

C7 D A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE RECOMMENDATION OF THE PUBLIC SAFETY AND NEIGHBORHOOD QUALITY OF LIFE COMMITTEE TO IMPLEMENT A TEXT MESSAGING SYSTEM FOR CODE COMPLIANCE COMPLAINTS AND THE MARKETING COMPONENT FOR PUBLIC AWARENESS.
Applicable Area:

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: Eric Carpenter, City Manager

DATE: March 19, 2025

TITLE: A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE RECOMMENDATION OF THE PUBLIC SAFETY AND NEIGHBORHOOD QUALITY OF LIFE COMMITTEE TO IMPLEMENT A TEXT MESSAGING SYSTEM FOR CODE COMPLIANCE COMPLAINTS AND THE MARKETING COMPONENT FOR PUBLIC AWARENESS.

RECOMMENDATION

Item will be entered Supplemental

BACKGROUND/HISTORY

ANALYSIS

FISCAL IMPACT STATEMENT

N/A

Does this Ordinance require a Business Impact Estimate?
(FOR ORDINANCES ONLY)

If applicable, the Business Impact Estimate (BIE) was published on:
See BIE at: <https://www.miamibeachfl.gov/city-hall/city-clerk/meeting-notices/>

FINANCIAL INFORMATION

CONCLUSION

Applicable Area

Citywide

Is this a "Residents Right to Know" item, pursuant to City Code Section 2-17?

Is this item related to a G.O. Bond Project?

Yes

No

Was this Agenda Item initially requested by a lobbyist which, as defined in Code Sec. 2-481, includes a principal engaged in lobbying? No

If so, specify the name of lobbyist(s) and principal(s):

Department

Code Compliance

Sponsor(s)

Commissioner Alex Fernandez

Co-sponsor(s)

Commissioner Joseph Magazine
Commissioner Laura Dominguez


Condensed Title

Accept Rec/Implement Text Messaging System for Code Complaints/Marketing. (AF/JM/LD)

Previous Action (For City Clerk Use Only)

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: Eric Carpenter, City Manager 

DATE: March 19, 2025

TITLE: A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE RECOMMENDATION OF THE PUBLIC SAFETY AND NEIGHBORHOOD QUALITY OF LIFE COMMITTEE TO IMPLEMENT A TEXT MESSAGING SYSTEM FOR CODE COMPLIANCE COMPLAINTS AND THE MARKETING COMPONENT FOR PUBLIC AWARENESS.

RECOMMENDATION

The Administration recommends accepting the recommendation of the Public Safety and Neighborhood Quality of Life Committee (PSNQLC) at its March 12, 2025 meeting, to implement a text messaging system for Code Compliance complaints and the marketing component for public awareness.

BACKGROUND/HISTORY

At the April 3, 2024 Commission meeting, at the request of Commissioner Alex Fernandez and co-sponsor Commissioner Joseph Magazine, the Mayor and City Commission approved a referral (Item C4T) to the PSNQLC, to discuss the potential implementation of a text messaging system to facilitate the reporting of Code Compliance complaints in order to accelerate the ability for issues to be promptly reported and addressed.

The referral requested that the City Administration be prepared at Committee to discuss available options for implementing a text messaging system to provide residents and other concerned persons with the ability to immediately report concerns to Code Compliance. The referral also requested that City Administration, upon consideration of all relevant factors (including, but not limited to, feasibility, cost, and effectiveness), provide the Committee with its recommendations regarding various options, along with any specific issues or concerns relating to this initiative.

The item was discussed at the January 29, 2025 PSNQLC meeting and at the request of the sponsor, item to return to the March 12, 2025 PSNQLC meeting with an update on the progress of implementing the text messaging system.

At the March 12, 2025 PSNQLC meeting, Information Technology (IT) and Code Compliance provided an update on the progress of the text messaging system. The text messaging system is finalized and will be implemented in April 2025. Code Compliance will work with our Marketing and Communications Department on a messaging campaign for public awareness of the new method for reporting complaints to Code Compliance.

ANALYSIS

The Code Compliance Department has established multiple avenues for receiving complaints, as discussed during the Commission Meeting on May 15, 2024 (agenda item R9 R). The formal process for residents to report Code Compliance complaints to the City involves contacting the Code Compliance Department through various channels, such as by calling Code Compliance's direct number at (305) 673-7555, using the Miami Beach Gov app, or reaching dispatch after business hours at (305) 604-CITY. The City's telephone system and interactive voice response system allows residents to speak to the Code Compliance Department directly during regular

business hours, or to the dispatch center after hours. These teams can appropriately route requests and request Police resources as needed.

On November 28, 2023, the IT Department launched a revitalized and modern version of the City's Miami Beach Gov app (previously eGov). The release provided several enhancements and compatibility features and remains the most effective way to digitally report code compliance complaints. Using technology, Code-related items are routed directly to the Code Compliance Department where the appropriate staff can respond. The Code Compliance Department uses the city's licensing, permitting, and inspection enterprise resource planning (ERP) system to manage and enforce incidents. This system does not allow for text messages to be automatically inserted as new cases and would require staff to manually input any text messages that are sent in.

On September 4, 2024, the IT Department introduced enhanced into the City's IVR system that provides a more streamlined method to reach City departments and staff. This functionality will allow residents to speak to the system and bypass the menu to reach City resources more quickly. This system was first piloted during the summer of 2024 and has shown a success rate of 92%.

The IT Department has now developed a text messaging system by registering numbers with the carriers, ensuring compliance with legal requirements, and developed workflows. IT will continue to ensure integration with our current systems and will begin implementation in April 2025. Since the cost structure will be based on usage, costs are expected to be nominal and depending on the type of message, will cost a fraction of a cent per message.

By building out this capability, the City will now have additional tools available in the future, enabling broader applications across various departments to enhance communication and response efforts. This approach will allow us to efficiently integrate text message reporting into our existing processes without placing an additional manual burden on staff.

FISCAL IMPACT STATEMENT

N/A

Does this Ordinance require a Business Impact Estimate?

(FOR ORDINANCES ONLY)

If applicable, the Business Impact Estimate (BIE) was published on:

See BIE at: <https://www.miamibeachfl.gov/city-hall/city-clerk/meeting-notice/>

FINANCIAL INFORMATION

CONCLUSION

Code Compliance and IT have finalized the internal testing for the text messaging system to ensure that prompts are working as expected and include all the necessary components for an efficient user experience. Code Compliance will work with our Marketing and Communications Department on a messaging campaign for public awareness of the new method for reporting complaints to Code Compliance.

Applicable Area

Citywide

**Is this a "Residents Right to Know" item,
pursuant to City Code Section 2-17?**

Yes

**Is this item related to a G.O. Bond
Project?**

No

**Was this Agenda Item initially requested by a lobbyist which, as defined in Code Sec. 2-481,
includes a principal engaged in lobbying?** No

If so, specify the name of lobbyist(s) and principal(s):

Department

Code Compliance

Sponsor(s)

Commissioner Alex Fernandez

Co-sponsor(s)

Commissioner Josph Magazine
Commissioner Laura Dominguez

Condensed Title

Accept Rec/Implement Text Messaging System for Code Complaints/Marketing. (AF/JM/LD)

Previous Action (For City Clerk Use Only)