

~~R9 AD DISCUSS MAKING SOME ADJUSTMENTS IN OUR APPROACH TO GOODWILL
AMBASSADORS FOR THE 2025 SPRING BREAK.~~

MIAMI BEACH

COMMISSION MEMORANDUM

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| TO: | Honorable Mayor and Members of the City Commission |
| FROM: | Rickelle Williams, Interim City Manager |
| DATE: | June 26, 2024 |
| TITLE: | DISCUSS MAKING SOME ADJUSTMENTS IN OUR APPROACH TO GOODWILL AMBASSADORS FOR THE 2025 SPRING BREAK. |

RECOMMENDATION

The Administration is supportive of the proposal and recommends the Mayor and City Commission further discuss the item and provide a policy recommendation.

BACKGROUND/HISTORY

At the May 15, 2024 City Commission meeting, at the request of Commissioner Tanya K. Bhatt, the Mayor and City Commission approved a referral (C4 O) to the Public Safety and Neighborhood Quality of Life Committee ("PSNQLC") to discuss making some adjustments in the City's approach to Goodwill Ambassadors for Spring Break 2025.

The item was subsequently heard and discussed at the May 22, 2024 PSNQLC meeting where the Committee unanimously agreed to move the item to the full Commission with a favorable recommendation to explore ways to acquire more volunteers to assist in the Goodwill Ambassador Program including Miami-Dade County.

ANALYSIS

One of the highlights of this year's Spring Break season was the implementation of a Goodwill Ambassador program solely supported by Miami Beach City staff. During March 2024, the City went without Goodwill Ambassadors from Miami-Dade County who had provided support in previous years and relied solely upon City employees for staffing. Despite a smaller volunteer turnout of around 70 individuals, the City achieved the highest attendance rates of City employees to date. Unlike previous years where volunteers often signed up but ultimately did not report for duty, this year City employees were consistently present and actively involved throughout the entire period.

The City received commendations for the Goodwill Ambassador's excellent knowledge of City policies and their valuable assistance in ensuring public safety, highlighting the importance of geographic familiarity. Looking ahead, this year's success underscores the potential for continued reliance on City staff for future events. Nonetheless, there may still be a need to revisit participation eligibility and potentially limit the number of essential employees who can be assigned as Goodwill Ambassadors during future Spring Break periods. Staffing shortages were experienced at times due to employee fatigue from working overtime and as Goodwill Ambassadors. It is the Administration's hope to align efforts in the future with Miami-Dade County with respect to the Goodwill Ambassador program because, while City employees outdid themselves this year, their partnership is still essential for high-impact weekends.

As suggested by the item sponsor, the Administration agrees that the City could explore the feasibility of recruiting college students to participate in the Goodwill Ambassador program. To ensure the appropriate level of training, a primary consideration would need to involve mitigating any potential risk/liability.

Looking ahead to 2025, the Administration plans to enhance the Goodwill Ambassador program further by increasing Community Emergency Response Team ("CERT") certification to ensure that every City employee who wishes to participate has the highest level of training via CERT certification. This will equip the volunteers with the skills and knowledge needed to handle various situations effectively and provide even better support to residents and visitors.

SUPPORTING SURVEY DATA

N/A

FISCAL IMPACT STATEMENT

No financial impact has been identified to date and remains to be determined dependent on policy decisions.

CONCLUSION

The Administration supports exploring additional avenues for acquiring enhancements and volunteers for the Goodwill Ambassador program. The City is collaborating with Miami-Dade County to address any concerns and secure their assistance in providing Goodwill Ambassadors for Spring Break 2025. Additionally, the Administration also reached out to Miami-Dade County and secured Goodwill Ambassador assistance for a successful Memorial Day Weekend 2024.

Applicable Area

South Beach

| <u>Is this a "Residents Right to Know" item, pursuant to City Code Section 2-17?</u> | <u>Is this item related to a G.O. Bond Project?</u> |
|---------------------------------------------------------------------------------------------|------------------------------------------------------------|
| No | 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

Police

Sponsor(s)

Commissioner Tanya K. Bhatt

Co-sponsor(s)

MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission
FROM: Commissioner Tanya K. Bhatt
DATE: May 15, 2024

SUBJECT: REFERRAL TO THE PUBLIC SAFETY AND NEIGHBORHOOD QUALITY OF LIFE COMMITTEE -
DISCUSSION REGARDING GOODWILL AMBASSADORS FOR 2025 SPRING BREAK.

ANALYSIS

Please place on the May 15, 2024 agenda a referral to the Public Safety and Neighborhood Quality of Life ("PSNQLC") to discuss making some adjustments in our approach to Goodwill Ambassadors for the 2025 Spring Break.

Goodwill Ambassadors play a crucial role in welcoming visitors, providing assistance, and enhancing the overall experience of tourists. They serve to as a friendly buffer to deescalate encounters before they become situations. The Administration should reach out and collaborate with Miami-Dade County starting now to address any concerns the County may have, and secure the County's assistance in providing Goodwill Ambassadors for Spring Break 2025.

In addition, I propose exploring the possibility of recruiting Goodwill Ambassadors from local colleges during the upcoming Fall semester. Engaging with students from diverse backgrounds not only provides valuable support for our Spring Break but also offers them unique opportunities for experiential learning and community involvement.

SUPPORTING SURVEY DATA

N/A

FINANCIAL INFORMATION

The Fiscal Impact to be determined at Committee.

Is this a "Residents Right to Know" item, pursuant to City Code Section 2-14?

No

Does this item utilize G.O. Bond Funds?

No

Legislative Tracking

Commissioner Tanya K. Bhatt