



MIAMI BEACH

OFFICE OF THE CITY MANAGER

NO. LTC # 150-2008

LETTER TO COMMISSION

TO: Mayor Matti Herrera Bower and Members of the City Commission

FROM: Jorge M. Gonzalez, City Manager

DATE: May 28, 2008

SUBJECT: MB Radio Steers Drivers Around Construdion, To Enjoyment of City Facilities

As part of Miami Beach's ongoing efforts to provide enhanced information about the City to the community, we have updated and expanded programming on our Highway Information System, low-power AM radio station. Renamed "MB Radio" to be consistent with other City communications media, the station can be heard 24-hours a day at 1670 AM in both English and Spanish.

MB Radio gives the City the ability to provide drivers weekly traffic updates and other important information during major events and emergencies. Information can be programmed onto MB Radio from remote sites, such as the Emergency Operations Center and Communications staff's homes when necessary. In its normal operations mode, MB Radio broadcasts current traffic challenges and important resident information.

Communications Office staff update the continuous-play script with the same messages that are displayed on MBTV 77, and provided by the Capital Improvements Program Office. MB Radio warns drivers about traffic choke points caused by construction projects throughout the City. Sandwiched between the traffic updates are "need-to-know" messages for residents and visitors. These include the new water restrictions, how to access Parks & Recreation Department programs, tips on finding and paying for parking, information about Miami Beach resident "perks," reminders to visit the City's website, read MB magazine and the weekly CityPage, and to watch MBTV 77 for more information about "living, working and playing" in Miami Beach.

The Communications Department promotes MB Radio to residents and the business community through MB magazine, in our weekly CityPage Miami Herald Neighbors section ad, on MBTV Channel 77 and on our website.

You are invited to listen to MB Radio and share any suggestions for improvement of this communications tool.

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