

MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission
FROM: Commissioner Mark Samuelian
DATE: October 16, 2019

SUBJECT: REFERRAL TO THE SUSTAINABILITY AND RESILIENCY COMMITTEE TO
RECEIVE AN UPDATE ON THE CURRENT RESILIENCY
COMMUNICATIONS PLAN.

ANALYSIS

Resiliency communications is important, and we have allocated funding in the budget for it (see attached). To that end, the committee should receive an update on the following aspects:

- Current progress and measurable results
- Community feedback and identified opportunities for additional feedback (eg. focus groups)
- Opportunities to engage the local business community (eg. realtors, developers, etc)

Applicable Area

Citywide

**Is this a Resident Right to
Know item?**

No

**Does this item utilize G.O.
Bond Funds?**

No

Legislative Tracking

Commissioner Mark Samuelian

ATTACHMENTS:

Description

- ▣ 11/14/2018 Item R7D After Action
- ▣ LTC - MB Rising Above Education Campaign

11.14.2018

SUPPLEMENTAL MATERIAL 1: RESOLUTION

R7 D A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ADOPTING THE FIRST AMENDMENT TO THE GENERAL FUND, ENTERPRISE FUND, INTERNAL SERVICE FUND, AND SPECIAL REVENUE FUND BUDGETS FOR FISCAL YEAR (FY) 2018/19.

2:20 p.m. Public Hearing

Budget and Performance Improvement

ACTION: Resolution [2018-30608](#) adopted as amended. Title of the Resolution read into the record. Public Hearing held. Motion made by Commissioner Alemán to approve the Resolution; seconded by Commissioner Samuelian; Voice vote: 4-0; Absent: Mayor Gelber and Commissioners Rosen Gonzalez and Steinberg. Tameka Otto Stewart to handle.

AMENDMENT:

Out of the \$1,458,000, \$729,000 are to go into the General Fund Contingency to fund temporary pumps and \$729,000 to Pay-As-You-Go funds.

John Woodruff, Chief Financial Officer, explained that at the end of each Fiscal Year they see where they are as far as expenditures and revenues, and normally they tend to have some fund balance at the end of the year, and what they do is to take that and it gets added back to the budget for the following year. R7 D and R7 E are related. They have \$12.7 million in surplus at the end of the year, which is higher than normal, mainly because \$4 million was dollars that had not actually been spent by the time they got to the end of the Fiscal Year, so that takes it down to more than \$8.5 million. Of that, they had a one-time loan repayment from the water and sewer fund in the general fund, as they had a reserve for debt service, and once new bonds were issued, that were freed up. The policy decision here is what they do with the \$8.5 million. They have \$1 million worth of one-time items, such as the BTR process improvement study, and they would like to cover that, as well as they are going into the G.O. Bond, they will get a credit rating for the City, and it would be great if they could meet their reserve requirement, and they are able to do that, so they were challenged with the hurricane last year that absorbed some of that money, but if they follow this proposal it can be fully funded. There were several items that came up in the last few weeks: 1) business case analysis for stormwater resilience program funding; 2) historic district resiliency adaptation guidelines; 3) communications budget for the City's resiliency program which showed good results from the G.O. Bond in place; 4) Citywide performance management software at \$150,000, which is something that will be discussed at Finance and Citywide Projects Committee and will bring back to the City Commission when they do the contract probably in December. The rest of the money would go to PAYGO for capital needs that come up during the year. R7 F, which is the capital budget amendment, includes \$295,000 of this \$1.4 million proposed. This is a proposal and until the City Commission approves the contract, they will not spend the money. If something changes later, there is flexibility.

NO. LTC#

444-2019

LETTER TO COMMISSION

TO: Mayor Dan Gelber and Members of the City Commission

FROM: Jimmy L. Morales, City Manager

DATE: August 9, 2019

SUBJECT: **MB RISING ABOVE EDUCATION CAMPAIGN**

The purpose of this Letter to Commission is to provide details regarding the MB Rising Above education campaign created by the Office of Marketing and Communications in partnership with the READY team.

This campaign was created in an effort to better educate our residents and visitors about the steps we are taking to become and remain a resilient city.

This education campaign is a comprehensive outreach plan targeted locally through meetings, direct mailings, bold marketing messages designed to spark conversation, custom animated videos and other collateral utilizing the \$200,000 awarded through the budget process. The campaign, anchored by a series of bold messages such as *Climate Change is Real. So is our Progress* and *Traffic is Maddening. Take the Trolley*, was created to ignite conversations among those that may not be already talking about it. Attached are images of the ads. In May, the team created a special, 120-page resilience edition of MB magazine, a tool that they felt was essential in utilizing—knowing that the majority of our residents obtain their information city information from this publication. The magazine was mailed directly to homes and has been distributed throughout the community at our facilities as well as some real estate offices, libraries, cultural facilities, FIU and other areas.

Also created as part of the campaign was a custom animated video to help tell our story. This animation will be used in future public meetings as well as disseminated through social media, MBRisingAbove.com and the MBTV channel. This video provides the viewer with the recent history of the stormwater plan and presents current initiatives, utilizing creative graphics to assist in telling a technical story in a way that allows everyone to understand as we work on building a better tomorrow, today. You can view the video at <https://www.youtube.com/watch?v=2AHPBtV2o1Q> or by visiting MBRisingAbove.com.

Additionally, the team is working on completing a custom map that will take the reader on a tour of the many areas of the city where we have implemented resilient efforts. Not only focusing on sea level rise, but all areas of resilience, this map will include public art, historic districts, Sunset Harbour features, our LEED certified Property Management building, public parks, greenspaces, the Convention Center and much more.

Another area that the campaign focuses on is standardizing the communications materials across all departments when referring to resilience efforts. The Office of Marketing and

Communications is finalizing and rolling out a new standardized external communications plan, the R.I.S.E. Guide, with all Public Information Officers that work for the city, whether contracted or as a city employee. This new tool will guide all communications pertaining to resilience. Some details include a project charter to start off each project, defining scope, purpose and overall project parameters as well as guidelines for type and frequency of communications about projects. There is also a list of FAQs and a glossary of terms. Once this tool is finalized, it will be presented to commission.

In addition to the items above, the team is working on setting up a series of public meetings to discuss our efforts on resilience. Kicked off at the end of May with the Climate Change Conversation event at the Colony Theatre, the next meeting will be held in September with Jacobs Engineering and then followed every other month with additional community meetings designed to continue the conversation and awareness of our resilience efforts. These meetings will be advertised via direct mailings, paid social media (geo fencing Miami Beach), print ads as well as all of our standard communications tools.

I feel that this comprehensive plan encompasses the correct tools to ensure that we are reaching as many residents as possible to increase awareness and understanding of our resilience efforts. Should you have any questions about this plan, please contact Tonya Daniels at tonyadaniels@miamibeachfl.gov.

JLM/MM/TD

CLIMATE CHANGE IS REAL.

SO IS OUR PROGRESS.

The truth hurts. From sea level rise to aging infrastructure and traffic congestion to emergency preparedness and recovery — the City of Miami Beach is tackling these truths head on by building a community ready for tomorrow. Join us in our initiatives today. Visit www.MBRisingAbove.com.

Building a better tomorrow, today!

#MBRisingAbove

SEA LEVELS ARE RISING.

MIAMI BEACH IS TOO.

The City of Miami Beach is raising roads and requiring new construction to be built at a higher elevation in order to reduce both public and private property risks associated with sea level rise and storm surge. To learn more about sea level rise and the city's resilience initiatives, visit www.MBRisingAbove.com.

Building a better tomorrow, today!

#MBRisingAbove

HURRICANE SEASON LASTS SIX MONTHS.

PREPAREDNESS IS YEAR-ROUND.

Hurricanes are a reality for all those who live, work and play in South Florida. The City of Miami Beach has the plans, personnel and resources in place to weather the storm, but it is up to you to take all precautions necessary to keep as safe and secure as possible. Remember: Be informed. Have a plan. Make a kit. To learn more about hurricane preparations and the city's resilience initiatives, visit www.MBRisingAbove.com.

Building a better tomorrow, today!

#MBRisingAbove

MIAMIBEACH
RISING
ABOVE

PUMP STATIONS DON'T POLLUTE.

PEOPLE DO.

To keep our waterways debris free, the City of Miami Beach invested in pump station upgrades capable of pumping the equivalent of more than 72 Olympic-sized swimming pools per day. Our pump stations have these pollution control systems that remove up to 85% of litter found in stormwater. Now, it's your turn. Do your part and remember to trash your trash and recycle your recyclables. To learn more about the city's stormwater management and other resilience initiatives, visit www.MBRisingAbove.com.

Building a better tomorrow, today!

#MBRisingAbove

TRAFFIC IS MADDENING.

TAKE THE TROLLEY.

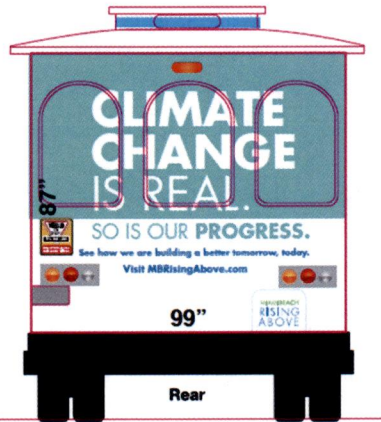
Parking your cars and utilizing alternative transportation modes such as the Miami Beach Trolley, reduces greenhouse gas emissions, minimizes carbon footprints and increases the communities' overall health index by reducing stress. The free MB Trolleys help 5 million passengers annually move around South, Mid and North Beach stress-free. To learn more about the city's traffic mitigation and other resilience initiatives, visit www.MBRisingAbove.com.

Building a better tomorrow, today!

#MBRisingAbove



**Open on Illustrator
for a working layered file.
1/4 Size Template.
Place images on this template
at 400 dpi. Outline all fonts.
Resolution of images should be
around 100 dpi at final size.*



***Design Artwork in Yellow Areas only**

10.1.18

MIAMI BEACH
RISING
ABOVE

SEE HOW WE ARE BUILDING
A BETTER TOMORROW, TODAY.

#MBRisingAbove

CLICK HERE