



MIAMI BEACH

OFFICE OF THE CITY MANAGER

LTC # 222-2011

RECEIVED

2011 SEP -6 AM 9:27

LETTER TO COMMISSION
CITY COMMISSION OFFICE

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

FROM: Jorge M. Gonzalez, City Manager

DATE: September 2, 2011

SUBJECT: Cleanliness Index & Assessment Program Results for FY 2010/11 Quarter 3

The purpose of this Letter to Commission is to communicate the results of the award winning Cleanliness Index and Assessment program from FY2010/11 Quarter 3 (April 1, 2011 to June 30, 2011).

Background

The Miami Beach Public Area Cleanliness Index is an objective measurement of performance ranging from 1.0 (Very Clean) to 6.0 (Very Dirty) and includes assessments of litter, litter/garbage cans/dumpsters, organic material, and fecal matter. The results of the assessments are used to monitor the impacts of recently implemented initiatives to target areas for future improvements, and assure the quality of services.

During FY 2006/07, the City tightened the target for the Citywide and area-specific cleanliness indices from 2.0 to 1.5 – the lower the score on the cleanliness index indicates a cleaner area. This target continues to be the same through FY 2007/08, FY 2008/09, FY 2009/10; and FY 2010/11. As important, the City also has a goal to ensure that 90 percent of assessments score 2.0 or better.

Summary of the Cleanliness Assessment Results FY 2010/11 Quarter 3

Overall, the citywide cleanliness index improved during FY 2010/11 Quarter 3 by 24.6% when compared to the same quarter in FY2005/06 (the first year the program was implemented) and improved by 6.1% when compared to the same quarter in FY2009/10. In general, the City's cleanliness has steadily progressed as evidenced by the index, anecdotal information, and results of our most recent resident surveys.

Positive and Improved Areas in FY 2010/11 Quarter 3

- **Parks**- Scores improved by 13.7% when compared to the same quarter in FY2009/10, with a 28.0% improvement when compared to the same quarter in FY2005/06. Parks will continue to work with sanitation to address any issues, as well as waste hauler responsibilities.
- **Beaches** - Scores improved by 22.2% for areas covered by Miami Beach staff and 25.5% for areas covered by MDC compared to the same quarter in FY2005/06, with a 16.2% and 7.9% improvement from same quarter in FY 2009/10. Cleanliness of

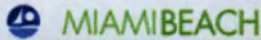
beaches remains a priority, with multiple departments collaborating to address prior issues. Miami-Dade County personnel are invited to participate in all quarterly meetings. Code reassigned personnel to increase coverage in the mid-beach area.

Areas of Focus

- **Alleys**– Overall scores in alleys improved by 20.4% when compared to the same quarter in FY 2005/06, with an increase of 17.7% when compared to the same quarter in FY2009/10. Alley cleanliness ratings at 2.19 remain among the lowest citywide. Code has reinstated daily reporting to sanitation and expanded alley drain inspections to include weekends twice daily. Two additional code officers are inspecting alleys twice per day after 5:00 p.m.. The utilization of locking mechanism dumpsters has been recommended.
- **Streets/Sidewalks (Commercial- Entertainment)** – Streets/sidewalks across the Beach improved by 13.5% and 24.9% respectively when compared to the same quarter in FY 2005/06, with an increase in street litter of 12.9% when compared to the same quarter in FY 2009/10. Litter and organic material appear to be the primary cause of the overall increase. Street litter resulted in a 17.2% increase from the prior quarter and organic material a 28.3% increase from the prior quarter. The majority of the streets/sidewalks scoring greater than 2.0 are in the South Beach area. Sanitation will be reviewing shift assignments to determine adjustments as needed. Code will increase daily inspections by adding an afternoon detail and forwarding results to sanitation for their review and immediate action.
- **Parking Lots** - Parking lots have improved 11.7% when compared to the same quarter in FY 2005/06 and remain steady when compared to the same quarter in FY 2009/10. Sanitation will adjust service schedules as needed to address issues and will be adding an additional crew in FY 2011/12 to provide an additional day or two of service to 30 identified parking lots. Consideration of the placement of additional garbage cans and increasing the size of the garbage cans in high traffic locations is being discussed.

Cleanliness Key Intended Outcome

Cleanliness was identified in our community surveys as a key driver affecting overall quality of life. In addition, in the 2009 survey, residents and businesses rated cleanliness as the number one service the City should strive not to reduce. The City has implemented increases in service levels and community satisfaction levels have improved. Overall scores have improved by 14.3% from FY2005/06 to FY2009/10.



Cleanliness Index Score Per Public Area (target = 1.5)

Public Area	FY08/09				FY Score
	Q1	Q2	Q3	Q4	
Overall City Score	2.20	1.94	2.24	2.03	2.10
Streets	2.07	1.98	2.22	1.84	2.03
Not including alleys	1.90	1.85	2.18	1.74	1.84
Commercial - Entertainment	1.84	1.78	2.44	1.74	1.85
Commercial - Non-Entertainment	1.80	1.87	1.81	1.75	1.83
Residential	2.25	1.93	2.11	1.74	2.01
Alleys	2.46	2.69	2.75	2.40	2.60
Sidewalks	2.02	2.05	2.33	1.84	2.08
Commercial - Entertainment	1.87	1.95	2.50	1.86	2.04
Commercial - Non-Entertainment	1.97	2.15	1.91	1.79	1.95
Residential	2.28	2.11	2.35	1.83	2.14
Parks	2.08	1.53	1.93	2.04	1.80
Parking	2.25	2.26	2.30	2.01	2.21
Waterway	2.77	2.12	2.93	2.53	2.39
Beach Areas					
Miami Beach Responsibility Only	2.02	1.68	1.80	1.81	1.85
Miami-Dade County Responsibility	1.98	1.78	2.04	1.95	1.93

Public Area	FY07/08	FY08/09
	FY Score	FY Score
Overall City Score	1.75	1.74
Streets	1.59	1.73
Not including alleys	1.59	1.66
Commercial - Entertainment	1.58	1.66
Commercial - Non-Entertainment	1.80	1.65
Residential	1.54	1.68
Alleys	2.07	1.87
Sidewalks	1.72	1.73
Commercial - Entertainment	1.88	1.80
Commercial - Non-Entertainment	1.75	1.79
Residential	1.75	1.77
Parks	1.52	1.66
Parking	1.87	1.86
Waterway	2.09	2.10
Beach Areas		
Miami Beach Responsibility Only	1.59	1.82
Miami-Dade County Responsibility	1.70	1.81

Public Area	FY09/10				FY Score	%Change from prior FY Qtr	%Change from same quarter in prior FY
	Q1	Q2	Q3	Q4			
Overall City Score	1.71	1.92	1.80	1.74	1.80	2.9%	-14.3%
Streets	1.68	1.95	1.70	1.63	1.74	0.8%	-14.3%
Not including alleys	1.63	1.83	1.65	1.54	1.68	0.0%	-14.4%
Commercial - Entertainment	1.70	1.92	1.63	1.50	1.69	2.4%	-13.3%
Commercial - Non-Entertainment	1.61	1.84	1.56	1.54	1.63	-1.2%	-10.9%
Residential	1.56	1.67	1.78	1.63	1.66	-1.8%	-17.9%
Alleys	1.88	2.37	1.86	1.85	1.99	1.0%	-23.5%
Sidewalks	1.74	1.92	1.76	1.59	1.76	1.2%	-16.0%
Commercial - Entertainment	1.82	1.98	1.70	1.58	1.77	4.7%	-13.2%
Commercial - Non-Entertainment	1.72	1.93	1.80	1.63	1.77	-1.1%	-9.2%
Residential	1.68	1.74	1.85	1.59	1.71	-3.4%	-20.1%
Parks	1.40	1.61	1.61	1.67	1.57	1.3%	-17.4%
Parking	2.00	2.22	1.99	1.80	2.00	2.0%	-9.5%
Waterway	1.91	2.27	2.10	2.16	2.11	0.5%	-18.5%
Beach Areas							
Miami Beach Responsibility Only	1.58	1.56	1.67	1.59	1.59	-1.9%	-14.1%
Miami-Dade County Responsibility	1.63	1.66	1.66	1.67	1.63	1.2%	-16.6%

Public Area	FY10/11				FY Score	%Change from prior Qtr	%Change in prior FY Qtr	%Change from same quarter in prior FY
	Q1	Q2	Q3	Q4				
Overall City Score	1.63	1.60	1.60					
Streets	1.59	1.60	1.92					
Not including alleys	1.54	1.51	1.76					
Commercial - Entertainment	1.60	1.54	1.74					
Commercial - Non-Entertainment	1.56	1.47	1.88					
Residential	1.59	1.51	1.67					
Alleys	1.71	1.89	2.19					
Sidewalks	1.68	1.66	1.75					
Commercial - Entertainment	1.63	1.69	1.80					
Commercial - Non-Entertainment	1.64	1.59	1.85					
Residential	1.79	1.71	1.60					
Parks	1.40	1.50	1.50					
Parking	1.72	2.02	2.03					
Waterway	1.76	1.59	1.63					
Beach Areas								
Miami Beach Responsibility Only	1.62	1.43	1.40					
Miami-Dade County Responsibility	1.54	1.40	1.52					



Percentage of Assessments scoring 2.0 or better (target = 90%)

Public Area	FY05/06				
	Q1	Q2	Q3	Q4	FY Score
Citywide	57.5%	71.1%	56.7%	75.5%	65.2%
Streets	65.7%	70.2%	63.0%	84.8%	73.4%
Commercial - Entertainment	66.1%	81.1%	47.5%	74.5%	67.3%
Commercial - Non-Entertainment	76.7%	72.2%	82.4%	97.0%	82.3%
Residential	56.8%	84.8%	66.2%	86.1%	73.5%
Alleys	37.7%	36.8%	37.0%	56.2%	41.9%
Sidewalks	62.5%	68.7%	56.4%	79.3%	66.7%
Commercial - Entertainment	69.2%	71.8%	41.7%	71.7%	63.6%
Commercial - Non-Entertainment	63.5%	56.4%	79.8%	87.4%	71.8%
Residential	52.4%	78.1%	52.1%	82.2%	68.2%
Parks	46.3%	88.0%	68.2%	63.8%	66.6%
Parking	46.0%	59.5%	46.2%	66.0%	56.4%
Waterway	42.9%	83.7%	34.5%	56.8%	54.5%
Beach Areas					
Miami Beach Responsibility Only	64.1%	83.8%	66.0%	78.5%	73.1%
Miami-Dade County Responsibility	75.3%	78.4%	63.0%	77.2%	71.2%

Public Area	FY07/08	FY08/09
	Citywide	80.3%
Streets	87.4%	87.1%
Commercial - Entertainment	88.2%	88.1%
Commercial - Non-Entertainment	88.5%	84.8%
Residential	86.1%	87.0%
Alleys	63.8%	67.0%
Sidewalks	80.8%	85.2%
Commercial - Entertainment	84.8%	88.5%
Commercial - Non-Entertainment	77.7%	78.3%
Residential	78.3%	83.0%
Parks	86.2%	84.1%
Parking	74.4%	72.8%
Waterway	69.5%	71.0%
Beach Areas		
Miami Beach Responsibility Only	86.2%	84.4%
Miami-Dade County Responsibility	84.5%	85.8%

Public Area	FY09/10					Difference from prior Qtr	Difference from base FY score
	Q1	Q2	Q3	Q4	FY Score		
Citywide	80.0%	71.7%	80.2%	85.8%	79.4%	5.4%	14.2%
Streets	86.5%	78.1%	88.4%	92.4%	86.4%	4.0%	19.0%
Commercial - Entertainment	86.0%	78.8%	92.3%	93.3%	87.8%	1.0%	20.5%
Commercial - Non-Entertainment	87.0%	76.9%	80.7%	84.4%	87.3%	3.7%	5.0%
Residential	86.8%	78.7%	77.2%	87.3%	82.5%	10.1%	9.0%
Alleys	71.7%	55.8%	73.1%	75.2%	69.0%	2.1%	27.1%
Sidewalks	79.7%	72.2%	82.1%	89.8%	80.9%	7.7%	14.2%
Commercial - Entertainment	78.8%	70.0%	84.9%	91.8%	81.4%	6.3%	17.8%
Commercial - Non-Entertainment	83.1%	69.8%	83.7%	88.8%	81.4%	5.1%	9.6%
Residential	77.9%	79.5%	74.1%	87.0%	79.6%	12.3%	13.4%
Parks	64.5%	86.3%	88.0%	86.7%	80.1%	-2.2%	22.5%
Parking	65.1%	50.8%	66.6%	77.2%	65.7%	7.6%	9.3%
Waterway	62.8%	66.9%	67.5%	67.4%	71.8%	-0.1%	17.1%
Beach Areas							
Miami Beach Responsibility Only	88.8%	82.4%	80.9%	87.4%	87.3%	6.3%	14.2%
Miami-Dade County Responsibility	86.8%	80.7%	82.1%	84.4%	88.7%	-7.7%	17.3%

Public Area	FY10/11					Difference from prior Qtr	Difference from prior FY Qtr	Difference from base FY score
	Q1	Q2	Q3	Q4	FY Score			
Citywide	88.8%	84.3%	78.5%			-3.5%	-1.7%	21.8%
Streets	94.5%	91.9%	79.5%			-12.4%	-8.9%	15.6%
Commercial - Entertainment	94.3%	92.2%	79.1%			-19.1%	-19.7%	31.6%
Commercial - Non-Entertainment	94.3%	91.3%	75.8%			-15.3%	-14.9%	-6.6%
Residential	91.1%	92.1%	83.7%			-8.4%	6.5%	17.5%
Alleys	82.0%	65.9%	68.4%			2.5%	-4.7%	31.4%
Sidewalks	88.3%	86.3%	79.0%			-7.3%	-8.1%	22.8%
Commercial - Entertainment	91.0%	84.8%	76.0%			-8.8%	-8.3%	34.3%
Commercial - Non-Entertainment	90.0%	92.3%	73.1%			-19.2%	-10.6%	-6.7%
Residential	81.7%	82.2%	87.8%			5.6%	19.7%	35.7%
Parks	84.4%	96.9%	92.1%			-4.8%	3.2%	29.3%
Parking	81.4%	67.6%	73.6%			6.1%	4.0%	24.4%
Waterway	78.9%	87.1%	88.5%			1.4%	21.0%	54.0%
Beach Areas								
Miami Beach Responsibility Only	93.8%	93.4%	92.3%			-1.1%	11.4%	26.3%
Miami-Dade County Responsibility	90.5%	90.3%	88.2%			-8.1%	-3.3%	34.3%

Next Quarter Assessments

City employees and Neighborhood Leadership Academy alumni and students are conducting cleanliness assessments every quarter. If you or any member of your staff is interested in participating in the City's Public Area Cleanliness Program, please contact Leslie Rosenfeld with the Office of Budget and Performance Improvement Organizational Development Division at extension 6923.

If you have any further questions, please feel free to contact me.

A handwritten signature in black ink, consisting of a stylized 'J' followed by a horizontal line and a diagonal stroke.

JMG/DRB/KGB/LDR