

Neighborhood/Community Affairs Committee Meeting  
May 22, 2012

**DISCUSSION REGARDING THE IMPLEMENTATION OF A "SEE IT, REPORT IT" CAMPAIGN  
TO FACILITATE AND EXPEDITE THE REPORTING OF CODE COMPLIANCE AND NON-  
EMERGENCY POLICE ISSUES.**

*Commission Item G4C, March 21, 2012  
(Requested by Commissioner Weithorn)*

Hilda M. Fernandez, Assistant City Manager

**ITEM #5**



# MIAMI BEACH

City of Miami Beach, 1700 Convention Center Drive, Miami Beach, Florida 33139, [www.miamibeachfl.gov](http://www.miamibeachfl.gov)

## COMMITTEE MEMORANDUM

TO: Members of the Neighborhoods/Community Affairs Committee

FROM: *Shirley M. Fernandez*  
Jorge M. Gonzalez, City Manager

DATE: May 22, 2012

SUBJECT: **DISCUSSION ON THE IMPLEMENTATION OF A "SEE IT, REPORT IT" CAMPAIGN TO FACILITATE AND EXPEDITE THE REPORTING OF CODE COMPLIANCE AND NON-EMERGENCY POLICE ISSUES**

This discussion item was referred to the Neighborhoods/Community Affairs Committee on March 21, 2012, by Commissioner Deede Weithorn.

In anticipation of the discussion on this item, Staff recently met with Commissioner Weithorn's aide, Alex Fernandez, to discuss how the City currently facilitates the reporting of issues, and what options might be pursued to facilitate the ability for residents to report issues they see in the community when they see them.

### **BACKGROUND:**

The City currently has several options for residents to report issues.

- The City has had an online citizen request and support system for several years. As we previously reported, the Better Place program was replaced by a produce produced by WebQA, which is called the Citizen Support Center. When residents or businesses access this page, they can ask a question, make a request/complaint, and/or find answers. Please see attached "print screens" of where this is located on our homepage, and what the Citizen Support Center page looks like. When making a complaint using the Citizen Support Center, a unique tracking number is provided for tracking purposes.
- While not everyone has access to a computer or smartphone, our general phone number is another way to report concerns. As you may know, the City discontinued its Answer Center several years ago due to budget issues. In its place, a revised, and extensive, voice response system was implemented when calling 305.604.CITY (2489) that is designed to direct callers to departments or divisions that, statistically, we were able to determine received the highest volume of calls. As an additional measure in the event the caller needed assistance not specified by the voice mail system, the call is transferred to the City Clerk's office, which will transfer the call according to the need or issue. Generally, during business hours residents will call departments directly to report issues or make complaints. After hours and on weekends, the voice mail system changes to allow callers interested in making a complaint about noise or parking to be transferred to a dispatcher who will take the call and assign, as appropriate.
- To make reporting graffiti easier and more efficient, we also have an email address ([graffiti@miamibeachfl.gov](mailto:graffiti@miamibeachfl.gov)) that automatically routes to several departments simultaneously to deal with it.

As the WebQA Citizen Support System is only available online and the use of phone devices is on the rise, several months ago the City began exploring a smartphone integration for the Citizen Support Center. The new phone application, currently being tested, will integrate with our WebQA system,

allowing cases opened through the app to be routed the same way as any cases or complaints opened through our online program. The new app, which we had called and branded "Miami Beach Report It," will be available soon for downloads on all smartphones for free.

### **ANALYSIS:**

The concept discussed was the creation of a simple message designed to alert residents and businesses on how they can report issues. Working off the "Report It" branding that was already being implemented for the phone app, the following is being implemented, as they are cost-free:

- We will be making modifications to the 305.604.CITY voice response routing system to make it more user-friendly in reporting issues of concern. The "See it. Report it." Messaging will be used.
- We are re-branding all of our citizen support services (phone, online and app) to reflect the "Report It" tag.
  - Since our Online program includes the ability to ask questions, the Website's home page link to "Citizen Support" will be changed to "Ask it. Report it."
  - When "Ask it. Report it." is selected, a new web landing page will communicate the three ways to report issues and concerns (online, smartphone app and telephone).
- "Report It" will be promoted using several communications methods that are of no cost to us, which include publications (ie. MB magazine and MB Line), video, radio, media, and social media. Other promotion methods include printing business cards and posters in-house to use at city facilities and frontline points (reception desks, cashiers and employees).

Other options being considered include:

- Adding "See it. Report it." and the 305.604.CITY number to any informational signs being replaced at city facilities (including parks, etc.). Producing new signs with only this message would only be possible if funding was identified.
- Placing stickers with "See it. Report it." and the webpage and/or phone number on the City's fleet vehicles, should funding be identified.

### **CONCLUSION**

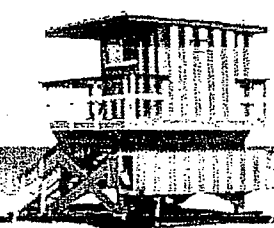
The implementation of a "Report It" program is consistent with recent efforts to create easier methods for residents or businesses to report issues they observe at the City. The smartphone app, to be launched publicly soon, will make this easier by even allowing residents to attach photos of issues they report. Modifications to the City's web page to reflect the new "brand" for the citizen complaint process can be accomplished in-house and at no cost, and the promotions of the branding using the City's current media tools is not an issue. Should it be the desire of the Committee to pursue a signage program to complement the Report It. Program, then funding will be necessary.

JMG/hmf/nr

Thursday, May 17, 2012

# MIAMI BEACH

Official Website of the City of Miami Beach



SearchMB

Traduzca: English (U.S.)

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BUSINESS

VISITORS

GOVERNMENT

PUBLIC SAFETY

Request/Solicitar

Report/Reportar

Pay/Pagar

Check/Chequear

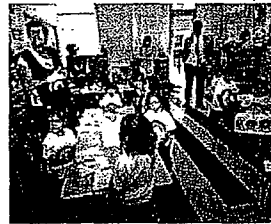
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Apply for/Aplicar para

Learn/Aprender sobre

Access/Acceso

## WELCOME • BIENVENIDOS



### Celebrating and Investing in Miami Beach Community Services

For 38 years, the Community Development Block Grant (CDGB) program in Miami Beach has provided broad-based community services to meet the physical, economic & social needs of the community. [More details >](#)

1 2 3

Currently in Miami Beach:  
79°F, Fair

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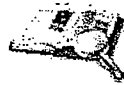


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### NEWSROOM

# Citizen Support Center

Welcome to the Miami Beach Citizen Support Center! The City of Miami Beach has implemented a new and improved online citizen request and support system in order to provide excellent customer service to all of our residents, visitors and businesses. You can now ask a question, make a request/complaint or find answers with just a click.



## Find Answers

- Browse All Answers
- Search for a Specific Answer



## Ask a Question

- Send Us a Question



## Make a Request

- Report a Problem
- Register a Complaint



## My Support Center

- Check Status of Requests Submitted and Questions Asked



## Online Services

- Online Services



## Online Utility Bill Pay

- Pay Your Utility Bills



## Event Calendar

- View City Events



## Message Center

- Sign up to Receive City Emails



# MIAMI BEACH

OFFICE OF THE MAYOR AND COMMISSION

MEMORANDUM

TO: Mr. Jorge Gonzalez, City Manager  
Mr. Robert Parcher, City Clerk

FROM: Commissioner Deede Weithorn

DATE: February 22, 2012

SUBJECT: Referral to Neighborhoods Committee:  
"See it, Report it" Campaign

Commissioner Deede Weithorn would like to make a referral to the Neighborhoods & Community Affairs Committee for a discussion item regarding the implementation of a "See it, Report it" campaign to facilitate and expedite the reporting of code compliance and non-emergency police issues.

Should you have any questions and/or concerns, please do not hesitate to contact me at extension 6528.

Thank you,

Alex J. Fernández,  
Deputy Commissioner to  
Commissioner Deede Weithorn

*We are committed to providing excellent public service and safety to all who live, work, and play in our vibrant city.*

Agenda Item C4C  
Date 3-21-12