

# MIAMI BEACH

OFFICE OF THE CITY MANAGER

NO. LTC# 204-2016

LETTER TO COMMISSION

TO: Mayor Philip Levine and Members of the City Commission

FROM: Jimmy L. Morales, City Manager

DATE: May 10, 2016

SUBJECT: **GOODWILL AMBASSADORS FOR  
MEMORIAL DAY WEEKEND ACTIVITIES**

This Letter to Commission outlines the plan for deploying the City's Goodwill Ambassador Teams during the 2016 Memorial Day Weekend activities where capacity crowds are expected for the City. This highly successful program continues to be an essential component of the City's Major Event Planning, and the Department of Emergency Management and the Police Department continue to collaborate and coordinate the program.

The Goodwill Ambassadors have been the face of the City during peak periods, presenting Miami Beach in the best possible light to our visitors. The Department of Emergency Management and Police Department have developed a Goodwill Ambassador plan that enhances efforts to maintain safety and security.

**Police Personnel** - Police Personnel assigned to the Goodwill Ambassadors will consist of four uniformed police officers. Two uniformed officers will be assigned to Goodwill Ambassadors working day shift and two uniformed officers will be assigned to Goodwill Ambassadors working nights. The uniformed police officers will take any law enforcement action deemed necessary. In addition to those duties, uniformed officers will complete any incident reports, assist Goodwill Ambassadors in the distribution of brochures outlining safety tips and coordinate with any outside entities working with the Goodwill Ambassador program. There will be a collaborated effort between the uniformed police officers, the Department of Emergency Management, and the Miami-Dade County Community Relations Board in the supervision of the City of Miami Beach and Miami-Dade County Goodwill Ambassadors.

**Training:**

The City of Miami Beach Goodwill Ambassadors will be required to attend a two hour training and orientation at the Miami Beach Convention Center, Hall C on Tuesday, May 24th at 1400hrs. Miami Dade County Goodwill Ambassadors orientation and training date is Wednesday, May 11<sup>th</sup> at 1630hrs. at the Stephen P. Clark Center 111 NW 1<sup>st</sup> Street Miami, FL 33128. This training will be conducted by one of the uniformed police officers assigned to the GWA Program and the Department of Emergency Management Coordinator.

### **Goodwill Ambassadors Responsibilities and Assignment:**

The Goodwill Ambassadors will be assigned to various locations within the Entertainment District, Lummus Park, and the beach (Area one, South District). The Goodwill Ambassadors will be divided into teams and tasked with various assignments. Those assignments are:

- **Beach Assignment** – Goodwill Ambassadors assigned to the beach will be posted near beach access areas in an effort to assist police officers in educating beach goers on the City Ordinances pertaining to glass bottles and open alcoholic beverages on the beach. They will also be tasked with handing out small courtesy litter bags to beach goers and reporting any criminal activity to law enforcement officers (i.e. beach thefts). There will be several Goodwill Ambassador tents near the beach access areas in an effort to provide pertinent information to visitors and/or residents.
- **Ocean Drive Assignment** – Goodwill Ambassadors assigned to Ocean Drive will be posted in Lummus Park where there is a high volume of people. The Goodwill Ambassadors will be tasked with distributing brochures outlining safety tips to visitors, monitoring crowd control, checking public restrooms for cleanliness and reporting any criminal activity to law enforcement officers.
- **Entertainment District Assignment** (Collins Avenue and Washington Avenue) – Goodwill Ambassadors assigned to the Entertainment District will be tasked with crowd monitoring at various nightclubs and hotels. These Goodwill Ambassadors will assist law enforcement in keeping the crowd behind barricades and out of the roadway. There will be a minimum of six (6) Goodwill Ambassadors assigned to a team when dealing with crowd control. The Goodwill ambassadors will also monitor municipal parking garages and gas stations along 5<sup>th</sup> Street where crowds tend to gather.
- **MBPD Headquarters Assignment** – Goodwill Ambassadors assigned to the MBPD will be positioned in the lobby area to help facilitate the dissemination of information. In past years, during special events, the police department experienced a high volume of people coming into the station looking for pertinent information.

### **Goodwill Ambassador Uniform Attire:**

CMB and Miami-Dade County Goodwill Ambassadors are required to wear city approved Goodwill Ambassadors shirts and City issued ID cards. The ID card must be visible at all times. The Goodwill Ambassador shirts will be lime green with royal blue lettering, clearly identifying them as a Goodwill Ambassadors. City of Miami Beach and Miami-Dade County Goodwill Ambassadors administration shirts will be in navy blue with lime green lettering.

### **Transportation/Parking:**

The Goodwill Ambassadors will use Gator carts as a source of transportation. Rental cost for these vehicles will be \$2400.00 for the Memorial Day weekend dates. The majority of the Goodwill Ambassadors will be on assigned post or walking beats. The Gator carts will be parked on the first floor of the Miami Beach Police Parking Garage/Convention Center. In addition to the Gator carts, there will be a shuttle service Thursday through Monday from the Convention Center to the Miami Beach Police Department. Parking location for Goodwill Ambassadors personal vehicles is still pending.

**Communications:**

The Goodwill Ambassadors will communicate on hand held radios distributed by the City of Miami Beach Department of Emergency Management. There will be two Goodwill Ambassadors appointed as dispatchers who will be tasked with dispatching Goodwill Ambassadors to calls for service. The GWA dispatchers will also keep a record indicating the location of each team and will communicate with the Department of Emergency Management (PSCU). The GWA dispatchers will maintain a radio log with each team leader's name and cellular phone number.

In the event of radio failure, the GWA dispatcher will contact each team leader by phone and request the team to report to Miami Beach Police Station, the 10<sup>th</sup> Street Welcome Center or the Miami Beach Convention Center (GWA muster locations for radio failures). The GWA dispatchers will receive radio training by the Department of Emergency Management prior to their shift. The Department of Emergency Management (PSCU) and City Warning Point (CWP) will monitor the Goodwill Ambassadors radio transmissions.

**Deployment:**

The City of Miami Beach Goodwill Ambassador Teams will deploy approximately Eighty (80) Goodwill Ambassadors to support Memorial Day Weekend (MDW) activities. The Goodwill Ambassadors were deployed during last year's MDW and have shown to be tremendous assets in assisting public safety personnel with non-enforcement related duties. This year, the CMB Goodwill Ambassadors are scheduled for deployment on Friday, May 27<sup>th</sup>, Saturday, May 28<sup>th</sup> and Sunday, May 29<sup>th</sup>. There will be two shifts (1000-2100) and (1200-2200). The County Goodwill Ambassadors are scheduled for deployment on Thursday, May 26<sup>th</sup> and Friday, May 27<sup>th</sup> (1800-0200), Saturday, May 28<sup>th</sup> and Sunday, May 29<sup>th</sup> (1600-0000) and Monday, May 30<sup>th</sup> (1000-2000).

**Outside Entities working with GWA:**

As in previous years, the God Squad (which consists of local pastors and clergies), the Miami Dade Peace Officers and members from the Department of Justice will be working closely with the Goodwill Ambassadors throughout the Memorial Day Weekend. These members will be dressed in uniform attire working various hours during the weekend

**Staging Location:**

Miami Beach Convention Center (GWA Command Post)  
1700 Convention Center Dr., Miami Beach, FL  
Rm: 220-222

**Field Staging Location:**

1001 Ocean Drive- Art Deco Welcome Center (Break location)  
10<sup>th</sup> and Lummis Park area (Rehab Tent)  
GWA contact # (305) 673-7736

**Roll Calls:**

Goodwill Ambassador roll calls will be conducted in the GWA Command Post at the beginning of each shift.

**Meals/Drinks:**

The Goodwill Ambassadors will be provided one meal per day along with snacks and refreshments.

**CMB Goodwill Ambassadors participation criteria:**

In order to participate, all Goodwill Ambassadors must meet the following criteria:

- Have accrued no more than ten (10) sick days (not incidents) in the last 12-month period prior to request for participation
- Have not been Absent Without Leave (AWOL) in the last 12-month period
- Have an overall employment evaluation score of no less than 65, and no less than 7 in the areas of "customer service" and "ability to work with others"
- Have not received discipline in the last 6 months
- Are not currently on active Family and Medical Leave (FML)

All employees must obtain approval from their supervisor and Director in order to participate as Goodwill Ambassadors.

Participating Employees to the Goodwill Ambassador Program for Memorial Day events will receive administrative time for time worked. Administrative time will be calculated one hour and a half (time and ½) for each hour served. Administrative leave accumulated during deployment is projected to cost approximately \$100,000.00 to support Memorial Day Weekend events.

If you have any questions or need additional information, please do not hesitate to contact me.



JLM/CT/CF/MR