

TOWN OF MIAMI LAKES, FL

2nd Quarter Performance Metrics

January – March FY2018-19

The Town of Miami Lakes strives to be accessible and accountable to the public we serve. As part of this ongoing effort, this report provides a narrative for each performance area and shares information on departmental goals and successes. All graphs are demonstrated on a fiscal year basis and most data is shown cumulatively.



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Letter From the Town Manager

Dear Mayor, Council and Residents,

I am pleased to present the Town of Miami Lakes Second (2nd) Quarter Performance Report for Fiscal Year 2018-2019. This report provides a narrative for each performance measure from January – March 2019.

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) Implement data integrity worksheets to 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



Edward Pidermann, Town Manager



Police

Cumulative Number of Police Targeted Crimes— Targeted Crimes are Crimes singled out to be tracked and targeted with police manpower.

From January to March the number of police targeted crimes was 98 (41 in January '19, 30 in February '19, and 27 in March '19).

The spike seen in October was due to an increase in vehicle burglaries. The common method of entry was unlocked vehicles. Through the utilization of different communication channels such as: social media and flyers, the public was informed of the need to lock vehicles and avoid leaving valuables inside. Investigative efforts led to multiple arrests and initiating directed patrols in affected areas. Although this increase in vehicle burglaries led to an overall increase in cumulative crime, subsequent monthly crime figures decreased and remained overall stable.

Cumulative Number of Police Calls for Service— The number of police calls for service has ranged from a monthly low of 1,080 in January, to a high of 1,255 in February; an average of 1,186 calls per month and a total of 3,560 police calls for service from January through March. Our police department strives to attend to every phone call received to ensure that each resident is assisted.

Number Police Targeted Crimes (Cumulative)

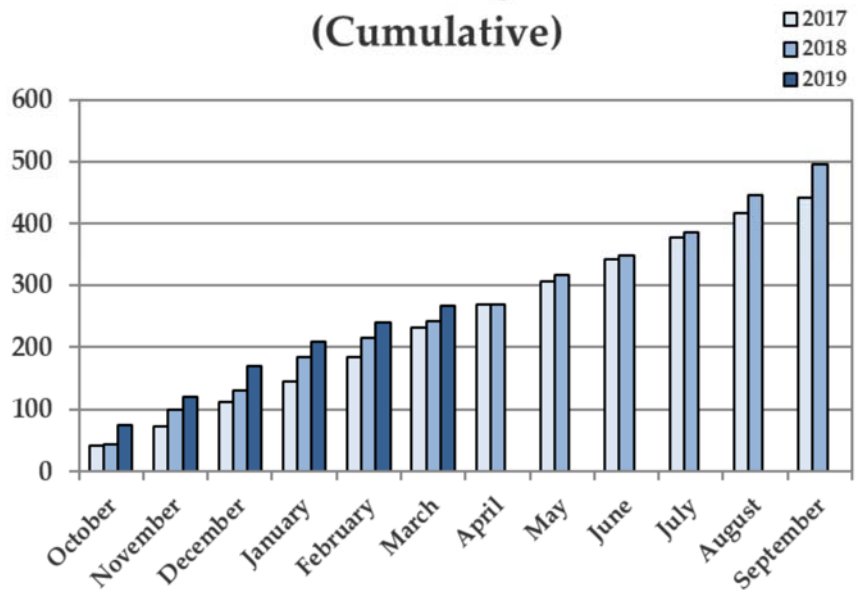


FIGURE 1

Number of Police Calls for Service (Cumulative)

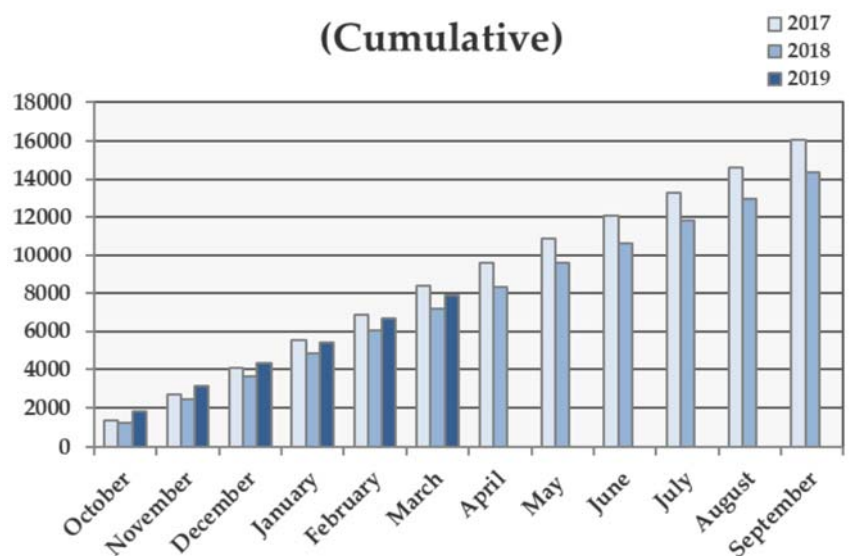


FIGURE 2



Cumulative Number of Police Citations—

The police department issued a total of 665 citations in the second quarter of FY2019. The declining trend seen in the graph is the result of an increase in driver compliance. In January FY2017, the Neighborhood Traffic Unit (NTU) was implemented for conducting traffic initiatives and campaigns at designated intersections. In addition, in October FY2019, 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 decline in the number of police false alarms reported. At the end of the second quarter, a total of 357 false alarms had been reported. 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 second quarter of FY2019 is 6:34 minutes. The average Response Time has remained consistent with previous fiscal years which is well under our contractual goal, which states that the average response time must remain under 8 minutes.

Number of Police Citations (Cumulative)

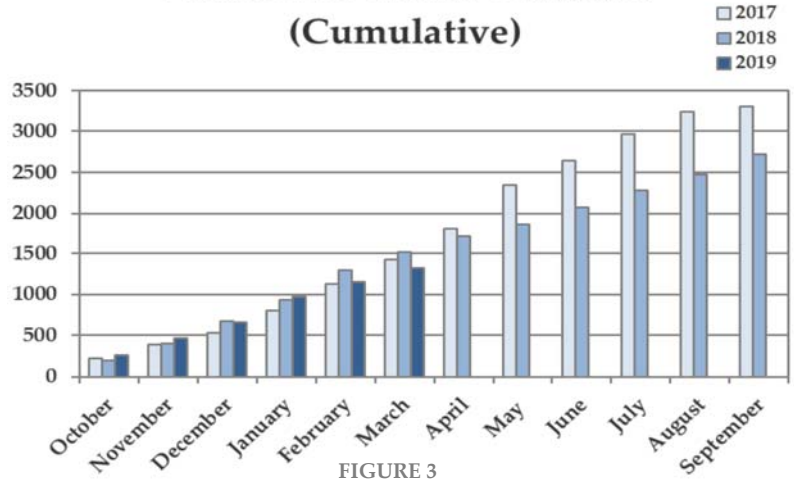


FIGURE 3

Police False Alarms (Cumulative)

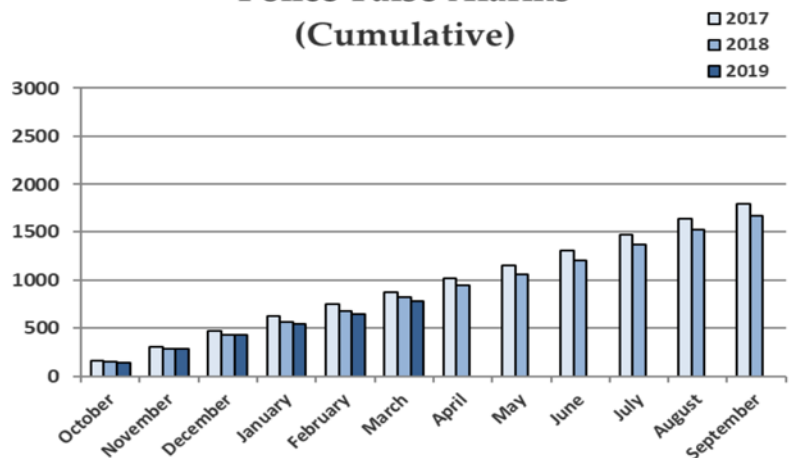


FIGURE 4

Average Police Response Time

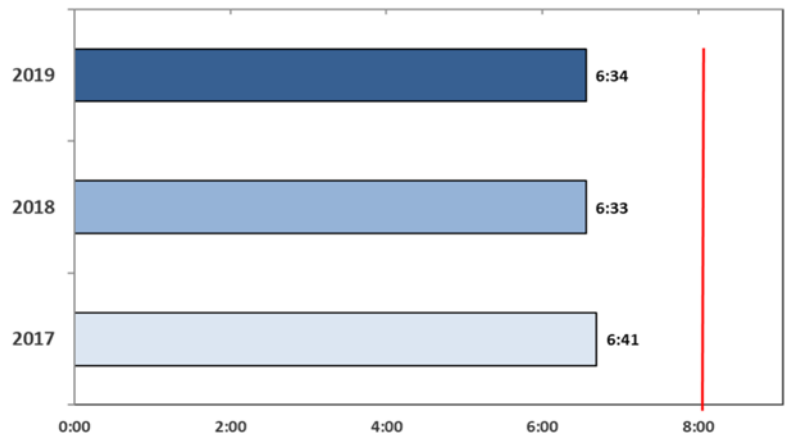


FIGURE 5



Building

Cumulative Number of Building Permits Issued

Issued— The number of building permits issued throughout this fiscal year FY2019 has reached 1,894.

Throughout the second quarter, 928 permits were issued, in comparison to 966 in FY2018's second quarter and 1,696 in FY2017's second quarter (in FY2018 a large wave of Graham's new development permits were issued).

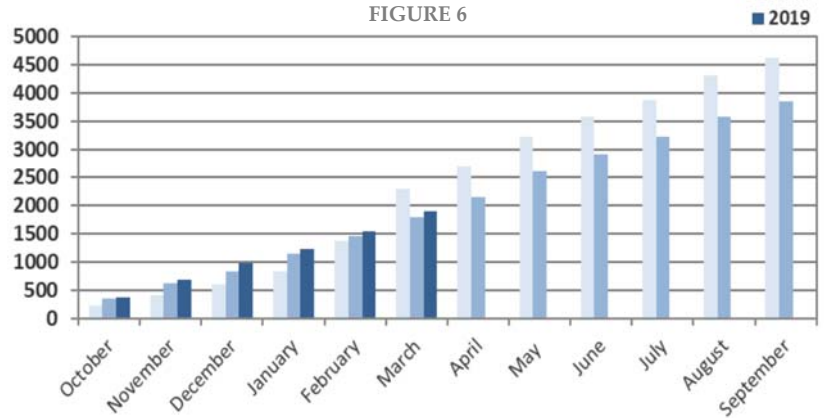
Cumulative Number of Building Fees Collected

Collected— Throughout this fiscal year FY2019, \$1,005,967 were collected in building fees. Compared to the previous fiscal years' second quarters, this amount is higher than FY2018 but significantly lower than those collected in FY 2017 (in FY2018 a large wave of Graham's new development permits were issued).

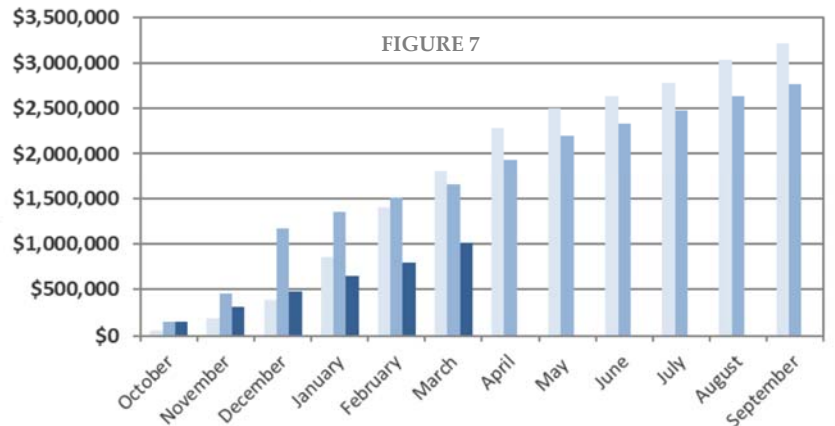
Cumulative Number of Building Inspections

Inspections— The number of building inspections performed this second quarter FY2019 has been greater than the second quarter of FY2017 and slightly lower than the second quarter of FY2018. There have been a total of 5,363 inspections conducted this fiscal year. The Building Department is working harder to continue to provide excellent service, while keeping up with the number of requests from residents.

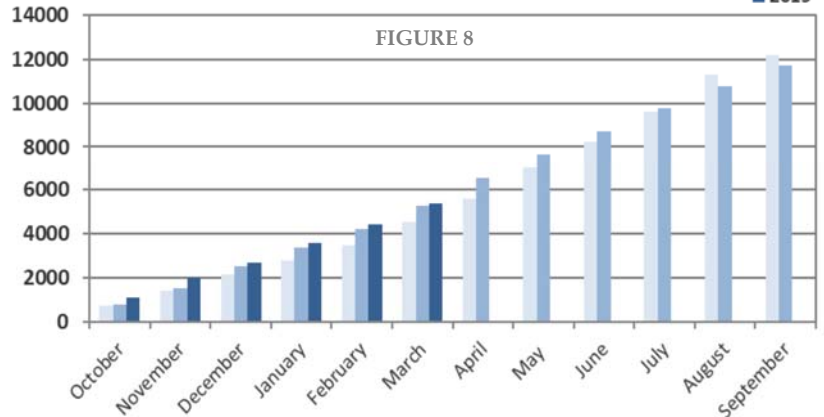
Number of Building Permits Issued (Cumulative)



Number of Building Fees Collected (Cumulative)



Number of Building Inspections (Cumulative)

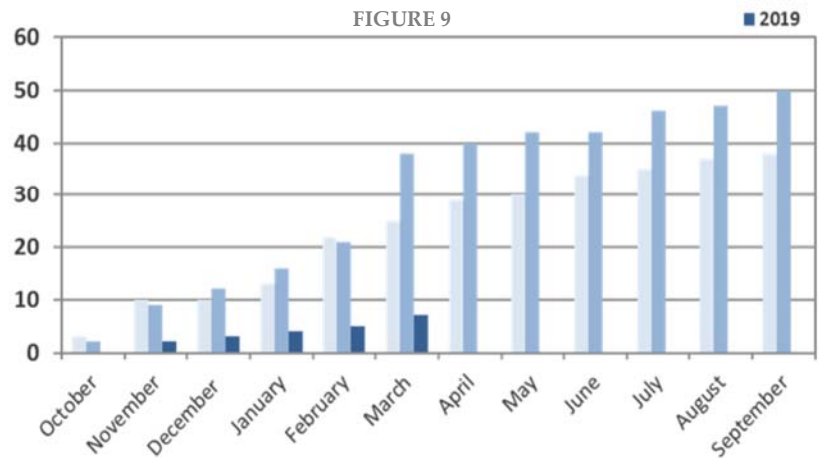


Planning & Zoning

Cumulative Number of Zoning Verification Letter Requests Received

A Zoning Verification Letter is a written confirmation by the Town of the current zoning designation of the subject property and/or whether a specific use is permitted on the subject property. This second quarter there have been 4 zoning verification letter requests received. The spike seen in FY2018 and FY2017 were primarily driven by inquires from new developments.

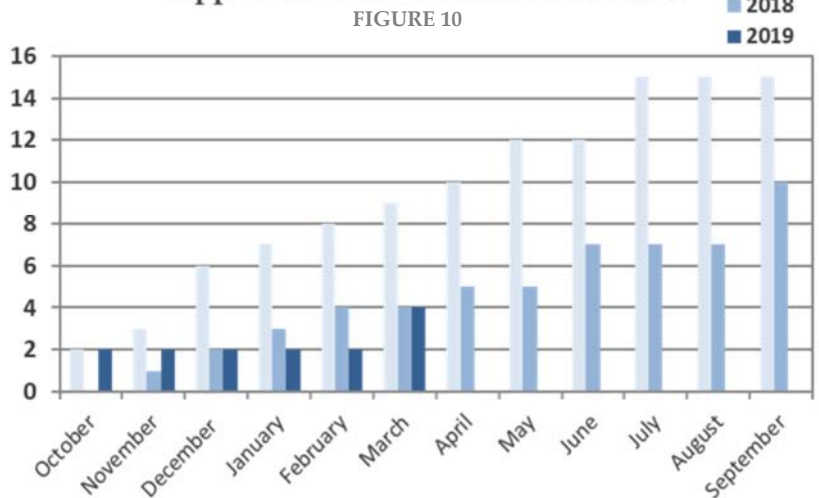
Number of Zoning Verification Letter Requests Received (Cumulative)



Cumulative Number of Administrative Site Plan Review Applications Received

This second quarter, a total of 2 Administrative Site Plan review applications were received. Site plan applications are required for all new developments or changes to existing developments.

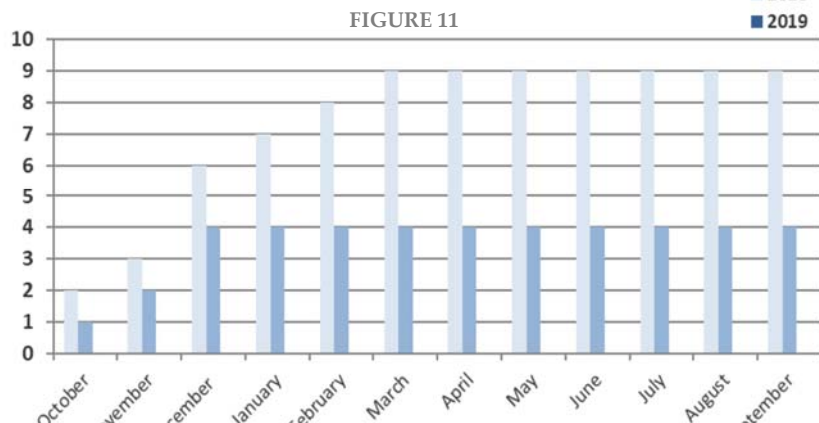
Number of Administrative Site Plan Review Applications Received (Cumulative)



Cumulative Number of Public Hearing Applications Processed

Public hearing applications are required for zoning requests of a substantial nature. For the second quarter there were no applications processed.

Number of Public Hearing Applications Processed (Cumulative)



Planning & Zoning

Average Number of Days for Review of Site Plan Application— To provide residents an idea on how many days it takes for the Planning and Zoning Department to review a site plan application, the department tracks their efficiency. For better tracking, starting this second quarter FY2019, this metric has been divided into two parts: Residential and Nonresidential & Multifamily applications. On average, this fiscal year, Residential and Nonresidential & Multifamily site plan applications have been reviewed within 14 and 5 business days respectively (measuring turnaround time from the date the application was received to the date of the first revision was made).

Average Number of Days Between Receipt of Complete Variance Application and Public Hearing— The average number of days between the receipt of a complete variance application and public hearing takes into account the turnaround time from the date the application was received to the date of the public hearing. This second quarter of FY2019, the average number of days between the receipt of the complete variance application and the public hearing date was 35 calendar days.

Average # of Days for Review of Site Plan Application - Residential

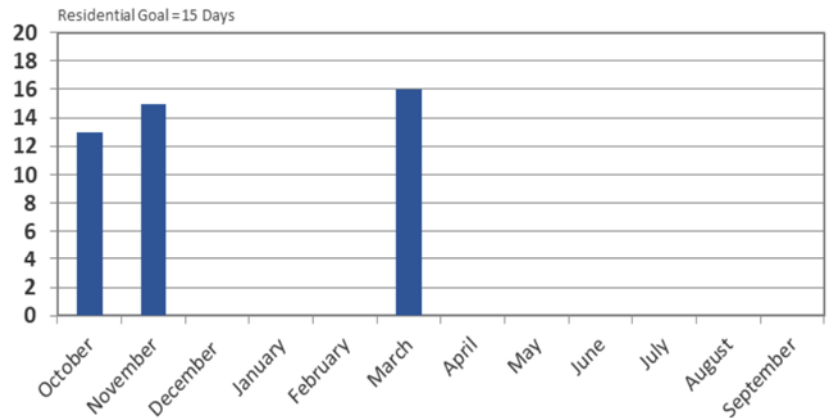


FIGURE 12

Average # of Days for Review of Site Plan Application - Nonresidential & Multifamily

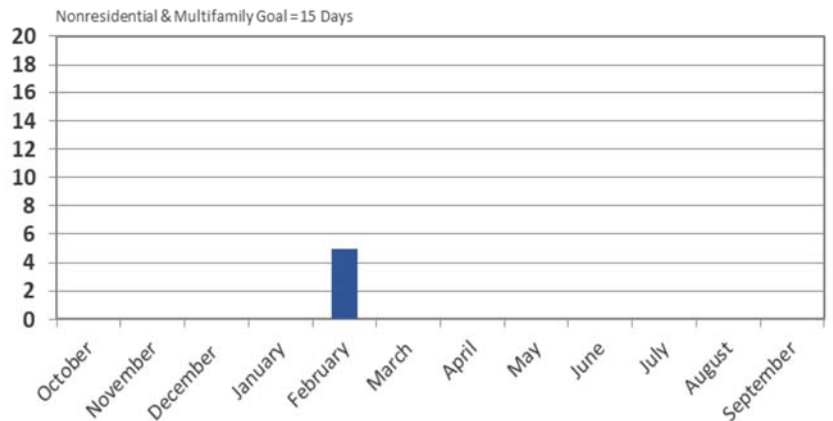


FIGURE 13

Avg. # of Days Between Receipt of Complete Variance Application and Public Hearing

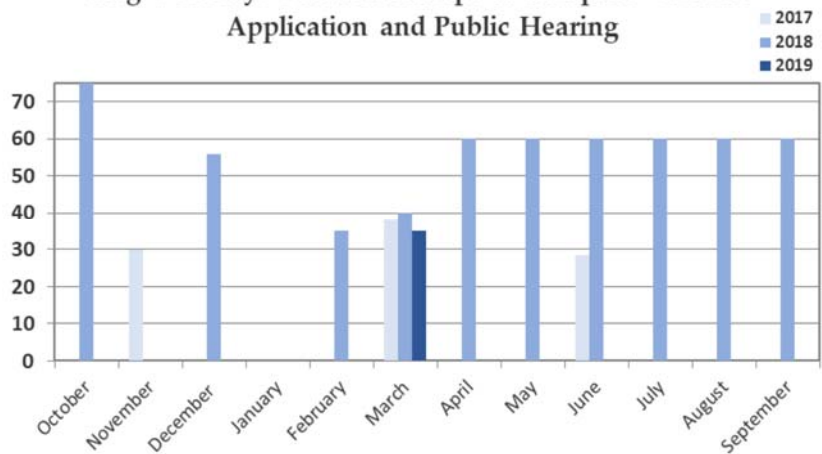


FIGURE 14



Transit

The Town of Miami Lakes continues to embody its motto: "Growing Beautifully." In a concerted effort to improve quality of life in the Town and nurturing its commitment to green living, the Town of Miami Lakes operates the Miami Lakes Moover on one route throughout town. The bus operates as a fixed-route circulator providing connections to existing Metrobus stops and Metrorail, via the Ludlam Limited Route, with a terminal point at Main Street. The Miami Lakes Moover runs Monday through Friday during peak morning (6:00-10:40AM) and peak evening (2:30-7:00PM). Buses arrive approximately every 40 minutes. Buses are equipped with bike racks, flip seats, and ADA-compliant wheelchair ramps.

Ridership—The Town tracks ridership on the Miami Lakes Moover for each of the routes. In September of FY 2014, the East and West Routes were combined to form one major route in order to better serve residents travelling between the east and west sides of Miami Lakes. This fiscal year, there have been 16,195 riders on the Moover route and 8,896 from Freebee service for a total of 25,901 rides (the Demand Bus Route was replaced by Freebee services starting on Jan/Feb 18' period—refer to Freebee services on next section).

Total Ridership Moover and Freebee (Cumulative)

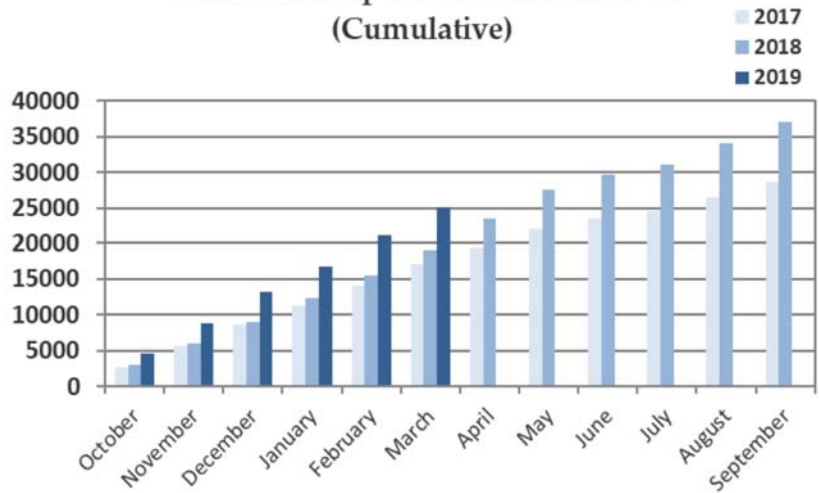


FIGURE 15

Fiscal Year 2017-2018 Ridership by Month				
Month	Miami Lakes Moover	Demand Route	Freebee OnDemand	Total
October	2409	574		2983
November	2605	487		3092
December	2502	483		2985
January	2574	483	269	3326
February	2501	rep. by freebee	639	3140
March	2734	rep. by freebee	802	3536
April	3,608	rep. by freebee	880	4,488
May	3175	rep. by freebee	925	4100
June	945	rep. by freebee	1044	1989
July	416	rep. by freebee	1039	1455
August	1864	rep. by freebee	1170	3034
September	1950	rep. by freebee	954	2904
Total Year:				37,032

Fiscal Year 2018-2019 Ridership by Month			
Month	Miami Lakes Moover	Freebee OnDemand (FreeBee)	Total
October	2949	1564	4513
November	2902	1357	4259
December	2906	1458	4364
January	2072	1549	3621
February	2935	1456	4391
March	2431	1512	3943
April			0
May			0
June			0
July			0
August			0
September			0
Total Year:			25,091



Transit

Freebee* In addition to the Town's Moover service, the Town also offers Freebee in the Lakes, a new on-demand ride-sharing service.

The on-demand service operates Monday through Friday, from 8:00 am to 3:00 pm and Sunday from 10:00 am to 2:00 pm. Rides are free for all passengers.

The Town Ridership via Freebee is a new measure that is being added to the quarterly performance reports as of January of 2018. This second quarter, the Ridership Freebee Services logged was 4,517.

Lime** Is a bicycle-sharing company that operates a station-less bicycle-sharing system, which uses a mobile app for reservations. Rides cost \$1 for every 30 minutes. Bike sharing is an innovative transportation program, ideal for short distance point-to-point trips.

The Number of Trips taken via Lime is a new measure that is being added to the quarterly performance reports as of January of 2018. This measures tracks the total numbers of trips taken during a calendar month.

This second quarter, the Number of Trips logged via Lime was 1,647.

Ridership Freebee Services (Cumulative)

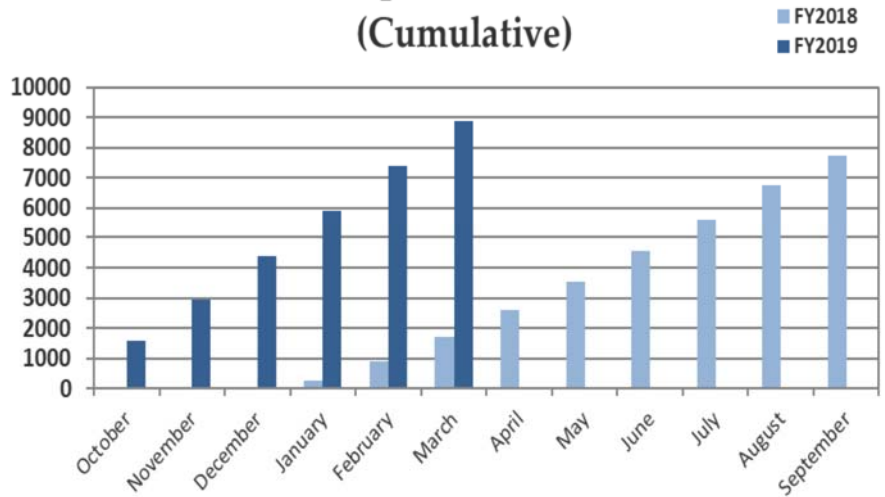


FIGURE 16

***Note:** Starting in FY2019, the number of passengers will be plotted instead of the number of rides to better reflect ridership projections.

Number of Trips via Lime (Cumulative)

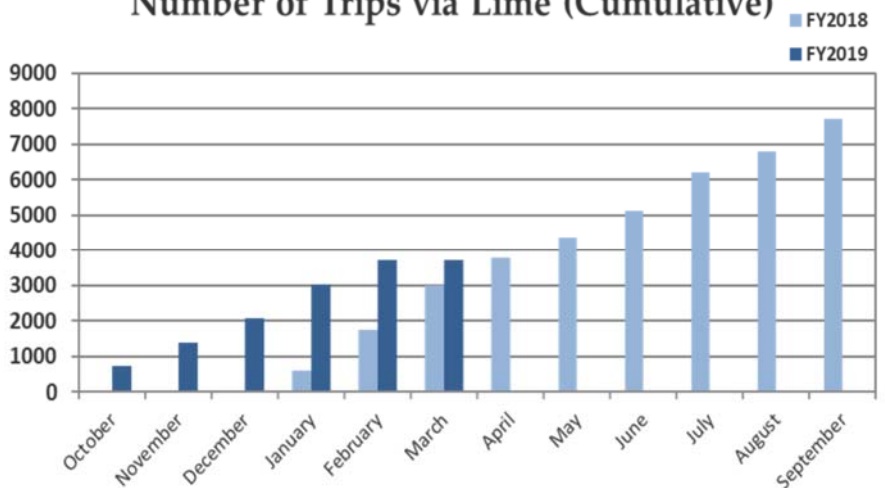


FIGURE 17

****Note:** Starting in March FY2019, the Lime services will no longer be offered.



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 second quarter, the Town maintained the percentage of streetlights working at an average of 99.3%. The Town continues to work with Florida Power and Light to enhance the quality of service being provided to our residents.

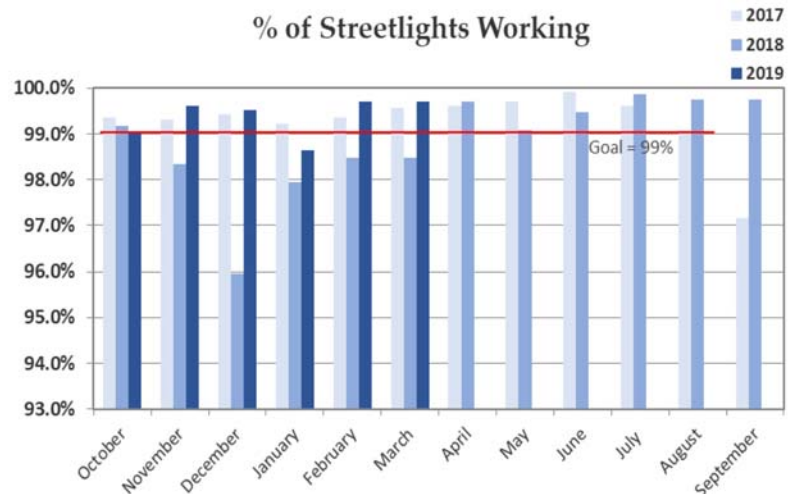


FIGURE 18

Cumulative Number of Pothole/Sinkholes Repaired

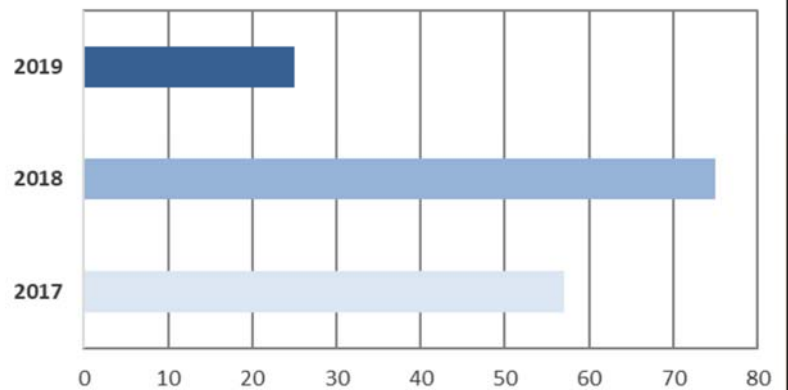


FIGURE 19

Cumulative Number of Pothole/Sinkholes Repaired—

The number of pothole/sinkholes repaired as of the second quarter was 14.

Cumulative Number of Catch Basins/Manholes Cleaned—

The number of catch basins/manholes cleaned as of this second quarter was 162. In addition, 12,868 linear feet of pipes were desilted 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 Management mobile App and website.

Number of Catch Basins/Manholes Cleaned (Cumulative)

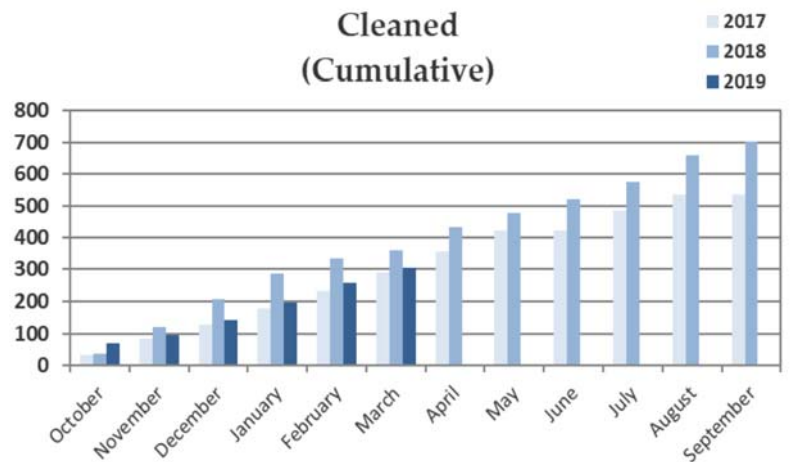


FIGURE 20



Public Works

Cumulative Number of Sidewalk Square Footage Pressure Cleaned

The square footage number of sidewalks pressure cleaned as of the second quarter was 916,930 sq. ft., which include the Town’s main corridors, mini parks, schools and bus shelters. Sidewalks are routinely inspected and scheduled for pressure cleaning services on an as-needed basis.

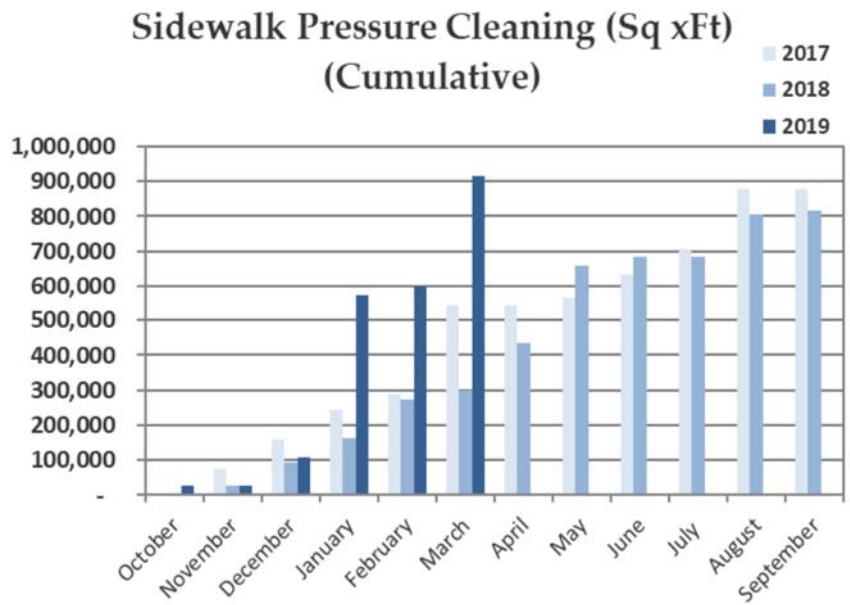


FIGURE 21

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. A total of 21 street signs have been repaired as of the second quarter. Street Signs are repaired when damaged or fading (increase seen in FY2018 due to the effects of Hurricane Irma).



FIGURE 22



Code Compliance

Total Code Fines Collected—A total of \$61,706 in fines has been collected this fiscal year. Revenue is primarily driven by requests to satisfy liens and comply with citations.

Compared to the previous fiscal years, the code fines has lowered as the Town experiences more voluntary code compliance from residents and bushiness.

Code Fines Collected (Cumulative)

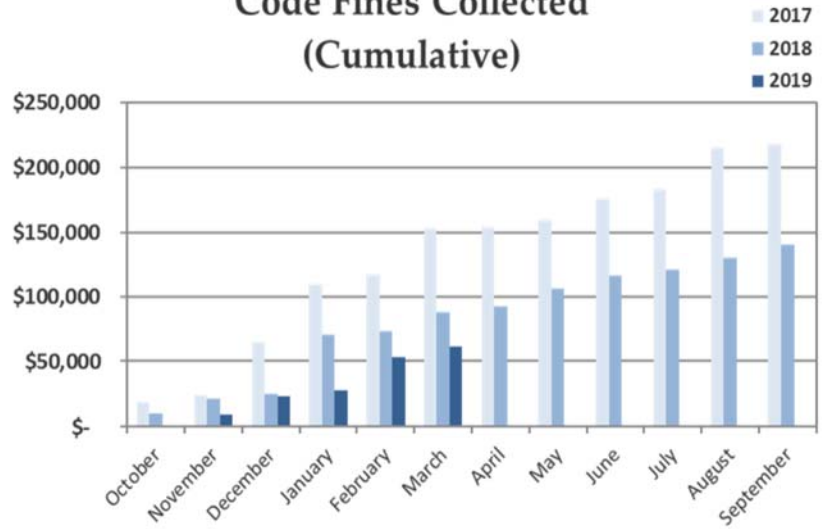


FIGURE 23

Cumulative Number of Code Cases Opened

Opened—The Code Compliance Department has maintained its level of proactive monitoring and notification. The number of code cases opened over the second quarter was 556. 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.

Number of Code Cases Opened (Cumulative)

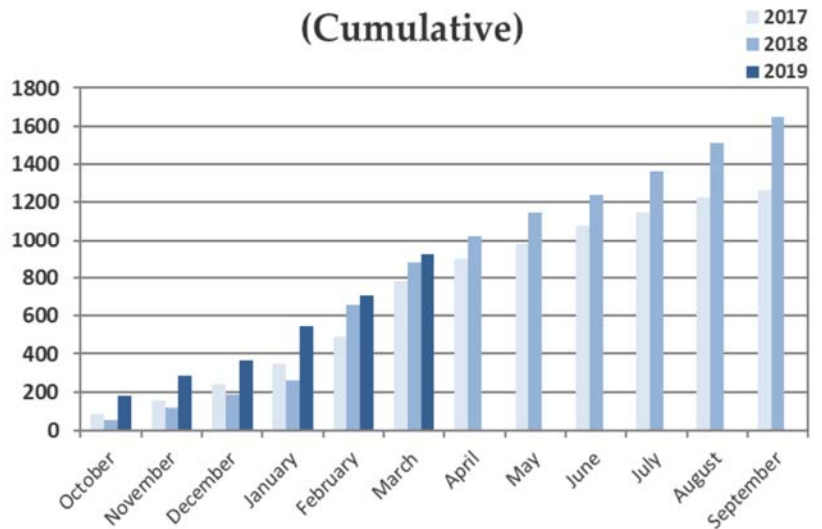


FIGURE 24



Grants

Grant Awards: Florida Department of Law Enforcement (FDLE) Justice Assistance Grant – Direct (JAGD) for the Miami Lakes School Resource Officer Overtime Program to expand the hours (overtime) of School Resource Officers at Bob Graham Education Center at 15901 NW 79th Avenue Miami Lakes, FL 33016 - \$4,206.

Florida Department of Law Enforcement (FDLE) Justice Assistance Grant - County-wide (JAGC) for the Miami Lakes School Resource Officer Overtime Program to expand the hours (overtime) of School Resource Officers at Miami Lakes K-8 Center, located at 14250 NW 67th Avenue, Miami Lakes, FL 33014 - \$3,873

In addition, the Grants Office has submitted three(3) grant applications and three (3) legislative appropriations project requests in this second quarter as detailed below:

Grant Applications

- ◆ Miami Dade County Neat Streets Tree Matching Grant for the Miami Lakes West Lakes Reforestation Phase 3 Project - \$37,422
- ◆ FDOT Transportation Alternatives (TA) Grant Application for the Miami Lakes Fairway Drive Bike Lanes and Crosswalks Improvements Project - \$900,000
- ◆ Christopher and Dana Reeve Foundation Direct Effect Quality of Life Grant - Miami Lakes Opening Doors Accessibility Modifications Project - \$25,000

Legislative Appropriations Project Requests

- ◆ Royal Oaks Drainage Improvements Phase II Project - \$2,000,000
- ◆ Business Park Northeast Resilient Transportation Infrastructure Project - \$6,000,000
- ◆ Business Park Southeast Resilient Transportation Infrastructure Project - \$853,000

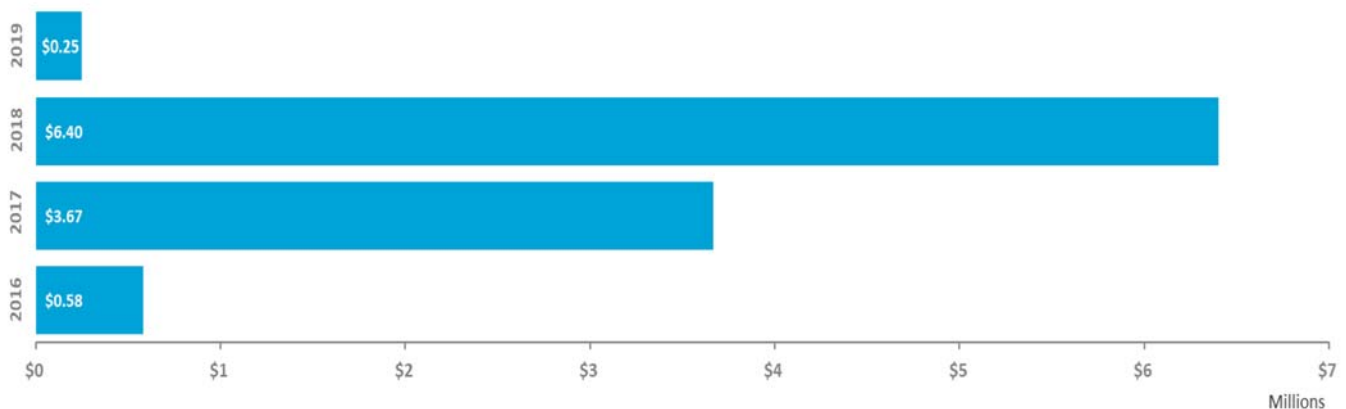


FIGURE 25



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. 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.

Over the second quarter, the Parks & Open Spaces Department has trimmed 1,181 trees in total. The department is on track to exceed the goal of 5,093 trees for this fiscal year (Work Orders scheduled from April thru September are on target with monthly and end of fiscal year goal.)

Number of Trees Trimmed (Cumulative)

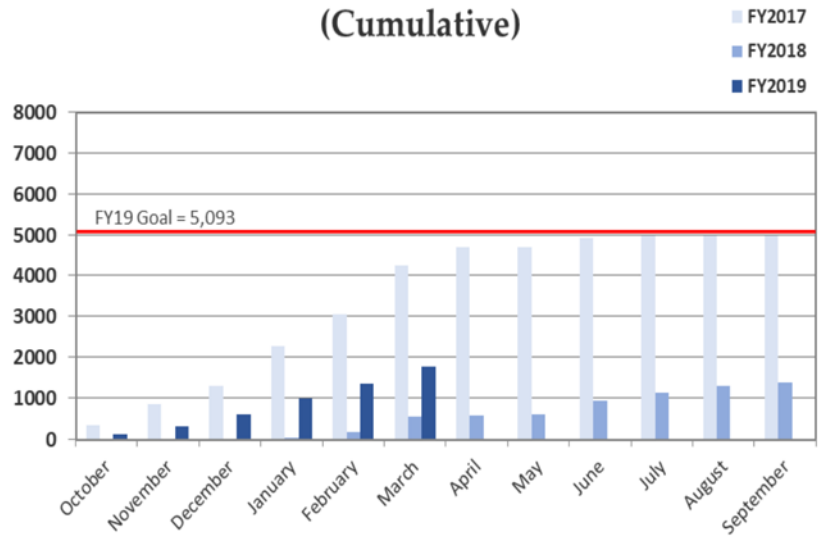


FIGURE 26

Number of Facility Rentals per Month— The number of facility rentals for the second quarter of FY2019 has been consistent with previous fiscal years' second quarters. With the opening of the Park East Youth Center, the Town now offers two indoor facilities to rent on weekends. During the second quarter of FY2019 there were a total of 161 rentals consisting of 117 pavilion rentals and 44 indoor facility rentals.

Cumulative Facility Rentals

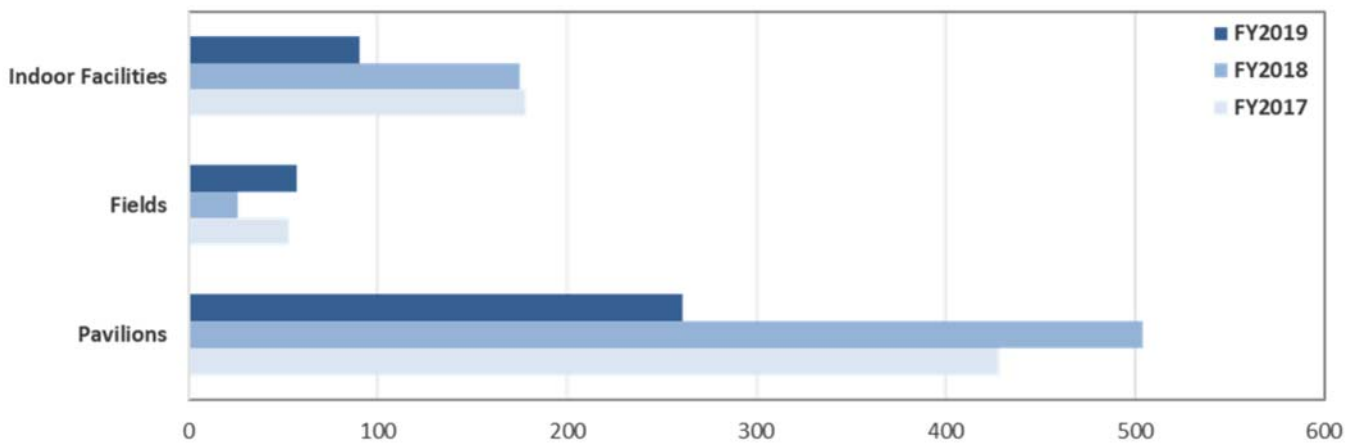


FIGURE 27



Business Tax Receipts (BTR's)

Cumulative Number of BTR's

Renewed— All Miami Lakes businesses are required to renew their business tax receipt on an annual basis. This second quarter there were a total of 45 BTRs renewals. Renewals are due by September 30th each year.

Number of BTR's Renewed (Cumulative)

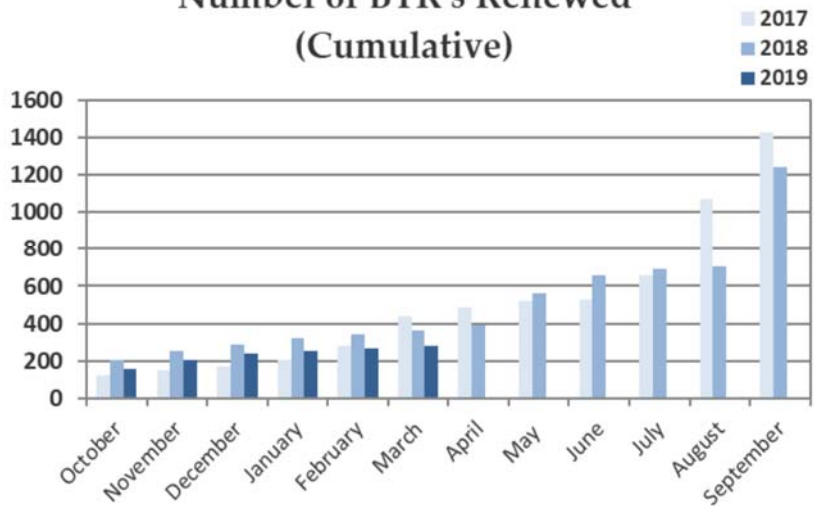


FIGURE 28

Cumulative Number of BTR's Fee's

Collected— Over the second quarter there were \$5,245 received in BTR fees.

The total BTR's fees collected at the end of FY2019 is expected to remain comparable with previous fiscal years.

BTR Fee's Collected (Cumulative)

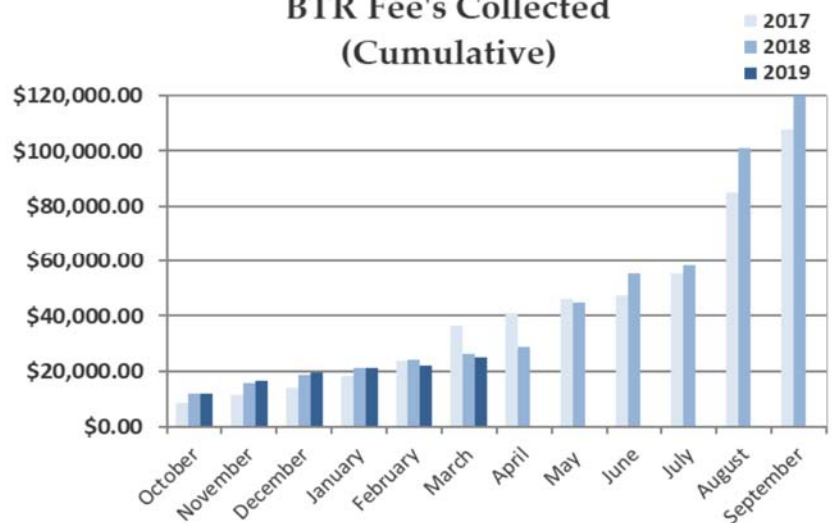


FIGURE 29



Communications and Community Affairs

Number of Website Visitors – 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 second quarter of FY2019, website views reached 15,974 users on the Town’s main page (www.miamilakes-fl.gov) and 1,959 users on the Town’s I Heart Miami Lakes page (www.iheartmiamilakes.com). The decrease in 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. In order to address the decline in web traffic, we are leveraging our social media reach and integrating widgets from our 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.

Number of Website Visitors

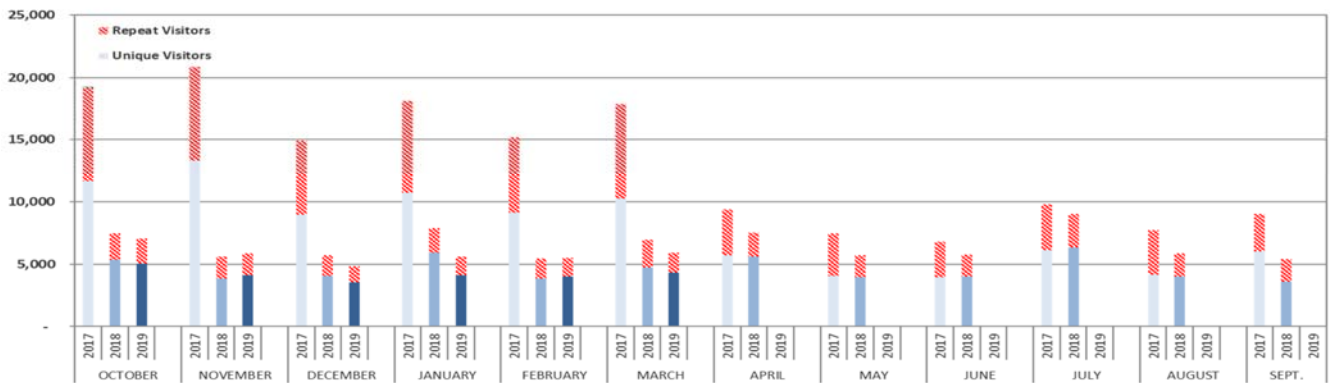


FIGURE 30

Facebook Live Engagement and Live Webcast Viewers During Town Council Meetings – In an effort to achieve better communication, transparency, and public participation, in FY2018 the Town introduced live streaming of the Town Council meetings on the Town’s Facebook page. This second quarter, the number of individuals who viewed the Council Meetings via *Webcast* between the hours of 5:00 PM to 10:00 PM on the day of the Council meeting was 390 and, *Facebook Live* engagement of 2,500.

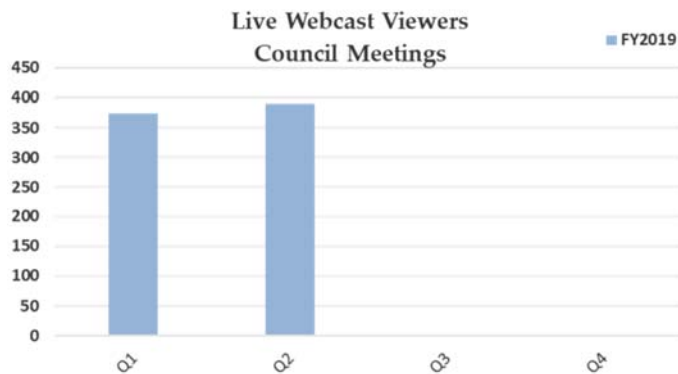


FIGURE 31

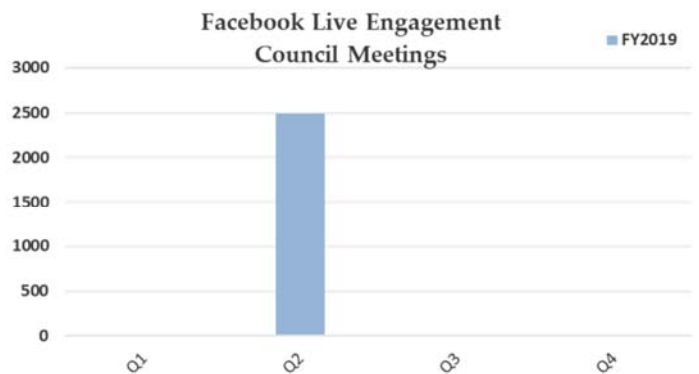


FIGURE 32



Communications and Community Affairs

Social Media Presence: The Town has vastly increased its social media presence and continues to do so. A detailed social media strategy was presented by the Communication and Economic Development team in March 2018 at the council meeting as a Manager’s report that discusses the social media plans in depth. As of the second quarter FY2019, the Town has reached 15,850 followers across Facebook, Instagram and Twitter and plans to aggressively monitor metrics such as engagement, reach, impressions and follower growth while adding presence on new social platforms.

Facebook: As of the second Quarter FY2019, the Town has reached 7,321 likes Facebook and incorporated a new and innovative feature know as *Facebook Stories* reaching over 10,000 residents to better cover/promote Town events, workshops or meetings.

Instagram: As of the second Quarter FY2019, the Town has reached 5,719 followers on Instagram and incorporated a new and innovative feature know as *Instagram Stories* reaching over 8,000 residents to better cover/promote Town events, workshops and meetings.

Twitter: As of the second Quarter FY2019, the Town has reached 2,810 followers on Twitter and incorporated a new and innovative feature such as featured post of Town public works projects, parks/recreation, Planning/Zoning, and building department updates in an effort to keep all town residents as updated as possible with all day to day activities.

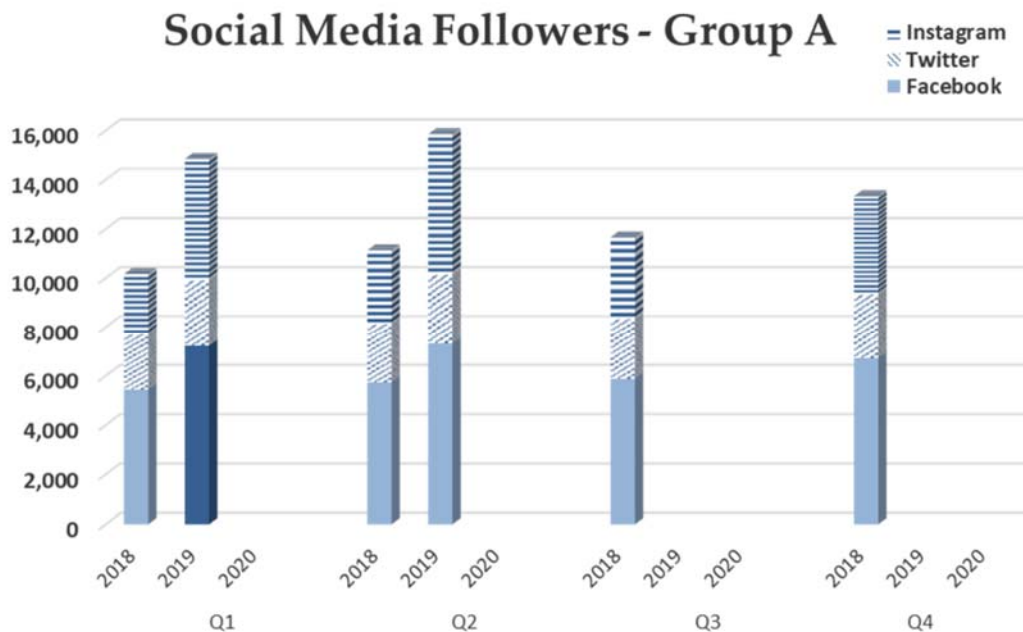


FIGURE 33



Communications and Community Affairs

Nextdoor: As of the second Quarter FY2019, the Town has incorporated the use of a Neighborhood based social media site called Nextdoor which is the world's largest social network for the neighborhood. Nextdoor enables truly local conversations that empower neighbors to build stronger and safer communities. The Town has accumulated 2,399 members in an effort to raise awareness for resident about Town events, workshops and meetings.

YouTube: As of the second Quarter FY2019, the Town has reached 2,000 unique account impressions on YouTube while aggressively monitoring metrics such as engagement, reach, impressions and user growth to better promote Town events, workshops or meetings in an effort to keep all town residents as updated as possible with all day to day activities.

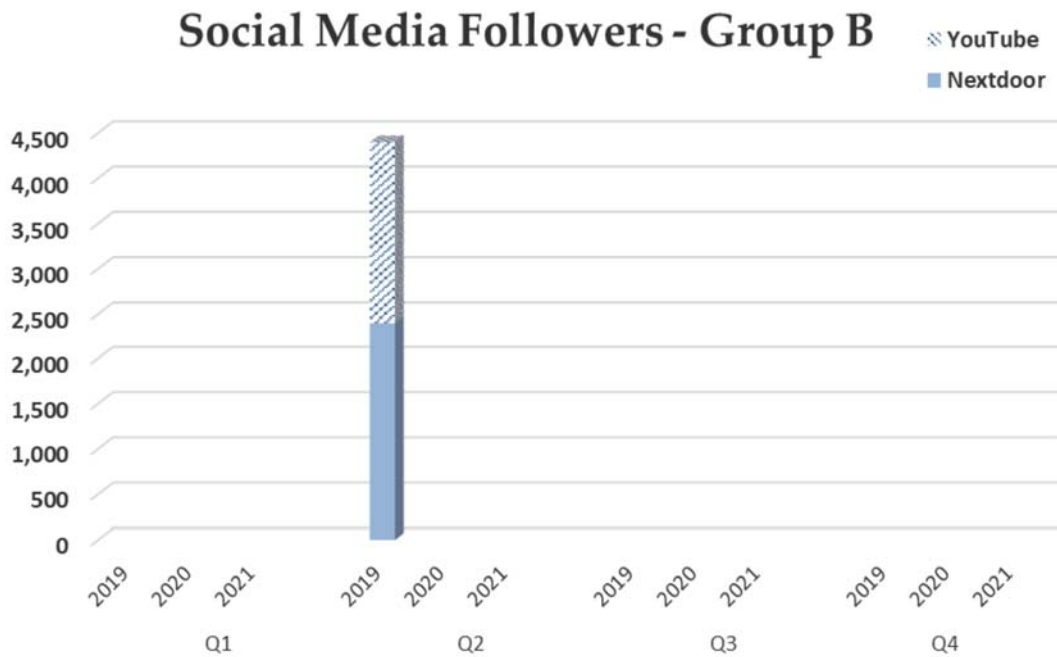


FIGURE 34



Communications and Community Affairs

LinkedIn: As of the second Quarter FY2019, the Town has incorporated 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 in an effort to raise awareness to Town employment opportunities and new hires.

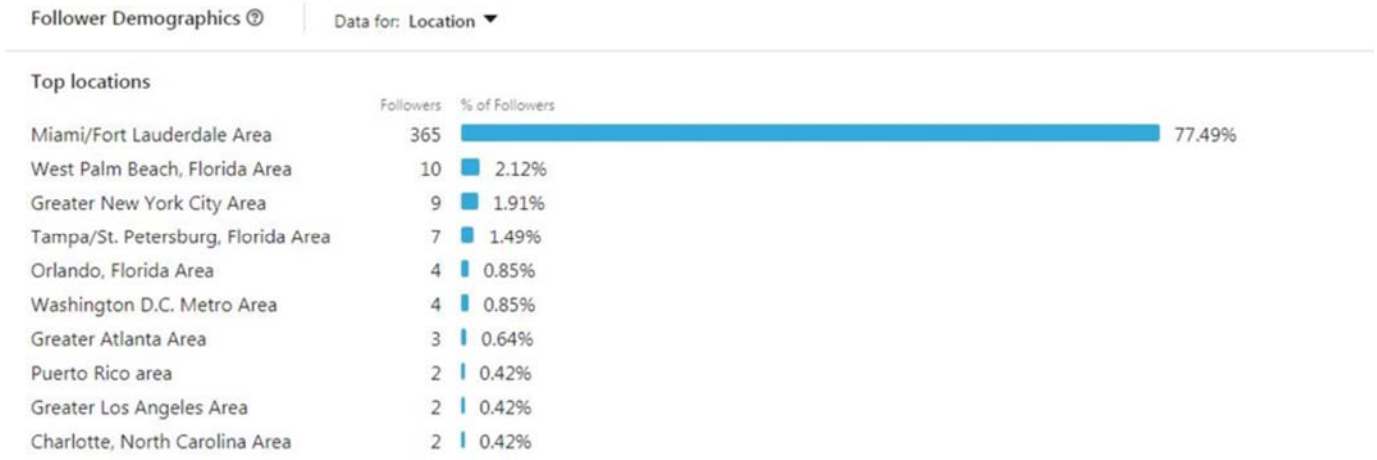


FIGURE 35

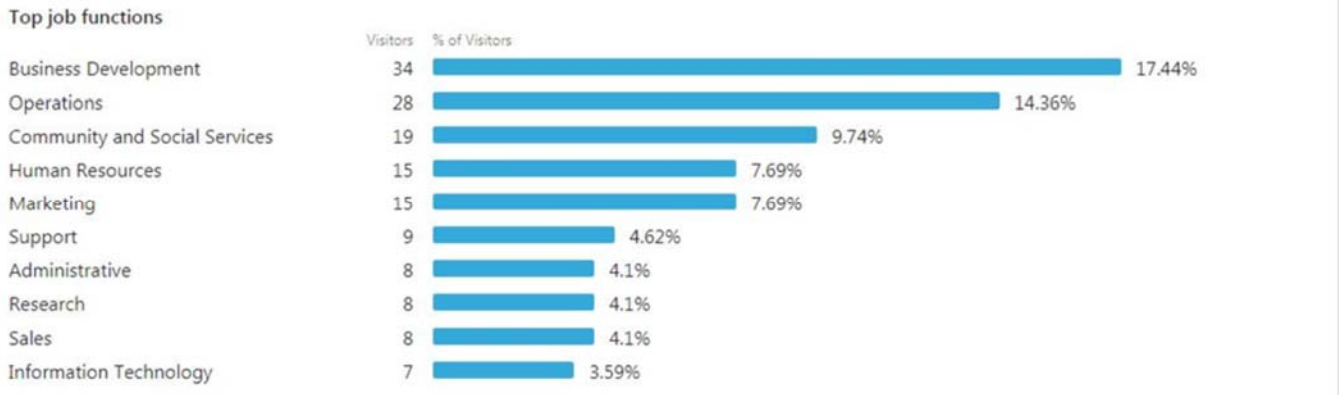


FIGURE 36



Finance

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 timeframe. 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, the Town has kept the number of days until payment below statutory requirements and has processed over 90% and 98% of construction and standard invoices respectively within that timeframe.

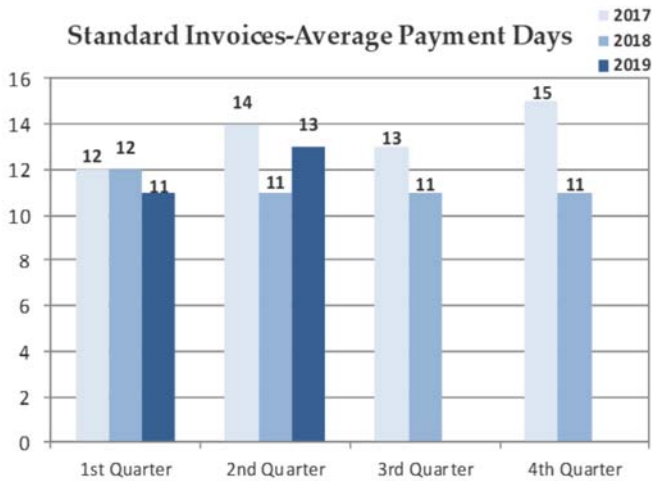


FIGURE 38

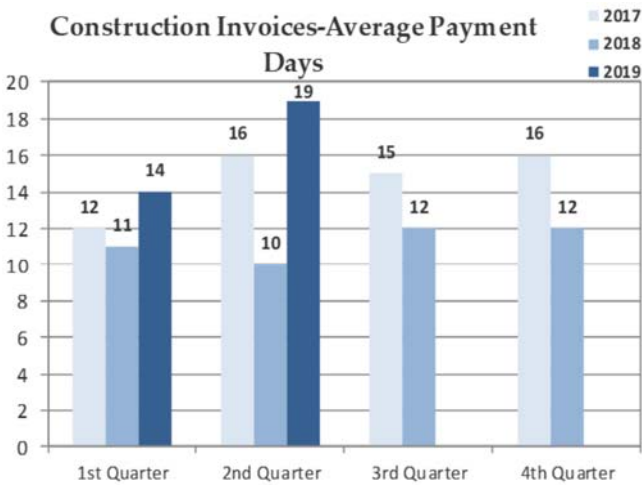


FIGURE 40

Standard Invoices-Percentage of Invoices Paid Within Allotted Time

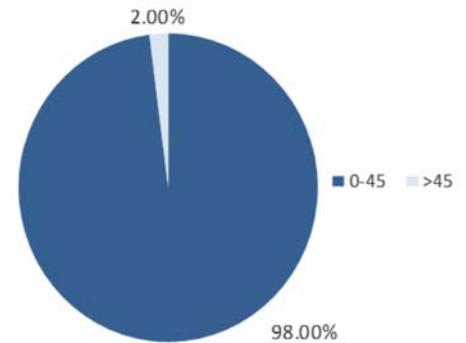


FIGURE 39

Construction Invoices-Percentage of Invoices Paid Within Allotted Time

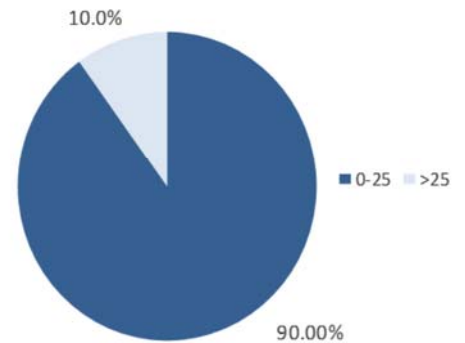


FIGURE 41



Clerk

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 measure 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 second quarter, lien letters requests were completed in an average of 4.3 days, with monthly averages reaching 5 in January, 5 in February, and 3 in March.

Turnaround Time for Expedited Lien Letters:

This second quarter, the average turnaround time for expedited lien letters was 3.6 days. This measure tracks the average number of days it takes to complete expedited lien letter requests.

Turnaround Time for Public Records Requests:

This second quarter, the average turnaround time for public records request was 6.6 days. This measure tracks the time it takes to complete a public records request, starting on the day the request was made and ending with the date the request has been closed.

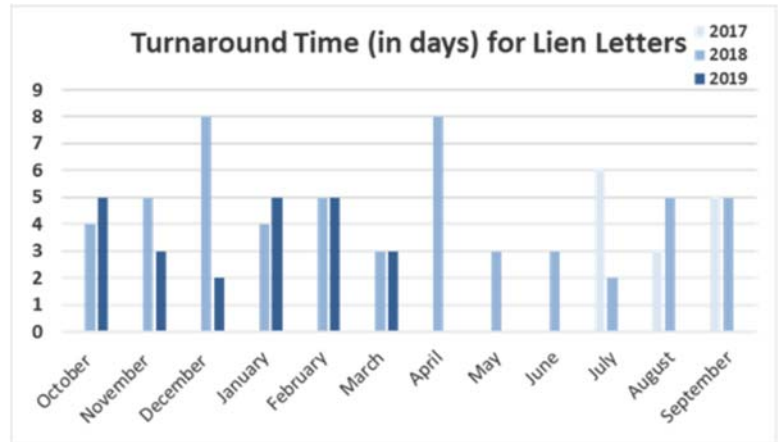


FIGURE 42



FIGURE 43

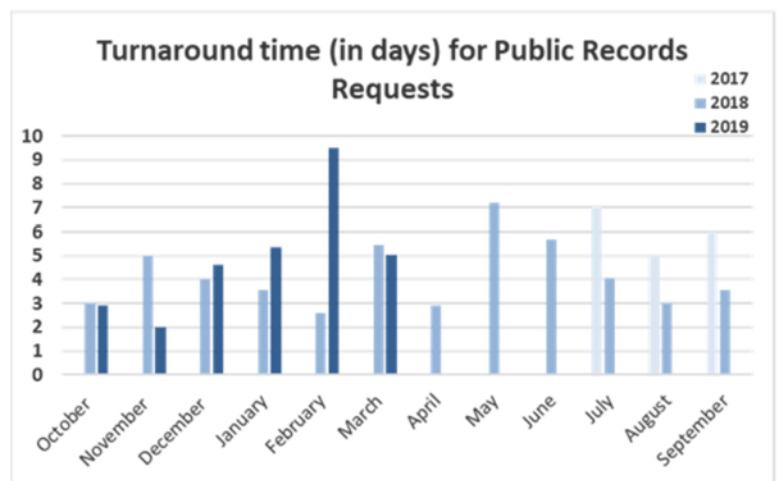


FIGURE 44



Imagine Miami Lakes 2025 – Strategic Plan

In an effort to achieve better communication, transparency, and public participation in regard to the Town’s 2015-2025 Strategic Plan, in February 2019 the Town released the *Imagine Miami Lakes 2025 web-portal* (www.ImagineMiamiLakes2025.com). The portal was developed in-house using an innovative tool called *Story Maps* from Esri/ArcGIS (Geographical Information System). Throughout the portal, the Town has included fundamental information about its strategic projects and initiatives such as: concepts, renderings, interactive maps, photos, progress reports, estimated start/end dates, costs, and other helpful information about the efforts and progress the Town is making to make Miami Lakes a model of a friendly, open, and innovative Town.

In March 2019, the Town added a powerful feature into the portal that allows resident, businesses, and visitors to submit questions and feedback directly into the site while projects are being browsed.

In average, in a scale 1 to 10 (1-lowest / 10-highest), users who have submitted inquires through the portal have rated the usefulness of features and information provided by the site at 8.6 points.

As of the end of the second quarter FY2019, the Imagine Miami Lakes 2025 portal reached over 2,426 views. In addition, citizens and business have submitted over 16 direct inquires through the portal (all inquires have been promptly responded).

