

C7 AJ A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, DIRECTING THE CITY ADMINISTRATION TO UTILIZE AVAILABLE FREE ADVERTISING SPACE TO PROMOTE AWARENESS FOR THE 988 SUICIDE AND CRISIS LIFELINE.

Applicable Area:

# MIAMI BEACH

## COMMISSION MEMORANDUM

TO:	Honorable Mayor and Members of the City Commission
FROM:	City Attorney Ricardo J. Dopico
DATE:	July 24, 2024
TITLE:	A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, DIRECTING THE CITY ADMINISTRATION TO UTILIZE AVAILABLE FREE ADVERTISING SPACE TO PROMOTE AWARENESS FOR THE 988 SUICIDE AND CRISIS LIFELINE.

### **RECOMMENDATION**

### **BACKGROUND/HISTORY**

### **ANALYSIS**

The attached Resolution was prepared at the request of the sponsor, Vice-Mayor Laura Dominguez.

### **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**

#### **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?**

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**

City Attorney

**Sponsor(s)**

Commissioner Laura Dominguez

**Co-sponsor(s)**

**Condensed Title**

Direct Admin. Promote Awareness for 988 Suicide and Crisis Lifeline. (Dominguez) CA

RESOLUTION NO. \_\_\_\_\_

**A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, DIRECTING THE CITY ADMINISTRATION TO UTILIZE AVAILABLE FREE ADVERTISING SPACE TO PROMOTE AWARENESS FOR THE 988 SUICIDE AND CRISIS LIFELINE.**

**WHEREAS**, mental health and suicide prevention are critical issues affecting individuals, families, and communities; and

**WHEREAS**, the 988 Suicide and Crisis Lifeline is a vital resource that provides immediate assistance to those experiencing mental health crises, offering support, guidance, and connection to necessary services; and

**WHEREAS**, it provides free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week, across the United States, and is comprised of a national network of over 200 local crisis centers, combining custom local care and resources with national standards and best practices; and

**WHEREAS**, increasing public awareness of the 988 Suicide and Crisis Lifeline can save lives and provide crucial support to individuals in crisis; and

**WHEREAS**, the City of Miami Beach is entitled to various free advertising spaces under different agreements with media partners, transportation entities, and other organizations; and

**WHEREAS**, utilizing these available advertising spaces to promote the 988 Suicide and Crisis Lifeline aligns with the City's commitment to enhancing public health and safety.

**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 direct the City Administration to utilize available free advertising space to promote awareness for the 988 Suicide and Crisis Lifeline.

**PASSED and ADOPTED** this \_\_\_\_ day of \_\_\_\_\_, 2024.

**ATTEST:**

\_\_\_\_\_  
Steven Meiner, Mayor

\_\_\_\_\_  
Rafael E. Granado, City Clerk

(Sponsored by Vice-Mayor Laura Dominguez)

APPROVED AS TO  
FORM & LANGUAGE  
& FOR EXECUTION

  
\_\_\_\_\_  
City Attorney

7/16/2024  
\_\_\_\_\_  
Date