

# TOWN OF MIAMI LAKES



6601 Main Street, Miami Lakes, Fl 33014  
305.364.6100

## Y PERFORMANCE REPORT



# Q3FY2023

PRESENTED BY: EDWARD PIDERMANN  
TOWN MANAGER

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# TOWN MANAGER'S MESSAGE

*-Edward Pidermann*



I am pleased to present the Town of Miami Lakes third (3rd) Quarter Performance Report for Fiscal Year 2022-2023. This report provides a narrative for each performance measure from April to May 2023.

The Town continually works to improve how we deliver services and measure and evaluate our performance. Performance measures are effective and reliable ways to assess the efficiency and effectiveness of our service delivery, as well as our responsibility to be good stewards of your tax dollars.

Our goals for this fiscal year include:

- 1.Ensure our measures are tracked and recorded accurately
- 2.Have departments set realistic goals and targets which they can work toward achieving
- 3.Analyze data to assess performance and adjust service levels as needed



## OVERVIEW

The Town of Miami Lakes was incorporated on December 5, 2000. It is one of 34 municipalities in Miami Dade County, Florida. Conveniently located just 16 miles north of Downtown Miami and only 10 miles from Miami International Airport, our Town is home to approximately 30,000 residents and 1,500 businesses. The Town encompasses about 6.5 square miles, bound by NW 170th Street and the Palmetto Expressway (SR 826) to the north, NW 138th Street to the south, NW 57th Avenue (Red Road) to the east, and Interstate 75 to the west.



Aerial View of the Town of Miami Lakes

## *Small-town feel...*

Over the last 60 years, Miami Lakes has evolved from a dream on paper to a vibrant community that has been nationally recognized as one of the best examples of unique and innovative town planning. Although the Town is predominantly low-density, an active and popular Town Center, as well as strategically placed large parks, pocket parks, schools, religious and commercial centers throughout the Town, provide a variety of services and social interaction opportunities, creating a community with a small-town feel. The housing inventory is also varied, ranging from medium density multifamily to large waterfront single-family properties, including many lakefront town-house communities. The most prevalent nonresidential uses are light industrial and office parks comprising 13% of the Town's area, and lakes and canals making up about 11%; the town businesses employ around 30,000 people, 12% of which reside in Miami Lakes. The population of the Town of Miami Lakes had grown to 30,571 as of the 2010 census and reached 33,462 in the 2020 census. It currently ranks 12th in population size within Miami-Dade County. Comparable cities include Coral Gables on the high end of the population spectrum and Pinecrest on the lower end.

## VISION BY 2025

Miami Lakes is widely recognized as a welcoming community with extraordinary beauty where state of the art planning concepts creates vibrant hubs that are safe and friendly to all ages and mobility options which inspire the Town to continue:

*"Growing Beautifully"*

## MISSION

We want Miami Lakes to be the model of a friendly, open, innovative, effective and efficient government for its residents and businesses.

# METRICS

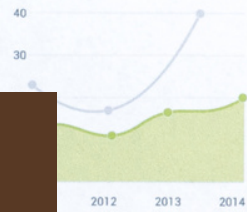
3RD QUARTERLY REPORT

## Morris Charts

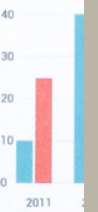
Line Chart



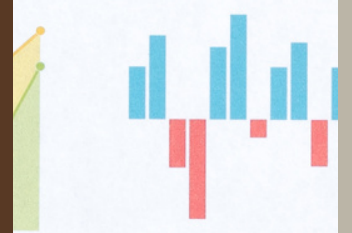
Area Chart



Bar Chart



Bar Chart



50%



# PUBLIC SAFETY: POLICE DEPARTMENT



**RANKED #2**  
*Miami-Dade County*

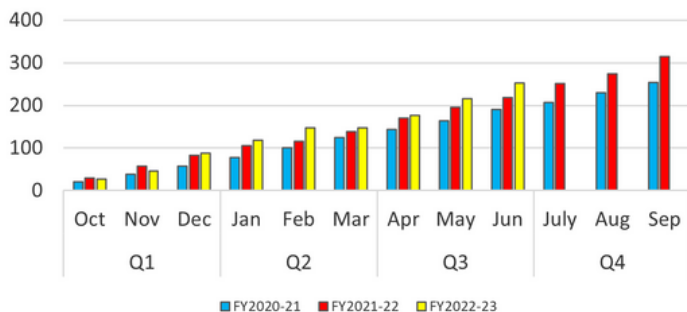
Safest Cities 2022 Report by:



**RANKED #28**  
*State of Florida*

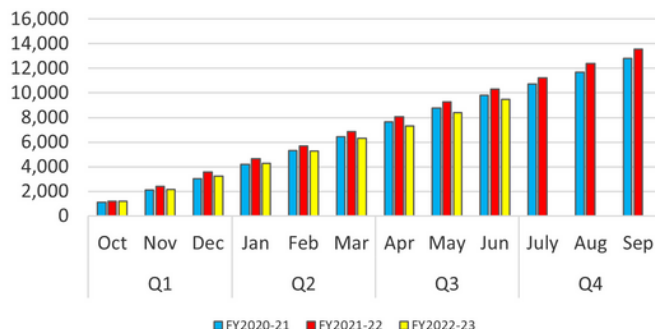
## Cumulative Number of Targeted Crimes

Targeted crimes are crimes singled out to be tracked and targeted with police manpower. From April to May the number of targeted crimes was 104 (28 in April, 40 in May, and 36 in June).



## Cumulative Number of Police Calls for Service

The number of police calls for service has ranged from a monthly low of 984 in April to a high of 1,089 in May, an average of 1,020 calls per month and a total of 3,061 police calls for service from April through May. Our police department strives to attend to every phone call received to ensure that each resident is assisted.

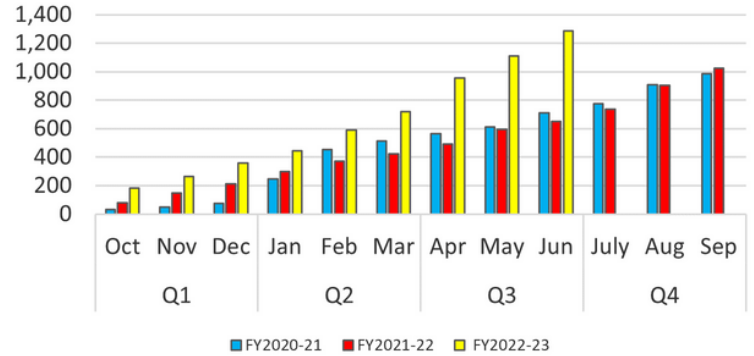




# PUBLIC SAFETY: POLICE

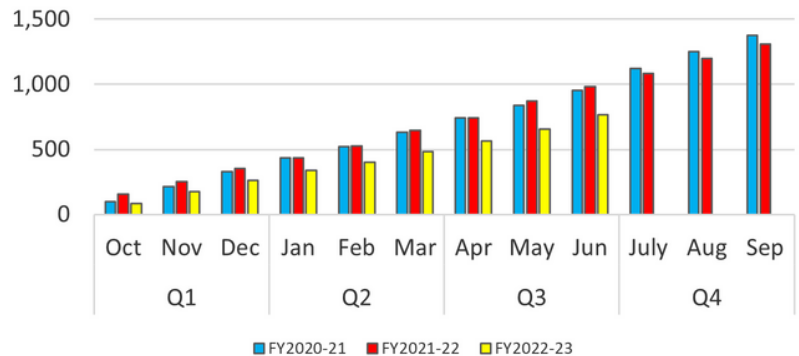
## Cumulative Number of Police Citations

The police department issued a total of 566 citations in the third quarter of FY2023. In October 2019, the Town deployed a Variable Message Sign and a Speed Radar Trailer, both equipped with License Plate Recognition (LPR) cameras. The trailers are utilized to promote awareness of Town events, promote compliance with traffic laws and enhance crime investigations and prevention.



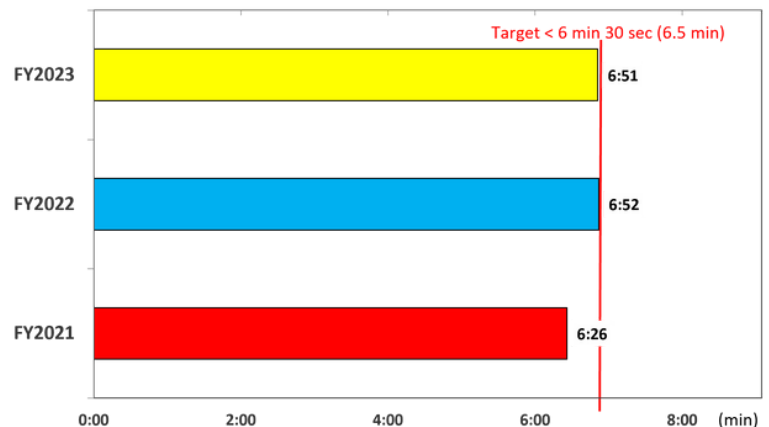
## Cumulative Number of Police False Alarms

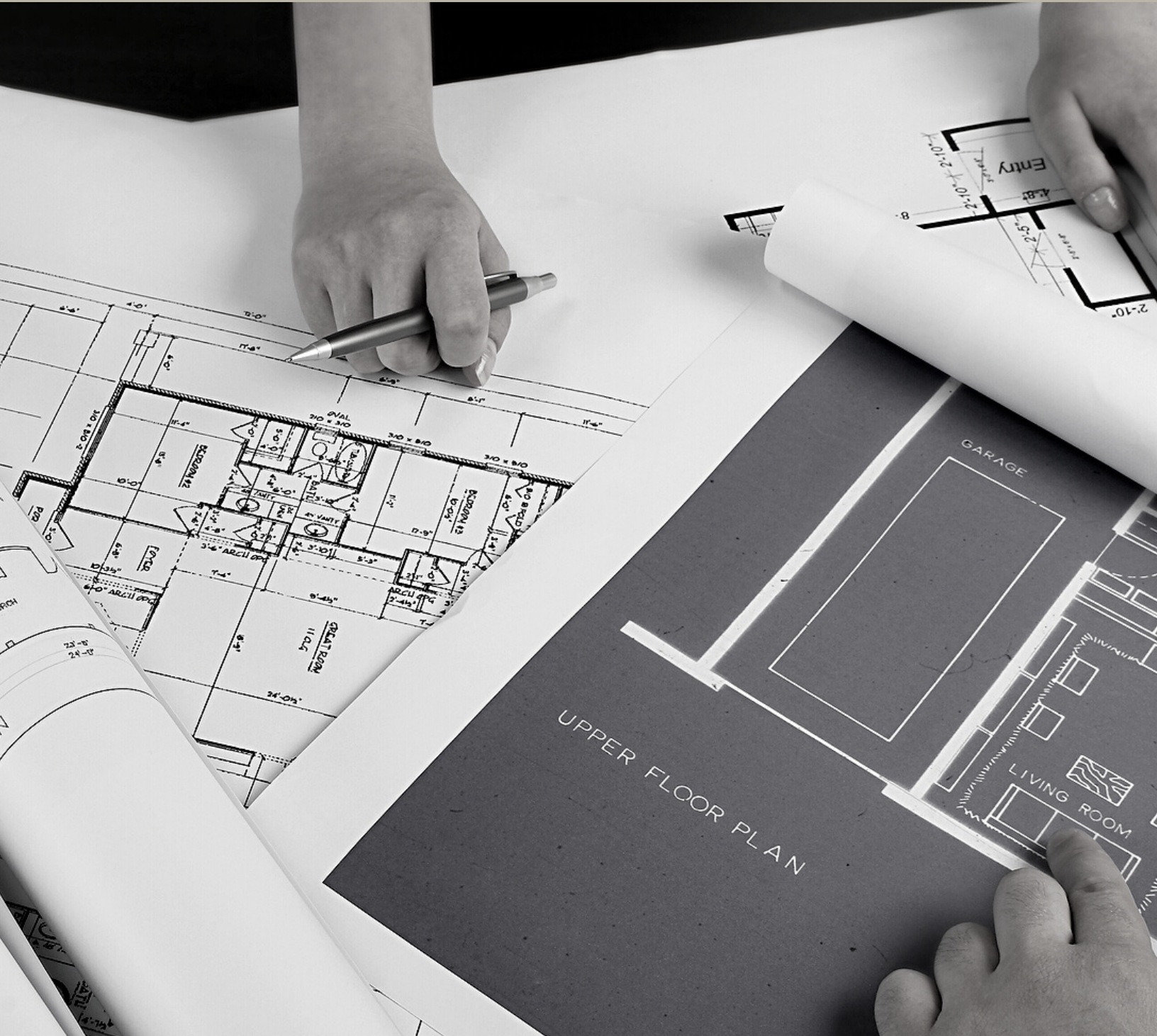
Since the implementation of the false alarm monitoring system, there has been a consistent number of police false alarms reported. At the end of the third quarter, a total of 769 false alarms had been reported in FY2023. By reducing the number of false alarms reported, the Police Department is able to effectively place their focus on other emergency situations.



## Average Police Response Time

The average police response time for the third quarter of FY2023 is 6.58 minutes (6min 35sec). The Average Response Time (ART) has remained consistent with previous fiscal years. In Q4-FY2019, the ART targeted goal of 8 minutes was shortened (improved) to a 6.5 minutes (6m30s). The average response time must remain under 6.5 minutes.





## **BUILDING DEPARTMENT**

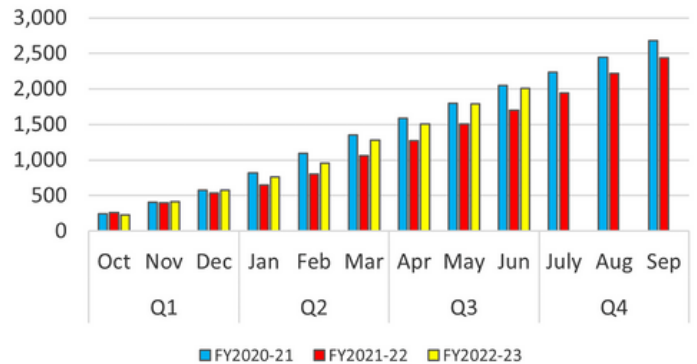
The Building Department provides customer-friendly services including review, processing, issuance and inspection of building permits and assurance that construction in the Town complies with the provisions of all applicable codes. The Building Department has continued to work on enhancing services overall to better serve the residents and businesses of the Town of Miami Lakes.

# BUILDING DEPARTMENT

## Cumulative Number of Building Permits Issued

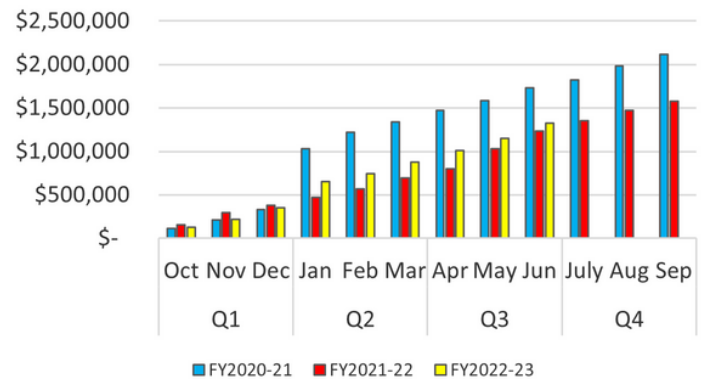
The number of building permits issued throughout this fiscal year FY2023 has reached 2,006.

Throughout the third quarter, 728 permits were issued, in comparison to 642 in FY2022's third quarter and 696 in FY2021's third quarter.



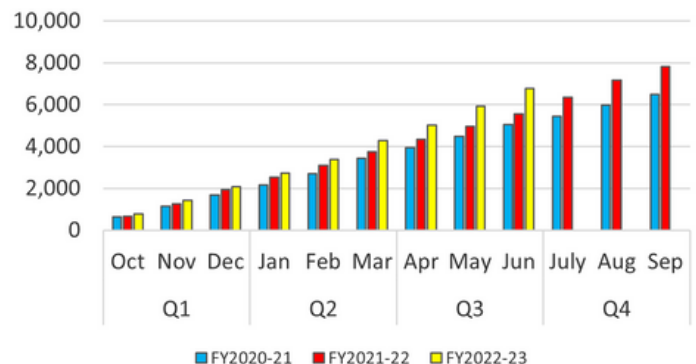
## Cumulative Number of Building Fees Collected

Throughout this fiscal year FY2023, \$1,322,896 were collected in building fees. Compared to the previous fiscal years, this amount is higher than FY2022's and lower than FY2021's collected in building fees.



## Cumulative Number of Building Inspections

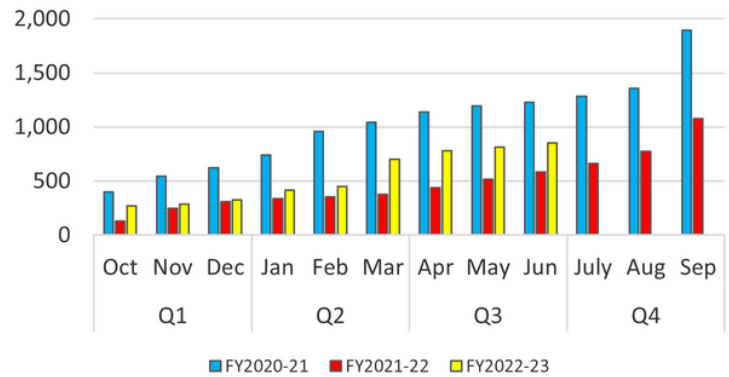
There have been a total of 6,769 inspections conducted this fiscal year FY2023. The Building Department is working harder to continue to provide excellent service, while keeping up with the number of requests from residents.



# BUILDING DEPARTMENT

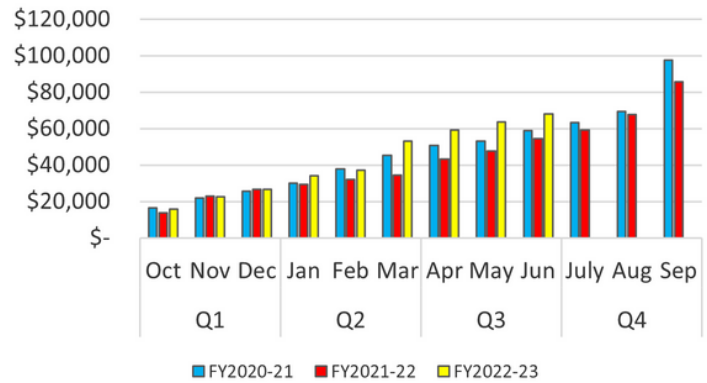
## Cumulative Number of Business Tax Receipts (BTRs)

All Miami Lakes businesses are required to renew their business tax receipt on an annual basis. This third quarter of FY2023, there were a total of 149 BTRs renewals. Renewals are due by September 30th each year.



## Cumulative Number of BTRs Fee's Collected

Over the third quarter of FY2023, there were \$14,990 received in BTR fees. The total BTR's fees throughout this fiscal year FY2023 has reached \$68,215.



# TRANSPORTATION DEPARTMENT



Transportation Planning in Miami Lakes is adapting quickly to the 21st-century challenges and opportunities.

Our main goal is to provide a variety of multimodal mobility options that offer reliable, affordable, equitable, and sustainable access to all residents, commuters, and services.

We are working to increase mobility choices and accessibility throughout the Town by planning and securing funds for pedestrian and bicycle improvements, public transportation, and ADA infrastructure.

Guided by the Town's Transportation Master Plan, Strategic Plan "Imagine Miami Lakes 2025", and the Trip Commuter Reduction Program, the Department of Transportation and Planning strengthens the foundation, enhances the value, and improves the quality of life and sustainability of all the Town's neighborhoods to continue to :

*Growing Beautifully!!*



## TRANSIT

In FY2018, the Town switched to On-Demand transportation providers and contracted with Freebee to provide service. The program has been so welcome by the community that it has grown to include two five-passenger vehicles, as well as two 10-passenger vans with ADA accessibility.

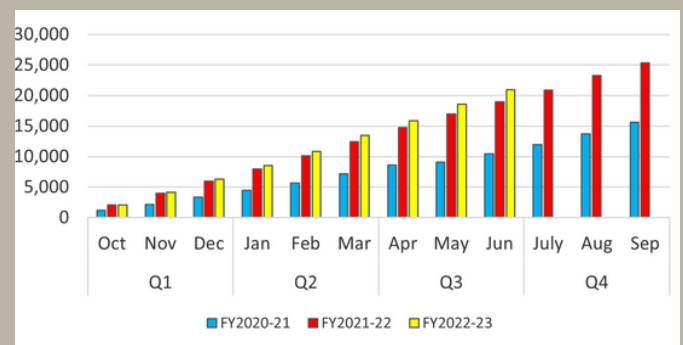
On January 2022, the program further expanded to provide peak-hour park-and-ride service to the Palmetto Metrorail Station every 20 minutes, starting at 6:00 AM and 4:00 PM providing commuting flexibility to both residents and businesses.

Currently, the Miami Lakes Freebee Public Transit Service hours of operation are from Mondays through Friday from 9:00 a.m. to 7:30 pm, Saturdays from 1:30 p.m. to 7:30 pm, and Sundays from 10:00 a.m. to 2:00 p.m.

In the third quarter of FY2023, the Town was able to provide 7,468 rides and saw an increase in on-demand ridership by 15% compared to FY2022 third quarter. Following CDC guidelines and County measures, we are working to keep increasing the number of people using our transportation system.

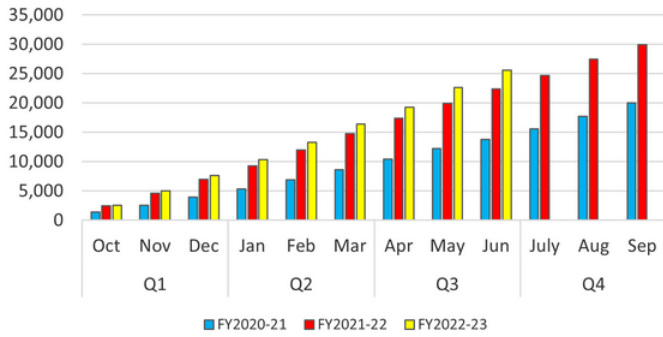
## RIDERSHIP

The Town tracks ridership for the Freebee in the Lakes based on number of passengers per month. This fiscal year FY2023, there have been 20,927 riders from Freebee service in total.

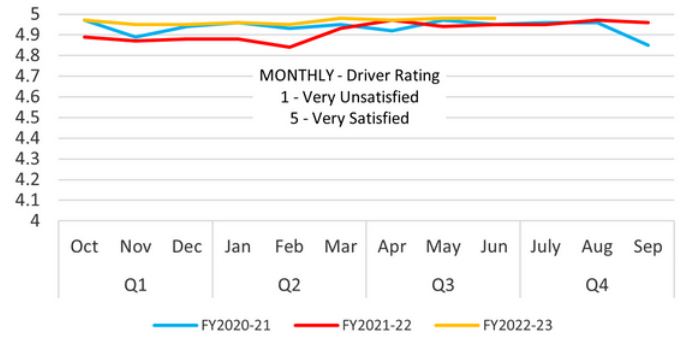


# TRANSPORTATION DEPARTMENT - FREEBEE

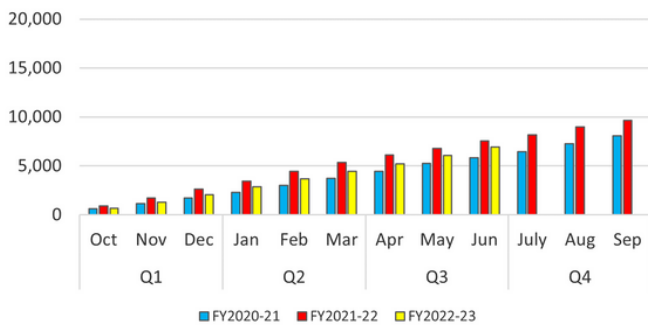
## Cumulative Number of Passengers



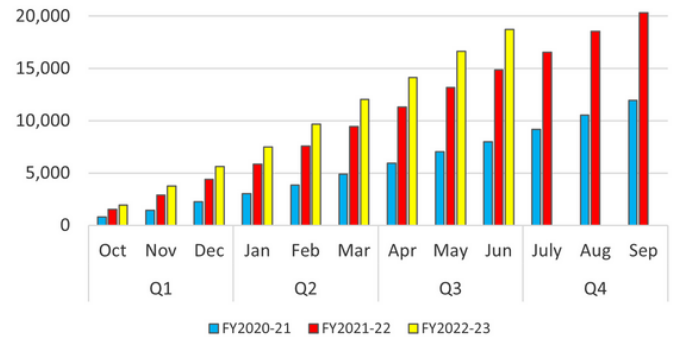
## Monthly Driver Rating: 1 to 5 (best)

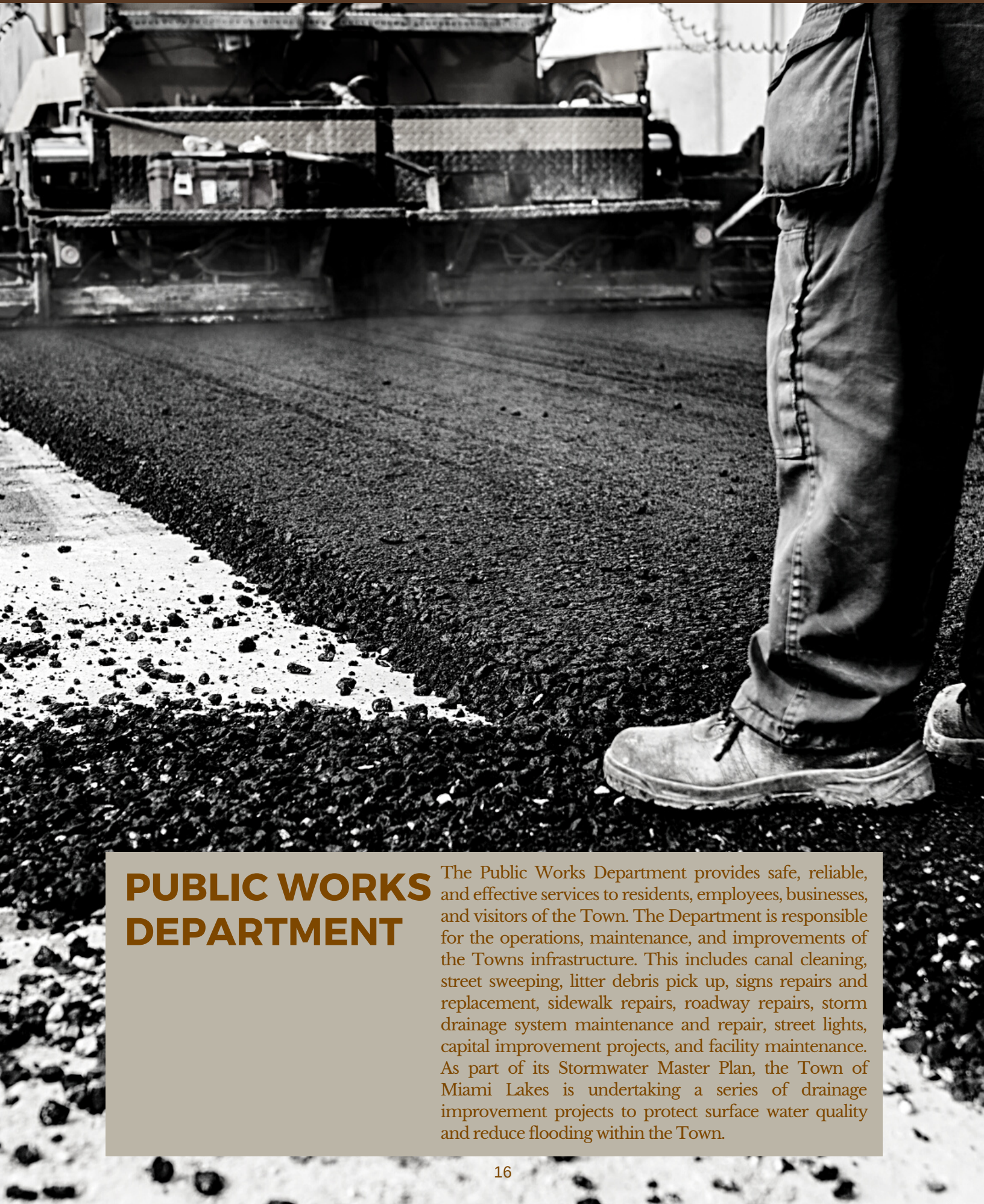


## Cumulative Men Driven



## Cumulative Women Driven





## **PUBLIC WORKS DEPARTMENT**

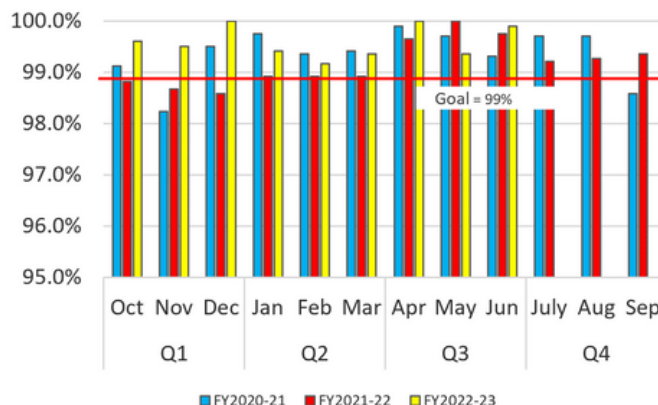
The Public Works Department provides safe, reliable, and effective services to residents, employees, businesses, and visitors of the Town. The Department is responsible for the operations, maintenance, and improvements of the Town's infrastructure. This includes canal cleaning, street sweeping, litter debris pick up, signs repairs and replacement, sidewalk repairs, roadway repairs, storm drainage system maintenance and repair, street lights, capital improvement projects, and facility maintenance. As part of its Stormwater Master Plan, the Town of Miami Lakes is undertaking a series of drainage improvement projects to protect surface water quality and reduce flooding within the Town.



# PUBLIC WORKS

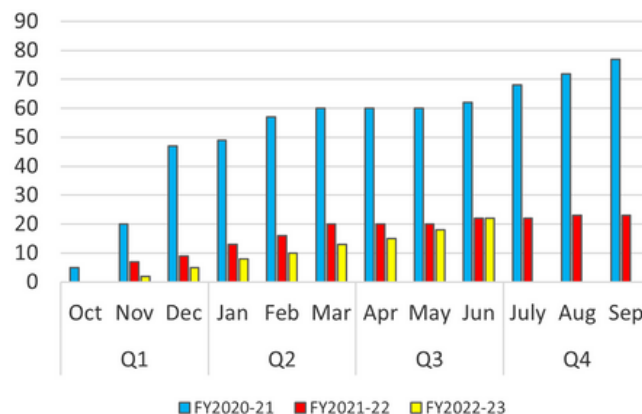
## Percentage of Street Lights Working

There are currently 2,047 street lights in Miami Lakes of which 915 belong to the Town. Over the third quarter of FY2023, the Town maintained the percentage of streetlights working at an average of 99.8%. The Town continues to work with Florida Power and Light to enhance the quality of service being provided to our residents.



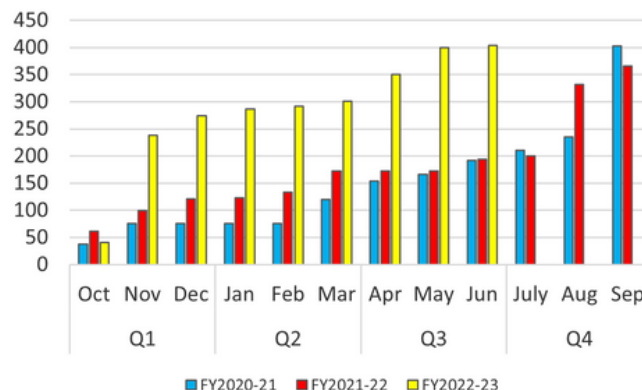
## Cumulative Number of Potholes/Sinkholes Repaired

The total number of potholes/sinkholes repaired as of the third quarter of FY2023 was 22.



## Cumulative Number of Catch Basins/Manholes Cleaned

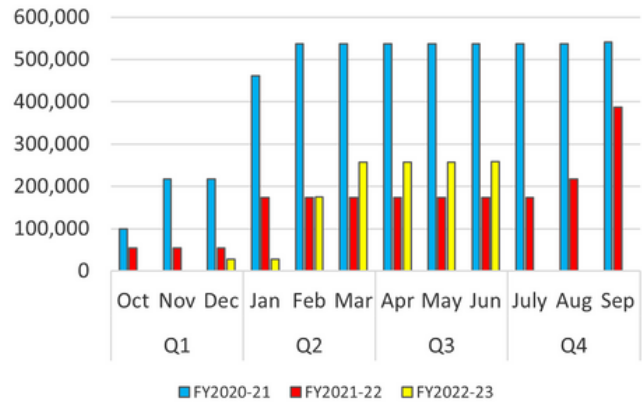
The total number of catch basins and manholes cleaned as of the third quarter of FY2023 was 404, averaging approximately 45 manholes cleaned per month. In addition, 23,874 linear feet of pipes have been desilted this fiscal year to improve stormwater flow. The Town's drainage system consists of catch basins, pipes and outfalls. The drainage system is cleaned in accordance with the Town's proactive drainage cleaning cycle or per request as reported through our Citizens Request App (Miami Lakes Connect) and website.



# PUBLIC WORKS

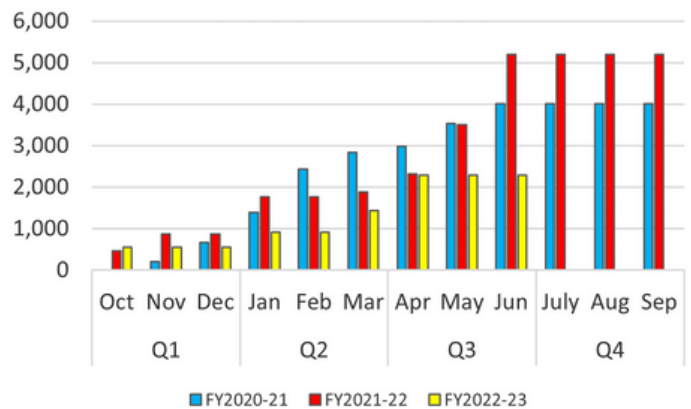
## Cumulative Number of Sidewalk Square Footage Pressure Cleaned

The total square footage number of sidewalks pressure cleaned as of the third quarter of FY2023 was 259,112 sq. ft., which include the Town’s main corridors, parks, and school areas. Sidewalks are routinely inspected and scheduled for pressure cleaning services on an as-needed basis.



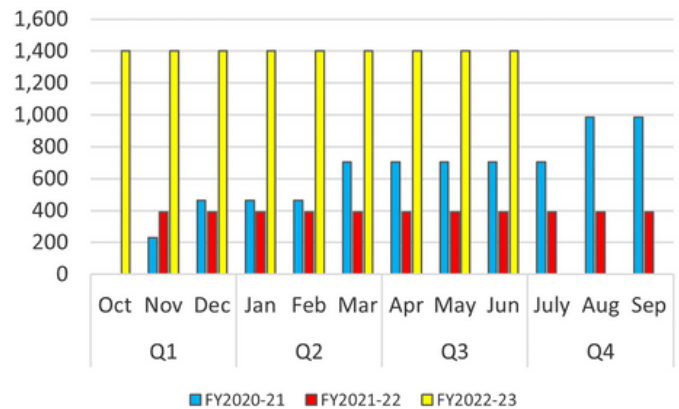
## Cumulative Number of Sidewalk Square Yardage Replaced

The total square yardage number of sidewalks replaced as of the third quarter of FY2023 was 2,293 sq. yds. (20,637 sq. ft.), which include the Town’s main corridors, parks, and school areas.



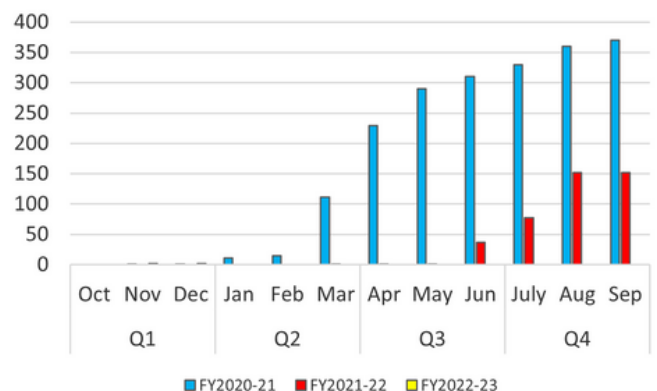
## Cumulative Number of Sidewalk Flags Grinded

The total number of sidewalks grinded as of the third quarter of FY2023 was 1,400 flags, which include the Town’s main corridors, parks, and school areas.

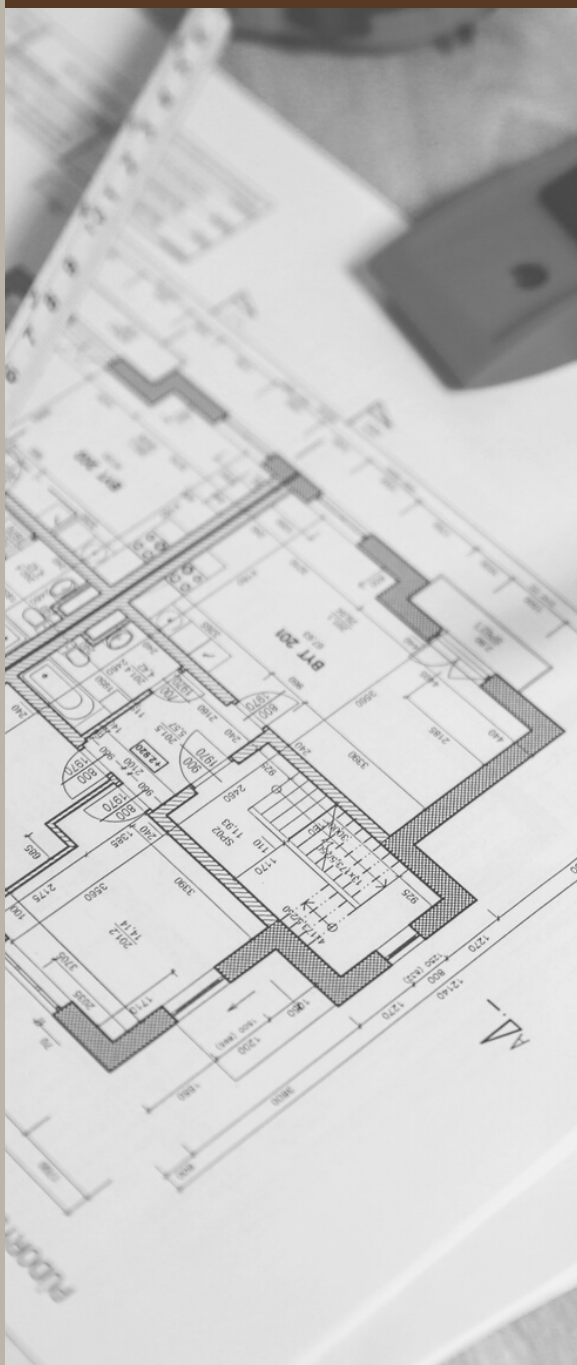


## Cumulative Number of Street Signs Repaired

The graph depicts the number of street signs that have been repaired in the Town over the fiscal year. Two (2) street signs have been repaired as of the third quarter of FY2023. Street Signs are repaired when damaged or fading.



# CODE COMPLIANCE DEPARTMENT



Our mission is to educate the residents and business owners of the Town of Miami Lakes on local code regulations and ordinances, to assist residents and business owners in achieving compliance, and help to preserve the aesthetics, health, safety and welfare of the Town which makes this community one of the preferred and safest communities to live, work and play.

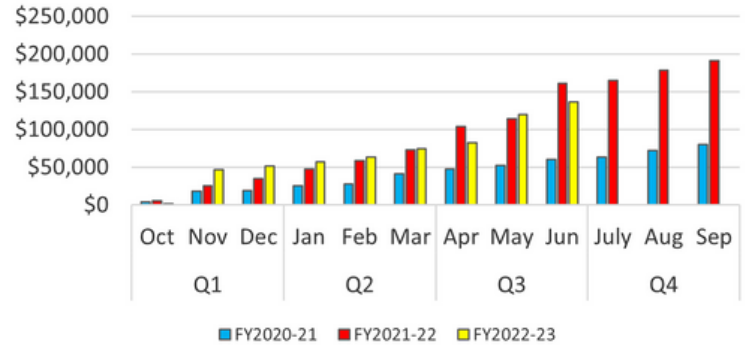
The Code Compliance team is responsible for assuring that all commercial, industrial and residential properties comply with the Town's Code, to ensure that the quality of life and property values continue to rise and the community continues "growing beautifully."

The Code Compliance's mission is to create an "Education First Process" for our residents. One of the Departments objectives is to emphasize closer coordination with the Police Department which will ensure that residents continue to enjoy a safe and beautiful environment.

# CODE COMPLIANCE

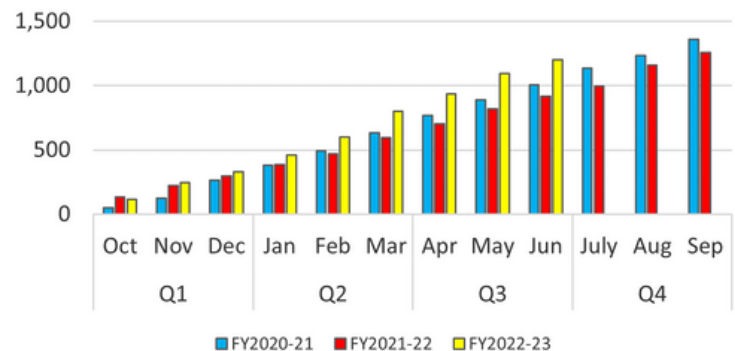
## Total Code Fines Collected

A total of \$136,749 in fines has been collected this fiscal year FY2023. Revenue is primarily driven by requests to satisfy liens and comply with citations.



## Cumulative Number of Code Cases Opened

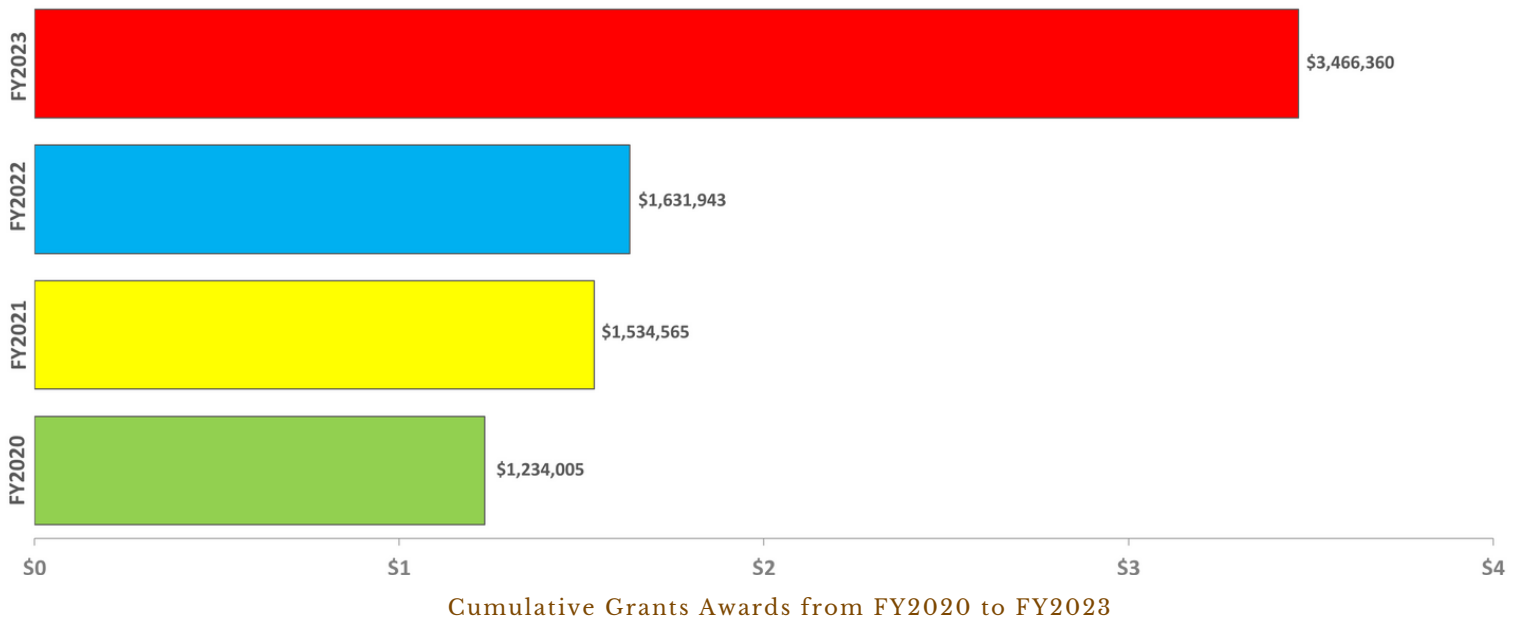
The Code Compliance Department has maintained its level of proactive monitoring and notification. The total number of code cases opened as of the third quarter of FY2023 was 1,201. Code cases are opened on an as-needed basis and are not opened to meet a quota, therefore no goal can be set with this measure.





## GRANTS OFFICE

The Grants Office works in partnership with Departments and Offices to research, compose, edit, and submit Federal, State, Local, and Foundation funding opportunities to support the goals and objectives of the 2025 Strategic Plan.



**GRANTS APPLICATIONS - 3RD QUARTER FY2023**

- Florida Department of Transportation (FDOT) Public Transit Service Development Grant Program for the Miami Lakes Freebee Public Transit Service Improvements Project \$203,500

**GRANTS AWARDS - 3RD QUARTER FY2023**

- No grants were awarded this 3rd quarter of FY2023

# PARKS AND RECREATION



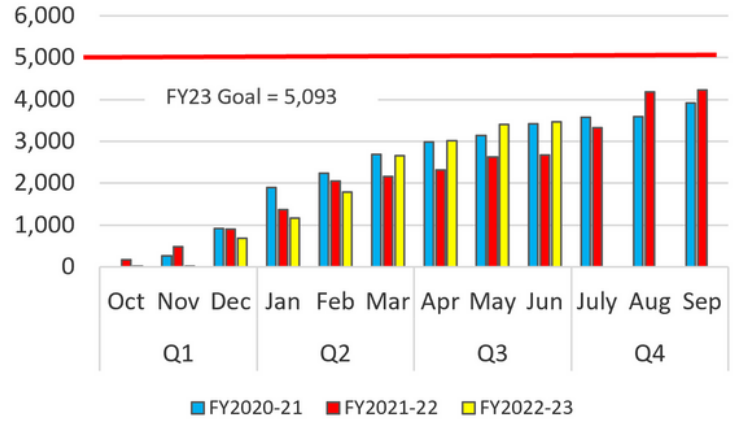
***The Town of Miami Lakes is only the 3rd Sterling Tree City recognized in Miami -Dade County and the 26th in the State of Florida.***

The Parks and Recreation department oversees the operation and maintenance of the Town's 101 parks, rights-of-way, median green spaces, six lakefront beaches and its urban tree canopy. The parks are open seven days a week and feature a variety of amenities for residents of every age and lifestyle including: lighted sports fields, basketball courts, tennis courts, jogging trails, exercise stations, tot lots, shaded playgrounds, passive areas and covered pavilions/picnic tables.

# PARKS & OPEN SPACES

## Cumulative Number of trees Trimmed

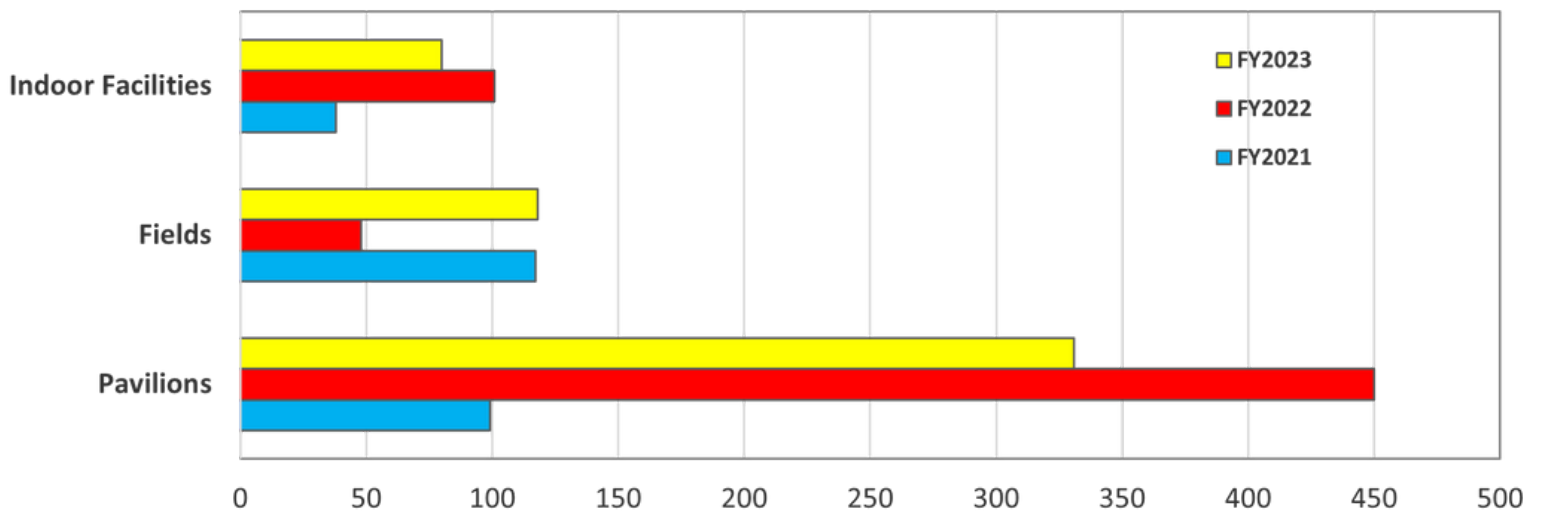
The Parks & Open Spaces Department set a goal of 5,093 trees to be trimmed this fiscal year FY2023. The Town has a total of 17,832 trees, and all trees are trimmed following a tree trimming maintenance schedule which specifies designated areas to be trimmed and when they will be trimmed. As of the third quarter of FY2023, the Parks & Open Spaces Department has trimmed 3,466 trees in total.



## Number of Facility Rentals

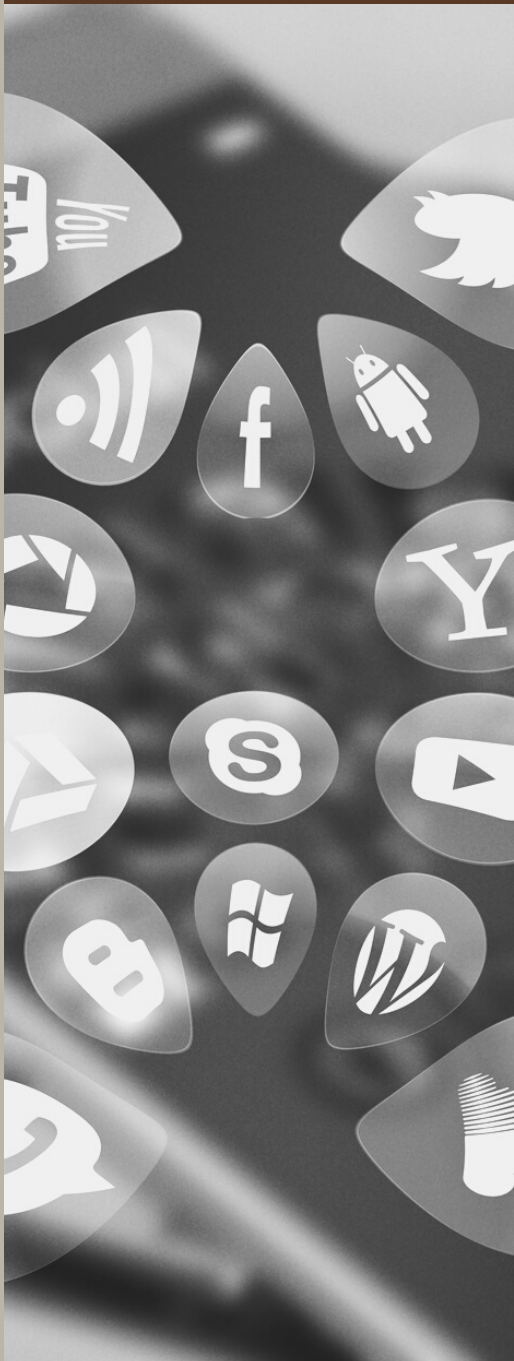
On the third quarter of FY2023, there were 53 fields rentals, 102 pavilion rentals, and 31 indoor facility rentals.

Cumulative Facility Rentals





# COMMUNICATIONS AND COMMUNITY AFFAIRS



The Department of Communications and Community Affairs directs and supports the Town's communications efforts to Miami Lakes residents through proactive and responsive activities, including media relations, publications, special events, and website content management.

Examples of these efforts and measures include:

#### **Communications:**

- *Expand Social Media Presence*
- *Monthly eNewsletter*
- *Media Relations*
- *Live and Recorded Videos*

#### **Citizen Response:**

- *MiamiLakesConnect.com (and mobile App)*
- *Facebook & Instagram Messenger*

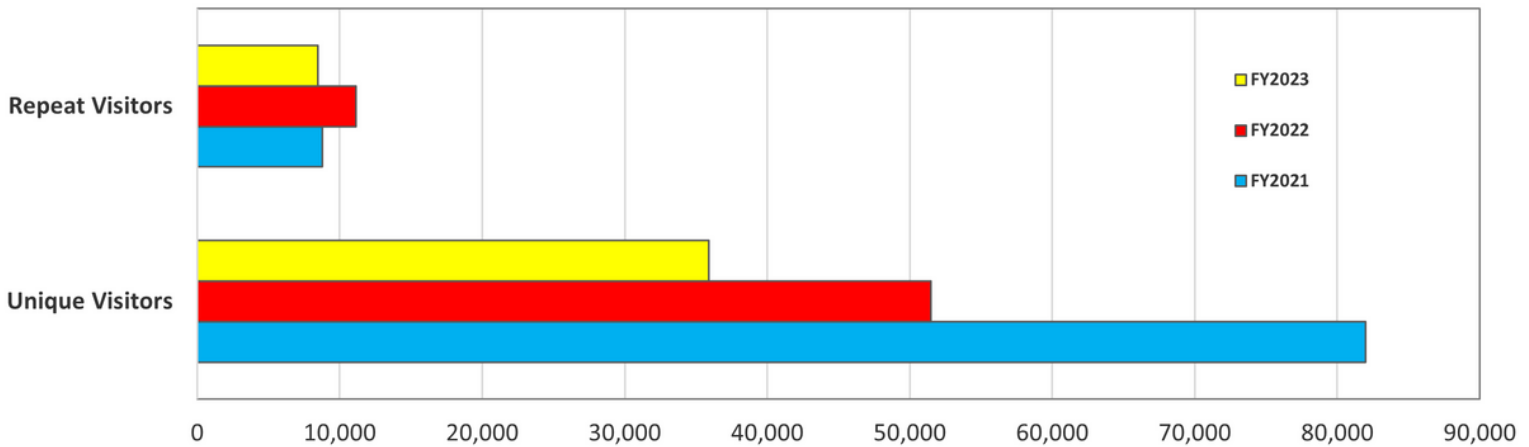
#### **Website**

#### **Committees and Special Events**

# WEBSITE

The Town tracks the number of visitors to the website to help determine how impactful we are in our communications with the public. During the third quarter of FY2023, website views reached 17,709 users on the Town's main page ([www.miamilakes.fl.gov](http://www.miamilakes.fl.gov)) and 1,440 users on the Town's I Heart Miami Lakes page ([www.iheartmiamilakes.com](http://www.iheartmiamilakes.com)). The decrease in visitors, particularly Repeated Visitors, on the Town's main page is likely due to the unresponsive nature of the website to mobile devices and the vast increase in social media followers. To address the decline in web traffic, the Town is leveraging its social media reach and integrating widgets from its reservations system (Eventbrite) to provide the resident the opportunity to register for events and activities directly from the Town's website calendar. The new web integration tool would allow residents to remain on the Town's website throughout the transaction. This tool will be incorporated into future digital and traditional marketing campaigns to drive and maintain visitors on the Town's webpages.

www.MiamiLakes-fl.gov



# DIGITAL MARKETING PRESENCE

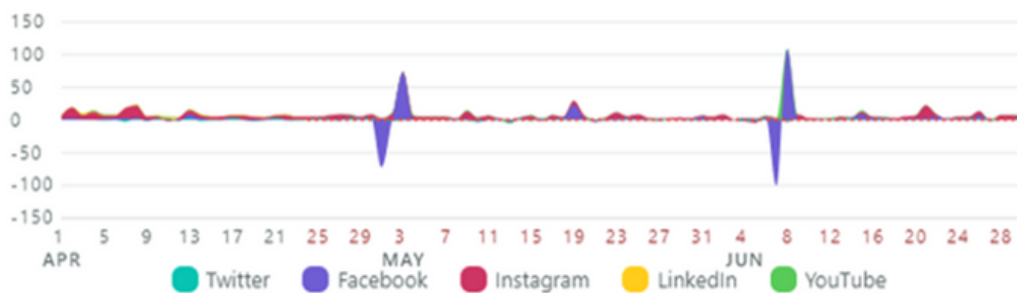
Continuing to increase and optimize the Town's social media and digital presence is a high priority. Residents are kept informed about town meetings, news, events, meetings and other pertinent information through a cross channel digital marketing campaign launched in 2018 through Sprout Social's social media management platform.

Below are the data matrices from Q3 (April-June) of FY2023 showing a 1% cumulative total follower increase from all social media platforms including Facebook, Instagram, LinkedIn, YouTube and Twitter. Total impressions grew almost 25% for the reporting period.

## Audience Growth

See how your audience grew during the reporting period.

Net Audience Growth, by Day



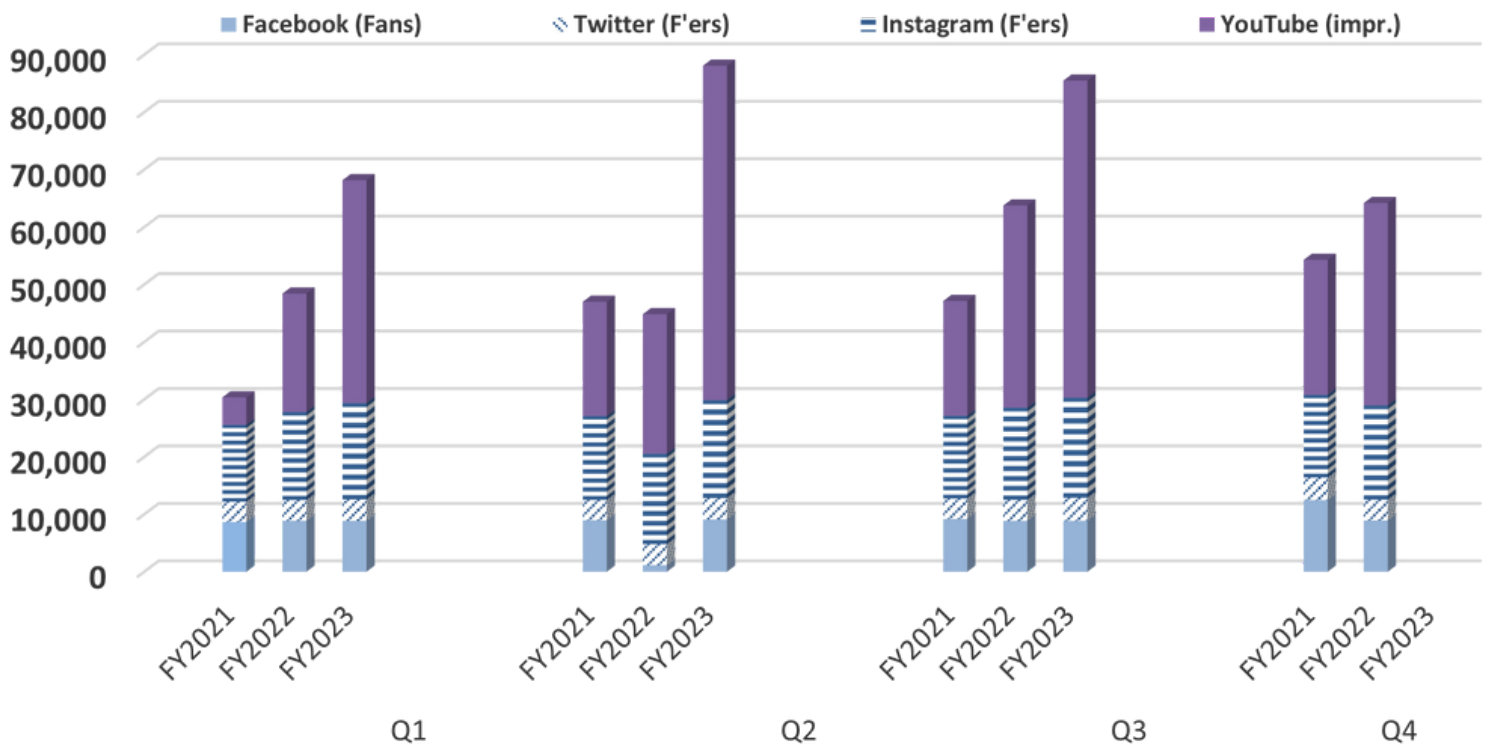
Audience Metrics	Totals	% Change
<b>Total Audience</b>	<b>48,825</b>	<b>↗ 1%</b>
<b>Total Net Audience Growth</b>	<b>475</b>	<b>↘ 4.8%</b>
Twitter Net Follower Growth	-18	↘ 260%
Facebook Net Follower Growth	96	↘ 38.5%
Instagram Net Follower Growth	368	↗ 34.8%
LinkedIn Net Follower Growth	15	↘ 77.9%
YouTube Net Subscriber Growth	14	↗ 100%

## DIGITAL MARKETING PRESENCE

**Facebook:** By the end of Q3 FY2023, the Town had reached 13,456 engagements on Facebook and were up 81% in Post Link Clicks to the town’s website. Out of the 8,851 followers, women between 35 and 44 make up 69.9% and have a greater chance of viewing our content and visiting our page.

**Instagram:** Instagram, with 17,407 followers, ranks as the town's top performer among all social media platforms. In Q3 of FY2023 gained an additional 368 followers. Women between 35 and 44 represent 53.9% of total followers, and they have a greater chance of viewing our content. Instagram stories, ephemeral content available for 24 hours, have proven to be an effective way to reach our followers with a total of 86,000 impressions.

**Twitter:** There has been a downward trend with Twitter's performance this quarter, with a 10% decrease in impressions and a 10% increase in engagements. During Q4, we will examine the timing of our Tweets to ensure that we are posting when people are highly active. This will enable us to have better visibility and while maintaining visual elements to increase Twitter's engagement.



**Facebook Fans:** Users who "likes" the Town of Miami Lakes' page and are able to get updates from the Town's administrator through status updates, link posts, and event invitation

**Twitter Followers (F'ers):** People who receive the Town of Miami Lakes' Tweets

**Instagram Followers (F'ers):** Users who follow the Town of Miami Lakes' account and are able to see, like, and comment on any media the Town posts

**YouTube Impressions:** Number of times the Town of Miami Lakes' thumbnail was seen by a viewer

# DIGITAL MARKETING PRESENCE

**YouTube:** As of the third quarter FY2023, the Town has reached 790 unique account viewers on YouTube. YouTube serves as an alternative to the Town's website for the public to view live-streamed Council and Committee meetings. During this quarter, YouTube's account reached 55,200 thousand impressions.

**In the selected period, your channel got 4,458 views**



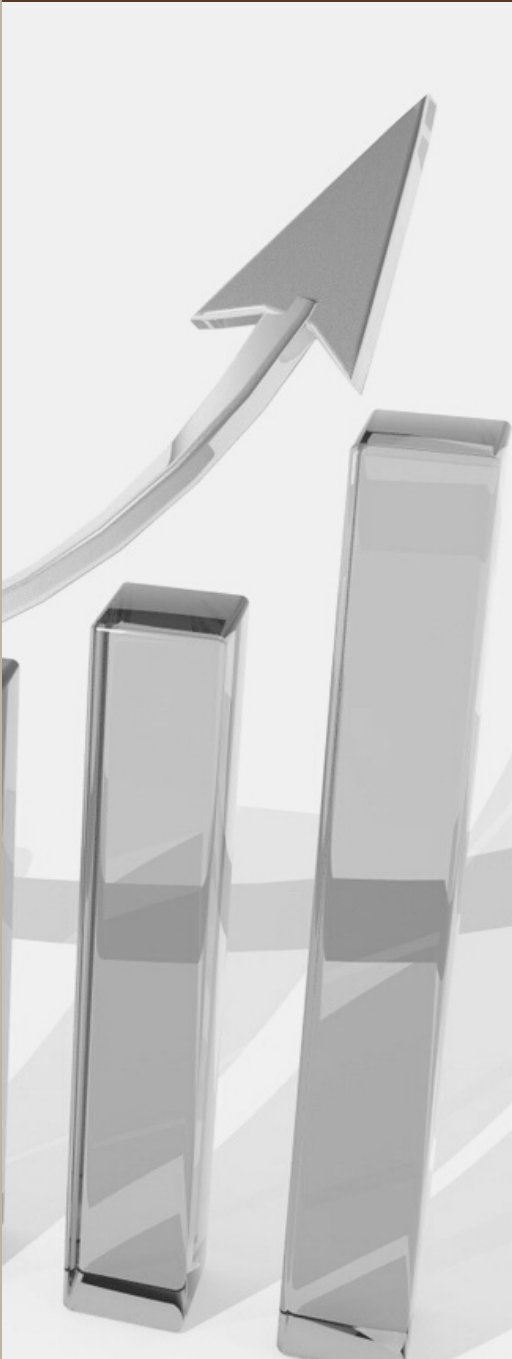
**LinkedIn:** As of the third Quarter FY2023, the Town has amplified the use of LinkedIn which is the world's largest professional social network site mainly used for professional networking, including employers posting jobs and job seekers posting their CVs. The Town has been able to recruit members from all over the United States to raise awareness to Town sponsorship opportunities, potential partnerships, employment opportunities and new hires.

## Pages

Review your aggregate page metrics from the reporting period.

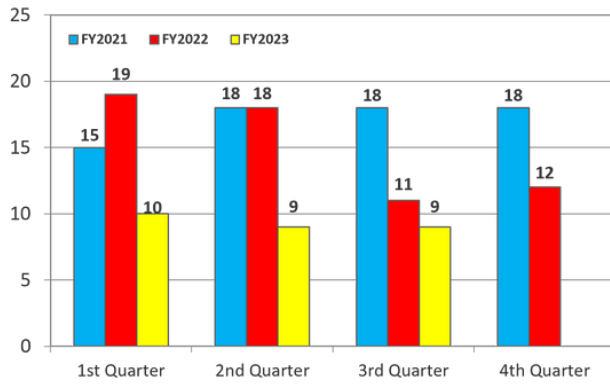
Page	Followers	Net Follower Growth	Published Posts	Impressions	Engagements	Post Clicks (All)	Engagement Rate (per Impression)
<b>Reporting Period</b>	16,456	15	0	253	20	12	7.9%
Apr 1, 2023 – Jun 30, 2023	↗ 0%	↘ 77.9%	↘ 100%	↘ 92.2%	↘ 93.5%	↘ 94%	↘ 17%
<b>Compare to</b>	16,453	68	5	3,223	307	200	9.5%
Jan 1, 2023 – Mar 31, 2023							
Town of Miami Lakes, F...	16,456	15	0	253	20	12	7.9%

# FINANCE AND ACCOUNTING

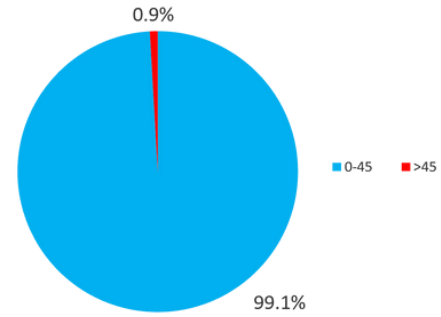


The Finance Department records and reports the financial transactions of the Town in accordance with Generally Accepted Accounting Principles applicable to governmental entities. This includes activities such as the preparation of financial statements and other reports, cash management, revenue collection, disbursements, payroll, audit coordination and risk management, as well as providing assistance with the preparation and monitoring of the annual budget.

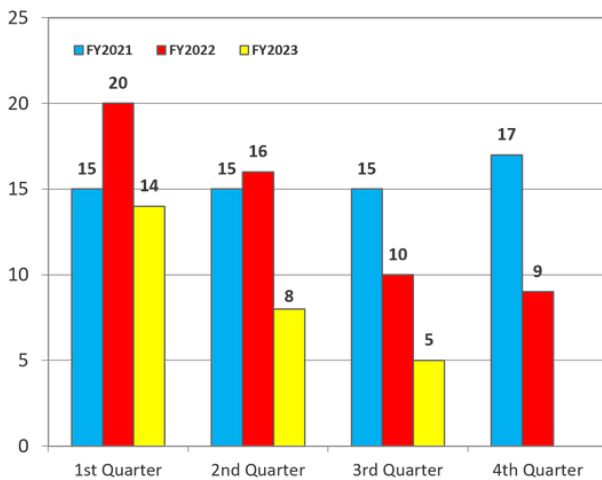
Standard Invoices-Average Payment Days



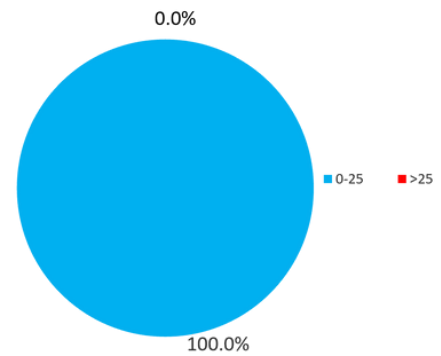
Standard Invoices-Percentage of Invoices Paid Within Alotted Time



Construction Invoices-Average Payment Days



Construction Invoices-Percentage of Invoices Paid Within Alotted Time



## FINANCE DEPARTMENT

The Town’s Finance Department provides support on financial and fiscal matters and strives toward the accomplishment of its goals which include the following:

- Maintain proper accountability over the Town’s financial resources
- Prepare accurate and timely financial reports on the Town’s financial condition
- Ensure proper implementation of financial and accounting practices for the effective and efficient use of the Town’s financial resources

## PROMPT PAYMENT ACT

In an effort to comply with The Florida Prompt Payment Act, the Town monitors the average number of days between invoice receipt and subsequent payment and the percentage of invoices paid within the mandated time frame. The State Statute states that all non construction invoices must be paid within 45 days after receipt and all construction invoices must be paid within 25 business days after receipt. On average, this third quarter of FY2023, the Town has kept the number of days until payment below statutory requirements and has processed over 99% and 100% of standard and construction invoices respectively within that time frame.

# OFFICE OF THE CLERK



Pursuant to the Town Charter, the Town Clerk shall give notice of all Council meetings to its members and the public, and shall keep minutes of the Council's proceedings. The Town Clerk is responsible for keeping and distributing the official Town Record.

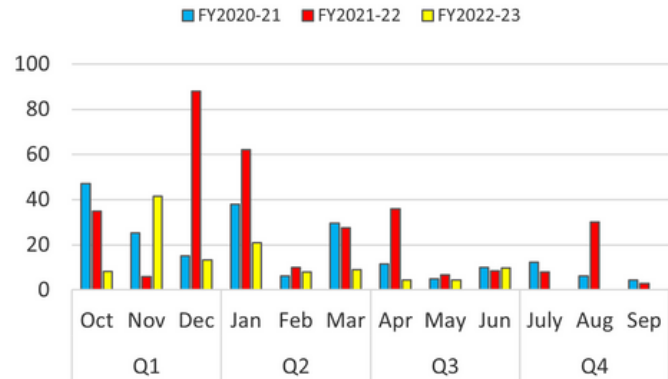
In accordance with Florida's Government in the Sunshine Laws, the Town of Miami Lakes municipal records shall be transparent and open for inspection from anyone.



# OFFICE OF THE CLERK

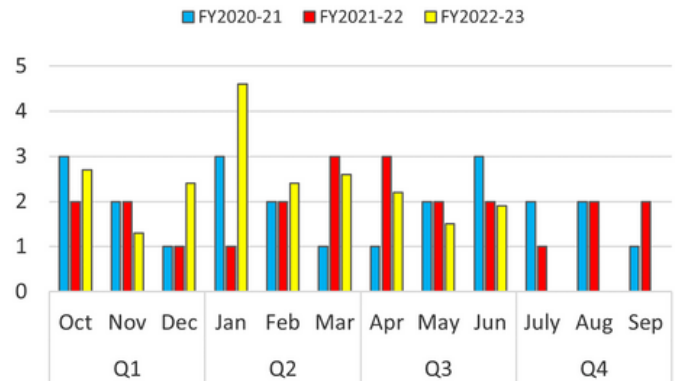
## Turnaround Time for Public Records Requests

This third quarter of FY2023, the average turnaround time for public records request was 6 days. This measure tracks the time it takes to complete a public records request, starting on the day the request was made, lead time from feedback and/or follow up questions or comments by requestor, and ending with the date the request has been closed.



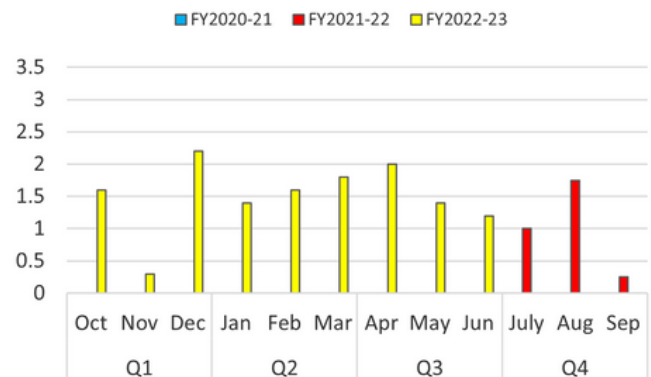
## Turnaround Time for Regular Lien Letters

The turnaround time for lien letters is a new measure that was added to the performance reporting as of July of 2017. This measures tracks the average number of days it takes from the receipt of lien letter request to the day the request is fulfilled and sent to the requester. This third quarter of FY2023, there average turnaround time for standard lien letters was 1.9 days.



## Turnaround Time for Expedited Lien Letters

This measures tracks the average number of days it takes to complete expedited lien letter requests. This third quarter of FY2023, the average turnaround time for expedited lien letters was 1.5 days.



# THANK YOU



As part of our mission, the Town strives to be a friendly, peaceful, safe and beautiful place where residents and business leaders take pride in where they work and play.

We believe that this Q3-FY2023 report provides educational and statistical evidence that the Town is performing at a high level. Also, the Town Council and staff are consistently working to maintain those standards and enhance the quality of life for residents.

We look forward to continuing to provide quality services to the community we serve in this fiscal year.

*"Growing Beautifully"*



Questions, comments or suggestions about this report?

Please contact our **Strategic Planning, Performance & Innovation Office (SP2I)** at:  
[cureg@MiamiLakes-fl.Gov](mailto:cureg@MiamiLakes-fl.Gov); P- 305.512.7139



# *...growing beautifully!*

