major Events Plan, helping our visitors remain informed on pertinent information. As Goodwill Ambassadors, our employees have the vital task of presenting our City in the best possible light, answering questions whenever necessary, providing directions to anyone who may be lost or simply identify areas of concern and alert the pertinent parties.

Background:

The City will once again deploy approximately 35 Goodwill Ambassadors during the peak weekends in March for Spring Break. The Goodwill Ambassadors have historically been deployed during Spring Break and Memorial Day Weekend and have proven to be a tremendous asset in assisting police officers with non-enforcement police related duties.

CMB Goodwill Ambassadors Responsibilities and Assignments:

The CMB Goodwill Ambassadors will be assigned to various locations within the entertainment district and beach area (Sector Three and Sector Four). They will be divided into teams and will assist police officers with educating beach goers on the City's laws and fines pertaining to glass bottles, Styrofoam coolers and open containers on the beach. The CMB Goodwill Ambassadors will be tasked with distributing brochures outlining safety tips, reporting any criminal activity to law enforcement officers, distribution of small biodegradable courtesy litter bags to beach goers and monitor overflow garbage, bathrooms and crowd control. The CMB Goodwill Ambassadors will also assist uniformed police officers with cooler checks. The CMB Goodwill Ambassadors are required to wear City approved shirts and non-sworn police ID cards. The ID card identifies the individual as a CMB Goodwill Ambassador and must be clearly visible at all times.

Staging Location:

Miami Beach 10th Street Auditorium located at 1101 Ocean Drive from 10:30 a.m. to 7:00 p.m.

Personnel:

Police personnel assigned to the CMB Goodwill Ambassadors will consist of three (3) uniformed police officers and one civilian employee. The uniformed police officer will assist Goodwill Ambassadors during the distribution of small courtesy litter bags, cooler checks and take any law enforcement action deemed necessary. The uniformed police officer will also assist Customer Service Manager Barbara Hawayek with the supervision of Goodwill Ambassadors and assign the Goodwill Ambassadors to locations where their assistance may be required.

The civilian employees are responsible for administrative duties. The administrative duties will include, issuing Goodwill Ambassadors non-sworn police ID cards and radios, maintaining a matrix for each team's locations, monitoring radio communications, maintaining and filing documents needed for our records, and completing any incident reports. The civilian employees will also assist Goodwill Ambassadors with distributing brochures outlining safety tips, reporting any criminal activity to law enforcement officers and educating beach goers on the City's laws and fines pertaining to glass bottles and open containers on the beach.

All CMB Goodwill Ambassadors must meet the following criteria in order to participate:

- No more than 10 sick days (not incidents) in the last 12 month period prior to request
- No Absent Without Leave (AWOL) in the last 12 month period
- Have an evaluation of no less than 65 overall score and not less than a 7 in the area of customer service and ability to work with others
- Not received discipline in the last 6 months
- Not currently on active FML leave

In addition, all employees must obtain approval from their supervisor and Division Director.

Employees who volunteer to be a Goodwill Ambassador throughout this event will receive administrative time for time worked. The administrative time will be calculated hour for hour for the first 8 hours and one and a half for each additional time served. Administrative leave accumulated during deployment is projected to cost approximately \$80,000.

Operational Time Line:

The CMB Goodwill Ambassadors are scheduled for deployment on March 22 -23 and March 29 - 30 (The peak of Spring Break), from 11:00 a.m. to 7:00 p.m.

Transportation:

The CMB Goodwill Ambassadors will use golf carts provided by the Miami Beach Convention Center as a source of transportation. The golf carts will be parked on the first floor of the Miami Beach Police Parking Garage. The majority of the Goodwill Ambassadors will be on walking beats within their assigned area.

For additional information on our CMB Goodwill Ambassador program and our Spring Break deployment please contact Barbara Hawayek.

JM/KGB/MS/CG/bh

c: Jimmy Morales, City Manager
Kathie Brooks, Assistant City Manager
Max Sklar, Tourism and Cultural Economic Development Director
Carla Gomez, Assistant Human Resource Director / Special Projects Coordinator