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: Jimmy Morales, City Manager

DATE: April 25, 2013

SUBJECT: **DISCUSSION REGARDING THE ISSUE OF ENCOURAGING BUSINESSES TO SUPPORT THE EFFORT OF IMPLEMENTING MORE HOMELESS METERS**

BACKGROUND

The Miami-Dade County Homeless Trust (the Trust) was created in 1993 by the Board of County Commissioners with several primary functions: to administer proceeds of the one-percent food and beverage tax, to implement the local Continuum of Care Plan, a three-phased plan, called the Miami-Dade County Community Homeless Plan; and to serve in an advisory capacity to the Board of County Commissioners on issues involving homelessness. The Trust is not a direct service provider. Instead, it is responsible for the implementation of policy initiatives developed by the 27-member Miami-Dade County Homeless Trust Board, and the monitoring of contract compliance by agencies contracted with the County, through the Trust, for the provision of housing and services for homeless persons.

The City has been participating in a fundraising campaign which is described below and will be referred to as the "Homeless Meters" throughout this memorandum. The Homeless Meter campaign resulted from the Trust's April 2009 effort to continue to promote awareness of homeless issues throughout the community. The Trust engaged the M Network, a public relations firm, to promote community awareness of services offered by the Trust, as well as to assist in a targeted campaign related to providing alternative strategies to panhandling.

The Trust's awareness campaign focused on donation of parking meters, a strategy which had been successfully utilized in other communities, such as Denver and Baltimore, to redirect community giving from panhandlers and into funding homeless services. According to the survey conducted by Zogby International on behalf of the Homeless Trust, "Homeless Trust Survey on Miami-Dade County's Generosity," county residents may be giving millions of dollars per year to people on the street.

The Homeless Meters are surplus parking meters graphically enhanced by local artist, Romero Britto, and are placed where panhandling most frequently occurs. All monies are collected and utilized for homeless services, such as emergency shelter beds and feeding programs. The Homeless Trust takes care of all costs associated with the program, which includes installation of the Homeless Meters and finding meter sponsors. Sponsors provide a tax deductible contribution of $1,000.00 per donation meter sponsorship (Attachment 1). The City of Miami Parking Authority (MPA) collects, processes and maintains all of the meters county wide.

On October 27, 2010, Resolution No. 2010-27535 was approved by our City Commission establishing the Miami-Dade County's Homeless Trust's Adopt-A-Homeless Meter Donation Campaign Program in the City of Miami Beach. The resolution allowed for 11 Homeless Meters to be established throughout the City (Attachment 2). Subsequently, a private donor sponsored 11 additional meters which Joe's Stone Crab allowed to be placed in its' parking lot.

ANALYSIS

At the October 24, 2012 City Commission meeting, Commissioner Weithorn referred to the Finance & Citywide Projects Committee (F&CWPC), a discussion on the issue of encouraging businesses to support the effort of implementing more Homeless Meters in the City of Miami Beach.

Subsequently, the Homeless Trust requested that the City of Miami Beach Parking Department take over collection and maintenance of the 22 Miami Beach Homeless Meters. Currently, the money deposited into the Homeless Meters is collected and maintained by the Miami Parking Authority free of charge to the Homeless Trust. However there are issues with the amount of time it takes to get the meters serviced when in need of repairs and the amount of time it takes to collect and report on donations. In an effort to more effectively maintain the Homeless Meters and collect and track the money deposited into our Homeless Meters, it is recommended that an alternative system be implemented.

The City of Miami Beach currently contracts with Standard Parking for regular parking meter collections. If the Homeless Meters program expands, Standard Parking is considering waiving the annual collection cost to Miami Beach of $242.88 for our 22 existing Homeless Meters. However, the City of Miami Beach would have to take over the annual maintenance cost of $43.09 per meter (currently totaling $948.00 for the existing 22 Homeless Meters). In return, the Homeless Trust would place a meter and a large collection device at City Hall at no cost and pay for the processing fees of the collections, $22.77 per year, and annual audit costs, $105.26 per year. However, regulatory review may be required for the large collection device depending on its size, design and location.

Based on the most recent report provided to the Homeless Trust by the MPA, collections from July 1, 2011 through February 28, 2013 resulted in $2,579.85 from the Joe's Stone Crab meters and $1,550.25 from the City of Miami Beach meters, totaling $4,130.10.

It is relevant to note that the City's own Committee on the Homeless is currently working on an anti-panhandling campaign which will include a City-wide public education component promoting the homeless meters in lieu of giving to panhandlers. Our Committee on the Homeless is researching models that have worked in other cities and including flyers, signage and mass media campaigns. This idea was a result of a presentation given to the Community Relations Board (CRB) on February 20, 2013 by the Homeless Programs staff regarding the services the City provides to the homeless. The discussion turned to the meters and how the community is not aware of its purpose. The CRB suggested a joint effort on promoting awareness and possibly being able to allocate some resources for the project.

Conclusion

The Administration requests a recommendation from the F&CWPC regarding whether the City of Miami Beach should, in an effort to encourage businesses to sponsor and place more homeless meters in the City of Miami Beach, take over the annual maintenance cost of $43.09 per meter for the meters (currently $948 annually for the existing 22 meters). In return, the Homeless Trust would place a meter and a large collection device at City Hall, subject to regulatory reviews, at no cost and pay for the processing fees of the collections, $22.77 per year, and annual audit costs, $105.26 per year.

JLM/KGB/AP/KM

Miami-Dade County

ADOPT-A-HOMELESS DONATION METER PROGRAM

SPONSORSHIP AGREEMENT

THIS AGREEMENT, made and entered into this ____ day of _____, 20____, by and between Miami-Dade County (the "County") _____ (the "Sponsor").

WITNESSETH

WHEREAS, the Miami-Dade County's Homeless Trust Department ("Department") is responsible for the Homeless Trust Continuum of Care; and

WHEREAS, the Board of County Commissioners of Miami-Dade County, through Resolution No. _____ has established the "Adopt-A-Homeless Donation Meter Program" permitting local organizations, private corporations and individuals to sponsor a collection device to promote public awareness of homelessness and allow individuals to contribute to the Homeless Trust's programs and services; and

WHEREAS, the Sponsor wishes to provide a tax deductable contribution of $1,000.00 per donation meter **sponsorship**. If the Sponsor has a preference for location please list the location(s) below:

1. _____

2. _____

3. _____

And/or WHEREAS the Sponsor wishes to house a large collection device at no cost to the Sponsor at the following private location(s), which are controlled and operated by the Sponsor:

1. _____

2. _____

3. _____

Now therefore, the parties agree as follows:

A. The Sponsor shall:

1.) Provide a charitable contribution of $1,000 per homeless donation meter payable to Miami-Dade County; and

2.) Identify desired location(s) for the placement of said homeless donation meter(s). Approval of location(s) is subject to the discretion of the County; and

3.) Meter(s) placed in/on private property not otherwise visible to the street may be located in private venues when properly secured by the Sponsor; and

4.) Identify the name of the Sponsor to be placed on a sponsorship **plaque** to be affixed to the meter as:

_____

Name of Sponsor

Such sponsorship name shall be in a standard font and format selected by the County.

B. A Sponsor hosting a large collection device in its privately controlled and operated venue shall:

1.) Provide a secure and mutually agreeable location within the Sponsor's privately controlled and operated venue where a large collection device may be installed; and

2.) Provide access during business hours to County-authorized personnel to install, maintain and collect any monies collected from the collection device. The Sponsor understands and acknowledges that any and all monies received in the collection device will go toward the County's Homeless programs and services; and

3.) The Sponsor covenants and agrees that it will **indemnify** and hold harmless Miami-Dade County from any claim relating to the placement of the collection device.

4.) The Sponsor understands and acknowledges that it may suspend or revoke its participation in the Adopt-A-Homeless Donation Meter Program if it finds that the Sponsor has in any way damaged or stolen from the meter/collection device or committed any acts that are contrary to the Program's mission.

C. The County shall:

1.) Install and maintain donation meters and collection devices; and

2.) Ensure timely collection of funds from donation meters and collection devices; and

3.) Utilize all funds from donation meters and collection devices to directly support the programs and services provided by the County's Homeless Trust.

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be executed, the day and year first written above.

I CERTIFY that the information contained herein is true and accurate and that I possess the authority to execute this Agreement on behalf of the Sponsor.

NAME OF SPONSOR: _____

ADDRESS: _____

BY: _____ DATE: _____
Sponsor Representative's Signature

PRINT NAME: _____ TITLE: _____

MIAMI-DADE COUNTY

BY: _____ DATE: _____
Mayor or Mayor's Designee

ATTEST: _____ DATE: _____

HOMELESS **DONATION** METERS

LOCATIONS

Ocean Drive + 6 Street
Ocean Drive + 10 Street
Ocean Drive + 14 Street
Washington Avenue + 9 Street
Washington Avenue + 13 Street
Washington Avenue + Española Way
Lincoln Road + Alton Road
Lincoln Road + Washington Avenue
Collins Avenue + 46 Street
Collins Avenue + 67 Street
Collins Avenue + 73 Street

Attachment 2