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LTC # 274-2014

LETTER TO COMMISSION

TO: Mayor Philip Levine and Members of the City Commission

FROM: Jimmy L. Morales, City Manager

DATE: August 5, 2014

SUBJECT: Cleanliness Index & Assessment Program Results for FY 2013/14 Quarter 3

The purpose of this Letter to Commission is to communicate the results of the award winning Cleanliness Index and Assessment program from FY 2013/14 Quarter 3 (April 1, 2014 to June 30, 2014).

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. Quarterly sample sizes are set to ensure no greater than a ±5.0 percentage point sampling error given the 95% confidence level for each of the public areas assessed.

During FY 2006/07, the City tightened the target for the Citywide and area-specific cleanliness indicators 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, FY 2010/11, FY 2011/12, FY 2012/13 and FY 2013/14. As important, the City also has a goal to ensure that 90 percent of assessments score 2.0 or better, with awareness to seasonal fluctuations.

Summary of the Cleanliness Assessment Results FY 2013/14 Quarter 3

Overall, the citywide cleanliness index improved during FY 2013/14 Quarter 3 by 32.6% when compared to the same quarter in FY2005/06 (the first year the program was implemented) and declined when compared to the same quarter in FY 2012/13 by 7.1%. In general, the City's cleanliness has steadily progressed as evidenced by the index, anecdotal information, and results of our most recent resident survey, with 90.4% of all public area assessments scoring 2.0 or better (target=90%). However, cleanliness remains a top priority for the City.

Positive and Stable Areas in FY 2013/14 Quarter 3

- **Sidewalks**– Sidewalks overall improved by 4.8% to 1.39 when compared to the prior quarter, with scores down 12.1% when compared to the same quarter in FY 2012/13. Sidewalks in commercial entertainment areas remained stable compared to the prior quarter, with all areas across the beach showing improvement. Public Works has

increased the frequency of right-of-way inspections to address litter concern surrounding construction sites.

- **Streets**– Streets overall improved by 8.9% to 1.44 when compared to the prior quarter. Commercial entertainment streets improved by 6.4% to 1.31. The increase in construction in the South Beach area appears to be a contributing factor to the increase in litter on the ground. As such, the Public Works Department continues to work with the Florida Department of Transportation (FDOT) to discuss steps to help maintain the cleanliness of streets while construction is underway.

- **Parks**- Parks improved by 8.1% to 1.37 when compared to the prior quarter and declined by 6.3% compared to the same quarter in FY 2012/13. North Shore Open Space scores were amongst the lowest this quarter, with litter/trash and organic material a primary driver on pedestrian trails, open green space, and pavilion shelters. Parks will continue to work with multiple departments to address the needs of the homeless. Additionally, Organizational Development Performance Initiatives will provide additional training to park supervisors on the cleanliness index.

- **Parking Lots** - Scores improved by 9.5% to 1.52 when compared to the prior quarter. Overflowing garbage cans and litter on the ground appear to be the issue. Public Works will replace damaged garbage cans at identified locations.

Areas of Focus

- **Waterways** - Scores improved by 5.0% compared to the prior quarter and 21.8% when compared to the same quarter in FY 2012/13, but this continues to be an area of focus as scores remain amongst the lowest at 1.90 when compared to all assessment areas. Waterways in the North Beach areas remain a concern. Public Works will reach out to the contractor to address the organic material and litter issues.

- **Alleys**– Alleys improved 6.4% when compared to the prior quarter to 1.76 and declined 9.3% when compared to the same quarter in FY 2012/13. Alley cleanliness ratings remain amongst the poorest citywide at a score of 1.76. The Code Department will continue to deploy staff two (2) times a day seven (7) days a week for daily alley sweeps, and plans to increase enforcement on Ocean Drive including alleys in the next few months.

- **Beaches -** Beaches improved for those areas covered by Miami-Dade County by 6.5% when compared to the same quarter in FY 2012/13. Areas covered by Miami Beach remained stable. Cleanliness of beaches remains a priority, with multiple departments collaborating to address issues. Code will continue to patrol the beaches seven (7) days a week, focusing on beach spoil concerns.

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Cleanliness Index Score Per Public Area (target = 1.5)

Public Area	Q1	Q2	Q3	Q4	FY Score
Overall City Score	[illegible]	1.94	[illegible]	[illegible]	[illegible]
Streets	[illegible]	1.98	[illegible]	1.84	[illegible]
Not including alleys	1.99	1.85	[illegible]	1.74	1.94
Commercial – Entertainment	1.64	1.78	[illegible]	1.74	1.95
Commercial – Non-Entertainment	1.85	1.87	1.81	1.75	1.83
Residential	[illegible]	1.93	[illegible]	1.74	[illegible]
Alleys	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Sidewalks	[illegible]	[illegible]	[illegible]	1.84	[illegible]
Commercial – Entertainment	1.87	1.95	[illegible]	1.96	[illegible]
Commercial – Non-Entertainment	1.97	[illegible]	1.91	1.79	1.95
Residential	[illegible]	[illegible]	[illegible]	1.83	[illegible]
Parks	[illegible]	1.53	1.93	[illegible]	1.90
Parking	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Waterway	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Beach Areas					
Miami Beach Responsibility Only	[illegible]	1.68	1.80	1.91	1.85
Miami-Dade County Responsibility	1.56	1.78	[illegible]	1.95	1.93

Public Area	FY2011 FY Score	FY2012 FY Score	FY2013 FY Score	FY2014 FY Score	FY2015 FY Score	FY2016 FY Score	% change from prior FY score	% change from base FY score
Overall City Score	[illegible]	1.80	1.60	1.59	[illegible]			
Streets	[illegible]	1.74	1.65	1.58	[illegible]			
Not including alleys	1.94	1.66	1.54	[illegible]	[illegible]			
Commercial – Entertainment	1.95	1.69	1.55	[illegible]	[illegible]			
Commercial – Non-Entertainment	1.83	1.63	1.57	[illegible]	[illegible]			
Residential	[illegible]	1.65	1.61	[illegible]	[illegible]			
Alleys	[illegible]	1.89	1.89	1.84	1.77			
Sidewalks	[illegible]	1.75	1.63	[illegible]	[illegible]			
Commercial – Entertainment	[illegible]	1.77	1.64	[illegible]	[illegible]			
Commercial – Non-Entertainment	1.95	1.77	1.63	1.57	[illegible]			
Residential	[illegible]	1.71	1.59	[illegible]	[illegible]			
Parks	1.90	1.57	[illegible]	[illegible]	[illegible]			
Parking	[illegible]	2.00	1.81	1.75	1.63			
Waterway	[illegible]	2.11	1.70	1.96	1.72			
Beach Areas								
Miami Beach Responsibility Only	1.85	1.59	[illegible]	[illegible]	[illegible]			
Miami-Dade County Responsibility	1.93	1.63	[illegible]	[illegible]	[illegible]			

Public Area	Q1	Q2	Q3	Q4	FY Score	% change from prior FY score	% change from base FY score
Overall City Score	[illegible]	[illegible]	[illegible]	1.68	[illegible]	-6.2%	-29.0%
Streets	[illegible]	[illegible]	[illegible]	1.62	[illegible]	-5.1%	-27.5%
Not including alleys	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	-6.2%	-29.9%
Commercial – Entertainment	[illegible]	[illegible]	[illegible]	1.61	[illegible]	-4.8%	-29.7%
Commercial – Non-Entertainment	[illegible]	[illegible]	[illegible]	1.56	[illegible]	-5.3%	-22.4%
Residential	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	-7.6%	-34.3%
Alleys	1.81	1.69	1.61	1.95	1.77	-3.8%	-31.9%
Sidewalks	[illegible]	[illegible]	[illegible]	1.64	[illegible]	-6.2%	-33.9%
Commercial – Entertainment	[illegible]	[illegible]	[illegible]	1.55	[illegible]	-4.2%	-32.8%
Commercial – Non-Entertainment	[illegible]	[illegible]	[illegible]	1.59	[illegible]	-9.5%	-27.1%
Residential	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	-7.7%	-38.7%
Parks	[illegible]	[illegible]	[illegible]	1.54	[illegible]	-4.1%	-27.3%
Parking	1.52	1.56	1.55	1.87	1.63	-5.8%	-26.2%
Waterway	1.69	1.73	1.66	1.93	1.72	-12.2%	-33.5%
Beach Areas							
Miami Beach Responsibility Only	[illegible]	[illegible]	[illegible]	1.58	[illegible]	2.5%	-24.3%
Miami-Dade County Responsibility	[illegible]	[illegible]	1.63	1.60	[illegible]	2.8%	-24.3%

Public Area	Q1	Q2	Q3	Q4	FY Score	% change from prior Qtr	% change in prior FY Qtr	% change from base quarter in fiscal year
Overall City Score	1.60	1.60	1.61			-5.5%	7.1%	-32.6%
Streets	1.59	1.58	[illegible]			-6.9%	3.6%	-35.1%
Not including alleys	[illegible]	[illegible]	[illegible]			-6.9%	1.5%	-38.4%
Commercial – Entertainment	1.53	[illegible]	[illegible]			-6.4%	1.6%	-46.3%
Commercial – Non-Entertainment	[illegible]	1.60	[illegible]			-16.3%	3.1%	-26.0%
Residential	[illegible]	[illegible]	[illegible]			-6.7%	0.0%	-34.1%
Alleys	1.94	1.88	1.76			-6.4%	9.3%	-36.0%
Sidewalks	[illegible]	[illegible]	[illegible]			-4.9%	12.1%	-40.3%
Commercial – Entertainment	[illegible]	[illegible]	[illegible]			0.0%	8.0%	-46.0%
Commercial – Non-Entertainment	1.68	1.67	[illegible]			-11.4%	17.5%	-33.5%
Residential	[illegible]	1.53	[illegible]			-8.5%	16.7%	-40.4%
Parks	[illegible]	[illegible]	[illegible]			-8.1%	6.2%	-29.0%
Parking	1.57	1.68	1.52			-9.5%	-1.9%	-33.9%
Waterway	1.91	2.00	1.90			-5.0%	21.8%	-35.2%
Beach Areas								
Miami Beach Responsibility Only	1.57	[illegible]	[illegible]			2.6%	-1.4%	-21.1%
Miami-Dade County Responsibility	[illegible]	[illegible]	[illegible]			-2.1%	-6.5%	-29.9%

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

Public Area	[illegible]				
	Q1	Q2	Q3	Q4	FY Score
Citywide	[illegible]	[illegible]	[illegible]	75.5%	[illegible]
Streets	[illegible]	79.2%	[illegible]	84.8%	[illegible]
Commercial – Entertainment	[illegible]	81.1%	[illegible]	[illegible]	[illegible]
Commercial – Non-Entertainment	76.7%	[illegible]	82.4%	[illegible]	82.3%
Residential	[illegible]	84.6%	[illegible]	86.1%	[illegible]
Alleys	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Sidewalks	[illegible]	[illegible]	[illegible]	79.3%	[illegible]
Commercial – Entertainment	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Commercial – Non-Entertainment	[illegible]	[illegible]	79.6%	87.4%	[illegible]
Residential	[illegible]	78.1%	[illegible]	82.2%	[illegible]
Parks	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Parking	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Waterway	[illegible]	83.7%	[illegible]	[illegible]	[illegible]
Beach Areas					
Miami Beach Responsibility Only	[illegible]	83.8%	[illegible]	78.5%	[illegible]
Miami-Dade County Responsibility	75.3%	78.4%	[illegible]	77.2%	[illegible]

Public Area	[illegible]	[illegible]
	FY Score	FY Score
Citywide	85.5%	87.8%
Streets	[illegible]	[illegible]
Commercial – Entertainment	[illegible]	[illegible]
Commercial – Non-Entertainment	89.0%	89.5%
Residential	[illegible]	[illegible]
Alleys	[illegible]	79.6%
Sidewalks	86.7%	[illegible]
Commercial – Entertainment	86.1%	[illegible]
Commercial – Non-Entertainment	86.8%	88.4%
Residential	86.6%	[illegible]
Parks	[illegible]	[illegible]
Parking	78.0%	83.3%
Waterway	83.9%	[illegible]
Beach Areas		
Miami Beach Responsibility Only	[illegible]	[illegible]
Miami-Dade County Responsibility	[illegible]	[illegible]

Public Area	[illegible]						
	Q1	Q2	Q3	Q4	FY Score	Difference from prior Qtr	Difference from base Yr score
Citywide	89.5%	89.3%	[illegible]	85.6%	89.1%	-8.9%	28.9%
Streets	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	-2.6%	19.9%
Commercial – Entertainment	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	-2.0%	27.1%
Commercial – Non-Entertainment	89.9%	[illegible]	[illegible]	88.4%	[illegible]	-8.8%	9.0%
Residential	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	0.8%	19.0%
Alleys	78.5%	83.0%	85.6%	79.0%	81.5%	-8.6%	38.6%
Sidewalks	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	-6.2%	28.2%
Commercial – Entertainment	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	-4.0%	30.4%
Commercial – Non-Entertainment	[illegible]	[illegible]	[illegible]	88.8%	[illegible]	-6.4%	19.6%
Residential	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	-8.4%	27.4%
Parks	[illegible]	[illegible]	[illegible]	89.2%	[illegible]	-6.8%	26.9%
Parking	87.6%	86.6%	[illegible]	76.5%	85.9%	-11.8%	29.4%
Waterway	83.0%	79.1%	83.7%	[illegible]	80.0%	-8.4%	25.6%
Beach Areas							
Miami Beach Responsibility Only	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	-1.6%	20.3%
Miami-Dade County Responsibility	[illegible]	[illegible]	89.3%	89.9%	[illegible]	0.6%	20.3%

Public Area	[illegible]							
	Q1	Q2	Q3	Q4	FY Score	Difference from prior Qtr	Difference from prior FY Qtr	Difference from base Yr Qtr
Citywide	87.5%	85.8%	[illegible]			4.6%	-1.5%	33.7%
Streets	[illegible]	89.4%	[illegible]			3.8%	-0.4%	28.9%
Commercial – Entertainment	[illegible]	[illegible]	[illegible]			3.7%	-0.7%	47.2%
Commercial – Non-Entertainment	[illegible]	88.1%	[illegible]			8.1%	-0.8%	11.8%
Residential	[illegible]	89.2%	[illegible]			1.4%	0.1%	24.4%
Alleys	77.9%	77.8%	82.3%			4.6%	-3.3%	46.3%
Sidewalks	[illegible]	88.6%	[illegible]			3.8%	-3.3%	36.0%
Commercial – Entertainment	[illegible]	[illegible]	[illegible]			1.6%	-1.3%	52.3%
Commercial – Non-Entertainment	87.0%	85.3%	[illegible]			4.8%	-4.1%	10.3%
Residential	89.4%	88.1%	[illegible]			4.4%	-4.8%	40.4%
Parks	[illegible]	86.6%	[illegible]			6.0%	-1.2%	26.4%
Parking	87.2%	84.4%	[illegible]			6.6%	0.8%	41.7%
Waterway	77.7%	[illegible]	81.9%			10.2%	-1.8%	47.3%
Beach Areas								
Miami Beach Responsibility Only	88.7%	[illegible]	[illegible]			-1.2%	2.0%	28.4%
Miami-Dade County Responsibility	[illegible]	[illegible]	[illegible]			1.4%	3.6%	38.8%

Cleanliness Key Intended Outcome

Cleanliness was identified in our community surveys as a key driver affecting overall quality of life. In addition, in the 2014 survey, residents and businesses rated cleanliness as one of the services 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 29.0% from FY 2005/06 to FY 2012/13.

Next Quarter Assessments

City employees and Neighborhood Leadership Academy alumni and residents 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 and Appearance Program, please contact Dr. Leslie Rosenfeld with Organization Development Performance Initiatives at extension 6923.

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

c: Mark Taxis, Assistant City Manager
Kathie G. Brooks, Assistant City Manager
Dr. Leslie Rosenfeld, Chief Learning Development Officer
Eric Carpenter, Public Works Director
John Rebar, Parks and Recreation Director
Saul Francis, Parking Director
Mariano Fernandez, Building Director
Hernan Cardeno, Code Compliance Director
Robert Santos-Alborna, Code Compliance Division Director
Al Zamora, Sanitation Division Director

MT/KGB/MT/LDR