

RESOLUTION NO. _____

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, APPROVING A PARTNERSHIP AGREEMENT WITH U.S. DEPARTMENT OF HOMELAND SECURITY'S BLUE CAMPAIGN FOR HUMAN TRAFFICKING AWARENESS, EDUCATION, AND TRAINING; AND FURTHER, AUTHORIZING THE EXECUTION OF THE PARTNERSHIP AGREEMENT BY THE CITY MANAGER .

WHEREAS, the State of Florida is ranked third nationally in human trafficking abuses; and

WHEREAS, the City of Miami Beach is committed to addressing the critical issue of human trafficking within its jurisdiction; and

WHEREAS, the Miami Beach Police Department recognizes the significance of fostering public awareness and education to combat human trafficking effectively; and

WHEREAS, located within the U.S. Department of Homeland Security's Center for Countering Human Trafficking, the Blue Campaign leverages partnerships with the private sector, Non-Governmental Organizations (NGO), law enforcement, and state/local authorities to maximize national public engagement on anti-human trafficking efforts; and

WHEREAS, Blue Campaign's educational awareness objectives consists of two foundational elements, prevention of human trafficking and protection of exploited persons, details of which are contained in the Partnership Agreement attached to this Resolution as Exhibit "A"; and

WHEREAS, the proposed partnership agreement between the City and the US Department of Homeland Security's Blue Campaign will focus exclusively on initiatives related to awareness, education, and training, with a clear understanding that it shall not impede or interfere with ongoing criminal investigations conducted by the Miami Beach Police Department.

NOW, THEREFORE, BE IT DULY RESOLVED BY THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, that the Mayor and City Commission hereby approve a Partnership Agreement with U.S. Department of Homeland Security's Blue Campaign for human trafficking awareness, education, and training in the form attached to this Resolution as **Exhibit A**; and further, authorize the execution of the Partnership Agreement by the City Manager.

PASSED AND ADOPTED this ___ day of _____, 2024.

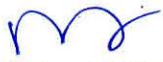
ATTEST:

Rafael E. Granado, City Clerk

(Sponsored by Commissioner Laura Dominguez)

Steven Meiner, Mayor

APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION



City Attorney *FA*

1-24-24

Date

EXHIBIT A



PARTNERSHIP

— A g r e e m e n t —

Who We Are

The **Blue Campaign** is a national public awareness effort designed to combat human trafficking through a comprehensive program of public education, and targeted training for key law enforcement, industry, and community partners.

What's Inside?

This **agreement** offers information about human trafficking and partnering with Blue Campaign, including:

- About human trafficking
- Partnership overview
- Benefits of partnering
- Raising awareness of human trafficking
- Human Trafficking Prevention Month
- Frequently asked questions
- Partnership guidelines

WHAT IS HUMAN TRAFFICKING?

Human trafficking involves the use of force, fraud, or coercion to obtain labor or induce commercial sex. Every year, millions of men, women, and children are trafficked in countries around the world, including the United States.

There are different types of human trafficking:

Sex Trafficking

Victims are manipulated or forced to engage in sex acts for another's commercial gain. Sex trafficking is not prostitution. Anyone under the age of 18 engaging in commercial sex is a victim of human trafficking. **No exceptions.**

Forced Labor

Victims are compelled to work for little or no pay, often manufacturing or growing products we use and consume daily. Common forced labor industries include but are not limited to construction, manufacturing, and agriculture.

Domestic Servitude

Victims are forced to work every day, sometimes for long hours, for little or no pay as nannies, housekeepers, or domestic help. Their traffickers often take and hold their identification documents.

PARTNERING WITH BLUE CAMPAIGN

Blue Campaign efforts are designed to contribute to four long-term outcomes aligned under two foundational elements; protection and prevention. Protection outcomes aim to increase awareness about how to respond to human trafficking and prevention outcomes aim to stop the crime before it happens. Campaign partners are organizations that can provide meaningful contributions to these long-term outcomes.

Blue Campaign's Long-Term Outcomes

Prevention

1. Decrease victimization within vulnerable communities
2. Deter perpetrators and consumers from committing human trafficking

Protection

3. Increase law enforcement use of trauma informed approaches
4. Educate the public and industry on how to recognize and report human trafficking

Partner Contribution Opportunities

Blue Campaign develops and releases training products for specific audiences including industry, law enforcement, and groups within the general public. Campaign partners will play a vital role in:

- Shaping training content as subject matter experts.
- Supporting pilot trainings by aiding in pilot audience recruitment.
- Distribution of new training products relevant to their stakeholders.

BENEFITS OF PARTNERING



Customized Support

Each Blue Campaign partner has a dedicated partnership liaison who can answer questions and make sure you are up to date on Blue Campaign materials, events, and news. Your liaison also works with you to accommodate your organization's needs – such as creating unique resources for your stakeholders, providing materials for your events and conferences, and much more.



Training

One of the primary ways Blue Campaign is contributing to its long-term outcomes is by developing audience-specific trainings. Partners play a vital role in supporting the development of training content as subject matter experts and deploying relevant trainings with their stakeholders. Your partnership liaison will update you on relevant opportunities to contribute and new training resources, as they are available.



Co-branded Materials

Are you interested in co-branding Blue Campaign materials for an upcoming event or for your stakeholders? Blue Campaign offers co-branding for select materials. Some examples of Blue Campaign materials available for co-branding include toolkits, general awareness posters, and the human trafficking 101 brochure. Please reach out to your partnership liaison to receive the cobranding materials order form.



Social Media

You will receive pre-drafted social content in our monthly e-newsletters or around specific initiatives for your organization to use. Additionally, Blue Campaign frequently reposts and shares content from partners to help amplify their messages and human trafficking awareness efforts. We cannot accommodate all requests, but please notify your partnership liaison if there is a specific post from your organization you would like us to share.



Speaking Opportunities

As a Blue Campaign partner you have access to Blue Campaign experts who can speak at annual conferences, industry meetings, and events, as available. Additionally, partners may be invited to speak and/or participate in events or trainings hosted by Blue Campaign. Blue Campaign speaker requests are subject to availability of resources.



Promotion

Blue Campaign frequently highlights its partners and their efforts to combat human trafficking in our monthly e-newsletter. We want to help spread the word about the great work you are doing. Don't forget to submit photos and details about any event using Blue Campaign materials to your liaison for an opportunity to be highlighted!

RAISING AWARENESS OF HUMAN TRAFFICKING

As a Blue Campaign partner, you will be supporting the work of the Campaign as it contributes to its long-term protection and prevention outcomes. Our stakeholders, all non-partner organizations that utilize publicly available Blue Campaign resources, primarily contribute to the protection outcome of raising public awareness of human trafficking. You can contribute to this outcome as well by completing any combination of the activities below.

Materials Distribution

- Post [Blue Campaign materials](#) in your headquarters, facilities, or affiliate organizations (i.e. statewide or regional offices) and distribute them to your stakeholders.

Online Engagement

- Follow Blue Campaign on [Facebook](#), [X](#), and [Instagram](#).
- Share Blue Campaign public service announcements (PSA, on your social media channels and website and/or play the PSA at conferences and events.
- Use **#BlueCampaign** and **#endtrafficking on social media** to share how you are using Campaign materials or working in your community or organization to raise awareness of human trafficking. Don't forget to tag us in your posts using [@DHSBlueCampaign](#).
- Promote Blue Campaign and our partnership on your website by creating a designated area to highlight our joint initiatives and link to the Blue Campaign website and resources.
- Distribute the Blue Campaign "What is Human Trafficking?" [infographic](#) on your organization's website and social media channels.
- Share your human trafficking awareness initiatives in an e-newsletter or forward and encourage others to sign up for Blue Campaign's monthly [e-newsletter](#).

Event Participation

- Participate in Blue Campaign-hosted events throughout the year, including #WearBlueDay on January 11.

To help track the success of your efforts, please capture all Blue Campaign-related activities and share them with your partnership liaison each quarter. Some examples include:

- Materials distribution (e.g. amount and locations)
- Social media and online activities (e.g. number of posts about Blue Campaign, likes, shares, and comments)
- Blue Campaign events participation (e.g. attendee/presenter, support function)



Don't forget to share photos of your efforts with your partnership liaison for possible inclusion in Blue Campaign social media or e-newsletters!

HUMAN TRAFFICKING PREVENTION MONTH

January is customarily proclaimed as Human Trafficking Prevention Month. During this month, Blue Campaign hosts several events in collaboration with partners and stakeholders to raise awareness of this heinous crime. As a partner, we ask that you consider participating in one of Blue Campaign's events or host your own events. If there is an opportunity for Blue Campaign to speak or present at your event, please let your partnership liaison know.

Blue Campaign's largest Human Trafficking Prevention Month initiative is [#WearBlueDay](#). On January 11th, we ask partners, stakeholders, and the public to take a photo of themselves, friends, family, or colleagues wearing blue and share it on X, Facebook, and/or Instagram with [#WearBlueDay](#).



Here are some other ways your organization can get involved with Human Trafficking Prevention Month:



Participate in Blue Campaign Activities

Participate in [#WearBlueDay](#) and other Human Trafficking Prevention Month activities hosted by Blue Campaign.



Host an Event

Host an educational event for your stakeholders or community to foster discussion about the crime and teach the attendees how to recognize and report human trafficking.



Conduct a Facebook Live

Hold a Facebook Live discussion about human trafficking and how your organization is working to combat it.



Distribute Information Online

Share Blue Campaign resources on your organization's website, in e-newsletters, and on social media.



Share with Your Community

Distribute Blue Campaign [posters and materials](#) in your offices or community spaces to spread the word about how to recognize and report human trafficking.



Conduct Local Media Outreach

Reach out to local media to secure their help in promoting [#WearBlueDay](#) and other Blue Campaign events along with your organization's activities.

FREQUENTLY ASKED QUESTIONS (FAQs)

How can my organization get involved with Blue Campaign?

Getting involved is easy! Review this Blue Campaign Partnership Agreement to learn about how the Campaign engages its partners and the benefits of partnering. Contact your partnership liaison with any specific questions.

Why should my organization partner with Blue Campaign?

All Blue Campaign partners are critical assets in contributing to its prevention and protection long-term outcomes. We view partnerships as a mutually beneficial relationship in which we help each other reach organizational goals when it comes to combating human trafficking.



What type of support does the Blue Campaign provide to partners?

To ensure a successful partnership, a partnership liaison works closely with you to provide custom support for your human trafficking awareness initiatives. Blue Campaign can provide co-branded resources, access to audience-specific training, and in-person presentation support, as available.

What costs are associated with becoming a Blue Campaign partner?

There is no cost to becoming a Campaign partner. We will provide requested Blue Campaign materials for special events and provide electronic versions at no cost. However, printing and distribution costs are the partner's responsibility.

Where can I find resources to educate and engage employees, stakeholders, and my organization's network on human trafficking?

The Blue Campaign has an array of resources available to the public and partners. As a partner, you will also have access to audience-specific training resources, as they are relevant to your stakeholders. All available awareness and education materials can be found in the ["Resources"](#) section of the Blue Campaign website. Contact your partnership liaison for more information on available audience-specific training resources.

How can I learn about new Campaign initiatives or resources?

Let your Blue Campaign liaison know you are interested in being added to our monthly e-newsletter distribution list. You will also learn about new Campaign initiatives directly from your partnership liaison.

Can Blue Campaign share my partnership activities with other partners?

Yes! Please share photos and write-ups on special events and other Blue Campaign-related initiatives. This information can be shared with our partners and stakeholders via the monthly e-newsletters, webinars, and other Campaign communication channels. You can share any partnership updates with your partnership liaison.

GUIDELINES FOR PARTNERING

Use of Blue Campaign Materials

- DHS is authorized to enter this license by DHS Delegation Number 10001 § II(B)(8) (April 28, 2014), issued pursuant to regulation and law, including 6 U.S.C. § 181, *et seq.*
- Your organization here, like all Blue Campaign partners, must abide by certain restrictions to use the materials the Blue Campaign provides (“Blue Campaign Materials”) and the intellectual property used in those materials.
- Specifically, Blue Campaign Materials include the Department of Homeland Security’s seal (“DHS Seal”) and the following Blue Campaign trademarks (“Blue Campaign Trademarks”) (DHS Seal and Blue Campaign Trademarks collectively referred to as “Government Visual Identities”):

Trademark	Registration Number
	5,380,826
	4,575,337
	5,380,827
	4,575,338
BLUE CAMPAIGN	Common Law Rights

- Blue Campaign grants Your organization here a non-exclusive, non-transferable, royalty-free, revocable license to use the Government Visual Identities in the Blue Campaign Materials, including the right to copy, display, and distribute Blue Campaign Materials containing the Government Visual Identities. Your organization here must have Blue Campaign’s prior written approval before using the Government Visual Identities in any other context or for any other purpose.
- You agree to use Blue Campaign Materials “as provided” without alteration. Blue Campaign must review and approve, in writing, any changes you propose to make to Blue Campaign Materials before you make and/or publish those changes.
- Your organization here must not grant sublicenses to the Government Visual Identities or use the Government Visual Identities in any country other than the United States of America.
- Your organization here agrees that DHS owns and retains all right, title, and interest in and to the Government Visual Identities. Your organization here must not contest, challenge, oppose, or seek to cancel DHS’s right, title, and interest in and to the Blue Campaign Trademarks. Your organization here must not file an application for registration of the Government Visual Identities, seek to register the Blue Campaign Trademarks within a domain name, or modify the Government Visual Identities in any way.
- DHS grants no right, title, interest, or ownership in the Government Visual Identities other than the license granted herein. Your organization here disclaims any such right, title, interest, or ownership. All goodwill and reputation created by use of the Blue Campaign Trademarks inure to DHS’s benefit. Your organization here assigns any rights it acquires through use of the Blue Campaign Trademarks to DHS.
- Your organization here must not use the Blue Campaign Materials or Government Visual Identities in any way that disparages or harms DHS’s business or reputation. Your organization here must not take any action that harms DHS’s ownership of the Government Visual Identities, the Government Visual Identities’ validity, or the validity of this license.
- Your organization here must not use the Blue Campaign Materials and/or Government Visual Identities to promote any other organization or entity or for direct commercial gain, such as soliciting funds or donations, without Blue Campaign’s prior, express, written permission.
- Your organization here must not use Blue Campaign Materials, or the Government Visual Identities to imply DHS endorsement of Your organization here, its message, products, services, or activities.



acknowledges that of Blue Campaign Materials and the Government Visual Identities does not constitute an endorsement of *Your organization here*, its message, products, services, or activities by DHS or the U.S. government.

- *Your organization here* acknowledges and agrees that it must bear the costs, if any, for reproduction of any Blue Campaign Materials provided to *Your organization here* for reproduction and distribution in support of your partnership with Blue Campaign.
- *Your organization here* grants to DHS a non-exclusive, non-transferable, royalty-free license to use *Your organization here* logo for the sole purpose of publicizing Blue Campaign's partnership with *Your organization here*. Your logo appears below:

Communications and Publicity

- To facilitate communication, *Your organization here* and Blue Campaign shall designate a point of contact. Blue Campaign designates _____ and *Your organization here* designates _____. To maintain continuity, the parties shall notify one another if either changes its respective point of contact.
- Should *Your organization here* wish to issue a press release related to this partnership, Blue Campaign requests the opportunity to review the draft announcement in advance.
- Once the parties establish its partnership, the designated contacts will conduct telephone calls on a quarterly basis or after any large events where *Your organization here* uses Blue Campaign Materials. The parties agree to hold additional calls as needed.

Impact – Updates – Quality Control

- *Your organization here* will track how it uses the Blue Campaign Materials and share that information with Blue Campaign. Blue Campaign requests the greatest specificity possible on the number of people these materials reach and details on the impact of the materials. *Your organization here* must provide tracking information every six months or after any large events where *Your organization here* uses Blue Campaign Materials. Details such as where and to whom *Your organization here* has made Blue Campaign Materials available and the number of people who have read or otherwise used these materials are invaluable as Blue Campaign uses this information for quality control purposes and to demonstrate the impact of Blue Campaign Materials.

Terminating a Partnership

- While the parties envision an ongoing, mutually beneficial partnership, they also understand circumstances and needs change. If either *Your organization here* or Blue Campaign decide to discontinue the partnership, they must notify the other party in writing. Any party may terminate this partnership any time upon written notice.
- Upon the termination of this partnership, *Your organization here* must promptly remove the Government Visual Identities from all *Your organization here* online and offline resources. Additionally, *Your organization here* must immediately cease all use of the Government Visual Identities and ensure you destroy co-branded Blue Campaign Materials.

Other

- Blue Campaign underscores that a partnership with *Your organization here* does not authorize employees of to intervene personally in suspected cases of human trafficking.
- *Your organization here* must indemnify, defend, and hold harmless DHS against any losses from any third-party claim, suit, action, or proceeding related to: (a) the breach of this license's terms by *Your organization here*, or (b) *Your organization here* exercise of its rights under this license.
- DHS will be liable for its activities under this license in accordance with the Federal Tort Claims Act, 28 U.S.C. § 2671, et seq.
- This agreement neither contemplates nor results in the transfer of funds or creates a financial obligation between the Parties. No provision of this agreement shall be interpreted to require obligation or payment of funds in violation of the Anti-Deficiency Act, 31 U.S.C. § 1341, or any other applicable law. Each party shall bear its own costs, risks, and liabilities incurred by it arising out of its obligations and efforts under this agreement. One party cannot commit any other party to any cost, expense, or obligation.

Approved by

For U.S. Department of Homeland Security

Signature: _____

Printed:

Title:

For Your organization here

Signature: _____

Printed:

Title: