MIAMIBEACH

City of Miami Beach, 1700 Convention Center Drive, Miami Beach, Florida 33139, www.miamibeachfl.gov

COMMITTEE MEMORANDUM

TO: Mayor Matti H. Bower and Members of the City Commission

FROM: City Manager Jorge M. Gonzalez

DATE: April 27, 2011

This shall serve as written notice that a meeting of the Finance and Citywide Projects Committee has been scheduled for April 27, 2011, at 3:30 P.M. in the City Manager's Large Conference Room.

The agenda is as follows:

OLD BUSINESS

1. **Discussion regarding Sunset Islands 3 and 4 Guardhouse** ***(April 13, 2011 Commission Item R9B1)***

   Fred Beckmann – Public Works Director

2. **Discussion regarding the implementation of a Municipal Marketing (Corporate Sponsorship) program for the City – beverage contract**

   Hilda Fernandez – Assistant City Manager

NEW BUSINESS

3. **Discussion regarding approval of the Traffic Calming Manual** ***(October 27, 2010 Commission Item C6A)***

   Fred Beckmann – Public Works Director

4. **Recommendation to reject all bids received for the Coast Guard Wastewater Booster Pump Station Project**

   Fred Beckmann – Public Works Director

5. **Quarterly reports on the status of new potential revenue initiatives** ***(March 9, 2011 Commission Item R2A)***

   Kathie Brooks - Budget & Performance Improvement Director

6. **Discussion on a Request for Approval to issue a competitive process for certain advertising programs, and advertising sales support, as part of the City's revenue enhancement initiatives;**

   Discussion regarding Master Meter and Parking elevator door public service initiative proposal by Rebuzz Marketing and how it can bring revenue to the City without taxation ***(March 9, 2011 Commission Item C4F)***

   Hilda Fernandez – Assistant City Manager

7. **Discussion regarding granting the Miami Beach Garden Conservancy the right to receive naming gifts as part of the garden renovation** ***(February 9, 2011 Commission Item C4B)***

   Anna Parekh – Director of Real Estate Housing and Community Development

8. **Discussion regarding extending the amount of time residents have to pay their utility bill** ***(February 9, 2011 Commission Item C4J)***

   Patricia Walker – Chief Financial Officer

9. **Discussion regarding incentives for façade renovation in North Beach Commercial Corridors** ***(January 19, 2011 Commission Item C4E)***

   Anna Parekh – Director of Real Estate Housing and Community Development

10. **Explanation for any increases in individual department budgets (net of increases from pension reallocations and internal service increases).** ***(September 20, 2010 Commission Item R7A2)***

    Kathie Brooks - Budget & Performance Improvement Director

11. **Discussion of all fees administratively set or have been administratively set** ***(December 9, 2009 Commission)***

    Kathie Brooks - Budget & Performance Improvement Director

12. **A resolution ...approving and authorizing the purchase of ten (10) Apple IPads (including a security server), for the individual City Commissioners, City Manager, City Clerk, and City Attorney, in the amount of $16,000** ***(April 13, 2011 Commission Item C7H)***

    Gladys Gonzalez – Information Technology Director

<u>Finance and Citywide Projects Committee Meetings for 2011</u>:
May 19, 2011
June 23, 2011
July 28, 2011

August 17, 2011
September 28, 2011
October 25, 2011
December 28, 2011

JMG/PDW/rs/th

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Cc. Mayor and Members of the City Commission
Management Team

ITEM ONE

MIAMI BEACH

City of Miami Beach, 1700 Convention Center Drive, Miami Beach, Florida 33139, www.miamibeachfl.gov

COMMITTEE MEMORANDUM

TO: Finance and Citywide Projects Committee Members

FROM: Jorge M. Gonzalez, City Manager

DATE: April 27, 2011

SUBJECT: Sunset Islands 3 & 4 Entry Improvements Project

BACKGROUND

The Sunset Islands 3 & 4 entry improvements project is outside the scope of work for the Sunset Islands 3 & 4 and Lower North Bay Road Neighborhood Improvement Projects. As a result, no landscaping or hardscape improvements were programmed for this area. Further, the Sunset Islands 3 & 4 neighborhood received minimal general obligation bond funding for streetscape enhancements. As a result, the Homeowners' Association (HOA) requested funding for the entry.

On March 25, 2010, the Finance and Citywide Projects Committee (Committee) received a status report for the proposed project, which included a sketch and cost estimate. The intent of the project was to beautify the entry to the islands and add security features. The Committee saw a preliminary sketch and a budgetary cost estimate in the amount of $364,318 for landscaping, hardscaping, decorative lighting, and security enhancements. The estimate included $50,000 in allowances for repairs to the existing guardhouse ($15,000), construction of a kiosk for ancillary services to the guardhouse ($25,000), and installation of a bar code activated gate ($10,000). A review of the meeting minutes found no discussion of the guardhouse, kiosk, or other security enhancements (Attachment A).

At its June 3, 2010 meeting, the Committee reviewed the same sketch and cost estimate and recommended approval of the Sunset Islands 3 & 4 Entry Improvements capital project. Similarly, a review of the meeting minutes found no discussion of the guardhouse, kiosk, or other security enhancements (Attachment B).

The Commission approved the project during the capital budget process and added funding for professional services, construction management, and contingency. The total budget for the project is $465,599 funded with Pay-As-You-Go money (Attachment C).

Architect/Engineer	$ 36,432
Construction Management	$ 28,417
Construction	$364,318
Contingencies	$ 36,432
Total	$465,599

The City proceeded to design the improvements and incorporated a 4-foot by 4-foot (4x4) kiosk in the center median as the ancillary services facility to the existing guardhouse. PWD met with one of its Job Order Contractors (JOC) to review the scope and develop a proposal for the work. The first proposed cost for the 4x4 kiosk was $9,178. The final JOC proposal, dated November 18, 2010, totaled the $363,012 and included a line item for a 4x4 kiosk, upgraded with features that included air conditioning and lighting, in the amount of $19,403.

At an HOA meeting, not attended by City staff, residents were concerned with the aesthetics of the kiosk. The HOA indicated that it wanted a new guardhouse in the center median and would be willing to sacrifice other improvements for it. It provided a sketch of an alternate 8-foot by 12-foot (8x12) guardhouse that would require the demolition of the existing guardhouse (Attachment D). The City prepared renderings of the 4x4 kiosk and the 8x12 guardhouse and presented them to an HOA meeting (Attachments E and F). A resident, who is also an architect, prepared schematic drawings for this guardhouse. The final dimensions were 7.5-feet by 15.5-feet (7½x15½) (Attachment G).

The City designed and permitted an alternate plan for the entire entry that included the 7½x15½ guardhouse and the demolition of the existing guardhouse. Preparations were first made to take this item to the Historic Preservation Board as it was believed that the existing guardhouse was historic and that Board's approval would be needed for its demolition. Upon review, it was determined that only the bridge was historic. Therefore, it was determined that this design needed Design Review Board approval. Upon preparation of that application, it was determined that policy guidance was needed.

ANALYSIS

The project scope has materially changed. It is still a beautification project, but the 4x4 kiosk has become a 7½x15½ guardhouse. Further, while the existing guardhouse was originally to be repaired, it is now proposed for demolition.

The City and representatives of the HOA met to discuss the changes. At this meeting, the HOA agreed to pay any costs for the construction of a guardhouse, including water and sewer connections, installation of new gates, and demolition of the existing guardhouse beyond $50,000. The City would be responsible for the amount it included in the original estimate. Further, the HOA would own the new guardhouse just as it owns the existing guardhouse (Attachment H).

This is unusual in that the City does not typically fund the construction of guardhouses with public money. Public money was proposed to repair the existing guardhouse, which is within the right-of-way, and provide a security enhancement with the kiosk, also in the right-of-way, as ancillary parts of the beautification project.

CONCLUSION

The above information is provided to members of the Finance and Citywide Projects Committee for discussion on the proposed change in project scope and use of public funds for the construction of a new guardhouse and demolition of the old guardhouse.

JMG/DRB/FHB/HDC/RWS

F:\work\$ALL\(1) EMPLOYEE FOLDERS\Rick Saltrick\Committee memos\Sunset Islands 3 & 4 Entry.docx

given to unclassified city employees, revision of the complaint process. Chairperson Deede Weithorn asked if the 3% cap could be modified so that if there are years when no increase has been given an increase larger than 3% would be allowed. Mr. Aguila stated that a "make-up" provision could be added. Mr. Aguila then reviewed the proposed changes to the complaint and enforcement procedures. Discussion ensued and the Committee recommended streamlining Section 2-410 (b)(2), (3), and (4). Chairperson Weithorn asked if a report could be given once a complaint is filed and a status of the complaint. Mr. Aguila stated that a Letter to Commission could be given for complaints that are filed. The Committee then discussed the sanctions against service contractors and asked that the specification of the amount of damages that the City could impose be removed. Julio Diaz, representing SEIU Local 32BJ, asked that under the definition of covered employer "contracting directly or indirectly with the city" be added back in so that an employer could not circumvent the living wage by stating that they employ independent contractors and not employees. The Committee recommended the item be brought to the Commission with the following changes included:

- Include a "make-up" provision to allow the City to increase the living wage by greater than 3% if no increase has been given in prior years
- 60 days be allowed to receive information from the vendor after a complaint is filed and the City Manager be allowed 60 days to complete the investigation, and that failure to comply could result in termination or suspension of the contract
- Streamline Section 2-410 (b)(2), (3), and (4)
- A Letter to Commission (LTC) should be issued on the status of complaints
- Include in the definition of covered employee to include former covered employee
- Remove the specification for the amount of damages the City may impose (Sec. 2-410 (d)(1))
- Leave the definition of covered employer unchanged

5. **Discussion regarding requested Right-of-Way, entryway, and public safety improvements to Sunset Drive/North Bay Road at the entryway to Sunset Islands 3 & 4.**

ACTION

None – Status Report

Reviewed audio - No mention of guardhouse or kiosk 3/25/10

City Manager Jorge Gonzalez presented the item.

There have been recent requests from the Sunset Islands 3 and 4 Homeowner's Association (HOA) to increase capital funding for proposed entryway improvements. The Sunset Islands 3 and 4 neighborhood desires to have its own overhead utilities undergrounded as part of the capital improvement project. The HOA has been working towards this goal for years and has recently obtained certain assurances from the utility companies to attain their goal with the assistance of the Office of Capital Improvement Projects. The design phase of the project has been on hold since 2005 pending the undergrounding of the overhead utilities on the islands. The HOA recently advised that the City should move forward with the design efforts so that the improvements can be realized. The forthcoming capital budget cycle will request construction funding for the neighborhood improvement project.

The Sunset Islands 3 & 4 HOA has previously approached the Office of the Mayor and City Commission regarding additional repairs and enhancements to the islands' entryway and guardhouse. The HOA was instructed to work with the Parks and Recreation Department staff to develop a preliminary plan to construct the requested improvements. The HOA and Parks and Recreation Department did develop a

proposed design for the project. The CIP Office received the preliminary plan, met with other City staff, the Miami Beach Police Department and members of the HOA to review the proposed improvements for public safety/security and constructability issues. The proposal received minor modifications and CIP staff developed a preliminary project budget. The Administration is supportive of the entryway improvements and recommends that the improvements be identified as a future capital project.

6. **Discussion regarding Property Management Division cost savings recommendation**

ACTION

Item Deferred

7. **Discussion regarding the management agreement to provide professional tennis management and operations services at the City's Flamingo Park and North Shore Park Tennis Centers.**

ACTION

The Committee recommended exercising the first one (1) year extension and concurrently begin developing the Request for Proposal.

Chairperson Deede Weithorn recused herself.

Assistant City Manager Hilda Fernandez presented the item and gave a brief history of the item.

The Commission, Administration and the community have been working together to address a variety of issues related to the City's tennis facilities and services. The City currently has an agreement with Greensquare, Inc. to provide professional tennis management and operations services at the City's Flamingo Park and North Shore Park tennis centers. Greensquare, Inc. has been the City's tennis center operator since April 2002, and was awarded the current agreement via competitive bidding process in April 2007. The current three (3) year agreement with Greensquare, Inc. is to provide professional tennis management and operations services that will expire on April 15, 2010. There are two options:

- Exercise the first of two (2) one year extensions (April 15, 2010 – April 15, 2011), as provided for in the current Management Agreement and concurrently begin developing the Request for Proposal (RFP) for issuance and selection prior to the reopening of the Flamingo Park Tennis Center;
- Immediately initiate the process necessary to issue a RFP for the Comprehensive Professional Tennis Management and Operation at the City's Flamingo Park and North Shore Park Tennis Centers; this will require the extension of the current Greensquare, Inc., agreement on a month-to-month basis until the competitive process is completed and a new agreement is approved, negotiated and executed.

The Committee recommended exercising the first one (1) year extension and concurrently begin developing the Request for Proposal.

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COMMITTEE MEMORANDUM

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

FROM: City Manager Jorge M. Gonzalez

DATE: July 14, 2010

SUBJECT: **REPORT OF THE FINANCE AND CITYWIDE PROJECTS COMMITTEE MEETING OF June 3, 2010.**

OLD BUSINESS

NEW BUSINESS

1. **FY 2010/11 Operating Budget Status Update**

City Manager Jorge Gonzalez presented.

June 1st preliminary tax roll estimate resulted in an overall citywide property value decrease of approximately 10.7%. Applying the decline to the City's General Fund Property Tax revenues would result in a reduction of approximately $12.74 million in tax revenue citywide. It was noted that the Administration's preliminary estimates contemplated a reduction of up to 15% which equated to approximately $17.5 million. The Property Appraiser's estimate reduces that amount by approximately $4.7 million.

The expected revenue as of May was approximately $209 million and current service level expenditures of approximately $246.9 million, leaving a shortfall of approximately $37.5 million.

As of June 1st $4.7 million dollars in savings has been identified due to the revised property tax roll decline and $1.66 million in revised pension increases that can be applied to the $37.5 million shortfall. As a result, the "working gap" is approximately $31.1 million.

2. **Capital Projects Funding – 5 year Capital Plan**

ACTION

The Committee recommended the following projects:

- **Approved for FY 2010/11**
  - **Seawall-Fleet Management**
  - **Lummus Park Serpentine North**

Agenda Item C6D

Date 7-14-10

- Par 3 Golf Course Master Plan and Drainage Contingency Plan - clarify tot lot water pad, and Retitle - engineer to include use of reclaimed water
- Restorative Tree Wells - 2B-Collins 64-75 ST
- Fire Station 2 & Hose Tower Refurbishment
- Bandshell Park Master Plan Improvements
- Flamingo Park
- Muss Park
- Muss Park Greenspace Expansion-Chase Avenue
- Seawall Lincoln Rd Streetend (west)
- Seawall Normandy Isle Channel
- Seawall-Alton Rd & I-95 Interchange
- Seawall-Biscayne Bay Streetend Enhancements Phase II - 10 St
- West Avenue Bridge Over Collins Canal
- Building Dept Second Floor Renovations
- Colony Theatre Sound/Audio Equip Purchase
- Fisher Park Tot-Lot Equipment & Additional Safety Surface
- NSPYC Sports Field Restoration
- Polo Park Sport Field Restoration
- ~~Sunset Islands 3 & 4 Entryway Improvements without undergrounding~~
- Miami Beach Golf Course Drainage Project
- Directory Signs in City Center ROW
- Lincoln Road - Collins to Washington -CC Bid Pack 9C
- South Pointe Park Remediation
- Restorative Tree Wells PH 6 - 5th St Alton to Ocean
- South Pointe Park Playground & Shade Structure Replacement
- South Pointe RDA Imps Phase III-V
- Washington to South Pointe Street Improvements
- 17th Street Parking Garage Elevator Enclosure
- Surface Lot 8B Improvements at 42nd and Royal Palm
- Surface Lot 1A Penrods
- Surface Lot 4D West Ave and 16 St
- Surface Lot 9E Harding Ave and 71St (East)
- Surface Lot 12X 9t Street and Washington Ave
- Surface Lot 13X 10th St and Washington
- Surface Lot 17X Collins Ave and 13th St
- Maint13th St Parking Garage 10
- Collins Park Garage (Cultural Campus P I)
- Sunset Harbor Garage/Purdy Garage
- Surface Lot at Collins Ave & 84th
- Surface Lot 19B @ Collins & 53 Street

Time: 2:28-2:34

No mention of guardhouse or kiosk. (Comm. Weithorn stated that the only reason "it" was fixed in her neighborhood was because it was damaged by WM work.)

- Funding accelerated:
  - Middle Beach Rec Corridor Phase II

- Deferred based on funding availability/revised timing of funding needs
  - 400 Block Lincoln Rd Site Improvement – Wing

- Removed from CIP:
  - Musco Lighting for Scott Rakow Youth Center
  - Shane Watersports Seawall Project-Drainage
  - Washington Avenue Cobra Head Lighting
  - Fisher Park Shade Structure

- Adding a project for a water reclamation plant possibly as part of the Par 3

Golf Course with funding from MDC-CDT

- **Use West Ave Bridge Payback in FY 10/11 to fund additional seawalls**
- **Accelerate $4M/per year funding for the next portion of Mid-Beach Beachwalk based on when can permit**
- **Add Parks tot-lot needs for future years unfunded (e.g. Crespit, Tatum, etc.)**
- **Add 46th Street and Royal Palm to the list of Stormwater hotspots**

The Committee asked that the need for attended bathrooms be discussed at the Neighborhoods Committee.

The Committee asked Administration to prepare LTC to address the status of the full Beachwalk, including a future timeline.

The Committee asked that the "Lincoln Road - Collins to Washington -CC BP9C" Project go back to the full Commission to discuss the inclusion of a median.

City Manager Jorge Gonzalez presented.

City Manager Jorge Gonzalez went over the potential funding sources and their balances as of October 1, 2009. The sources include Pay-As-You-Go Capital (PG), Quality of Life (QOL), Parks & Beaches Go Interest (Go-P&B), Parks Go Interest (Go-P), Neighborhoods Go Interest (Go-N), Fire Go, and Miami-Dade County Interlocal Funds committed to CDT/RT Capital Projects. Commissioner Libbin asked if the balances of the Quality of Life funds would increase throughout the year. City Manager Jorge Gonzalez stated that approximately an additional $800,000 per year per area is added to the QOL fund balances, assuming there is no decline in resort tax, each year.

City Manager Jorge Gonzalez presented the FY 2010/11 additional funding needs for existing funded projects, other planned projects not in adopted CIP and the potential FY 2009/10 funding sources. Conversation ensued. City Manager Jorge Gonzalez then presented the future unfunded projects in the adopted Capital Improvement Plan, and proposed new projects. Conversation ensued.

Commissioner Ed Tobin asked if the need for attended bathrooms in Lummus Park had been evaluated. Chairperson Deede Weithorn asked that this be addressed at a Neighborhoods Committee meeting.

Chairperson Weithorn expressed concern over including a golf course in the FY 2010/11 project list due to the current economic conditions. CIP Director Charlie Carreno stated that if a lake or surface water feature was included in the Par 3 Golf Course Master Plan that it could be an area were storm water could be discharged in a peak storm water event in order to manage the storm water in the City. Commissioner Jerry Libbin asked if a water reclamation plant project which was proposed as an Energy Conservation Measure (ECM) was included in the Par 3 Golf Course project or as a separate project on the list. The Committee recommended adding the project for a water reclamation plant possibly as part of the Par 3 Golf Course with funding from MDC-CDT.

The Committee recommended accelerating the $4 million per year funding for the next portion of the Mid-Beach portion of the Beachwalk project based on when it can be permitted. The Committee asked Administration to prepare LTC to address the status of full Beachwalk, including a future timeline.

Commissioner Tobin asked that the sound/audio equipment purchased for the Colony Theater be the best available.

Chairperson Weithorn was not in favor of including the undergrounding of utilities in the Sunset Islands 3 & 4 Entryway Improvements project. Conversation ensued. The Committee recommended moving forward with the Sunset 3 & 4 Entryway Improvements project without undergrounding.

Commissioner Wolfson asked that 46th Street and Royal Palm be added to the list of Stormwater hotspots.

Commissioner Libbin asked if a median was included in the Lincoln Road – Collins to Washington project. Discussion ensued. The Committee asked that the "Lincoln Road - Collins to Washington -CC BP9C" Project go back to the full Commission to discuss the inclusion of a median.

The Committee recommended the following projects:

- Approved for FY 2010/11
  - Seawall-Fleet Management
  - Lummus Park Serpentine North
  - Par 3 Golf Course Master Plan and Drainage Contingency Plan - clarify tot lot water pad, and Retitle - engineer to include use of reclaimed water
  - Restorative Tree Wells - 2B-Collins 64-75 ST
  - Fire Station 2 & Hose Tower Refurbishment
  - Bandshell Park Master Plan Improvements
  - Flamingo Park
  - Muss Park
  - Muss Park Greenspace Expansion-Chase Avenue
  - Seawall Lincoln Rd Streetend (west)
  - Seawall Normandy Isle Channel
  - Seawall-Alton Rd & I-95 Interchange
  - Seawall-Biscayne Bay Streetend Enhancements Phase II - 10 St
  - West Avenue Bridge Over Collins Canal
  - Building Dept Second Floor Renovations
  - Colony Theatre Sound/Audio Equip Purchase
  - Fisher Park Tot-Lot Equipment & Additional Safety Surface
  - NSPYC Sports Field Restoration
  - Polo Park Sport Field Restoration
  - Sunset Islands 3 & 4 Entryway Improvements without undergrounding
  - Miami Beach Golf Course Drainage Project
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  - South Pointe Park Remediation
  - Restorative Tree Wells PH 6 - 5th St Alton to Ocean
  - South Pointe Park Playground & Shade Structure Replacement
  - South Pointe RDA Imps Phase III-V
  - Washington to South Pointe Street Improvements
  - 17th Street Parking Garage Elevator Enclosure
  - Surface Lot 8B Improvements at 42nd and Royal Palm
  - Surface Lot 1A Penrods
  - Surface Lot 4D West Ave and 16 St
  - Surface Lot 9E Harding Ave and 71St (East)
  - Surface Lot 12X 9t Street and Washington Ave
  - Surface Lot 13X 10th St and Washington
  - Surface Lot 17X Collins Ave and 13th St

I. General

Title: Sunset Islands 3&4 Entryway Improvements
Project #: rwssunisle
Department: Public Works
Manager: Rick Saltrick
Category: cip
Domain: Street/Sidewalk/Streetscape Improvements
Location: midbeach

Attachment C

OPERATING CATEGORIES	Annual Incremental Cost
FTE's #:	Total:

Description: Hardscape, landscape and security improvements/enhancements for the ROW area approaching the Sunset Island 4 bridge. Request was submitted by the Sunset Islands 3 & 4 Homeowners Association. Additional security and public safety enhancements were recommended by the MBPD.

Justification: KIOs Supported: Ensure Value and Timely Delivery of Quality Capital Projects. This area is not scheduled for any improvements as part of the Bayshore ROW project. During the planning process for the ROW project, this area was identified as an area that would receive improvements separate from the ROW project due to the overall condition of the area and it's proximity to a blighted property (Mark's Cleaners).

Project Timeline:

A/E Request for Qualifications Star	Month/Year	A/E Request for Qualifications C	Month/Year
A/E Agreement Award:			
Planning Start:		Planning Completion:	
Design Start:		Design Completion:	
Bid Start:		Bid Completion:	
Construction Contract Award:			
Construction Start:		Construction Completion:	

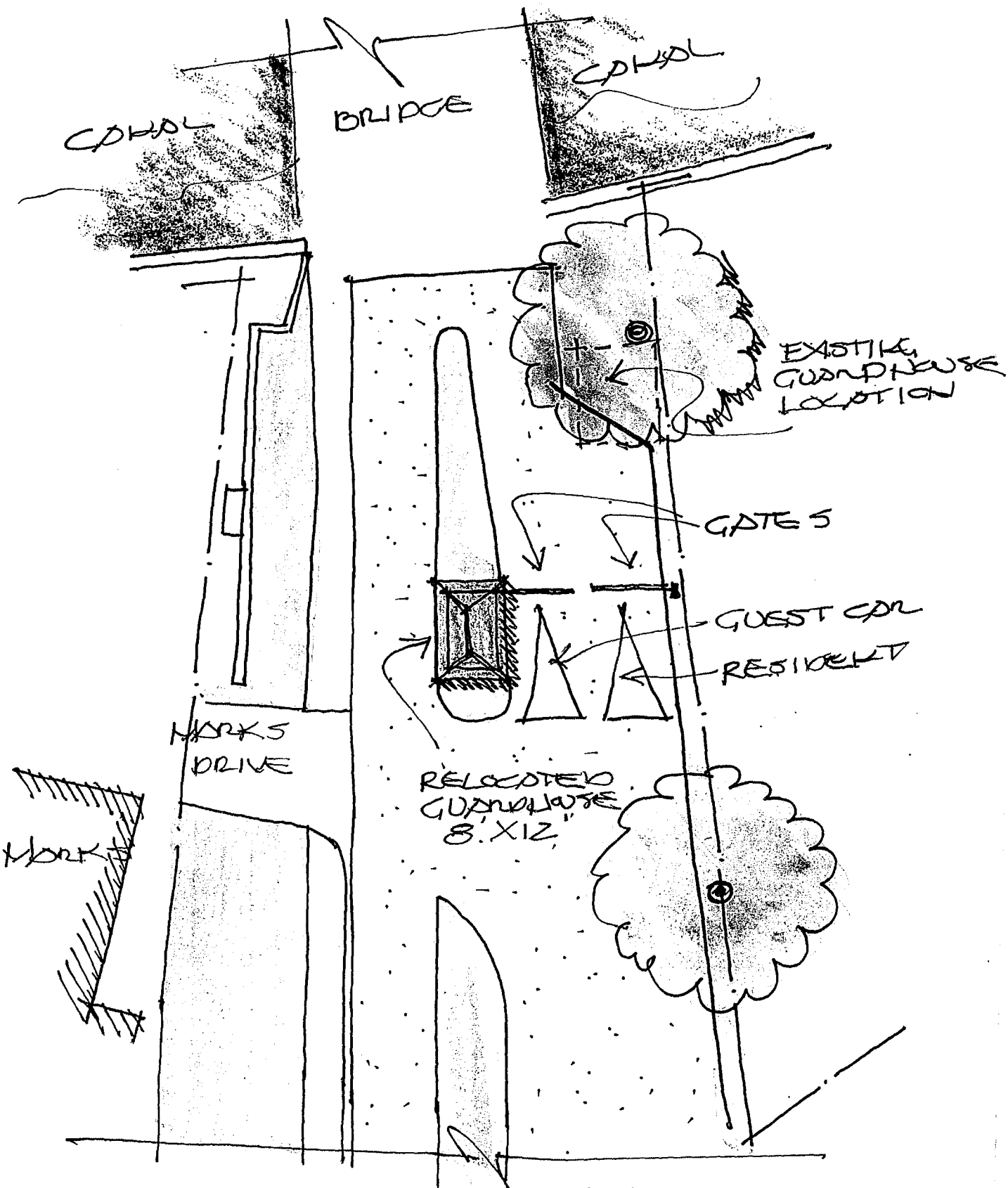
II Cost Summary

Cost Category		Prior Years	2010/11	2011/12	2012/13	2013/14	2014/15	Future	Total
ae302	Architect/Engineering Fund 302	0	36,432	0	0	0	0	0	36,432
cm302	Construction Management 302	0	28,417	0	0	0	0	0	28,417
co302	Construction Fund 302	0	364,318	0	0	0	0	0	364,318
ct302	Contingencies Fund 302	0	36,432	0	0	0	0	0	36,432
	Total:	**0**	**465,599**	**0**	**0**	**0**	**0**	**0**	**465,599**

III. Funding Summary

Funding Source		Prior Years	2010/11	2011/12	2012/13	2013/14	2014/15	Future	Total
302	Pay-As-You-Go	0	465,599	0	0	0	0	0	465,599
	Total:	**0**	**465,599**	**0**	**0**	**0**	**0**	**0**	**465,599**

Attachment D



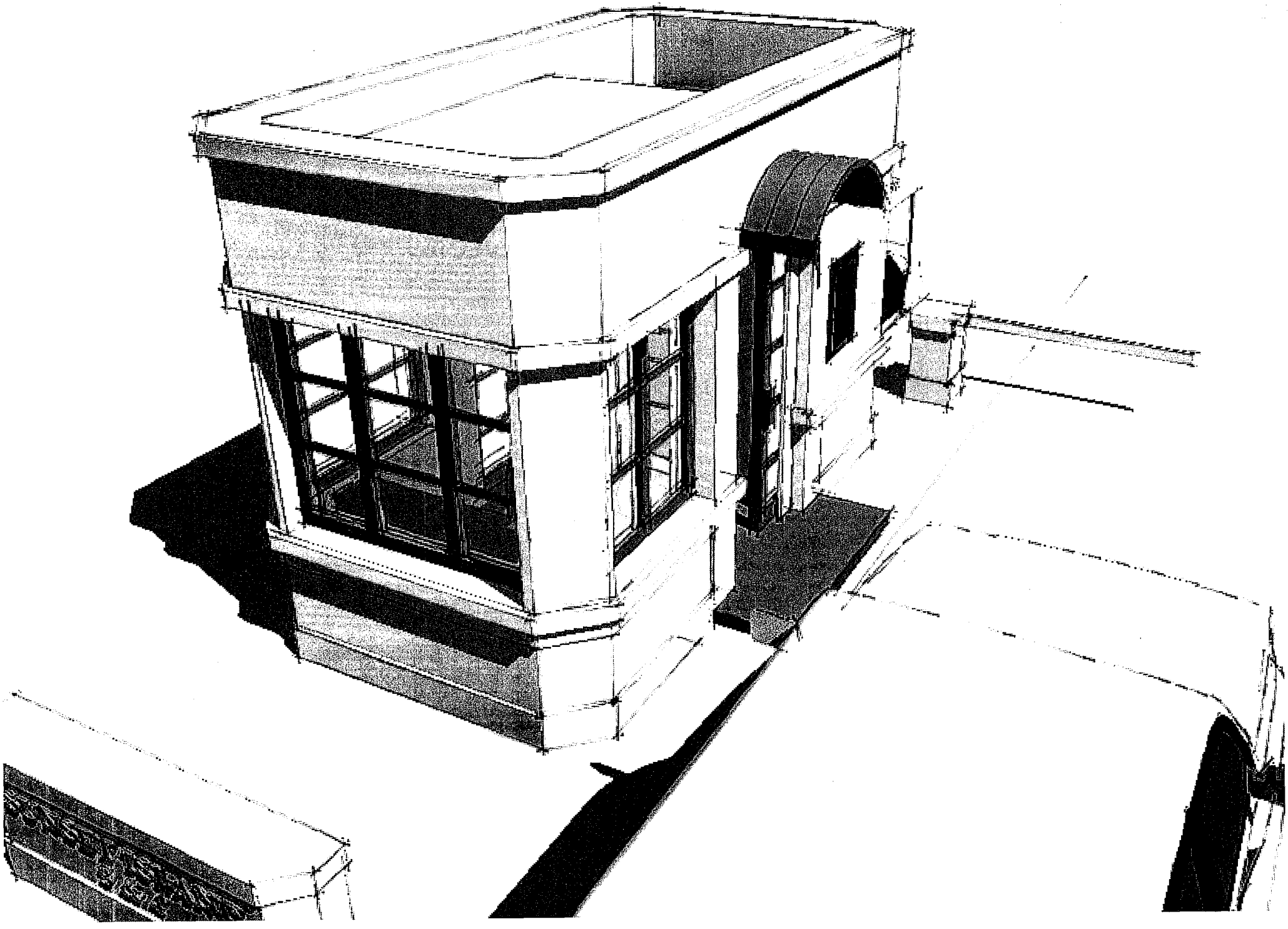
RELOCATED GUARDHOUSE

WCT 12.2.10

Attachment E

Attachment F

Attachment G



Owner Sunset Island Prop. Own. Assoc.

Lot Block Subdivision

General Contractor Richard A. Weiss

Architect Steward-Skinner Assoc.

Zoning Regulations: Use Area

Building Size: Front 9'4" Depth

Certificate of Occupancy No. #3431 Jan. 17, 1958

125

Permit No. 55130 Alton Road Cost $1000.00

Address Entrance to Sunset Isle #4

Bond No.

Engineer

Lot Size

Height 12'8" Stories

Use GUARD HOUSE ENTRANCE

Type of Construction Foundation Roof Date Dec. 5,1957

PLUMBING Contractor Sewer Connection Date

Temporary Water Closet

Water Closets
Lavatories
Bath Tubs
Showers
Urinals
Sinks
Dish Washing Machine
Laundry Trays
Laundry Washing Machines
Drinking Fountains
Floor Drains
Grease Traps
Safe Wastes

Swimming Pool Traps
Steam or Hot Water Boilers
ROUGH APPROVAL
FINAL APPROVAL

Down Spouts
Wells

AIR CONDITIONING Contractor
SEPTIC TANK Contractor
OIL BURNER Contractor
SPRINKLER Contractor

GAS Contractor Date

Gas Ranges
Gas Water Heaters
Gas Space Heaters
Gas Refrigerators
Gas Steam Tables
Gas Broilers

Gas Frylators
Gas Pressing Machine
Gas Vents for Stove

GAS Rough APPROVAL
GAS FINAL APPROVAL

ELECTRICAL Contractor Hos Electric #51469 Date Jan. 9, 1958

OUTLETS
Switches 3
Lights 3
Receptacles 2

Ranges
Irons
Refrigerators
Fans
Motors

HEATERS
Water
Space

Appliances

FIXTURES 3

Electrical Contractor Date

Temporary Service
Neon Transformers
Sign Outlets
Meter Change
Centers of Distributions 1
Service 1
Violations

FINAL APPROVAL
By Fidler
Date 1-14-58

Attachment H

ALTERATIONS & ADDITIONS

Building Permits:

Plumbing Permits:

40136 Service Plbg: 1 Water Closet, 1 Lavatory - December 17, 1957 OK 1-17-58 Rothman

Electrical Permits:

ITEM TWO

Under Separate Cover

ITEM THREE

MIAMIBEACH

City of Miami Beach, 1700 Convention Center Drive, Miami Beach, Florida 33139, www.miamibeachfl.gov

COMMITTEE MEMORANDUM

TO: Finance and Citywide Projects Committee

FROM: Jorge M. Gonzalez, City Manager

DATE: April 27, 2011

SUBJECT: **A DISCUSSION REGARDING THE TRAFFIC CALMING MANUAL AND THE INTERGOVERNMENTAL AGENCY AGREEMENT**

EXECUTIVE SUMMARY

The Administration has been working with the County on the approval of the City Traffic Calming Manual (TCM) as well as on its respective Intergovernmental Agency Agreement (IAA). On July 22, 2010, the County's Public Works Director submitted a letter to the City granting authority to the City to follow the guidelines of the City's TCM when performing traffic studies (Attachment A). In the meantime, the City has been working diligently to finalize the respective IAA that will grant the City its respective authority, pursuant to Section 2-96.1 of the Miami-Dade County Code.

As previously noted, the County's granting of authority to the City to employ the City's TCM does not relinquish the County's standing jurisdiction over all traffic engineering countywide. The current agreement spells out that even though the City would be granted the authority to gauge, measure, and develop traffic calming measures, the County would still be the final authority in the approval of any traffic calming measures proposed by the City. The City would be responsible for incurring all costs associated with the implementation of traffic calming devices.

The currently agreed process with the County establishes that the City would take requests from the residents for traffic calming measures, the City would then conduct an engineering analysis to determine if the installation of traffic calming devices is warranted or not, the City would then develop the respective engineering plans, and subsequently seek approval from the Miami Beach Fire and Police Departments. The City would then have to obtain County review and approval of the plans prior to the installation of any traffic calming devices. The County, on the other hand, would assure that the review process would be expedited to the City within ten (10) working days after submittal.

BACKGROUND

The City has established criteria that determine the need for traffic calming that is consistent and compatible with the guidelines established by the County for traffic calming. Although the County employs a slew of various other criteria to warrant the necessity for traffic calming, the City, on the other hand, employs three (3) basic parameters: speed, volume, and number of accidents per year during the last three years. A comparative review of both criterions (County vs. City) provided in a table (Attachment B), clearly illustrates that traffic calming is triggered at lower thresholds when using the City's approach rather than the County's.

An example which provides an applicable comparison between the City and County criteria is the traffic calming analysis for 51st Street between Alton Road and Pine Tree Drive. The County had

initially denied the request for the installation of traffic calming devices along this street based on its criteria. By applying the criteria established within the City TCM, City staff determined that the street met the requirements for the installation of speed cushions. Once the City TCM and IAA are approved, the engineering drawings together with the analysis conducted will be submitted to the County for review and approval. The City attempted to get the County to agree that complete traffic calming packages submitted to the County will not be denied; instead the County would provide review comments and return the package to the City for rework. The County did not agree to incorporate this condition into the IAA; therefore, the County still reserves the right to deny approval of any traffic calming packages submitted to the County for approval.

A copy of the County approved City TCM is provided (Attachment C).

ANALYSIS

Once the City TCM becomes formally adopted by the County via the IAA, the City will then be able to follow the process indicated in the City TCM to determine if traffic calming devices are warranted under the City established criteria. A copy of the IAA is provided (Attachment D). Through this formal approval, the County would be allowing the City to follow its procedures, which are more concordant with the daily operation and configuration of the City's street system, through an evaluation process that places a specific value to traffic volumes, and speeds that exceed the posted speed limit. City staff will continue to work with the County on making refinements to the TCM as it continues to get implemented. As an example, some of the issues currently being contemplated for refinements are the types of traffic calming devices that can be used depending on the City street classification and what the County would find acceptable to use as a permanent application of the devices once they have been installed and received an acceptable evaluation.

The Administration provided updates on the City's Traffic Calming Program to the Neighborhoods and Community Affairs Committee (NCAC) on May 25, 2010 and on August 31, 2010. At their August 31, 2010 meeting, the members of the NCAC moved to recommend approval of the TCM and referred it to the Finance and Citywide Projects Committee for a review of its financial impacts.

FINANCIAL IMPACT

By adopting the City's TCM and entering into an IAA, the City will be responsible for all planning, engineering, installation and maintenance of traffic calming measures along with its associated financial impacts. The costs associated to the implementation of traffic calming Citywide will need to be gauged on a yearly basis and programmed into the City's yearly Capital Budget. An example of the approximate cost for the installation of speed cushions is provided in the breakdown below. The following example delineates the breakdown of the approximate cost for the installation of speed cushions at nine (9) locations on Sunset Islands 3 and 4:

Planning and Engineering	$ 6,000
Speed Cushions	$14,000
Signs	$ 1,400
Construction (JOC Contractor)	$18,000
Total Cost	$39,400 or about $4,380 per speed cushion location

The City also retained the services of The Corradino Group to conduct an evaluation of the potential costs of implementing the TCM. The analysis was comprised of two main tasks: identifying potential locations for traffic calming and estimating an average cost for the application of traffic calming at the identified locations.

The potential locations for traffic calming were identified through an examination of the City's roadway network and areas of congestion. An examination of the federal functional classification map identified local streets that may be eligible for and potentially require traffic calming. Federally classified arterial roadways were excluded, since they are not eligible for traffic calming pursuant to the TCM and the City's arrangement with the County. The processes and procedures for traffic calming provided in the TCM, which include factors such as assumed traffic speeds and volumes, were also taken into consideration. However, the identified locations are concept in nature and would require formal evaluation to determine if traffic calming is warranted.

The conceptual locations were assigned the average cost per typical traffic calming device and the potential total cost of implementing the TCM was estimated to be $2,347,794. However, since all locations must be warranted based on the processes and procedures in the TCM, a more conservative cost estimate was developed by assuming that forty percent (40%) of the conceptual locations would actually warrant traffic calming. It was further assumed that out of the forty percent (40%) of conceptual locations, thirty percent (30%) of the locations would receive speed cushions and ten (10%) would receive more complex treatments. Although a variety of traffic calming techniques and treatments could be implemented, it is anticipated that the majority of the warranted locations would receive speed cushions. More complex treatments, such as traffic circles and medians, may also be used, but with less frequency due to their cost, size and right-of-way requirements.

The average cost of speed cushions, including design, engineering, construction, and contingency, is estimated to be $5,000 per speed cushion. The average cost of more complex treatments, such as traffic circles, bulb-outs, diverters and medians, is estimated to be $30,000 per treatment. This resulted in a conservative estimated cost of $931,500 for the implementation of the TCM. The TCM stipulates that in order for the City to implement traffic calming, the affected area must agree to pay for one half of the device(s) purchase costs. Based on this requirement, the final cost to the City is estimated to be $465,750. Potential funding sources include Concurrency Mitigation funds and People's Transportation Plan funds.

CONCLUSION

The above information is submitted for general discussion by the Committee. The Administration seeks approval of the City's Traffic Calming Manual and guidance of whether or not to accept the draft IAA so it can be presented at the May Commission meeting for approval by the City Commission.

Attachments:

A. Letter of approval from County Public Works Director
B. Table 1 including Traffic Calming Eligibility Comparison for Residential Local Streets
C. City of Miami Beach Traffic Calming Manual
D. Intergovernmental Agency Agreement

JMG/DRB/FHB/HC/RS/CB

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Attachment A

MIAMI-DADE COUNTY

Carlos Alvarez, Mayor

Public Works
111 NW 1st Street • Suite 1610
Miami, Florida 33128-1970
T 305-375-2960 F 305-375-3070

miamidade.gov

RECEIVED
CITY OF MIAMI BEACH
10 AUG -3 PM 4: 18
PUBLIC WORKS DEPARTMENT

July 22, 2010

Mr. Fred Beckman, P.E., Director
Public Works Department
City of Miami Beach
1700 Convention Center Drive
Miami Beach, FL 33139

Re: Acceptance of City of Miami Beach's Traffic Calming Manual

Dear Mr. Beckman:

The Miami-Dade County Public Works Department (PWD) has reviewed the City of Miami Beach's Traffic Calming Manual, and concur that all our comments have been incorporated in said manual. Thus, we approve the contents of the manual. Please be advised that an Interagency Agreement should be approved by both agencies, which will then provide the City with the authority to follow the guidelines in the manual when performing traffic studies.

Should you have any questions, please do not hesitate to contact Dr. Joan Shen, P.E., PTOE, Manager, Traffic Engineering Division, at (305) 375-2030.

Sincerely,

Esther L. Calas, P.E.
Director

cc: Xavier Falconi, P.E., Transportation Manager, City of Miami Beach
Dr. Joan Shen, P.E., PTOE, Assistant Chief, Traffic Engineering Division

Table 1. Traffic Calming Eligibility Comparison for Residential Local Streets

Daily Volume (vpd)	City Points Volume	85 Percentile Speed - Speed Limit (mph)	City Points Speed	No. of Accidents (per year)	City Points Accidents	County Eligible	City Eligible	Total City Points
< 500	0	< 10.6	1.5	0	0	No	No	1.5
		13.6 to 16.5	2.5	0	0	No	Yes	2.5
		4.6 to 7.5	1	> 3	1.5	No	Yes	2.5
1,101 to 1,500	1.5	< 4.6	0.5	0	0	No	No	2.0
		4.6 to 7.5	1	0	0	No	Yes	2.5
1501 to 1700	1.5	4.6 to 7.5	1	0	0	No	Yes	2.5
		< 4.6	0.5	1--2	0.5	No	Yes	2.5
		< 0	0	3	1	No	Yes	2.5
		< 0	0	> 3	1.5	Yes	Yes	3.0
		≥10	1.5	0	0	Yes	Yes	3.0
1701 to 2300	2	< 4.6	0.5	0	0	No	Yes	2.5
		< 0	0	1--2	0.5	No	Yes	2.5
>2,300 < 3,000	2.5	< 0	0	0	0	No	Yes	2.5
		≥ 10	1.5	0	0	Yes	Yes	4.0
		< 0	0	> 3	1.5	Yes	Yes	4.0

Based on tables on Page 8 of the City of Miami Beach Traffic Calming Manual.
A street is eligible for traffic calming under the City's procedure if it scores 2.5 points or higher.

Attachment B

Attachment C

City of Miami Beach
Traffic Calming Manual

MIAMIBEACH

FINAL REVISION
REVIEWED AND APPROVED BY
MIAMI-DADE COUNTY PUBLIC WORKS
ON JULY 22, 2010

STAFF APPROVAL _____

Transportation Manager

TABLE OF CONTENTS

INTRODUCTION 3

GOALS AND OBJECTIVES 4

METHODOLOGY 5

TRAFFIC CALMING PROCESS AND PROCEDURE 8

SUMMARY 13

Appendix A – Project Application

Appendix B – Summary of Traffic Calming Devices' Characteristics

Appendix C – References

Appendix D – City of Miami Beach Functional Classification Map

INTRODUCTION

"Traffic calming involves changes in street alignment, installation of barriers, and other physical measures to reduce traffic speeds and/or cut-through volumes, in the interest of street safety, livability, and other public purposes". [1]

The City of Miami Beach (City) through the Department of Public Works, Transportation Division has developed the City of Miami Beach Traffic Calming Manual (the Manual) to address traffic concerns in the local and residential streets in order to preserve and maintain the particular characteristics of its neighborhoods.

The growth of Miami Beach has increased the traffic using the local network, thus impacting the local and residential streets. Speeding and cut-through traffic often occur through residential neighborhoods affecting livability and safety. The Traffic Calming Manual has been conceived as a tool to address these issues.

As a guideline to implement traffic calming measures, the Manual provides the process and procedures to study a problematic local street and/or area within the City's boundaries. State and County roads are not eligible for City consideration of traffic calming measures.

Based on the research of different traffic calming practices within the United States (see Appendix C), the Street Closure/Traffic Flow Modification Study[2], and the results of traffic counts performed on several streets in Miami Beach, specific thresholds were developed to implement traffic calming measures according to the City's unique characteristics.

The Manual also provides guidelines for the installation of different traffic calming measures that may be used in a traffic calming project, analyzing the effects on speed and volume each would have, as well as their preliminary costs.

City staff and residents will identify traffic problems in their neighborhoods and will create a traffic calming project with solutions that are acceptable and appropriate.

The methodology and procedure documented in this manual is implemented and revised as to fit in the City of Miami Beach.

---

[1] Institute of Transportation Engineers.

[2] Dade County Public Works Department and Metropolitan Planning Organization

GOALS AND OBJECTIVES

Traffic calming is the application of mainly physical measures that reduce the negative effects of motor vehicle use, alter driver behavior, and improve conditions for pedestrians and bicyclists. Traffic calming may be a component of a neighborhood traffic plan.

GOAL:
Ensure the development of a safe, efficient and integrated transportation system in the City of Miami Beach that promotes neighborhood livability using adequate technical planning and traffic engineering practices.

OBJECTIVES:
The main objectives of traffic calming include:

- Restoration of communities affected by speeding traffic
- Discouragement of the use of local residential streets by heavy vehicles and cut-through traffic
- Improvement of the quality of life a street may afford in a neighborhood
- Improvement of roadway safety and reduction of accidents
- Improvement in safety and convenience specifically for vulnerable road users, such as bicyclists and pedestrians
- Changes to the attitude of many drivers towards speed and a tangible demonstration that streets are for people as well as for traffic
- Reduction in noise and disturbance

METHODOLOGY

TRAFFIC CALMING POLICIES

Specific points to consider in the design of traffic calming measures include:

- Streets that are classified as arterial or higher shall not be considered under these traffic calming guidelines. A map showing the streets classified as arterials in the City is included in Appendix D of this document. These road classifications are intended to be the primary means by which traffic travels in our community. However, a properly sized roundabout, where appropriate as a capacity treatment and where physical space is available, may be usable in lieu of a traffic signal and they provide calming as a corollary effect. In the case of Alton Road and in coordination with FDOT, the City has installed speed radar boards with the purpose of alerting drivers on how fast they are driving above the speed limit. The devices are effective in that they catch the drivers' attention, prompting them to reduce the speed of the vehicle they would be driving.
- For collector streets, pedestrian refuge islands, roundabouts and entrance treatments (specially an entrance to a neighborhood) are some options to try as traffic calming measures for these types of streets.
- For local streets, speed cushions would be the preferred traffic calming treatment. Speed cushions provide a vertical hump for passenger vehicles but leave beveled gaps for wide-tracked vehicles such as fire trucks and school buses. Chicanes, traffic circles and speed tables are additional techniques available for local streets.
- If the request affects local streets within the City, then the City will coordinate the review with agencies potentially affected by the traffic flow modification(s)/street closure(s), which may include, but not be limited to the following entities:
    - City of Miami Beach Fire Department.
    - Miami-Dade County Fire & Rescue (MDFR).
    - City of Miami Beach Police Department.
    - Miami-Dade County Police Department (MDPD).
    - Miami-Dade County Planning and Zoning Department (MDP&Z).
    - Miami-Dade County Public Schools (MDCPS).
    - Miami-Dade Transit (MDT).
    - Florida Department of Transportation (FDOT).
    - Miami-Dade County PWD.

  These reviews shall be relevant to the agency reviewing the proposed traffic flow modification(s)/street closures(s). The scope of the traffic review shall be determined on a case-by-case basis by Miami-Dade County PWD.

The City representative shall review all comments brought forth by the aforementioned entities. The City under the following conditions shall deny the application for traffic flow modification(s)/street closure(s):

- Comments made by any entity revealed concerns that cannot be resolved.
- The proposed locations for extenuating circumstances do not meet all criteria outlined under this process or applicable State laws.

- Emergency vehicles access must be preserved. Fire and Police Departments are involved from the beginning.
- The cut-through traffic should be routed back to collector and arterial roadways.
- The City's Public Works Department shall look at the redistribution of traffic in adjacent streets. The impacts on adjacent streets and arterials shall be measured, so that unintended or adverse shifts in traffic do not occur.
- Buses need to be able to negotiate traffic calming features safely, without undue discomfort to passengers and at a reasonable operating speed.
- Bicyclist and pedestrian access must be accommodated. Provision for pedestrians and bicyclists should be of a high quality to promote the shift from the private car to more sustainable modes of transport. Adequate widths and carefully considered routes and priorities coupled with arrangements to make access for disabled people as easy as possible are required.
- The City Public Works Department may recommend employing different traffic calming devices according to neighborhood's characteristics. Final decision will depend on consensus with the community and the County Public Works Department.

TRAFFIC CALMING TECHNIQUES

PHYSICAL: In general, wider roads encourage higher automobile speeds. Many traffic-calming techniques are therefore designed to physically change the width of the street. If motorists can see far into the distance, their speed may increase. The interruptions of sight lines through changes in the road's direction, or breaking the road into smaller visual units using techniques such as chicanes and roundabouts, cause the drivers to slow down.

PSYCHOLOGICAL: Traffic calming may also be achieved by changing the psychological feel of the street. Streets using different surface types, vertical landscaping or narrowed lanes create the appropriate space for a relaxed, pedestrian-friendly atmosphere. These psychological changes give motorist cues that they are no longer on a major roadway, but are in a different environment that is shared with people.

There is an extensive menu of treatments that may be part of a traffic calming strategy. Such treatments include:

- DEFLECTING PATHS: Deflecting the vehicle path causes the driver to reduce speed and be more attentive to the task of driving. Deflection is done through changing the route of the automobile. Some measures apply at mid-block locations, while others are most appropriate for intersections.

- DIVERTING TRAVEL ROUTES: Diverting the driver's route increases travel time and encourages the driver to use another route. Traffic diverters, street closures, one-way streets, median closures and turning movement restrictions are examples of a diversion. Another example is to install signage to ensure that Heavy Goods Vehicles (HGVs) and other 'through' traffic choose suitable routes that reduce the environmental impact of their journeys.

- CHANGES TO PAVEMENT SURFACE: Changing the pavement surface demands attention from drivers, and reduces the speed for comfortable driving (the "design" speed). Speed humps, brick pavers and special pavement materials are among the most frequent approaches to changing the pavement surface.

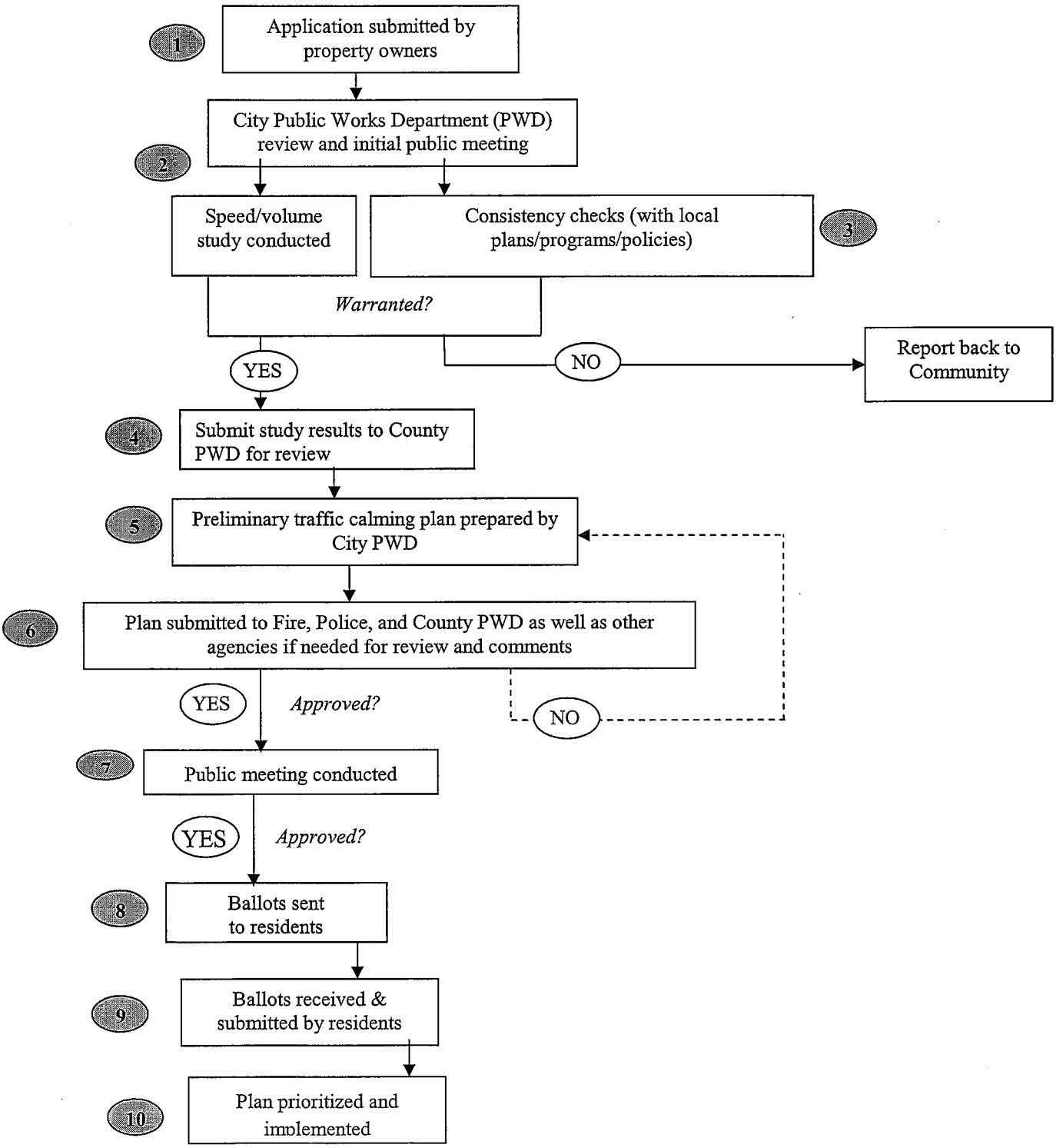
- TRAFFIC CONTROL DEVICES: Traffic control devices, where warranted, can be used to regulate traffic patterns.

ENFORCEMENT: Intensified enforcement of traffic regulations can calm traffic, generally, by reminding drivers of posted speed limits and by enforcing the observance of STOP signs. Police officers are the usual source of intensified enforcement, but neighborhood volunteers can also be very effective in assisting in an enforcement effort.

EDUCATION: The City of Miami Beach will make a conscious effort to initiate and maintain an educational program on traffic calming and safety within the city.

TRAFFIC CALMING PROCESS AND PROCEDURE

The following flow-chart documents the traffic calming evaluation and installation process from application to post installation. In order to avoid duplication, County and City will coordinate from the beginning as requests are received. Throughout the process, the County's Public Works Department will be kept informed.



1. <u>COMPLETE AND SUBMIT PROJECT APPLICATION</u>: A preliminary traffic calming study can be initiated by a resident complaint, the request of a neighborhood association, or a Commissioner's request. A resident or neighborhood association requesting traffic calming must complete and submit an Application and Petition for Traffic Calming to the City's Public Works Department. The Petition for Traffic Calming must have signatures from a minimum of 50% of residents for the section of the street affected. The application and petition are included in Appendix A of this document. An initial meeting with the residents that submitted the request and surrounding area may be conducted to explain the process the City follows to evaluate applications and to collect their input.

2. <u>EVALUATE APPLICATION</u>: City staff shall identify the study area, collect preliminary data (the City's Public Works Department will perform speed and volume studies and collect accident reports), and complete the evaluation of the traffic calming request.

Speed and traffic volumes are the first criteria used to gauge whether a traffic calming study area warrants further research for possible development and implementation of a traffic calming plan. The tables below show the thresholds established for Miami Beach regarding speed and volume:

Points	85th speed is... above posted speed limit
0.5	less than 4.6 mph
1.0	4.6 to 7.5 mph
1.5	7.6 to 10.5 mph
2.0	10.6 to 13.5 mph
2.5	13.6 to 16.5 mph
3.0	more than 16.5 mph

Points	volume 24 hr.
0.5	500 - 750 veh.
1.0	751 - 1,100 veh.
1.5	1,101 - 1,700 veh.
2.0	1,701 – 2300 veh.
2.5	More than 2,300 veh.

* The 85th percentile speed is defined as "the speed that is exceeded by 15% of the motorists surveyed"

The second criterion establishes the number of accidents per year during the last three years along the street as a warrant for traffic calming study.

Points	No. of accidents
0.5	1-2
1.0	3
1.5	4 or more

i. Any street that ranks 2.5 or higher is eligible for traffic calming. The neighborhood street would require 2/3 voter approval from residents and is subject to final roadway design. The County has 100% required approval from property owners adjacent to the proposed site where speed humps as well as other calming devices will be installed. Due to the curvature of the roadway, and other unique design characteristics, some streets may not be suitable for any or all of the traffic calming tools available.

ii. Any street that ranks 2.0 will be studied by the City's Transportation Division to determine if other measures may be helpful in addressing concerns.

The following items may be considered, but not limited, as part of the study:

1. Location of school, pedestrian oriented facility (i.g. elderly housing) or community facility (i.g. park) located on the subject street or within an established walking area.
2. Driveway density.
3. Presence/absence of sidewalks.

After review of the above study, the City's Transportation Division would be able to recommend various alternate solutions if the street does not fully qualify for the installation of traffic calming devices.

iii. Any street that scores less than a 2.0 and is determined to not be an appropriate location based on the study completed will not be eligible for re-evaluation for twelve (12) months after the speed/volume study is conducted. After two (2) years of testing, if the street does not qualify for traffic calming, the project is ineligible for re-testing for twenty-four (24) months.

3. <u>CHECK FOR CONSISTENCY WITH CITY AND MPO PLANS AND PROGRAMS</u>: Every effort will be made to ensure that any proposed physical traffic modifications will be consistent with City and County short and long range transportation plans and programs. However, this may require recommendations to change the priority of previously adopted plans and programs in order to more rapidly improve the efficiency of the arterial network near the affected neighborhood. In addition, every effort will be made to ensure that any physical traffic modifications are consistent with land use/zoning.

4. <u>SUBMIT TRAFFIC ENGINEERING STUDY AND DATA COLLECTED TO COUNTY PUBLIC WORKS DEPARTMENT</u>: The results of the traffic engineering study together with the data collected will be submitted to the County Public Works Department for their review in anticipation to the preparation and submittal of the traffic calming plan.

5. PREPARE THE DRAFT TRAFFIC CALMING PLAN: The City Public Works Department will develop a preliminary traffic calming plan for the warranted street. The plan will include the locations for the following existing conditions: driveways, bike lanes, inlets, manholes, light poles, stop signs, and any other traffic calming proposed for the subject street. The plan will also specify the area that is affected.

6. SUBMIT PLAN FOR APPROVAL: The plan will be submitted to the Fire Department, Police Department and County Public Works Department for review and comments. The plan may be revised to address any concern expressed by these agencies, as well as other agencies if needed. The County will submit a response to the City within ten (10) working days from submittal to the County's Public Works Department.

7. CONDUCT NEIGHBORHOOD WORKSHOP: If the area of concern meets the minimum criteria outlined in this document, City staff will schedule a neighborhood workshop meeting with residents to review the results of preliminary studies and to receive comments on the preliminary design of the traffic calming plan.

Citizen participation is an essential ingredient in the development and implementation of a successful neighborhood traffic plan. Neighborhood residents offer insight into the nature and extent of traffic and safety problems. Residents must also live day to day with any devices constructed. These residents are most directly affected by the problems and potential mitigating measures, and they are frequently the source of innovative solutions. The following are two levels of community involvement:

A. Participatory programs involving interested citizens.
B. Outreach programs attempting to communicate with the silent citizens, normally the vast majority of residents.

Implementation of an effective traffic calming program, which incorporates resident participation, will provide many benefits to the community. Benefits include effective transportation management, community safety, and an enhanced quality of life.

8 & 9. RESIDENTS APPROVAL: Once the study is complete and a neighborhood meeting has been held, a ballot will be sent to each affected property owner. Approval of at least two-thirds (2/3) of the received ballots from the affected property owners is needed to proceed with the traffic calming plan. The County requires 100% approval from property owners adjacent to the proposed site where speed humps, as well as other calming devices, will be installed.

10. PRIORITIZE AND IMPLEMENT PROJECT: Projects are prioritized Citywide based on the point score determined in Step 2, Request Evaluation. Projects will be listed and assigned resources quarterly. Once assigned, the project will remain listed

even if subsequent projects become listed with higher scores. The highest-ranking projects are undertaken first. The number of projects initiated each year depends on City resources. The City notifies all project requesters of the status of their request after project approval. The City also notifies the appropriate neighborhood associations or homeowner associations of the status of the neighborhood projects within their neighborhood and asks for their comments.

City staff will finalize the design and implementation process for the proposed traffic calming devices. Specific techniques may be installed as a "test site", while others will be installed permanently. "Test sites" will be monitored and evaluated for effectiveness. After a period of evaluation, measurable objectives and performance measures will be established on a case by case basis. It is noted that the City's and County's Traffic Engineering Standards will be consulted for adherence in relation to any proposed traffic calming measures.

CRITERIA FOR PILOT TRAFFIC CALMING PROJECTS

1. Street must be local.
2. Street may not be a locally designated arterial or collector.
3. Street may not have any commercial land uses.
4. The affected area must comply with the petition requirements for support of projects as contained within the City Traffic Calming Manual.
5. The project must be found by the City Public Works Department not to present any risk or hazard similar to the findings that must be made for a City or County approved traffic calming project or installation.
6. The affected area has agreed to pay for one half of the device(s) purchase costs.
7. Speed cushions, of a design approved by the County and City Public Works Departments, will be the primary traffic calming device approved for use in these projects. The City will follow the traffic calming process outlined in the Miami Beach Traffic Calming Manual for evaluation and prior to installation of speed cushions. Other traffic calming measures shall be considered upon review by the City and subsequent approval by the County.
8. Immediately following the installation of the project, City staff will begin an evaluation of the project's effectiveness. This evaluation includes, but is not limited to, field observations, traffic counts, speed studies and other data collection (as needed). If the project has not met the objectives during the evaluation period, staff will notify the community's representatives. City staff and community representatives may then decide to make modifications to the current plan. These modifications may include the implementation of additional or different techniques, or the removal of the traffic calming devices.
9. In the event the devices are found to be ineffective after the evaluation process (minimum of three months after installation), the City's Public Works Director will send a letter to the affected property owners to let them know of this recommendation and collect the resident's input prior to removal. Removal

may also be initiated by a petition request from 50% of the residents in the affected area.

SPEED CUSHIONS

If speed cushions are warranted, they can be constructed of either rubber, concrete, or asphalt material. In general, rubber speed cushions offer the following advantages:

- **Easy to install.**
- **Preformed shapes ensure uniform design at every location.**
- **The unique shape of a speed cushion is difficult, if not impossible, to mold with asphalt.**
- **Easy to remove if the device does not prove to be effective.**
- **Easy to remove and re-install in case the road need to be resurfaced.**
- **Relatively easy to maintain. If a piece gets damaged, it gets replaced very easily.**
- **Rubber speed cushions also include embedded striping that aids in alerting drivers of the presence of the speed cushion.**
- **Relatively low cost.**
- **Made of recycled rubber, which is environmentally friendly.**

Rubber speed cushions are highly durable, can last for a long time and offer high resistance to weather and other environmental effects, especially in the climate of South Florida. Asphalt speed cushions, on the contrary, have not been developed within the United States on a basis to fully understand their performance.

Asphalt speed cushions would not offer the same design features of the rubber speed cushions. The typical cross section of the rubber speed cushion has design characteristics that would be very difficult to mimic on an asphalt cushion. This would be the clearest disadvantage in trying to construct an asphalt cushion and still expect it to perform as well as the rubber speed cushion. It is therefore recommended to utilize rubber instead of asphalt speed cushions as the preferred installation for these types of devices in the City of Miami Beach.

SUMMARY

The City of Miami Beach Traffic Calming Manual is a guide to assist the residents and City staff in addressing their concerns about undesirable traffic issues in our neighborhoods. Traffic calming is by no means the answer to all situations. However it has proven in numerous cities around the country to improve safety and livability in a neighborhood.

The Traffic Calming Manual provides a methodology for members of our community to request a traffic management study. The City Public Works Department will conduct the study and will make recommendations to mitigate the traffic impact in that particular location. Cooperative work between residents, business, other interested parties and City staff will allow finding acceptable and appropriate solutions to every problem. As traffic calming measures must respond to traffic patterns changes, traffic management studies have to be done periodically to evaluate the effectiveness of the adopted measure.

The Traffic Calming Manual will be updated as needed after initial approval by the County and as the City implements the criteria established as part of this Manual. Nothing contained herein should be construed to alter or supersede applicable rules, codes, or regulations of Miami-Dade County.

APPENDIX A

PROJECT APPLICATION

TODAY's DATE: _____

ASSOCIATION: _____ CONTACT NAME: _____

LOCAL ADDRESS: _____

HOME PHONE: _____ WORK PHONE: _____

WHICH NEIGHBORHOOD STREET(S) ARE OF CONCERN?

_____

_____

_____

WHAT TRAFFIC OR SAFETY CONCERNS HAVE BEEN OBSERVED? (Check all that apply)

- ☐ Speeding
- ☐ Reckless driving
- ☐ Cut-through vehicles
- ☐ Noise
- ☐ Vehicles not obey traffic control devices (stop sign, signal...)
- ☐ Other: _____

_____

_____

PETITION FOR TRAFFIC CALMING

The petition for traffic calming must have signatures from a minimum of 50% of property owners for the section of the street affected.

Location: _____

Name (print)	Address	Signature

RETURN COMPLETED APPLICATION AND PETITION TO:

PUBLIC WORKS DEPARTMENT
1700 Convention Center Drive
Miami Beach, FL 33139
ATTENTION: Xavier Falconi

APPENDIX B

Summary of Traffic Calming Devices' Characteristics[3]

Traffic calming measures can be separated into two groups based on the main impact intended:

- **Volume control measures** are primarily used to address cut-through traffic problems by blocking certain movements, thereby diverting traffic to streets better able to handle it.
- **Speed control measures** are primarily used to address speeding problems by changing vertical alignment, changing horizontal alignment, or narrowing the roadway. The distinction between the two types of measures is not as clear as their names suggest, since speed control measures frequently divert traffic to alternate routes, and volume control measures usually slow traffic.

	Volume Reductions	Speed Reductions	Noise	Emergency & Service Access	Cost Effectiveness
Speed Humps/Speed Cushions	Possible	Possible	Increase	Some problems	Moderate ($2-$5K)
Raised Crosswalks	No effect	No	No effect	No effect	Moderate ($4K)
Textured Pavements	Unlikely	Yes	Minor change	No effect	Moderate to High (varies)
Traffic Circles	Unclear	Minor	Minor change	Some constraints	Moderate to High ($10-$30K w/o ROW cost)
Chokers/Bump-outs	Rare	Minor	Minor change	No effect	Moderate ($10-$20 per approach)
Short Medians	No	Yes	No effect	No effect	Moderate ($5-$15K)
Bike Lanes	No	Yes	No effect	No effect	Moderate to High (varies)
Chicanes/Lateral Shifts	No	Possible	No effect	No effect	Moderate ($5-$10K)
Closures	Yes	Yes	No effect	Some constraints	Moderate to High ($10-$30K)
Diverters	Possible	Possible	No effect	Some constraints	Moderate ($5-$15K)
Realigned Intersections	Unlikely	Possible	No effect	Some constraints	High (varies) with possible ROW costs

[3] "TrafficCalming.org" website

Measure	Advantages	Disadvantages	Effectiveness
Speed Hump	• relatively inexpensive • relatively easy for bicycles to cross if designed appropriately • very effective in slowing travel speeds.	• cause a "rough ride" for all drivers, and can cause severe pain for people with certain skeletal disabilities • force large vehicles, such as emergency vehicles and those with rigid suspensions, to travel at slower speeds • may increase noise and air pollution	• For a 12-foot hump: Average of 22% decrease in the 85th percentile travel speeds, or from an average of 35.0 to 27.4 miles per hour; (from a sample of 179 sites). Average of 11% decrease in accidents, or from an average of 2.7 to 2.4 accidents per year (from a sample of 49 sites). • For a 14-foot hump: Average of 23% decrease in the 85th percentile travel speeds, or from an average of 33.3 to 25.6 miles per hour (from a sample of 15 sites). Average of 41% decrease in accidents, or from an average of 4.4 to 2.6 accidents per year (from a sample of 5 sites)
Raised Crosswalks	• improve safety for both pedestrians and vehicles • If designed well, they can have positive aesthetic value • They are effective in reducing speeds, though not to the extent of Speed Humps	• can be expensive • Their impacts on drainage needs to be considered • They may increase noise and air pollution	• For a 22-foot Speed Table (the most similar device for which data is available): • Average of 18% decrease in the 85th percentile travel speeds, or from an average of 36.7 to 30.1 miles per hour; (from a sample of 58 sites). • Average of 45% decrease in accidents, or from an average of 6.7 to 3.7 accidents per year (from a sample of 8 sites).

Textured Pavements	• can reduce vehicle speeds over an extended length • If designed well, they can have positive aesthetic value • Placed at an intersection, they can calm two streets at once	• generally expensive, varying by materials used • If used on a crosswalk, they can make crossings more difficult for wheelchair users and the visually impaired	• No data has been compiled on the effects of textured pavements
Traffic Circles	• very effective in moderating speeds and improving safety • If designed well, they can have positive aesthetic value • Placed at an intersection, they can calm two streets at once	• difficult for large vehicles (such as fire trucks) to circumnavigate • must be designed so that the circulating lane does not encroach on the crosswalks • may require the elimination of some on-street parking • Landscaping must be maintained, either by the residents or by the municipality	• Average of 11% decrease in the 85th percentile travel speeds, or from an average of 34.1 to 30.2 miles per hour (from a sample of 45 sites) • Including a large sample from Seattle, an average of 73% decrease in accidents, or from an average of 2.2 to 0.6 accidents per year (from a sample of 130 sites) • Excluding the large sample from Seattle, an average of 29% decrease in accidents, or from an average of 5.9 to 4.2 accidents per year (from a sample of 17 sites)

Chokers	• easily negotiable by large vehicles (such as fire trucks) • If designed well, they can have positive aesthetic value • reduce both speeds and volumes	• Their effect on vehicle speeds is limited by the absence of any vertical or horizontal deflection • may require bicyclists to briefly merge with vehicular traffic • may require the elimination of some on-street parking	• Average of 7% decrease in the 85th percentile travel speeds, or from an average of 34.9 to 32.3 miles per hour (combined average for various narrowing measures, taken from a sample of 7 sites)
Short Median (Center Island Narrowings)	• increase pedestrian safety • If designed well, they can have positive aesthetic value • reduce traffic volumes	• Their speed-reduction effect is somewhat limited by the absence of any vertical or horizontal deflection • may require elimination of some on-street parking	• Average of 7% decrease in the 85th percentile travel speeds, or from an average of 34.9 to 32.3 miles per hour (combined average for various narrowing measures, taken from a sample of 7 sites)
Bike Lanes	•	•	•
Chicanes	• Discourage high speeds by forcing horizontal deflection • Easily negotiable by large vehicles such as fire trucks, except under heavy traffic conditions	• Must be designed carefully to discourage drivers from deviating out of the appropriate late • Curb realignment and landscaping can be costly • May require the elimination of some on-street parking	• No data has been compiled on the effects of chicanes

Closures	• Full closures are able to maintain pedestrian and bicycle access • Very effective in reducing traffic volume	• Require legal procedures for street closures • Cause circuitous routes for local residents and emergency services • May be expensive • May limit access to businesses	• Average of 44% decrease in traffic volume, or a decrease of 671 vehicles per day (from a sample of 19 sites)
Diverters	• Do not require a closure, only a redirection of existing streets • Able to maintain full pedestrian and bicycle access • Reduce traffic volumes	• Cause circuitous routes for local residents and emergency services • May be expensive • May require reconstruction of corner curbs	• Average of 35% decrease in traffic volume, or a decrease of 501 vehicles per day (from a sample of 27 sites)
Realigned Intersections	• May reduce speeds and improve safety at a T-intersection that is commonly ignored by motorists	• The curb realignment can be costly • They may require some additional ROW to cut the corner	• No data has been compiled on the effects of realigned intersections

APPENDIX C

References

Broward County Neighborhood Traffic Management Manual. Broward County (p 13-14).

Highway Capacity Manual. The Transportation Research Board, 2000.

Guide to Neighborhood Master Plans – Traffic Planning Manual. City of Fort Lauderdale (p 15)

City of Fort Lauderdale Speed Hump Installation Policy, December 30, 2002.

Traffic Calming Manual. City of Sarasota, September 2003.

Traffic Calming Guide for Local Residential Streets. Richmond, Virginia, October 2002.

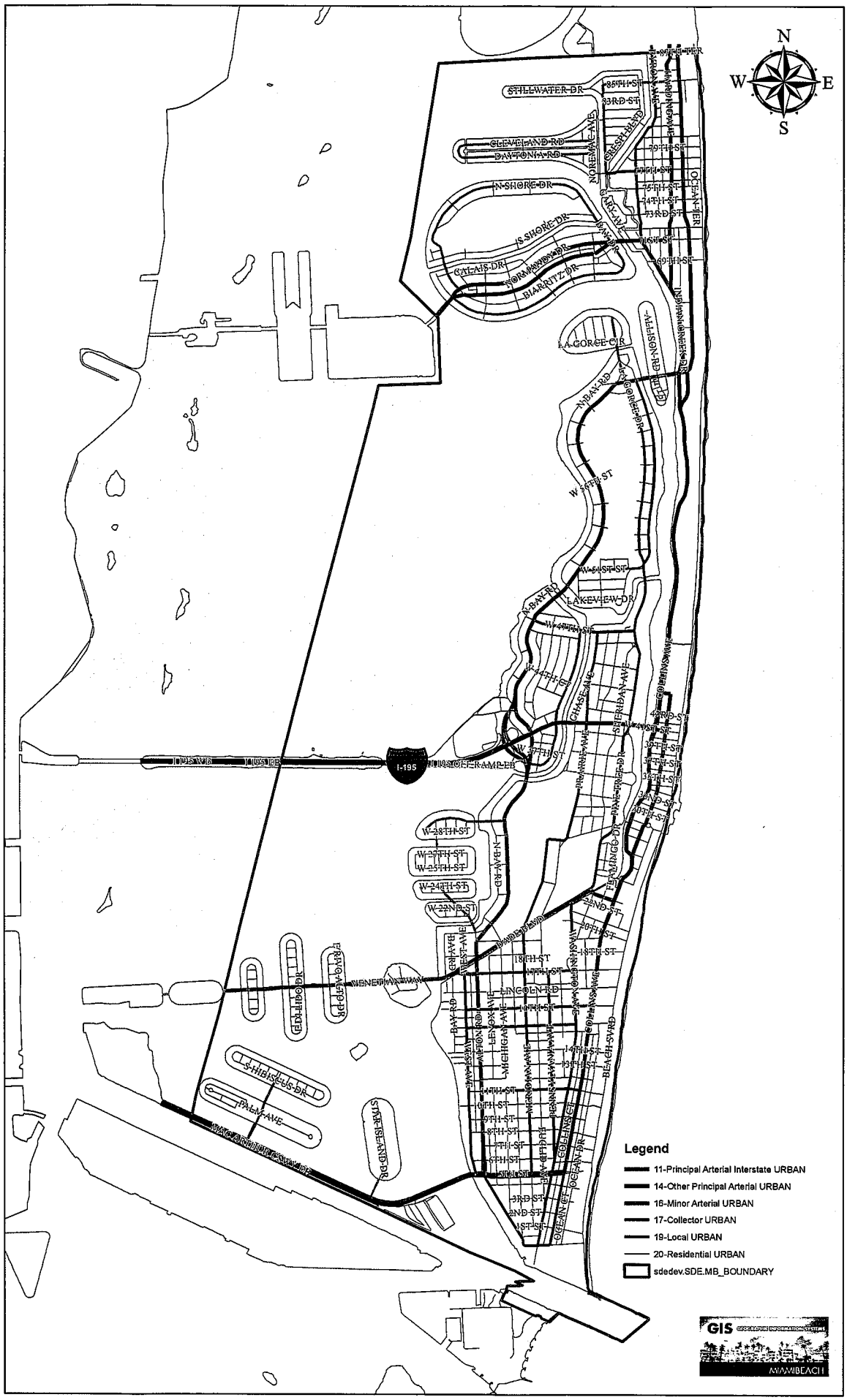
City of Coral Springs Traffic Calming Manual. Coral Springs, Florida, June 2002.

Ewing, Reid, Ph.D., Brown, Steven J., P.E. and Hoyt, Aaron. Traffic Calming Practice Revisited. ITE Journal. Institute of Transportation Engineers, November 2005.

Street Closure / Traffic Flow Modification Study. Dade County Public Works Department and Metropolitan Planning Organization, July 1996.

APPENDIX D

Federal Functional Classification



Attachment D

INTERGOVERNMENTAL AGENCY AGREEMENT TO PERFORM TRAFFIC ENGINEERING FUNCTIONS

THIS INTERGOVERNMENTAL AGENCY AGREEMENT TO PERFORM TRAFFIC ENGINEERING FUNCTIONS (Agreement), made and entered into this __ day of _____, 2010, by and between the CITY OF MIAMI BEACH, FLORIDA, a municipal corporation of the STATE OF FLORIDA ("City"), and MIAMI-DADE COUNTY, a political subdivision of the STATE OF FLORIDA ("County").

WHEREAS, pursuant to Section 2-96.1 of the County Code, all traffic control and traffic engineering services in the County are under the exclusive jurisdiction of the County; and

WHEREAS, Section 2-96.1 of the County Code provides the County Manager or his/her designee with the authority, in his/her sole discretion, to enter into an intergovernmental agency agreement to permit an adequately equipped municipal agency to assume certain traffic control functions; and

WHEREAS, the City desires to assume the installation and maintenance responsibilities of certain traffic engineering functions pertaining to traffic calming measures on its local municipal streets that are operated and maintained by the City within its boundaries, and not on County or State streets within the City's boundaries ("local municipal streets"); and

WHEREAS, the City will utilize the City of Miami Beach Traffic Calming Manual, Revised July 22, 2010 ("City's Manual"), as the guide to implement traffic calming measures in the City and to provide the process and procedures to study problematic streets or areas within the City's boundaries (copy attached hereto as Exhibit "A" and incorporated herein by reference); and

WHEREAS, the County has determined that the City is both equipped and able to perform the traffic calming functions as herein specified on its local municipal streets; and

WHEREAS, the City has, by proper resolution attached hereto as Exhibit "B" and by reference made a part hereof, authorized its officer to enter into this Agreement.

NOW THEREFORE, the City and the County agree as follows:

1. The recitals set forth above are incorporated herein by reference.

2. The City is authorized to install and maintain traffic calming devices and their related traffic control signs on its local municipal streets as provided in this Agreement. Specific locations of the traffic calming devices, and traffic signs related thereto, will be determined by the City, through its City Manager or his/her designee, on a case by case basis, pursuant to the City's Manual. Any such traffic calming devices may be installed on local municipal streets only after an appropriate traffic engineering study has been performed, and sealed and signed studies, reports, and design plans have been reviewed and have received written approval by the City, through its City Manager or his/her designee, and then submitted to the Public Works Department of the County for its review and written approval. The County will provide review and notify of approval within ten (10) business days after receiving all the necessary related reports, plans, and studies from the City.

3. The City shall attach a decal to the back of any sign panels which the City installs pursuant to Paragraph 2 above, indicating ownership and date of installation.

4. The City assumes sole and complete responsibility for the maintenance of all such traffic control devices and signs that are installed by the City on local municipal streets pursuant to Paragraph 2 above.

5. The City assumes sole and complete liability for any accidents and injuries which may, or are alleged to, occur or arise out of the installation, operation, or maintenance of traffic control devices and signs that are installed by the City on local municipal streets, and hereby indemnifies and saves harmless the County from any and all claims of negligence as a result of the installation, operation or maintenance of said devices and signs.

6. Notwithstanding Paragraphs 4 and 5 above, or any other term contained in this Agreement, nothing shall be deemed to be a waiver of either the City or the County's immunity or limitation of liability as provided pursuant to Section 768.28, Florida Statutes, as may be amended from time to time.

7. All traffic control devices and signs installed by the City in accordance with this Agreement shall conform to the applicable requirements established by the following publications in their current form (i.e., as of the effective date of the Agreement on page 1 hereof):

> Florida Department of Transportation Standard Specifications for Road and Bridge Construction.
>
> Manual on Uniform Traffic Control Devices for Streets and Highways, U.S. Department of Transportation Federal Highway Administration (ANSI D6.1e1989), including latest revisions.
>
> Standard Highway Signs, U.S. Department of Transportation, Federal Highway Administration.
>
> Miami-Dade County Public Works Manual (available from the Public Works Department, Reproduction Services, 111 NW 1 Street, Suite 1604, Miami, FL 33128).
>
> City of Miami Beach Traffic Calming Manual, Revised July 22, 2010.

8. For installation of traffic calming devices and signs, the City may either, at the City Manager or his/her designee's option and discretion, 1) hire a County licensed and qualified contractor or 2) perform the work in-house by the City's Public Works crew (or such other appropriate Department or Division of the City.

9. The City shall be responsible for keeping records of any and all installations and repairs of traffic calming devices and signs installed pursuant to this Agreement, and shall furnish pertinent documents as and when said records may be requested by the County.

10. Either the City or the County may, in their respective sole and complete discretion, terminate this Agreement, with or without cause and/or convenience of the

terminating party, upon twenty (20) business days written notice; provided, however, the City shall continue to maintain, repair, and be responsible for any traffic calming devices and signs installed by the City while this Agreement was in effect. Prior to the termination of this Agreement, however, the City may elect to remove any one or all traffic calming devices and/or traffic control signs installed by the City; provided the City shall restore the roadway and area in which the traffic calming device(s) was located to the condition that existed before the City's installation.

11. Any notice or communication concerning this Agreement between the City and County shall be in writing and delivered by hand-delivery, registered mail, or Federal Express. Notices hereunder shall be deemed received on the date of receipt. Such notices and communications, until and unless changed by notice in writing, shall be addressed as follows:

TO COUNTY:	Miami-Dade County Public Works Department Attn: Director Stephen P. Clark Center 111 NW 1st Street, 16th Floor Miami, Florida 33128
TO CITY:	City of Miami Beach Public Works Department Attn: Director 1700 Convention Center Drive Miami Beach, Florida 33139

12. Any dispute between the City and the County as a result or, or arising out of, this Agreement, shall be resolved by the County Mayor or Mayor's designee, whose decision as to any such dispute shall be final and conclusive of the matter.

IN WITNESS WHEREOF, the City and the County have set their hands the day and year above written.

Attest:

HARVEY RUVIN, CLERK

By: _____
County Deputy Clerk

MIAMI-DADE COUNTY

By: _____
County Manager

Approved as to form and legal sufficiency:

_____
Assistant County Attorney

Attest:

CITY OF MIAMI BEACH

By:_____
City Clerk

CITY OF MIAMI BEACH

By: _____
City Manager

Approved as to form and legal sufficiency:

_____
City Attorney

ITEM FOUR

MIAMIBEACH

City of Miami Beach, 1700 Convention Center Drive, Miami Beach, Florida 33139, www.miamibeachfl.gov

COMMITTEE MEMORANDUM

TO: Finance and Citywide Projects Committee

FROM: Jorge M. Gonzalez, City Manager

DATE: April 27, 2011

SUBJECT: Recommendation to Reject all Bids for the Coast Guard Wastewater Booster Pump Station Project.

BACKGROUND

In 1989, the City developed a Year 2000 Comprehensive Plan. This plan included a city wide wastewater peak flow projection of 90 million gallons per day (MGD). The 90 MGD peak flow projections were predicated on the highest and best use build out of the City as it was zoned back then, and on a positive economic outlook for the decade.

The Coast Guard Wastewater Booster Pump Station CGWBPS was originally proposed in 1994 as an element of the wastewater infrastructure improvements required to comply with the Miami-Dade Department of Environmental Resource Management (DERM) Volume Sewer Customer Ordinance requirements and handle the projected peak flows. Other elements of the plan included mechanical, structural, and electrical upgrades to all wastewater pump stations throughout the City collection system.

The City completed the scheduled infrastructure upgrades of all the wastewater pump stations with the exception of the construction of the CGWBPS in 2008. On July 28, 2009, the City issued Invitation to Bid (ITB) No. 50-08/09 with an opening date of November 2, 2009 for the contruction of CGWBPS. Bidsync issued bid notices to 3,140 prospective bidders which resulted in the receipt of three bids:

- Cardinal Contractors, Inc. $12,764,522
- MCM-Garney JV $15,962,025
- Poole & Kent Company of Florida disqualified

At the time the CGWBPS was out to bid in 2009, the City initiated a Wastewater Peak Flow Management Study that compared projected wastewater peak flows to actual wastewater peak flows. This study revised the wastewater peak flows from 90 MGD to 70 MGD. This reduction is due in large part to the effects of the recession of 2008 which essentially stopped major new developments, and as a consequence changed the previously expected growth affecting utility systems.

To address this 22% reduction in expected wastewater peak flows, City staff retained a consultant to conduct a cost/benefit analysis and a Sanitary Sewer Overflow (SSO) frequency analysis (Attachment A) to provide the data needed to determine if the CGWBPS should still be built. The cost benefit analysis compares the estimated cost of building the CGWBPS with the increased operation and maintenance costs on the wastewater system if it is not built. The

overflow frequency analysis predicts the likelihood of an overflow with and without the CGWBPS.

ANALYSIS

The cost benefit analysis finds that, assuming a 50-year life cycle for the CGWBPS, there is an estimated $3,600,000 net present value in additional operating and maintenance costs associated with not constructing the CGWBPS. This is contrasted with the $12,764,522 capital cost for constructing the CGWBPS (assuming award to the apparent low bidder).

The overflow frequency analysis evaluated the additional capacity that would be provided by the CGWBPS and its ability to reduce the frequency and volume of sewage overflows. It was estimated that the sanitary sewer system would have an overflow about once every two years without the CGWBPS and once every ten years with the CGWBPS. Without the CGWBPS, each overflow is expected to average about 2.7 million gallons (MG). With the CGWBPS, each overflow is expected to average about 0.4 MG.

Based on this analysis the financial impact on City coffers to construct the CGWBPS is $9,164,522 (initial capital cost less expected increased operating cost for the system without the booster station), From an operational and regulatory standpoint, over the expected useful life of the CGWBPS, the volume of wastewater overflows would be reduced from 67.5 MG to 2.0 MG. However, this analysis is predicated on a worst case scenario condition. In practice, during the past five years, after the upgrades to the two Wastewater Booster Pump Stations at 63rd Street and 28th Street were completed, the City has not had a single sanitary sewer overflow incident.

In light of the recent force main failure at Harding Avenue and 71st Street, it should be noted that a benefit to constructing the CGWBPS would be a resulting reduction in system wide pressures throughout the City's force main network. Hydraulic modeling predicts that systems pressures would be reduced by an average of 52% (from a maximum of 46 psig to 22 psig). The reduction in system pressure could potentially reduce the risks of future pipe failures in our aging force main network and extend the useful life of the pipe system. The Public Works Department has commissioned our wastewater engineers to perform a force main condition investigation and operational evaluation. We will include this consideration in finalizing that report.

The Miami-Dade Water and Sewer Department (WASD) has a long-term plan to replace the sanitary sewer forcemain from the City to the Central District Wastewater Treatment Plant on Virginia Key. This replacement may include an increase to the diameter of the forcemain which could further reduce the need for the CGWBPS.

CONCLUSION

The Administration recommends that the CGWBPS not be built at this time, that the bids should no longer be held, and that the project should be de-funded. Further, it is recommended that the ultimate decision to construct be deferred until such time as WASD determines if it will increase the diameter of its forcemain that serves the City.

Attachment:

A. CDM Report – CGWBPS Cost Benefit and Overflow Analysis

JGG/DRB/FHB/HDC/RS
F:\WORK\$ALL\(1) EMPLOYEE FOLDERS\AIDA ORTIZ\LTC\Coast Guard Booster Pump Station (7).docx

CDM

800 Brickell Avenue, Suite 500
Miami, Florida 33131
tel: 305 372-7171
fax: 305 372-9167

December 7, 2010

Mr. Fernando Vazquez, P.E.
City Engineer
City of Miami Beach
1700 Convention Center Drive
Miami Beach, FL 33139

Subject: Coast Guard Booster Pumping Station (CGBPS)
Cost Benefit and Overflow Frequency Analysis
Final Letter Report

Dear Mr. Vazquez:

CDM presents the cost-benefit and overflow frequency analysis developed to aid the City of Miami Beach (the City) in considering complementary decision factors to the significance of proceeding with the construction of the CGBPS. This letter report is organized to present a background of the City's wastewater transmission system improvements, the methodology used to calculate the costs and benefits of the system with and without the CGBPS, the process used to perform long term analysis of the manifolded pumping station transmission system to determine the level of protection from sanitary sewer overflows (SSO) with and without the CGBPS, and lastly to provide considerations based on economics and system hydraulics.

1.0 Background

As part of the design of the Water and Wastewater Pump Stations Upgrades Preliminary Design in 1992-1993, the City began the process of making significant upgrades to its wastewater transmission system based on the flows developed in the Year 2000 Comprehensive Plan prepared by the City of Miami Beach Planning and Zoning Department (October 1989). One major purpose of the improvements was having adequate capacity in the wastewater pumping stations to handle peak flow conditions without overflows.

The computerized hydraulic model originally developed by CDM in 1994 and updated in March 2001 was used as the base model for the wastewater pump station improvements. This model was originally developed as a tool to predict design conditions for pumping equipment based on future flows developed by the City's Planning and Zoning Department. These Comprehensive Plan flow values were provided to CDM as the basis for the predicted

future growth and wastewater generation of the City, and subsequently used to select the equipment to meet the expected future operating conditions at each pumping station. The results of that analysis were published in a document titled Appendix A - Technical Memorandum, Hydraulic Modeling of The City of Miami Beach Wastewater Force Main System, (CDM, April 1994), and included as part of the Water Master Plan for the City of Miami Beach (CDM 1994).

Based on the results presented in the technical memorandum an alternative for an "in-line booster" station was delineated and recommended to be constructed at a later time (depending on actual flow increases) on the 54-inch diameter force main (FM) South of 3rd Street (i.e. CGBPS). The alternative was proposed in lieu of having to implement significant modifications to five pump stations (PS Nos. 1, 10, 11, 28D, and 31) downstream of PS 28B in order to comply with the Miami-Dade of Environmental Resources Management (DERM) Volume Sewer Customer Ordinance (VSCO) requirements. These significant improvements would have required major electrical and mechanical modifications under space-limited conditions.

The booster pump station option provided the City with the benefits of greater operational flexibility and lower force main pressures throughout the entire manifolded force main transmission system resulting in decreased operation and maintenance costs, and additional reserve transmission capacity for potential future increases in wastewater flow. As such, each upstream pumping station on the force main manifold was re-designed and upgraded to work in concert with the proposed booster station, allowing uniformity of all of the equipment (e.g. pumps, drives, motors, controls), increased safety of the operators, and allowing the selected equipment to fit within the property boundaries of the existing structures.

In July 2001, CDM developed a Technical Memorandum titled Analysis of the Impact of No South Pointe (e.g. CGBPS) Wastewater Booster Pump Station of the Wastewater Transmission system. This report concluded that as of the Year 2000, the predicted Comprehensive Plan flows for the wastewater transmission system had not been observed, but the predicted peak flows developed from the Comprehensive Plan cannot be met without the addition of the CGBPS. Additionally, the report concluded that with the CGBPS, the system would have capacity to serve the entire collection system during peak flow conditions without over-reliance on the storage attenuation in the collection system. The City proceeded with the implementation of the Wastewater Pump Station Upgrades Program including mechanical, structural, and electrical renovations. The citywide program with the exception of the CGBPS

was completed in 2008. The CGBPS design and permitting was completed in August 2009 and subsequently advertised for receipt of construction bids in October 2009.

In September 2009, the City, as part of the compliance with the Volume Sewer Customer Ordinance (VSCO), submitted to Miami-Dade Department of Environmental Resources Management (DERM), the Peak Flow Management Study, which incorporated actual monitored flows from 2006 to evaluate the performance of the wastewater pumping stations and transmission system under a 2-year peak flow condition. This report transitioned the transmission system evaluation from the use of the estimated Year 2000 Comprehensive Plan projected flows to actual flows collected using flow monitors installed on the sanitary sewer system. In comparing the projected peak flows utilizing the comprehensive plan and actual flows monitored in 2006, the peak flows were reduced from the Comprehensive Plan projected 90 MGD to 70 MGD, the current design capacity of the CGBPS. This report demonstrated that during the specified 2-year peak flow, the City's pumping stations could handle the DERM defined flow condition, yet the stations did not operate within their targeted Best Efficiency Point (BEP).

Prior to proceeding with the award of the CGBPS contract for construction, the City's Capital Improvement Project Oversight Committee (CIPOC) requested that the City's Public Works Department engage CDM in quantifying the variances in operation and maintenance cost of the manifolded pumping station system and documenting the additional level of protection from sanitary sewer overflows provided with and without the construction of the CGBPS.

This letter report discusses the level of service evaluation based on the following:

- The development of costs and benefits of having the CGBPS versus existing operation of the wastewater transmission system without the CGBPS; and
- The evaluation of the frequency of sewer overflows due to storm events based on the existing operation of the transmission system in comparison to the overflow frequency associated with the transmission system with the additional capacity of the CGBPS.

2.0 Cost-Benefit Analysis

To verify the economic suitability of constructing the CGBPS, CDM developed an analytical tool for evaluating the current operation and maintenance (O&M) practices and costs. This tool enables the City to evaluate current and projected annual costs associated with O&M of the transmission system with and without the CGBPS.

The analytical tool assesses the O&M practices to verify the premise of implementing the CGBPS project. With the construction of the CGBPS, the City would install the maximum possible booster design total head, minimizing increases in power requirements for the five pump stations, maintain the existing installed horsepower (HP) at PS 1, and minimize mechanical modifications at the remaining stations.

CDM tested this theorem based on the review and evaluation of historical O&M data. CDM collected the following information:

- Historical operational cost data for the wastewater transmission system from 1999-2009,
- Monthly operational times (e.g. hours) for the pumping stations for the past 12 months,
- Monthly energy usage for the pumping stations for the past 12 months,
- Annual maintenance and repair costs for the pumping stations for the past two years, and
- The utility power rate cost structures applied to the pumping stations.

Based on this data, CDM developed a spreadsheet model that summarizes O&M costs, energy usage, and estimates the carbon footprint of the system with and without the CGBPS. O&M costs for the CGBPS are based on the O&M practices outlined in the January 2007 South Pointe Wastewater Booster Station Preliminary Design Report.

The results of the scenario of the individual pumping stations with the CGBPS indicate significant annual operational savings benefits are realized and are further detailed in the following section.

2.1 *Short-Term Operational Savings Analysis*

Annual operational costs are projected based on the pumping stations running for the average runtime submitted monthly by the City to the DERM in compliance with the VSCO. The amount of total dynamic head was projected from the City's DERM-approved Peak Flow Management Study hydraulic model. The estimated Kilowatt hour (kWh) costs are based on the average kilowatt hour rate paid by the City in accordance with data received from Florida Power and Light.

The operational data is based on 11 of the 16 pumping stations collected between 2009 and 2010. The remaining five pumping stations are submersible lift stations. In reviewing the

collected data from the reported submersible stations, similar operating trends were observed and could be projected for these unreported stations.

CDM evaluated the carbon footprint of the City's pumping stations based on the "Carbon Dioxide Emissions from the Generation of Electrical Power in the United States" established in July 2000 by the Department of Energy. The carbon dioxide pounds were the average of Coal Fire, Petroleum Fire and Natural Gas Fire Electrical Production.

Table 2-1 shows system efficiencies through the peak flow operation of the CGBPS. The City will be afforded an annual energy cost savings of approximately 23.6 percent with the CGBPS. The estimated use of the CGBPS results in a 22.6 percent reduction in energy based on current operational practices. Additionally, the use of the CGBPS reduces the City's pumping station system carbon footprint by approximately 22.6 percent. Realizing this reduction would be beneficial in terms of helping to meet Miami-Dade County's goal of reducing greenhouse gas emissions countywide, in keeping with the County's participation in the Cool Counties program, which will entail an alliance with municipal governments such as the City, and with other institutions. These countywide development efforts are being coordinated by the County's Office of Sustainability, as noted specifically in Recommendation B11 of the report titled Status of Recommendations- August 2010 by the County's Climate Change Task Force (http://www.miamidade.gov/derm/climatechange/library/ccatf-2010-q3.pdf).

2.2 *Long-Term Construction Cost Investment Analysis*

Based on the calculated current operational costs with and without the CGBPS, CDM compared the difference in O&M costs with and without the CGBPS over the next 50 years, the typical design life for a pumping station. CDM calculated the difference between the O&M costs presented in Table 2-1 and projected them through 2050. CDM took the difference presented in 2010 over the first 5-years of station life, then from 2015 through the next 5-years and the 2020 difference through the final 40-years . The analysis indicated that over the 50-year life cycle of the CGBPS, the City will save an estimated $3.6M in O&M expenses. The submitted apparent low bid pricing and associated construction management costs are estimated at approximately $14 million. Based on the collected O&M information in contrast with the CGBPS cost, the operational efficiencies result in a $10.4M short fall in offsetting the capital investment.

3.0 Hydraulic Analysis

3.1 *Model Development*

CDM developed a hydrologic and hydraulic model to simulate the individual sanitary collection system overflow frequency of each of the City's sanitary sewer basins associated with individual pumping stations. The model was developed utilizing the City's sanitary sewer GIS-database interfaced with EPA's Storm Water Management Model (SWMM) for precipitation data assessment and rapid long-term urban flow simulation. Hourly precipitation data from the National Climatic Data Center (NCDC) for Miami International Airport (COOP ID 085663) was used as input to the model.

The volumetric representation of the gravity sanitary sewer system was developed based on the subdivided sewershed flows to their respective pumping stations. During the model runs, simulated storm events would trigger the modeled pumps based on the settings representing on/off pump settings. To simulate this collection and pumping in the model, flow from each basin was routed to a pumping station with its specified pumping capacity. Control rules are defined by the pump operational curves for each pump when system flow meets a minimum flow required for activation.

Groundwater seepage into the system was also included in the model to simulate infiltration. Seasonal adjustments were made to the infiltration parameters with the base flow established from field data gathered in 2006 during the sanitary sewer evaluation survey (SSES).

3.2 *Model Validation*

The model was validated based on the July 16, 2006 storm event, which is the same event used for calibration of the City's DERM-approved Peak Flow Management Study. Calibration plots are provided as an appendix to this letter report. The total flow represented in the hydraulic model is within one percent of the results from July 16 baseline event.

3.3 *Long Term Simulation*

The long-term model scenarios were evaluated with and without the CGBPS. The model was analyzed utilizing a 58-year period of available rainfall data from the NCDC to determine the average number of days per year that peak flows and daily discharges exceed pumping stations operational thresholds. The discharges exceeding the pumping thresholds and exceeding the volumetric representation of the collection system represent sewer overflows. Based on the simulation without the CGBPS, overflow statistics were developed.

Table 3-1 shows the locations and overflow statistics for the period of 1950 to 2007 without the CGBPS in operation.

Table 3-1 Overflow Statistics for Continuous Simulation from 1950 to 2007 without CGBPS

Overflow Location	Number of Events	Total Volume (MG)	Total Duration (hrs)	Duration of Overflows (Days)
Pump Station 24	7	2.8	134	20
Pump Station 15	1	0.2	11	2
Pump Station 1	2	0.7	37	4
Basin 24	3	2.1	75	8
Basin 23	5	4.5	99	13
Basin 22	31	20.1	653	65
Basin 21	21	27.0	392	42
Basin 19	9	7.3	153	23
Basin 28	1	2.0	12	2
Basin 18	3	0.5	49	5
Basin 15	10	9.1	182	25
Basin 10	1	0.1	2	1
Basin 31	2	1.7	35	3
Total/Max	**31**	**78.3**	**653**	**65**
Average (58 Years)	**0.5**	**1.3**	**11.3**	**1.1**
System LOS	**2 years**			

The results indicate that throughout the 58-year simulation period, in absence of the CGBPS 11 of the City's sanitary sewer basins experienced sanitary sewer overflows beyond the capacity of the pumping stations and the collection system, resulting in a total of over 78 million gallons of overflow over the course of 65 days. The total duration in hours quantifies the duration in summed over each day of the simulation where the pumping stations or collection system exceeded their capacity. The duration of overflows is the number of days an overflow occurred during the simulation period. Duration days are counted regardless of the length of an overflow event in hours. The simulation results also confirm the results of the Peak Flow Management Study conducted in September 2009 where it was concluded that the system under its current operation provides a 2-year level of service (i.e., an overflow event occurring approximately once every two years, on the average).

CDM reviewed model analysis for the 2-year design storm with and without the CGBPS. Force main pressures immediately downstream of PS 28 drop from 46 psi without CGBPS to 22 psi with CGBPS, a 52 percent reduction. This reduction in pressure has a positive hydraulic effect on all of the pump stations and force mains upstream of CGBPS.

Table 3-2 shows the locations and overflow statistics for the period of 1950 to 2007 with the CGBPS in operation.

Table 3-2 Overflow Statistics for Continuous Simulation from 1950 to 2007 with CGBPS

Overflow Location	Number of Events with CGBPS	Total Volume (MG)	Total Duration (hrs)	Duration of Overflows (Days)
Pump Station 24	3	1.1	66	11
Pump Station 1	1	0.1	15	3
Basin 22	1	0.2	10	2
Basin 18	1	0.4	17	3
Total/Max	**3**	**2.3**	**66**	**11**
Average (58 Years)	**0.1**	**0.0**	**1.1**	**0.2**
System LOS	**10 years**			

The results indicate that throughout the 58-year simulation period four of the City's sanitary sewer basins were less prone to sanitary sewer overflows beyond the capacity of the pumping stations and the collection system, resulting in a total of over 2 million gallons of overflow over the course of 11 days. The results show that the overall level of service for the system with the CGBPS in operation under current operational parameters provides a 10-year level of service, five times that of the system without the CGBPS.

4.0 Findings

Based on the benefit-cost and hydraulic analysis the following findings are presented:

- The estimated annual electrical savings in the pump station system with the CGBPS results in a 22 percent reduction based on current operational practices.
- The implementation of the CGBPS is estimated to reduce the City's pumping station system carbon footprint by approximately 22 percent. Such a reduction would be consistent with the previously discussed County objective of reducing greenhouse gas emissions in concert with municipalities and other institutions.
- The annual operating savings from the operation of the CGBPS are estimated as $3.6M over the prospected 50-year life span of the CGBPS. This in contrast to the $14M capital investment in the CGBPS indicates that the economics of the construction of the CGBPS is

marginal; however, the reduction in carbon footprint (discussed earlier) and the reduction in wastewater overflows (discussed below) are important non-monetary considerations.

- The City's wastewater transmission and collection system under its current operation without CGBPS provides a 2-year level of service.
- The forcemain network experiences a 50 percent decrease in system pressure with the CGBPS online during a 2-year storm event.
- The level of service for the wastewater transmission and collection system with the CGBPS improves to a 10-year level of service, a fivefold improvement over the system without the CGBPS.
- With the CGBPS, the volume of overflows is reduced by a factor of 34, and the duration of overflows is reduced by a factor of approximately 10.

The results of this analysis confirm CDM's 1994 and 2001 analysis that the CGBPS provides benefits of greater operational flexibility for the City and lower force main pressures throughout the entire system resulting in decreased operation and maintenance costs, reduced greenhouse gas emissions, and additional reserve transmission capacity for future increases in wastewater flow. The environmental benefits in terms of reduced overflows frequency and quantity or duration are significant.

The final determination whether to construct CGBPS is a decision of level of service in comparison to cost. CDM has confirmed that based on observed conditions, flows are below those predicted in the Comprehensive Plan. The booster station would be required if the flows begin to reflect those noted in the Comprehensive Plan.

The City must determine whether the capital investment of $14M is warranted based improving health and safety beyond the regulatory requirements imposed by the County, State and EPA, of which the City is currently compliant.

5.0 Additional Considerations

Other factors should be considered by the City to determine whether to proceed with the construction of the CGBPS.

5.1 *Miami-Dade Water and Sewer Department (MDWASD) Utility Tunnel Project*

During the bidding phase for the CGBPS, MDWASD initiated the preliminary engineering phase regarding the replacement of the existing 54-inch diameter force main between Miami Beach, Fisher Island, and the Central District Wastewater Treatment Plant (CDWWTP) on Virginia Key. In December 2010, MDWASD will evaluate bids from contractors regarding the construction of the replacement force main. It is anticipated that MDWASD will finalize selection and initiate negotiations with a contractor to begin construction of the replacement force main in the first quarter of 2011.

CDM recommends that the City defer final decision of the construction of the CGBPS until it is confirmed by the contractor whether the existing 54-inch diameter force main will be replaced by a larger diameter force main. As discussed in the November 2009 letter report "Hydraulic Analysis of the Coast Guard Wastewater Booster Pump Station and the Government Cut Replacement Force Main", a larger diameter force main will reduce pressures and improve the operation efficiencies of the existing pumping stations resulting in no need to construct the CGBPS.

While MDWASD has noted their intention to proceed with a 54-inch diameter replacement force main, it may be possible that the next larger standard (i.e. 60-inch) diameter main is constructed. Final recommendation regarding the construction of the CGBPS should take this into consideration.

5.2 *Existing 30- and 42-inch Diameter Force Mains*

Beyond the capital investment and operation and maintenance costs to the pumping stations, the City manages and operates an aging wastewater transmission force main network. Based on the design of the transmission system, failure of the force mains will require emergency action by the City to minimize health and safety concerns to the public.

The main 30- and 42-inch diameter force mains, which were mostly constructed in the 1930s and 1960s, will likely require rehabilitation and/or replacement within the next 20 years regardless of the decision to construct the CGBPS. University research has been developed noting that force main pressures influence the life span of a force main. However, this influence as would be experienced with the CGBPS is insignificant in relationship to internal and external corrosion that naturally occurs. CDM recommends that a condition assessment of the force mains be performed regardless of the decision on the construction of the CGBPS. The condition assessment will enable the City to project when and what extent of the force main network requires rehabilitation or replacement. Proper protection of this asset is as

CDM

important to the operation of the sewer system in Miami Beach as the management of the pumps.

CDM trusts that the analyses and results offer additional factors for consideration for the City to determine whether the increased level of service provided with the CGBPS offers sufficient environmental and operational benefits to the wastewater transmission system to warrant the construction of the facility.

Very truly yours,

Jason A. Johnson, P.E.
Principal
Camp Dresser & McKee Inc.

JAJ/km

Enclosure: Table 2-1

File: PW 9381-78398.03.11

cc: Fred H. Beckmann, P.E. with encl.
Mike Alvarez, CPC with encl.

Table 2-1 Cost Analysis for the Coast Guard Booster Pump Station

Energy costs based on average kWh [1]	$0.11	kWh	Florida Power and Light
Energy increase base on 5 yr % increase of [2]	5%	Percent	Florida Power and Light
Pump Operation time for this Analysis is [3]	2.4	Hours per day	
Summary of Costs [4]			
	2010	2015	2020
Total Costs without the CGBPS	$280,615.00	$294,645.75	$309,378.04
Total Costs with the CGBPS	$214,456.41	$225,179.23	$236,438.19
Difference	$66,158.60	$69,466.53	$72,939.85
Percent Difference	23.58%	23.58%	23.58%
Summary of Energy [5]			
	2010	2015	2020
Total kWh without the CGBPS	1,040,358	1,040,358	1,040,358
Total kWh with the CGBPS	805,088	805,088	805,088
Difference	235,271	235,271	235,271
Percent Difference	22.61%	22.61%	22.61%
Summary of Carbon Foot Print [6]			
	2010	2015	2020
CO^2 Emissions in pounds without the CGBPS	1,863,629	1,863,629	1,863,629
CO^2 Emissions in pounds with the CGBPS	1,442,180	1,442,180	1,442,180
Difference in	235,271	235,271	235,271
Percent Difference	22.61%	22.61%	22.61%
Operational and Maintenance Costs without CGBPS Station			
	2010	2015	2020
Personnel [7]	$245,128	$281,897	$318,666
Electricity [4]	$280,615	$294,646	$309,378
Sewer - gravity system [8]	$149,011	$171,362	$193,714
Lift Station Maintenance [8]	$223,517	$257,044	$290,571
Contingency [8]	$1,246,225	$1,433,159	$1,620,093
Total Annual Direct Costs	$2,144,495	$2,438,108	$2,732,422
Operational and Maintenance Costs with CGBPS Station			
	2010	2015	2020
Personnel [7]	$245,128	$281,897	$318,666
Electricity [4]	$214,456	$225,179	$236,438
Sewer - gravity system [8]	$149,011	$171,362	$193,714
Lift Station Maintenance [8]	$223,517	$257,044	$290,571
Contingency [8]	$1,246,225	$1,433,159	$1,620,093
Total Annual Direct Costs	$2,078,337	$2,368,642	$2,659,483

Notes:

(1) Kilowatt hour cost is the average kilowatt hour paid based on a data received from Florida Power and Light and is based on a population of 11 of the 16 pump stations in the study.

(2) The increase in power costs were forecasted based on past historical cost increases

(3) The average pump hours are derived from data obtained from the City of Miami Beach Public Works Department and is based on the averaging of 14 of 16 pump station run hours.

(4) Costs are projected based on all the pump stations running for the average runtime indicated above, the amount of total dynamic head projected from the hydraulic model Table 1 and the estimated kWh costs based on previous operational power costs.

(5) The Energy is based on kilowatt hours that are estimated off the average run times and the amount of total dynamic head projected from the hydraulic model Table 1. The TDH was obtained from Table 6-2 of the Modeling of Sewer System Capacity Peak Flow Management Study

(6) The carbon foot print was based on the EPA national Stands "Carbon Dioxide Emissions from the Generation of Electrical Power in the United States" July 2000 from the Department of Energy. The CO^2 pounds were the average of Coal Fire, Petroleum Fire and Natural Gas Fire Electrical Production.

(7) No personnel is expected to be added to City of Miami Beach Operational Division support the CGBPS.

Salaries are projected to increase by 3% each year do to cost of living

Note: Merit raises and overtime are not included in this burden of Labor Projection

(8) Data obtained from the City of Miami Beach proposed 2010/2011 budget

ITEM FIVE

MIAMIBEACH

City of Miami Beach, 1700 Convention Center Drive, Miami Beach, Florida 33139, www.miamibeachfl.gov

COMMITTEE MEMORANDUM

TO: Finance & Citywide Projects Committee Members

FROM: Jorge M. Gonzalez, City Manager

DATE: April 27, 2011

SUBJECT: **Quarterly Report on the Status of New Potential Revenue Initiatives**

At the March 9, 2011 City Commission meeting, Commission Item R2A was referred to the Finance and Citywide Projects Committee regarding the status of new potential revenue initiatives. That item directed the Administration to provide quarterly reports on the status of new potential revenue initiatives to the Finance and Citywide Projects Committee. Below please find the second quarter status report for these initiatives.

Revenue Initiative	Department Responsible	Budget ($)		Status
		Rev.	Exp.	
Ocean Rescue and Pool Lifeguard Uniforms	Communications	50,000	54,000	Staff is negotiating with a third potential sponsor; proposal has been submitted and is pending response.
Police and Fire Uniforms	Communications	50,000	0	Staff is negotiating with a third potential sponsor; proposal has been submitted and is pending response.
Bus Shelter Advertising at 5th and Alton Garage	Communications	48,000	0	One of four space ads sold for full year ($12,000). Balance of ads anticipated to be sold by April/May
Sponsorship on Cable TV	Communications	0	0	City completing agreement with ATT U-Verse to increase viewership numbers (and sponsorship interest); research on pricing for comparable services being completed for completion of media sales kit.
Official City Map	Communications	10,000	0	Proposal negotiations nearing completion; Final proposal to be presented to Finance Committee in April. Minimum guarantee of $15,000/year.

Revenue Initiative	Department Responsible	Budget ($)		Status
		Rev.	Exp.	
Blue Tooth Advertising	Communications	0	0	Options being researched, including inclusion in other apps being developed.
Develop a Product to Market for Profit	Communications	0	0	Under development.
Advertising on Parking Garage Arms	Communications	180,000	0	RFP to be issued week of April 4; Commission approval expected in May.
Elevator Advertising in Parking Garages	Communications	80,000	0	RFP to be issued week of April 4; Commission approval expected in May.
Light Pole Banner Advertising	Communications		0	Advertising prohibited by State and County, limiting number of roadways; staff researching options for City roads; would require amendment to City Code.
Parking Meter Ticket Stub Advertising	Communications	50,000	0	Two out of ten advertisements sold thus far. At least 50% will be sold by April. Potential revenue $5,000 per month; estimated revenue in FY 11 $30k.
Master Meter Map program	Communications	0	0	Program discussion scheduled for April FCWPC; Revenues TBD
Exclusive Beverage Provider	Communications	0	0	Selection Process concluding. Recommendation to FCWPC in April/Commission in May. Potential revenues of $200,000 - $250,000/yr
Parking Garage Advertising Alternatives (striping, pillars)	Communications	0	0	RFP to be issued week of April 4; Commission approval expected in May. Revenues TBD
Vacant storefront advertising	Planning	0	0	Initiative Closed Proposal for revenue generating commercial storefront advertising program was abandoned by the Land Use and Development Committee based upon legal and planning concerns. No proposal to change City Code to permit revenue generating vacant storefront advertising is under consideration at this time.

Revenue Initiative	Department Responsible	Budget ($)		Status
		Rev.	Exp.	
Bus Ads on the Local	Public Works	0	0	Initiative Closed The buses have a distinct wrap that was designed for the South Beach Local, so placing any good size ad is not possible. There are no provisions for the City placing ads in our current agreement with Miami-Dade Transit (MDT). We are negotiating a new agreement which has been difficult at best, because MDT wants the City to pay a larger share of the operating costs, so if they agree to any City managed ads, MDT would most likely want to keep the revenue. Our top priority is to keep current level of services at the same financial split rather than trying to negotiate for ad revenue.
Include Electric Car Charging Stations in Parking Garages	Parking	0	0	Proposals were rejected due to non-responsiveness. RFP specifications have been revised and have been reissued.
Towing Rates	Parking	0	0	There has been no further discussion regarding adjustment of towing rates.
Parking Valet Franchise	Parking	0	0	Walker Parking is finalizing their analysis for potential discussion at the upcoming Commission Retreat.
Explore Intellectual Property Rights for City Produced Events and City Sponsored Events	TCD	0	0	Letter to Commission has been drafted. Administration is recommending no action on this initiative based on research conducted by TCD.
Pursue Study of Fire Assessment District for FY 11/12	OBPI	0	0	Initiative Closed Draft RFP for study presented to FCWPC on 12/16/10 and put on hold until all other initiatives have been addressed.

Revenue Initiative	Department Responsible	Budget ($)		Status
		Rev.	Exp.	
Respond to Cities Desiring Police Services from Miami Beach	Police	0	0	This initiative is pending expression of interest from neighboring cities who may want to utilize the City of Miami Beach for full provision of their Police services.
Review Collection of Code Fines	Code	0	0	Staff is in the process of creating a methodology and calculating an appropriate fee schedule for consideration by the City Commission/Committees later this year.
Neighborhood Establishment Impact Fee	Code	0	0	Over the past year, the Building Department, which includes the Code Compliance Division, has implemented financial processes to more efficiently invoice fines and fees owed to the City. Invoices for fines/fees payable for Code Compliance violations are produced in EDEN, the City's financial system, and mailed to the violator. This ensures appropriate tracking of those fines/fees paid and those left unpaid. Staff is currently working on developing a policy regarding the collection process, addressing threshold amounts, types and number of violations per violator, and number of days past due, before subsequent collection actions are taken, up to and perhaps including liening of property. This review and policy formation should be completed by the end of the year.

Revenue Initiative	Department Responsible	Budget ($)		Status
		Rev.	Exp.	
Amend Ordinance No. 2007 – 3553 to Increase Beachfront Concession Upland Fees Per Unit From the Current Base Rate of $16 Per Unit and Max Cap of $10,000 for Hotels	Real Estate, Housing and Community Development (REHCD)	48,000	0	REHCD has: • Compiled a Beach Concession/Vendor Survey with the status of concession information from nine other coastal communities • Initiated a cost allocation analysis relative to hoteliers, excluding public areas, including cost of: - Field monitor for concessions - Asset Management staff - Finance staff - Code Compliance monitoring - Police staff The next steps REHCD will take: • Obtain contracts from specific coastal communities to extract relevant information and fee schedules for: A) food and beverage sales B) beach equipment C) water sports • Research options and/or prohibitions regarding sale of alcohol by beach concessionaires • Estimate revenues based upon a comparable market analysis • Coordinate meeting with Chamber of Commerce and/or Hoteliers to discuss options
Credit Card Savings	Finance	0	400,000	The rates have been re-negotiated and the new contracts are ready to be signed. The new rates will be implemented on the first day of the month following the execution of the contract.

Revenue Initiative	Department Responsible	Budget ($)		Status
		Rev.	Exp.	
Explore Kiosk Machines that Sell Merchandise Such as Gift Cards	Finance	0	0	The City has been authorized to run a pilot program with a company called Pay-Ease that will install a kiosk to accept city payments. These kiosks have the ability to issue gift cards. Once we open the new service center where the kiosk is going to be installed, we will be expanding the services to include gift cards.
Business Improvement Districts	NA	0	0	At this time the City is exploring outsource of the management of Lincoln Road, similar in concept to the operating structure that would be accomplished through a Business Improvement District.
Pursue Development and Promotion of Miami Beach in Next 20 Years as "most mobility friendly", "most aging friendly"	NA	0	0	No action at this time

In addition, under the general work plan initiative of "Pursue Alternatives revenue resources related to advertising and sponsorship opportunities", the following are underway:

Revenue Initiative	Department Responsible	Budget ($)		Status
		Rev.	Exp.	
Master Meter Map program	Communications	0	0	Program discussion scheduled for April FCWPC; Revenues TBD
Exclusive Beverage Provider	Communications	0	0	Selection Process concluding. Recommendation to FCWPC in April/Commission in May. Potential revenues of $200,000 - $250,000/yr
Parking Garage Advertising Alternatives (striping, pillars)	Communications	0	0	RFP to be issued week of April 4; Commission approval expected in May. Revenues TBD

ITEM SIX

MIAMIBEACH

City of Miami Beach, 1700 Convention Center Drive, Miami Beach, Florida 33139, www.miamibeachfl.gov

COMMITTEE MEMORANDUM

TO: All Members, Finance and Citywide Projects Committee

FROM: Jorge M. Gonzalez, City Manager

DATE: April 27, 2011

SUBJECT: **DISCUSSION ON A REQUEST FOR APPROVAL TO ISSUE A COMPETITIVE PROCESS FOR CERTAIN ADVERTISING PROGRAMS, AND ADVERTISING SALES SUPPORT, AS PART OF THE CITY'S REVENUE ENHANCEMENT INTIATIVES;**

REFERRAL TO THE FINANCE AND CITYWIDE PROJECTS COMMITTEE - DISCUSSION REGARDING MASTER METER AND PARKING ELEVATOR DOOR PUBLIC SERVICE INITIATIVE PROPOSAL BY REBUZZ MARKETING AND HOW IT CAN BRING REVENUE TO THE CITY WITHOUT TAXATION

At the March 9, 2011 Commission meeting, Commissioner Jonah Wolfson referred for discussion to Committee a proposal submitted by ReBuzz Marketing relating to two specific concepts that would have the potential to generate revenues to the City. The proposal, as further described below, places directional maps on "pay-on-foot" parking machines and elevators. As the administration has been working on various revenue enhancement partnerships and is prepared to proceed with engaging firms as partners, both of these items are provided for discussion.

BACKGROUND

As you may recall, during the budget process last summer several concepts were presented as potential revenue enhancement opportunities. As part of these continuing discussions regarding potential revenue enhancement, staff engaged in a review of potential advertising partnerships/opportunities that are designed to generate income to the City in a manner that does not create an overly-commercial environment, and that are sensitive to existing restrictions in City Code. These revenues enhancement opportunities range in the potential income to the City, and the manner in which these opportunities are managed also differ, from those concepts that can be handled in-house, to those that require external, private-sector partners.

Additionally, staff engaged in market research to identify potential advertising partnership opportunities, and to determine which of these opportunities could be handled internally and which required partners. Of those that required partners, the market research also helped identify not only particular opportunities that might be of interest, but also if more than one company existed that could provide the preferred product, thus requiring a competitive selection process for a partner. This market research process also helped us to identify the potential income that could be derived from these different opportunities. In addition, through the course of this market research, it was also determined that additional support in advertising sales would be beneficial for those products that we can manage in-house. These products currently include, for example, our magazine ads, the bus shelter ads on 5th and Alton, ads on our doggie bags and litters bags, and the pay-on-foot parking receipt ads. In the future this may include banner ads for parks, etc. Currently, our Development Coordinator is managing all sales for the MB Magazine and Rec Review, while also pursuing ads for other products, and securing sponsors for City events (e.g. Sleepless Night, grand openings events, etc.). The Development Coordinator also provides staff support for sponsorship (municipal marketing) projects under development.

REVENUE ENHANCEMENT INITIATIVES/COMPETITIVE PROCESS:

As previously noted, staff has been researching alternative revenue enhancement opportunities. In some instances we have been able to identify where there may be more than one entity that might be engaged in the development of a particular program.

It was concluded that a competitive process (likely a Request for Proposals – RFP) would be the best mechanism to identify potential partners for certain current advertising products we wish to pursue immediately, as well as potential products we may wish to pursue in the future. In addition, a competitive process is recommended to secure advertising sales support services, on an as-needed basis.

As such, it is recommended that the City issues an RFP to secure the services of one or more companies, for one or more of the following advertising categories:

1) Parking Arms advertising (we have identified one company that can provide this program in a full service manner; please refer to other memo in the agenda for specifics)
2) Parking Stripes advertising
3) Digital/Display Elevator Advertising (elevators in Parking Garages and other City buildings)
4) Parking POF meter advertising
5) Misc. Parking Garage Advertising (e.g. pillars, etc.)
6) Other
7) Advertising Sales Support

The City would require independent responses for each of the categories, allowing the flexibility to select the vendor that would provide the best value and financial return to the city in each category. However, vendors would be permitted to submit proposals that reflect potential benefits to the City if they are selected for more than one category (for example, increased revenues if selected to provide both mast arm and parking stripe advertising). Responses to #5 above will be open-ended, allowing proposers to recommend additional concepts for our consideration. All of the proposals will be reviewed to ensure consistency with existing Code, as well as to ensure that the proposal meets our aesthetic expectations. *The City will retain the right and ability to identify the quantity and location of any proposed advertising program to ensure that It meets our expectations in terms of aesthetics.*

It is our intention to fast-track this process to allow us to secure a partner(s) as quickly as possible for purposes of implementing the programs and generating revenues. Should the Committee approve the recommendation, we would issue the competitive process immediately after Committee approval, with retroactive approval of the issuance of the competitive process at the May Commission meeting. In instances where only one response to the competitive process is received by the City, we would also ask for authority to negotiate an agreement with the one entity for direct submission of the negotiated terms to the Commission (as compared to waiting for Commission authority to negotiate).

Advertising Sales Support: As also noted, the City is interested in securing Advertising Sales Support to assist City staff in the sales of advertising for existing products managed directly by the City. Interested respondents must demonstrated experience and a track record in advertising sales, including local and national advertisers. The selected proposer will work jointly with the City's Development Coordinator in developing and implementing sales kits relating to specific city products.

Please refer to ***Attachment A*** for information regarding the proposed requirements of the competitive process recommended above.

REBUZZ MARKETING PROPOSAL:

As you may know, Rebuzz submitted an unsolicited proposal that encompasses two areas, but primarily is

focused on the placement of maps on parking "pay-on-foot" (POF) machines, with an additional component that would place similar maps on parking garage elevators.

As was reported last summer, the City researched options to maximize the visible presence of the over 500 POF machines located throughout the City. At that time we reported about one concept that had been submitted to the City which looked to "wrap" the POF's completely with advertising. There was agreement between the Administration and the Finance Committee that such an approach was not favorable and it was not pursued further. We did pursue advertising on the POF meter tickets; information on that program is reported through another item on the agenda.

Staff met with Rebuzz to discuss their proposal. Rebuzz's proposal would, alternatively, place directional maps on the POF machines which would provide valuable information to visitors and residents as they are parking their vehicles throughout the City. In addition to the inclusion of City landmarks (including City buildings, such as City Hall, Convention Center, Police headquarters, etc.), on the map, Rebuzz includes the names and locations of local businesses, at a fee, via a "push pin" concept. Much like the directional maps at a mall, while the names of the businesses appear with a number, there is no actual logo or other advertising on the panel that is affixed to the POF machine. Additionally, it is proposed that different directional map panels are to be produced for different "zones" in the City, allowing for the map/information to be much more localized and relevant to the user. The maps would be changed on a quarterly basis. Rebuzz has offered to include space on the directional map for a City "public service message," which can include the promotion of any issue of concern, or a City event or venue. Please see ***Attachment B and C*** for a rendering of the proposed directional signage with business "push pins," as well as the proposed use of the map on a POF machine.

All of the costs associated with the production and installation of the maps, and the sale of "map" locations to businesses, would be borne by Rebuzz, with a proposed revenue share (35% of total revenue) to the City. Rebuzz anticipates that the number of potential impressions makes this a viable program. Please refer to ***Attachment D*** for the proposal submitted by Rebuzz. As noted on page 4, Rebuzz's proposed revenue share with the City results in anticipated revenue of approximately $52,500 per quarter to the City for the POF program alone. As also noted in the proposal, Rebuzz estimates initial start up costs at just over $100,000, (including the costs of developing a companion mobile application and website). They estimate an activation period of five to six weeks. The Quarterly P & L Projections on Page 4 of the proposal also includes a comparable program in the City's parking elevators using the same directional maps as used on the POF. This component generates far less income to the City ($3465 per quarter).

A POF program and elevator advertising program have been identified as potential revenue generators for the City, and as a result both were included as categories in the proposed competitive process. At the time that staff met with Rebuzz, they were advised that a competitive process was forthcoming, with an anticipated fast-track from issuance to Commission approval of terms, and that they would be able to participate/respond in that process. Additionally, as Rebuzz has an established sales force, Rebuzz could also respond to the portion of the RFP regarding Advertising Sales Support.

CONCLUSION

The Committee has been asked to consider the following, and direction is requested by the Administration:

1) Consider approval for the administration to immediately issue a competitive process to identify potential partners for revenue enhancement partnerships and, where only one response is received, authorize staff to negotiate an agreement with the one respondent for presentation to the City Commission for approval;
2) Consider approval for the issuance of a competitive process to obtain advertising sales support;

As noted above, Rebuzz can respond to the competitive process for one or more of the categories listed.

ATTACHMENT A

MINIMUM REQUIREMENTS

Advertising programs:

- The successful Proposer must provide evidence of sufficient financial stability to produce, install and maintain the advertising program proposed, including the quantity of products proposed
- The successful Proposer must demonstrate a level of expertise, technical knowledge, innovation, and overall capacity to provide the proposed advertising program

Advertising Sales Support:

- The successful Proposer (including his/her key staff) must have a record of advertising sales.

EVALUATION PROCESS

The procedure for Proposal evaluation and selection is as follows:

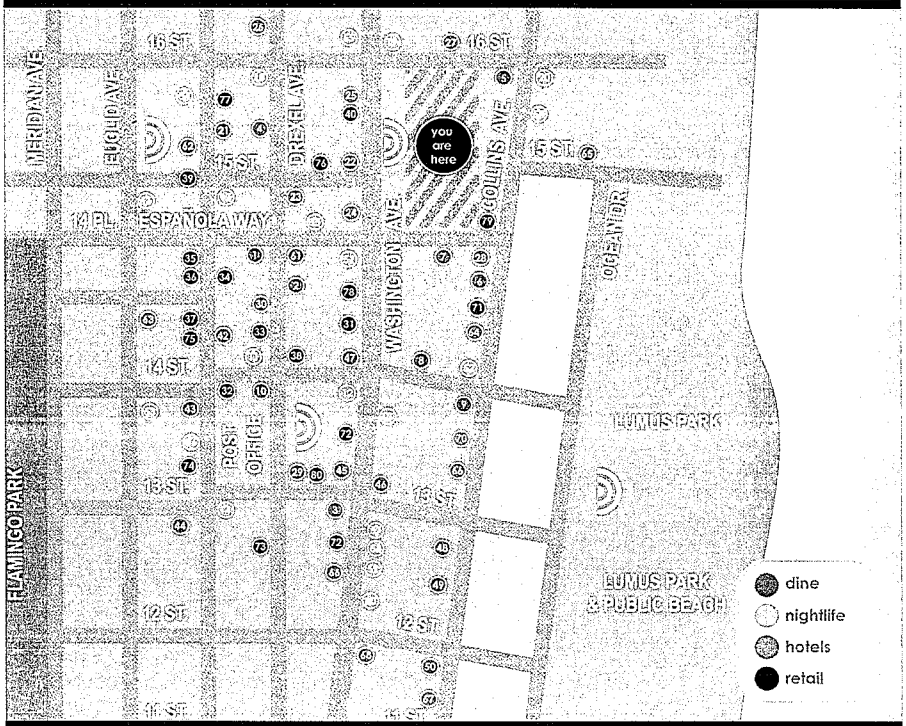
1. Competitive process issued.
2. Receipt of Proposals.
3. Opening of Proposals and determination if they meet the minimum standards of responsiveness.
4. An Evaluation Committee, appointed by the City Manager, will meet to evaluate each Proposal in accordance with the requirements of this competitive process. Proposers may be requested to make additional written submissions or oral presentations to the Evaluation Committee.
5. The Evaluation Committee shall recommend to the City Manager the Proposal or Proposals acceptance of which the Evaluation Committee deems to be in the best interest of the City.
6. The Evaluation Committee shall base its recommendations on the following factors, for a total of 100 possible points:
    - Proposer's experience and qualifications in providing advertising programs - 25 Points
    - Proposed revenue to the City - 40 Points
    - Strength and sustainability of operating plan - 25 Points
    - Past performance in implementing a similar advertising (Based on information in the Proposal submission; References) - 10 Points
7. After considering the recommendation(s) of the Evaluation Committee, the City Manager will recommend to the City Commission the response or responses, acceptance of which the City Manager deems to be in the best interest of the City. The Committee's recommendation(s) will adhere to the criteria in Item No. 6 above.
8. The City Commission will consider the City Manager's recommendation(s) (in light of the recommendations(s) and evaluation of the Evaluation Committee) and, as appropriate, approve the City Manager's recommendation(s); may reject the recommendation(s) and select another proposal or proposals; or may reject all proposals.
9. Contract negotiations between the selected Proposer(s) and the City commence. If the City Commission has so directed, the City may proceed to negotiate a contract with a respondent other than the top-ranked Proposer, if the negotiations with the top-ranked Proposer fail to produce a mutually acceptable contract within a reasonable period of time.
10. A proposed contract (or contracts) may be presented to the City Commission for approval, modification and approval, or rejection.
11. If and when a contract (or contracts) acceptable to the respective parties is approved by the Mayor and Commission, the Mayor and City Clerk sign the contract(s) after the selected Proposer(s) has (or have) done so.

ATTACHMENT B

REBUZZ
REBUZZ MARKETING GROUP

ZONE A

MIAMIBEACH



Your Business Name

REBUZZ

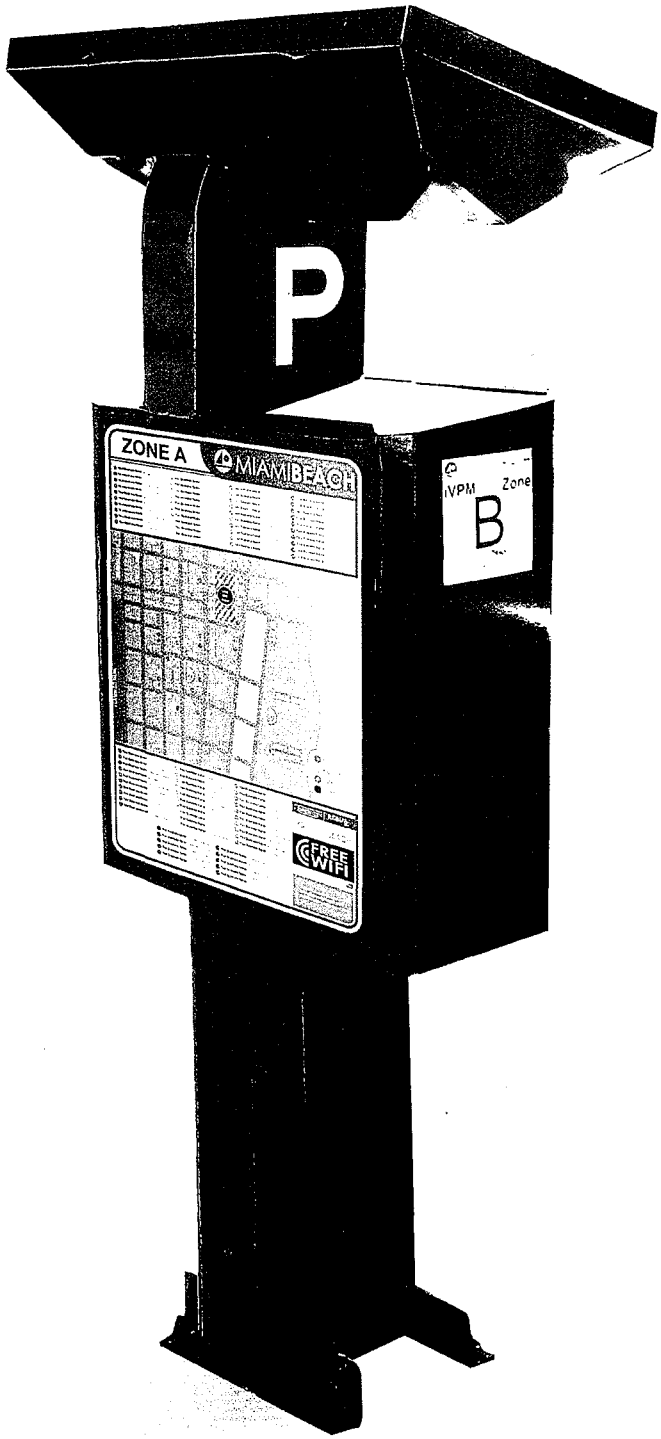
MIAMIBEACH

FREE WIFI

a public service

ATTACHMENT C

REBUZZ
REBUZZ MARKETING GROUP



REBUZZ
REBUZZ MARKETING GROUP

City of Miami Beach Master Meter and Parking Elevator Door Public Service Initiative

Company Profile

Rebuzz Marketing Group has been doing business in Miami Beach for over 20 years helping build brands such as Ego Trip Magazine, Automatic Slim's and Burger and Beer Joint to just name a few. With a central location on Lincoln Rd. and all of our employees Miami Beach residents we know the market and have the local contacts to bring this public service to life.

Proposed Initiative

To put a map program on all of the Master Meters throughout the City of Miami Beach. It will have a you are here feature and highlight different local businesses within that map zone. We will also highlight local city programs such as parks schools, parking lots, etc.
The entire program will be a turnkey operation handled by Rebuzz. With a revenue share for the City of Miami Beach at zero cost to them.

The program will provide a tremendous public service by having maps on all 503 Master Meters. This will be a great public service for both locals, and tourism.

The tourist will have maps through the city that will be able to guide to their destinations with ease. The local business will have the lowest cost opportunity to sponsor where their business is on this map. As a merchant on Miami Beach for over 20 years it is invaluable to let people know exactly where your business is at the least expensive way possible and this is what we will provide by push pinning them on the maps. We will also have a full SMS mobile app that as people walk by the push pinned business's they can get deals via text message which will help spark the local economy by driving traffic to these businesses.

It will also help beautify the Master Meters and be informative at the same time. We will also provide these maps on the doors of all the city run parking elevators. Which is close to 63,000,000 impressions annually.

With over 5,500,000 million parking receipts printed from the Master Meters we will have a total of over 68,000,000 views on these maps.

Our company will be responsible for the printing, and installation of these maps on a quarterly basis and change any defaced maps during the quarter

How the Program Works

Local business will sponsor their push pin within their map zone for a low cost of about $1 per machine. We will divide the city into enough zones so that the maps and the businesses will be prominently displayed. We will also leave room on the map for the city to have a PSA spot on each map.

Example-
Our Zone 1 might be from South Point to 12th street east to west. Within this zone there might be 100 Master Meters and 15 elevators. The cost to the business will $115 per month. The lowest cost of sponsorship in all media around town and it is directing traffic right to their door. As someone passes their business they will get a SMS text with what ever deal that business wants to give that day increasing their sales in turn increasing the tourist taxes as a ancillary income that the city will receive for this public service above and beyond the program itself.

The maps will be changed on a quarterly basis.

Revenue Share

We will offer the city a 35% of gross sales on this project. We want the exclusive on this for 5 years with a five year option.
We are looking to average about $100 per machine times 500 machines which will bring in an average of $50,000 per month which will bring in $20,000 in pure profit on a monthly basis or $240,000 per year to the city for a turnkey operation that lends itself to being a tremendous public service.

Please see attached financials on our start up cost and monthly P&L projections. **(page 4)**

In closing I hope you see this to be as an important public service and revenue model for the City of Miami Beach as we do. Being a resident and in the business community for over 20 years I more than understand things need to be done in a tasteful manner and still provide a public service and we feel this is that opportunity.

Thank You ,

Buzzy Sklar
CEO Rebuzz Marketing Group

Quarterly P&L Projections

Revenue is bassed on 503 Master Meters @ avg of $100 per meter per month.

Maps will be changed on quarterly basis — 33 elevator doors a@ avg of $100 per door

	Month 1	Month 2	Month 3	Total Quarterly Revenue
Income				
Master Meters	$ 50,000.00	$ 50,000.00	$ 50,000.00	$ 150,000.00
Parking Elevators	$ 3,300.00	$ 3,300.00	$ 3,300.00	$ 9,900.00
Total Revenue	$ 53,300.00	$ 53,300.00	$ 53,300.00	$ 159,900.00
Expenses				Total Quarterly Expenses
City Rev Share 35%	$ 18,655.00	$ 18,655.00	$ 18,655.00	$ 55,965.00
Commisions to Sales people 15%	$ 7,995.00	$ 7,995.00	$ 7,995.00	$ 23,985.00
Printing of Maps-once quarter expens	$ 10,000.00	$ 0.00	$ 0.00	$ 10,000.00
Install of Maps-once per quarter	$ 5,000.00	$ 0.00	$ 0.00	$ 5,000.00
Reprint and install of defaced maps	$ 500.00	$ 500.00	$ 500.00	$ 1,500.00
Design and Layout-once per quarter	$ 3,500.00	$ 0.00	$ 0.00	$ 3,500.00
Payroll	$ 2,500.00	$ 2,500.00	$ 2,500.00	$ 7,500.00
Occupancy charges	$ 2,000.00	$ 2,000.00	$ 2,000.00	$ 6,000.00
Utilities	$ 500.00	$ 500.00	$ 500.00	$ 1,500.00
Total Expenses	$ 50,650.00	$ 32,150.00	$ 32,150.00	$ 114,950.00
Total Net Profit Rebuzz per Quarter	$ 2,650.00	$ 21,150.00	$ 21,150.00	$ 44,950.00

Start Up Costs Master Meter Public Service Intiative

Intial Costs

Equipment	$	35,000.00
Materials	$	12,000.00
W/H Facility	$	5,000.00
Mobile App n web site	$	20,000.00
Collateral Materials	$	15,000.00
Prelaunch payroll	$	20,000.00
Total intial investment	$	107,000.00

MINIMUM REQUIREMENTS

Advertising programs:

- The successful Proposer must provide evidence of sufficient financial stability to produce, install and maintain the advertising program proposed, including the quantity of products proposed
- The successful Proposer must demonstrate a level of expertise, technical knowledge, innovation, and overall capacity to provide the proposed advertising program

Advertising Sales Support:

- The successful Proposer (including his/her key staff) must have a record of advertising sales.

EVALUATION PROCESS

The procedure for Proposal evaluation and selection is as follows:

1. Competitive process issued.
2. Receipt of Proposals.
3. Opening of Proposals and determination if they meet the minimum standards of responsiveness.
4. An Evaluation Committee, appointed by the City Manager, will meet to evaluate each Proposal in accordance with the requirements of this competitive process. Proposers may be requested to make additional written submissions or oral presentations to the Evaluation Committee.
5. The Evaluation Committee shall recommend to the City Manager the Proposal or Proposals acceptance of which the Evaluation Committee deems to be in the best interest of the City.
6. The Evaluation Committee shall base its recommendations on the following factors, for a total of 100 possible points:
    - Proposer's experience and qualifications in providing advertising programs - 25 Points
    - Proposed revenue to the City - 40 Points
    - Strength and sustainability of operating plan - 25 Points
    - Past performance in implementing a similar advertising (Based on information in the Proposal submission; References) - 10 Points
7. After considering the recommendation(s) of the Evaluation Committee, the City Manager will recommend to the City Commission the response or responses, acceptance of which the City Manager deems to be in the best interest of the City. The Committee's recommendation(s) will adhere to the criteria in Item No. 6 above.
8. The City Commission will consider the City Manager's recommendation(s) (in light of the recommendations(s) and evaluation of the Evaluation Committee) and, as appropriate, approve the City Manager's recommendation(s); may reject the recommendation(s) and select another proposal or proposals; or may reject all proposals.
9. Contract negotiations between the selected Proposer(s) and the City commence. If the City Commission has so directed, the City may proceed to negotiate a contract with a respondent other than the top-ranked Proposer, if the negotiations with the top-ranked Proposer fail to produce a mutually acceptable contract within a reasonable period of time.
10. A proposed contract (or contracts) may be presented to the City Commission for approval, modification and approval, or rejection.
11. If and when a contract (or contracts) acceptable to the respective parties is approved by the Mayor and Commission, the Mayor and City Clerk sign the contract(s) after the selected Proposer(s) has (or have) done so.

ITEM SEVEN

MIAMIBEACH

City of Miami Beach, 1700 Convention Center Drive, Miami Beach, Florida 33139, www.miamibeachfl.gov

COMMITTEE MEMORANDUM

TO: Finance and Citywide Projects Committee Members

FROM: Jorge M. Gonzalez, City Manager

DATE: April 28, 2011

SUBJECT: **DISCUSSION REGARDING GRANTING THE MIAMI BEACH GARDEN CONSERVANCY THE RIGHT TO RECEIVE REVENUES FOR NAMING RIGHTS TO INTERIOR PORTIONS OF THE MIAMI BEACH BOTANICAL GARDEN FOR THE PURPOSE OF RAISING FUNDS FOR THE MIAMI BEACH BOTANICAL GARDEN RENOVATION.**

BACKGROUND

On January 17, 2007, the Mayor and City Commission approved a new Management Agreement with the Miami Beach Garden Conservancy (Conservancy) for the operation of the Botanical Garden, with an initial term of five (5) years, commencing on July 1, 2007 (upon expiration of previous agreement), with an option, at the City's sole discretion, to renew and extend the Agreement for an additional five (5) year term.

Since taking over the operations of the Botanical Garden in July, 1999, the Conservancy has initiated extensive public outreach initiatives and educational programming, and has played an important role in capital planning efforts including, but not limited to, recent upgrades to the facility's irrigation system (with matching grant funds from the County). The Conservancy has also used its best efforts to increase its public/private funding contributions towards the operation of the facility, resulting in City being able to reduce its annual contribution by 25% (from $200,500 in FY 01/02 to $152,475 through FY 09/10).

The City' annual contribution comprises approximately 43% of the Conservancy's income, with the balance derived from grants, donations, memberships, event functions, and gift shop sales. It should also be noted that the Administration has looked into the cost of absorbing the operation in-house. Based on an estimate by the City's Parks Department, the City's cost to operate the facility, providing the same level of programming and services, would be approximately $230,000 per year; almost 51% more than the City's current contribution to the Conservancy.

One of the Conservancy's primary goals is to achieve accreditation of the Miami Beach Botanical Garden through the American Association of Museums (AAM). To this end, it has been working with the City in defining the scope of capital improvements to achieve this goal. Originally, a total of $1.5 Million was allocated from the Series 2000 General Obligation Bonds to undertake the improvements. In July, 2003, following an RFQ selection process, EDAW was selected to undertake the planning and design of the facility. Contract issues between EDAW and the City led to EDAW's eventual termination for convenience, and the project being put on hold until additional funds could be identified and/or the scope revisited. A total of $1,380,753 is currently available for design and construction of this project from the Series 2000 General Obligation Bond and City Center RDA funds. Approximately $381,247 have been expended or encumbered to date due to previous design efforts.

On September 10, 2008, the City Commission authorized the execution of a professional services

agreement with RJI, in an amount not to exceed $125,000 for architectural, engineering, and landscape architecture services for the master planning, design, bid and award, and construction administration services, and an approved reimbursable allowance of $5,000, for a total not to exceed amount of $130,000. The City Commission approved the Basis of Design Report (BODR) for the Miami Beach Botanical Garden on January 13, 2010, providing for the implementation of improvements in three (3) phases, totaling an estimated $2,148,044. A fourth phase of the adopted Master Plan includes certain improvements not considered an integral part of the immediate design plan, totaling an additional $358,488. This includes such items as a future visitor center, a reflecting pool, refurbishing the existing fountain, adding an on-site rain water collection system, and a shade structure over the patio for outdoor events. The Conservancy has proposed to fund these elements through private donors, in exchange for naming rights for these interior improvements acknowledging the donors.

Chapter 82 Article VI of the City Code, "Naming of Public Facilities and Establishment of Monuments and Memorials" (the City's Naming Ordinance), sets forth the manner in which public facilities may be named, monuments/memorials established and streets co-designated. As you may recall, on several occasions the City has provided for an exemption from the requirements of the provisions of Chapter 82 Article VI allowing for the naming of interior portions of City facilities by the entities managing these city facilities. Specifically, in Section 82-501, exemptions were granted for the Bass Museum of Art, the Miami City Ballet, and for the Altos del Mar Sculpture Park. The Miami Beach Garden Center and Conservancy is exempt in Section 82-503 of City Code, but **only** from referendum requirements relating to that section of the Code.

ANALYSIS

In order to assist the Conservancy in its fundraising efforts for the fourth phase of the Master Plan, by being allowed to control naming rights for internal portions of the facility in exchange for monetary contributions from private donors, the Administration recommends the following:

1) Amend the City's Naming Ordinance and exempt the Miami Beach Botanical Garden, thereby allowing for naming of interior portions of the Miami Beach Botanical Gardens by the Conservancy, with all funds generated from the naming rights to be retained by the Conservancy. This amendment would be subject to similar requirements included for the Miami City Ballet and for Altos del Mar Sculpture Park; namely, the exemption would be provided as long as:
   (1) The Miami Beach Botanical Garden is occupied, operated and maintained by the Miami Beach Garden Conservancy, a not-for-profit corporation;
   (2) The Miami Beach Botanical Garden remains free and open to the general public; and
   (3) The Miami Beach Garden Conservancy remains in good standing and free from defaults under that certain management agreement between the City and the Miami Beach Garden Conservancy, dated July 1, 2007.

2) In the event that the City Commission is amenable to exempting the Miami Beach Botanical Garden from the City's Naming Ordinance, it is further recommended that the Management Agreement between the City and the Conservancy be amended to incorporate criteria and guidelines for naming interior portions of the Miami Beach Botanical Garden. In past agreements where the City has taken similar action (i.e. The Fillmore and the Convention Center), such criteria and guidelines might include the following:
   - Any proposed names (i.e. whether names of individual persons, company names in connection with sponsorships, etc.) are subject to approval by the City Manager or the City Commission;
   - In no event may names being proposed include the names of any company selling the following types of products: alcohol, tobacco, firearms or sexual products

- No portion of the facility may be named after a convicted felon;
- Any signage for an approved name shall comply with all the applicable governmental requirements and codes, including the City's sign ordinance(s), as same may be amended from time to time. This shall include the City's prior review and approval as to size, location, materials and aesthetics of any proposed signage;
- Any revenues derived from naming rights shall be used exclusively towards: 1) raising the necessary funds needed to accomplish Phase 4 of the Master Plan; and, thereafter 2) towards the implementation of capital maintenance and renewal obligations related to the Garden Center.

The above-referenced changes would not affect the previously approved exemption; any proposed exterior naming would continue to require the approval of the City Commission.

[Note: As used herein, the term "signage" also includes plaques]

RECOMMENDATION

The Administration recommends amending the City's Naming Ordinance of the City Code, and the Management Agreement with the Miami Beach Garden Conservancy, to incorporate the above-referenced conditions, as well as any additional terms or conditions that the Finance and Citywide Projects Committee may want to include.

JMG/HMF/AP/KOB

Sec. 82-501.- Generally.

(a) No public facility located in or owned by the city shall be named except in accordance with the procedures set forth in this article.

(b) No monument or memorial shall be established within the city except in accordance with the procedures set forth in this article.

(c) Effective upon adoption of this article, no street located in the city shall be hereafter named, renamed, or co-named after any person or persons, living or deceased. The Bass Museum of Art, the city-owned building, located at 2200 Liberty Avenue, Miami Beach, Florida (the Miami City Ballet Building); ~~and~~ all or any portion(s) of city-owned property comprising the public cultural facility known as the "Altos Del Mar Sculpture Park," located within a portion of Altos Del Mar Park, on Collins Avenue between 76th and 77th Street, Miami Beach, Florida (the ADMSP Sculpture Park); and all or portion)s) of the city-owned property comprising the Miami Beach Botanical Gardens, located at 2000 Convention Center Drive, shall be exempt from the provisions of this article.

The Miami City Ballet Building shall only be exempt for so long as:

(1) Said building is occupied, operated and maintained by Miami City Ballet, Inc., a not-for-profit corporation;

(2) The building is used as the principal headquarters, administrative offices, and studio and teaching facilities of the Miami City Ballet; and

(3) Miami City Ballet, Inc., remains in good standing and free from defaults under that certain lease agreement for the Miami City Ballet Building between the city, as landlord, and Miami City Ballet, Inc., as tenant.

The ADMSP Sculpture Park shall only be exempt from the provisions of this article for so long as:

(1) The Sculpture Park is occupied, operated and maintained by Altos Del Mar Sculpture Park, Inc., a not-for-profit corporation;

(2) The Sculpture Park remains free and open to the general public; and

(3) Altos Del Mar Sculpture Park, Inc., remains in good standing and free from defaults under that certain management agreement between the city and Altos Del Mar Sculpture Park, Inc., dated June 3, 2009.

The Miami Beach Botanical Garden shall only be exempt from the provisions of this article for so long as:

(1) The Miami Beach Botanical Garden is occupied, operated and maintained by the Miami Beach Garden Conservancy, a not-for-profit corporation;

(2) The Miami Beach Botanical Garden remains free and open to the general public; and

(3) The Miami Beach Garden Conservancy remains in good standing and free from defaults under that certain management agreement between the city and the Miami Beach Garden Conservancy, dated July 1, 2007.

The exemption for the Miami City Ballet Building shall automatically terminate upon the earlier of the expiration or other termination of the aforestated lease agreement between the parties. The exemption for the ADMSP Sculpture Park shall automatically terminate upon the earlier of the expiration or other termination of the aforestated management agreement. The exemption for the Miami Beach Garden Conservancy shall automatically terminate upon the earlier of the expiration or termination of the aforestated management agreement.

ITEM EIGHT

ITEM EIGHT

MIAMIBEACH

City of Miami Beach, 1700 Convention Center Drive, Miami Beach, Florida 33139, www.miamibeachfl.gov

FINANCE & CITYWIDE PROJECTS COMMITTEE MEMORANDUM

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

FROM: Jorge M. Gonzalez, City Manager

DATE: April 27, 2011

SUBJECT: Discussion regarding the amount of time residents have to pay their utility bill.

At the February 9, 2011 City of Miami Beach Commission meeting, a discussion item regarding the amount of time residents have to pay their utility bill was referred to the Finance and Citywide Projects Committee for discussion.

Presently, the Miami Beach City Code states that all water, sewer, and stormwater utility bills (Utility Bill) shall be paid within 15 days from the date of the bill.

Listed below for your review is a comparison of local Utility Bills from neighboring communities, as well as, two other energy utility providers in Miami Beach:

City of Miami Beach
Finance and Citywide Projects Committee
Utility Billing Analysis

Community Name	Days of Service	Past Due After (X) Days	Plus / Minus Days Compared to Miami Beach
City of Miami Beach - Utility Billing	30	15	-
Miami-Dade Water and Sewer Department	90	21	6
Broward County Commission - Public Works Department	30	21	6
City of Miramar	30	21	6
City of Fort Lauderdale	30	25	10
Other Utilities			
Florida Power and Light	30	21	6
TECO - Peoples Gas	30	21	6

JMG/PW/mm

ITEM NINE

Under Separate Cover

ITEM TEN

Under Separate Cover

ITEM ELEVEN

MIAMIBEACH

City of Miami Beach, 1700 Convention Center Drive, Miami Beach, Florida 33139, www.miamibeachfl.gov

COMMITTEE MEMORANDUM

TO: Finance and Citywide Project Committee Members

FROM: Jorge M. Gonzalez, City Manager

DATE: April 27, 2011

SUBJECT: Discussion of All Fees Administratively Set

During budget discussions the Commission referred a discussion of all fees administratively set to the Finance and Citywide Projects Committee.

As part of the recently completed Revenue Enhancement Study, the Consultant prepared an inventory of all current fees and identified those that can be set or discounted administratively as discussed below.

Rates and Fees that can be set administratively

- **Recreation Specialty Camps and Summer Specialty Program Fees, Athletic Fees, Recreation Classes including Gymnastics**: Recreation programs are reviewed regularly and based on attendance and instructor availability are changed, added or eliminated. Instructors vary between City staff and contractors. Current rates are listed in Attachment A

  Adopted by Resolution 2003-25306 pg. 16 "Specialized classes and programs are established on a self-supporting basis excluding facility costs, with class program fee established by the City Manager or his designee to meet program costs."
- **Administrative Fees for Police fingerprint Cards, Budget Books, Comprehensive Annual Financial Report and Agenda Packages:** current rates listed in Attachment B

Although not identified by the consultant as fees that are administratively set, the ability to charge Fire and Police Off-Duty are authorized by the City's Special Event Permit Guidelines and the Police Standard Operating Procedures and the fees are set administratively. Fire Off-Duty is charged based on a rate schedule including rate per hour depending on position, with an additional City surcharge of $6.50 per hour to offset the cost of city's liability, transportation, uniforms, etc. Similarly the Police Off-Duty is charged based on a rate schedule including rate per hour depending on position, with an additional City surcharge of $10.00 per hour to offset the cost city's liability, transportation, uniforms, etc., additionally the rate schedule includes rates for equipment fees and permanent details.

Further, the fee ordinance for the Building Department, adopted on January 13, 2010, included the following language, "If it is determined that no specific fee category directly matches a permit application request, the building official may identify a category that closely matches the level of effort or determine what the work will be charged based on the time dedicated for plans review and inspection. The building official may require an upfront fee and a deposit to cover the services to be provided."

It should be noted that while the consultant referenced Recreation and Citywide Advertising Rates as administratively set, rather these are not fees but are established in response to market demand. Recreation miscellaneous fees were also referenced in the study although there are currently no fees that are administratively set in this revenue category.

In addition, the consultant referenced Street Performers and Artist Vendor Permit Fees as fees that could be administratively set. However, the Commission adopted Ordinance No. 2010-367 on March 10, 2010 for Street Performers and Ordinance No. 2010-3680 on April 14, 2010 for Artist Vendors which include the addition of the following language: "The City may charge an application processing fee and a permit processing fee in the amounts set forth administratively and approved by City Commission resolution."

JMG/KGB/pr

ITEM TWELVE

Discussion Item