TOWN OF MIAMI LAKES

6601 Main Street, Miami Lakes, Fl 3301-305.364.6100



QUARTERLY PERFORMANCE REPORT Q2-FY2020



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TOWN MANAGER'S MESSAGE



-Edward Pidermann



I am pleased to present the Town of Miami Lakes Second (2nd) Quarter Performance Report for Fiscal Year 2019-2020. This report provides a narrative for each performance measure from January to March 2020.

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.

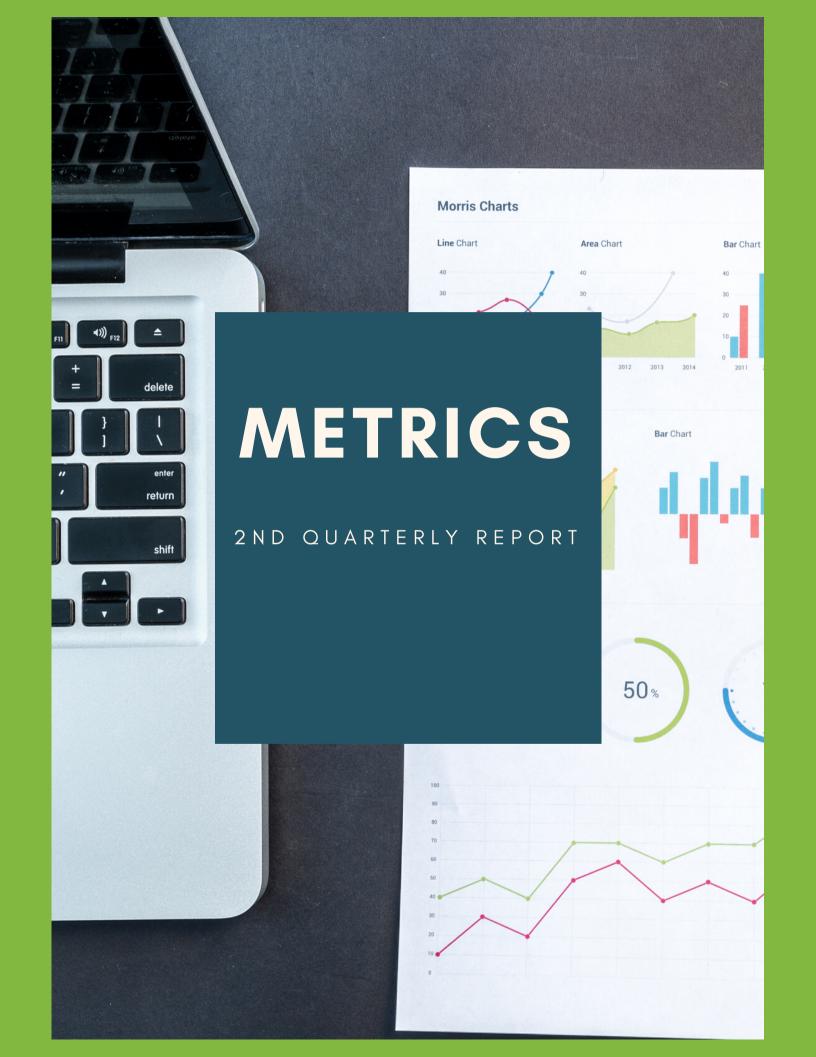


Aeriel View of the Town of Miami Lakes

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 lakefront town house communities. many The 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 is expected to reach upwards of 33,000 in the upcoming 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.





PUBLIC SAFETY: POLICE DEPARTMENT



RANKED #4
Miami-Dade County

Safest Cities 2020 Report by:

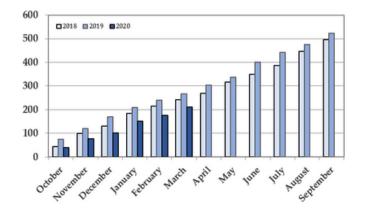
safewise 🧐

RANKED TOP 40
State of Florida

Cumulative Number of Targeted Crimes

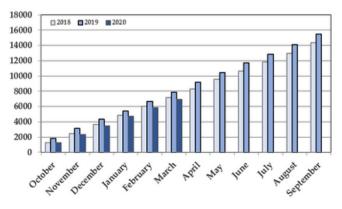
Targeted crimes are crimes singled out to be tracked and targeted with police manpower.

From January to March the number of targeted crimes was 102 (49 in January, 26 in February, and 35 in March).



Cumulative Number of Police Calls for Service

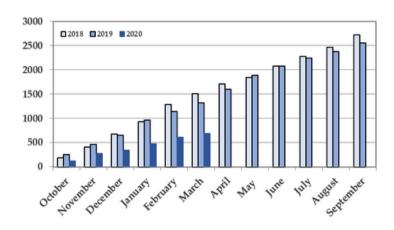
The number of police calls for service has ranged from a monthly low of 1,066 in March to a high of 1,270 in January, an average of 1,156 calls per month and a total of 3,470 police calls for service from January through March. Our police department strives to attend to every phone call received to ensure that each resident is assisted.



PUBLIC SAFETY: POLICE

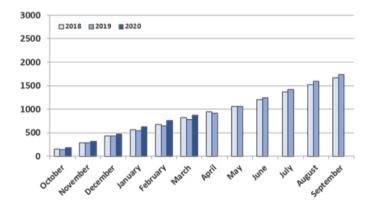
Cumulative Number of Police Citations

The police department issued a total of 683 citations in the second quarter of FY2020. The declining trend seen in the graph is the result of an increase in driver compliance. 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.



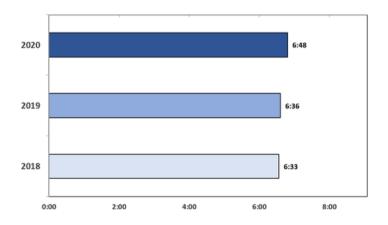
Cumulative Number of Police False Alarms

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 second quarter, a total of 867 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 FY2020 is 6.4 minutes (6m28s). 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.



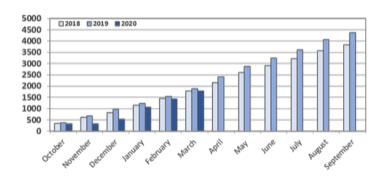


BUILDING DEPARTMENT

Cumulative Number of Building Permits Issued

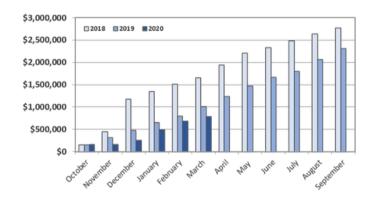
The number of building permits issued throughout this fiscal year FY2020 has reached 1,772.

Throughout the second quarter, 1,234 permits were issued, in comparison to 928 in FY2019's second quarter and 966 in FY2018's second quarter.



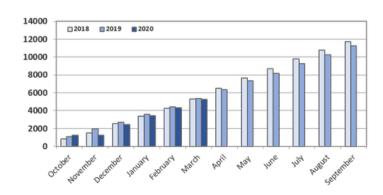
Cumulative Number of Building Fees Collected

Throughout this fiscal year FY2020, \$780,186 were collected in building fees. Compared to the previous fiscal years, this amount is lower than FY2019 and FY2018 (in FY2018 a large wave of Graham's new development permits were issued).



Cumulative Number of Building Inspections

There have been a total of 5,250 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.

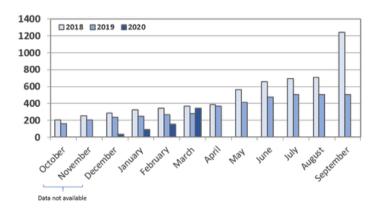


BUILDING DEPARTMENT

Cumulative Number of Business Tax Receipts (BTRs)

All Miami Lakes businesses are required to renew their business tax receipt on an annual basis.

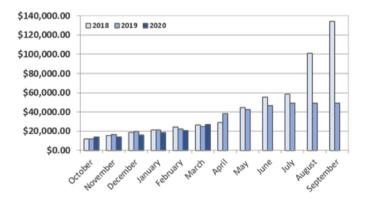
Due to a downtime during a system upgrade (reporting module), the first quarter FY2020 BTR data collection and reporting were not available from October through November (although, BRTs renewal and fees collection services were operating normally). Total BTR renewals and fees for FY2020 are projected to be at the same or at equivalent level as FY2019. This second quarter there were a total of 342 BTRs renewals. Renewals are due by September 30th each year.



Cumulative Number of BTRs Fee's Collected

Over the second quarter there were \$11,173 received in BTR fees. The total BTR's fees throughout this fiscal year FY2020 has reached \$27,143.

The total BTR's fees collected at the end of FY2020 is expected to remain comparable with previous fiscal years.



PLANNING DEPARTMENT





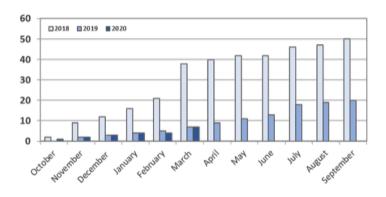
Planning is responsible for preparing plans and regulatory tools to provide for the growth and enhancement of Miami Lakes, as well as gathering, updating, and analyzing demographic, environmental, transportation, and infrastructure data needed by other Town departments.

Planning processes both administrative and public hearing zoning applications, including rezoning, conditional uses, variances, site plans, and plats. In addition, the department responsible maintaining the Town's geographic information system (GIS).

PLANNING & ZONING

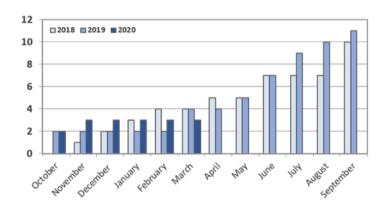
Cumulative Number of Zoning Verification Letter Requests Received

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 inquiries from new developments.



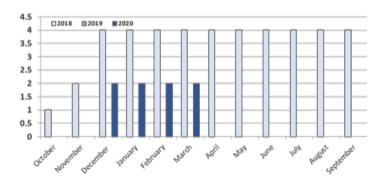
Cumulative Number of Administrative Site Plan Review Applications Received

This second quarter, there were no Administrative Site Plan review applications received. Site plan applications are required for all new developments or changes to existing developments.



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.



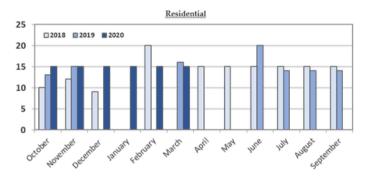
PLANNING & ZONING

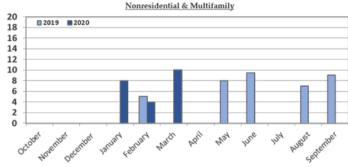
Average Number of Days for review of Site Plan Applications

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 the second quarter of FY2019, this metric has been divided into two parts: Residential and Non-residential applications.

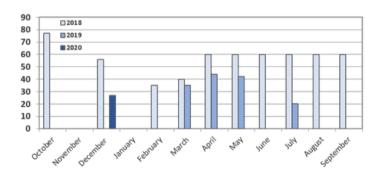
On average, this fiscal year, Residential and Non-residential (Multifamily) site plan applications have been reviewed within 15 and 7 business days respectively (measuring turnaround time from the date the application was received to the date of the first revision was made).





Average Number of Days Between Receipt of Complete Variance Applications 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, there were no Variance Application submitted.



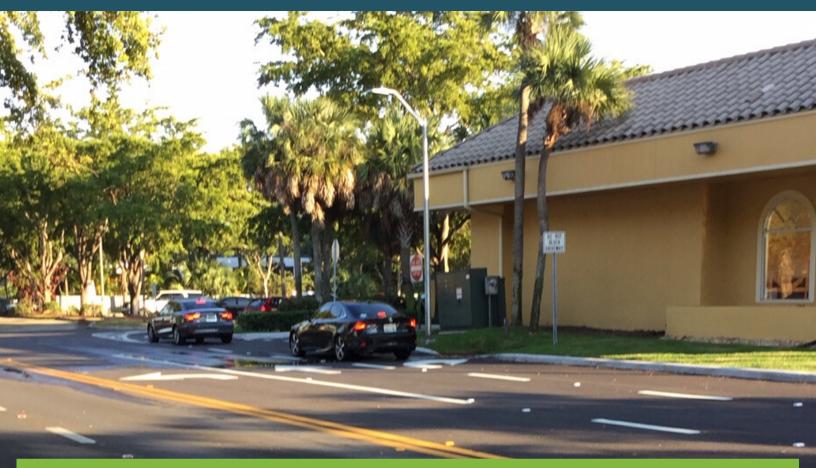
TRANSPORTATION DEPARTMENT





The Transportation Department manages the planning and initial coordination for all transportation projects within the Town, from the enhancement of road capacity to bike initiatives for kids and their exposure to use bicycles as a means of transportation.

The Department's goal is to ease traffic congestion, create more efficient routes for movement inside the Town, and provide more transportation options for all types of users and residents. This includes coordinating initial phases of every transportation project with public and private agencies in Miami-Dade County, the State of Florida, and Nation-wide; provide transportation best practices to complete current/on-going/future projects; and produce transportation analyses that will potentially end in increasing the quality of life of the residents of the Town.



TRANSIT

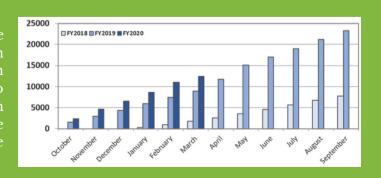
In FY2018, the Town switched to On Demand transportation providers and contracted with Freebee to provide the service. The new service has allowed the Town to enhance the previous on demand service by operating two 5 passenger vehicles and one 10 passenger van with ADA accessibility providing more flexibility to our riders.

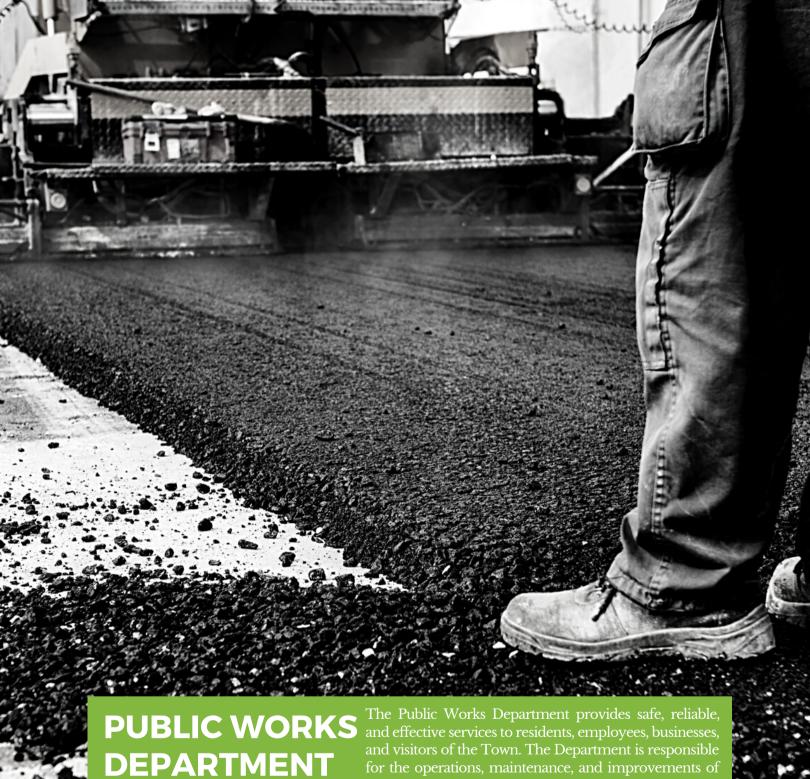
Currently, the Miami Lakes Freebee Public Transit Service hours of operation are from Mondays through Thursdays from 9:00 a.m. to 6:30 pm, Fridays from 9:00 a.m. to 9:00 p.m., one Freebee on Saturdays from 9:00 a.m. to 9:00 pm, and one Freebee on Sundays from 10:00 a.m. to 2:00 p.m.

In the second quarter of FY 2020, the Town was able to provide 5,812 rides and saw an increase in on demand ridership by 29% compared to FY2019 second quarter. The Freebee program has been able to reduce the number of vehicles on the road minimizing gridlock, link the Town's public transportation systems, and provide a convenient way for people to travel around Town.

RIDERSHIP

The Town tracks ridership for the Freebee in the Lakes based on number of passengers per month. In April of FY 2019, the Town switched transportation services from the Moover Circulator Service to Freebee in the Lakes On demand Transportation in an effort to provide more direct and reliable service transportation services. This fiscal year, there have been 12,384 riders from Freebee service in total.



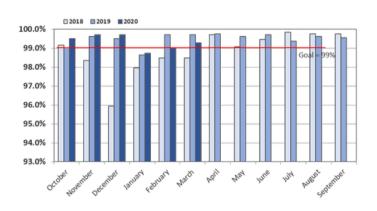


and effective services to residents, employees, businesses, and visitors of the Town. The Department is responsible for the operations, maintenance, and improvements of the Towns infrastructure. This includes canal cleaning, street sweeping, litter debris pick up, signs repairs and replacement, sidewalk 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

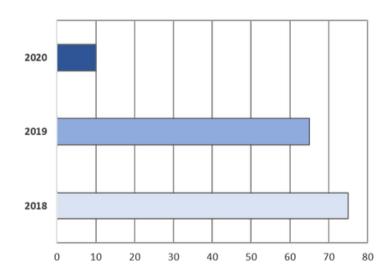
Percentage of Street Lights Working

There are currently 2,047 street lights in Miami Lakes of which 915 belong to the Town. Over the second quarter, the Town maintained the percentage of streetlights working at an average of 99.0%. The Town continues to work with Florida Power and Light to enhance the quality of service being provided to our residents.



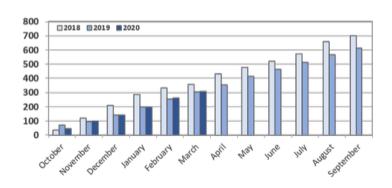
Cumulative Number of Potholes/Sinkholes Repaired

The number of potholes/sinkholes repaired as of the second quarter was 10.



Cumulative Number of Catch Basins/Manholes Cleaned

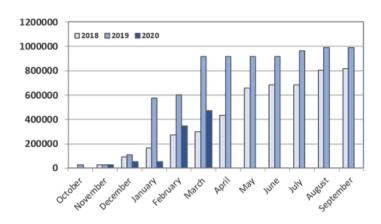
The number of catch basins/manholes cleaned as of the second quarter was 309, averaging approximately 51 manholes cleaned per month. In addition, 16,380 linear feet of pipes have been desilted this fiscal year to improve stormwater flow. The Town's drainage system consists of catch basins, pipes and 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

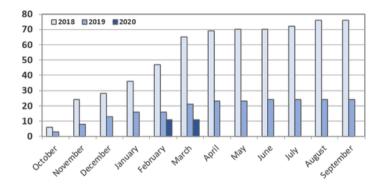
Cumulative Number of Sidewalk Square footage Pressure Cleaned

The square footage number of sidewalks pressure cleaned as of the second quarter was 470,018 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.



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 11 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).



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.

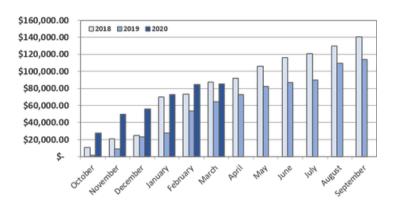
The Code Compliance team is responsible for assuring that all commercial, industrial and residential properties comply with the Town's Code, to ensure that the quality of life and property values continue to rise and the community continues "growing beautifully.

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

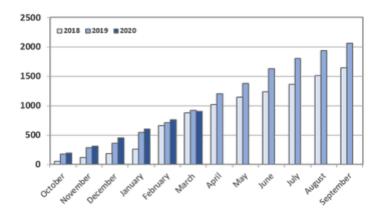
Total Code Fines Collected

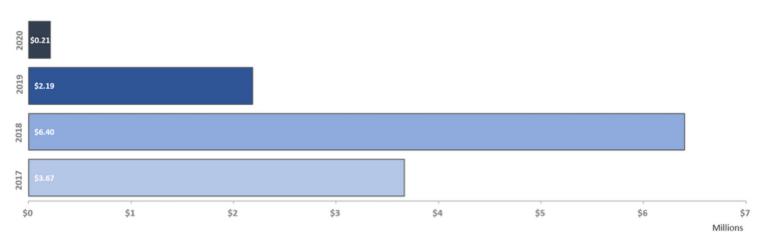
A total of \$84,936 in fines has been collected this fiscal year. Revenue is primarily driven by requests to satisfy liens and comply with citations.



Cumulative Number of Code Cases Opened

The Code Compliance Department has maintained its level of proactive monitoring and notification. The number of code cases opened as of the second quarter was 901. Code cases are opened on an asneeded basis and are not opened to meet a quota, therefore no goal can be set with this measure.





Cumulative Grants Awards FY2017 to FY2020

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 AWARDS 2ND QUARTER FY2020

• Miami Dade County (MDC) 2020 Neat Streets Miami's Street Tree Matching Grant Program for the West Lake Reforestation Phase 4 Project \$41,600

GRANTS APPLICATIONS 2ND QUARTER FY2020

- TD Bank Group/Arbor Day Foundation 2020 TD Green Space Grant for the West Lakes Reforestation (Phase 4) TD Green Space Project to purchase and install new trees in the West Lakes neighborhood \$20,000
- FY2020 Transportation Alternatives (TA) Program for the Miami Lakes Park West Bicycle and Pedestrian Improvements Project \$1,000,000



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.

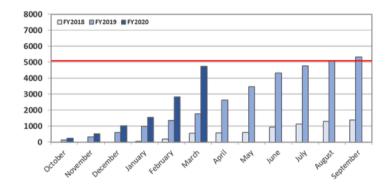
The Parks and Recreation department oversees the operation and maintenance of the Town's 101 parks, rights of way, median green spaces, six lakefront beaches and its urban tree canopy. The parks are open seven days a week and feature a variety of amenities for residents of every age and lifestyle including: 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

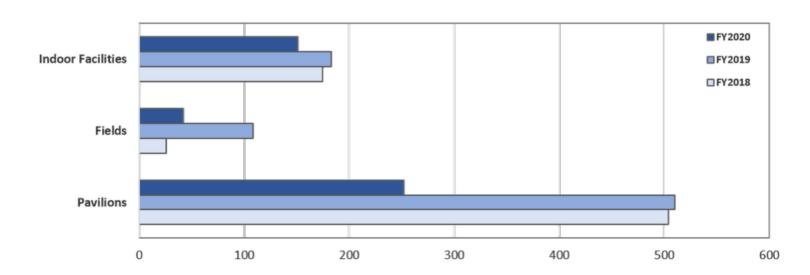
The Parks & Open Spaces Department set a goal of 5,093 trees to be trimmed this fiscal year. The Town has a total of 17,832 trees, and all trees are trimmed following a tree trimming maintenance schedule which specifies designated areas to be trimmed and when they will be trimmed.

As of the second quarter, the Parks & Open Spaces Department has trimmed 4,733 trees in total.



Number of Facility Rentals per Month

The number of facility rentals for the second quarter of FY2020 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 FY2020 there were a total of 165 rentals consisting of 114 pavilion rentals and 51 indoor 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

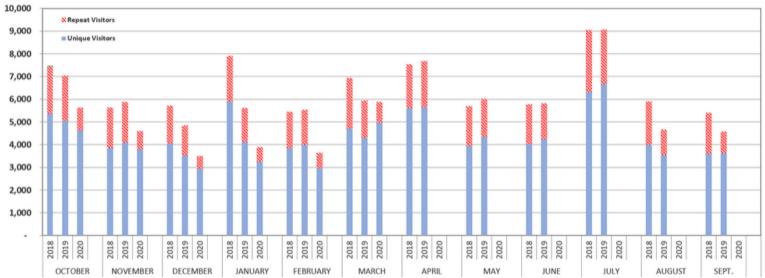
Citizen Response:

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

Website

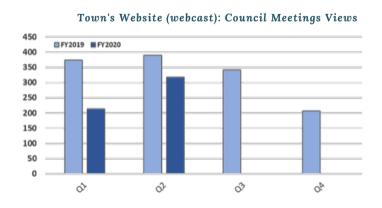
Committees and Special Events

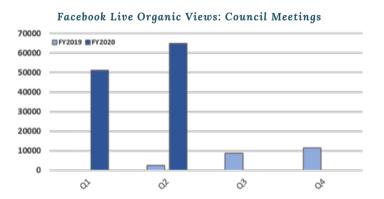




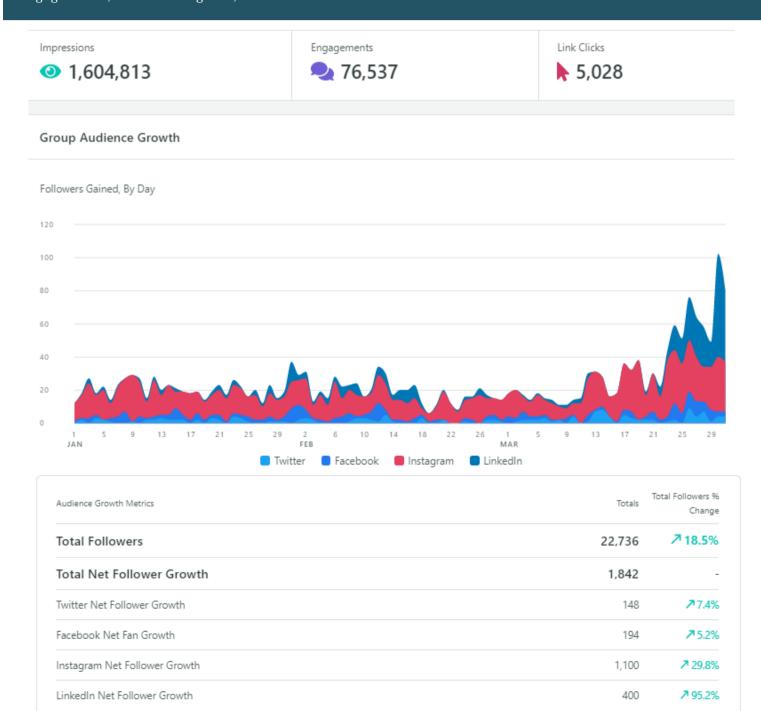
Live Website (webcast) and Facebook Page Organic Viewers: Council Meetings

In an effort to achieve better communication, transparency, and public participation, in FY2019 the Town introduced live streaming of the Town Council meetings on the Town's Facebook page in addition to streaming via the Town's website (webcast). This second quarter, the total number of individuals who viewed the Council Meetings via the Town's website between the hours of 5:00 PM to 10:00 PM on the days of the Council meeting was 318 and, via Facebook Page 64,900 organic views.





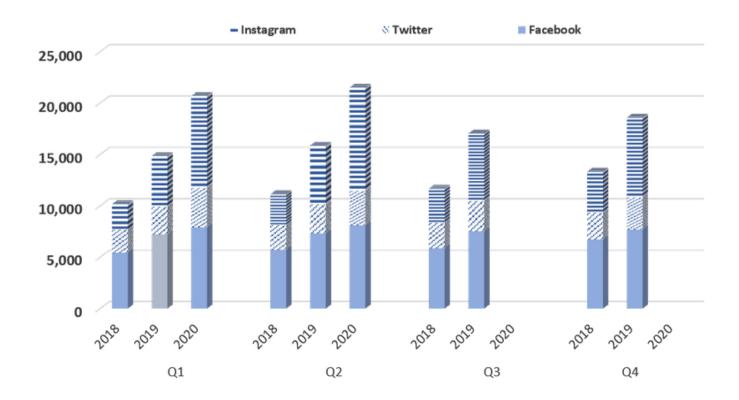
The Town has vastly increased its social media/digital presence and will continue to do so. A detailed social media strategy was presented by the Communication and Economic Development team in March 2018 at the council meeting as a Manager's report that discusses the social media plans in depth. The Communications & Community Affairs department launched a cross channel Digital Marketing effort to ensure residents stay up to date with all events, meetings, and information relating the Town. Below are the Data Matrix's from Q2 (January March) of FY2020 showing a 18.5% total follower increase from Town Social media platforms including Facebook, Instagram, LinkedIn, and Twitter provided by our new digital marketing tool Sprout social. Our Digital marketing efforts has reached 1.6 Million impressions, achieving 76.5 thousand engagements, and resulting in 5,028 link clicks to drive traffic to our Town's website.



<u>Facebook</u>: As of the second quarter FY2020, the Town has reached 8,107 likes on Facebook and incorporated an innovative feature know as Facebook stories reaching over 27,000 residents to better cover/promote Town events, or meetings. Our Facebook account reached 700,968 impressions, achieving 55 thousand engagements, and resulting in 2,921 thousand link clicks to drive traffic to our Town's website. In addition, we hosted and promoted 59 events (workshops and meetings) via Facebook Events during this quarter reaching 22.3 thousand impressions, achieving 1,152 engagements, and resulting in 272 link clicks to drive traffic to our Town's website.

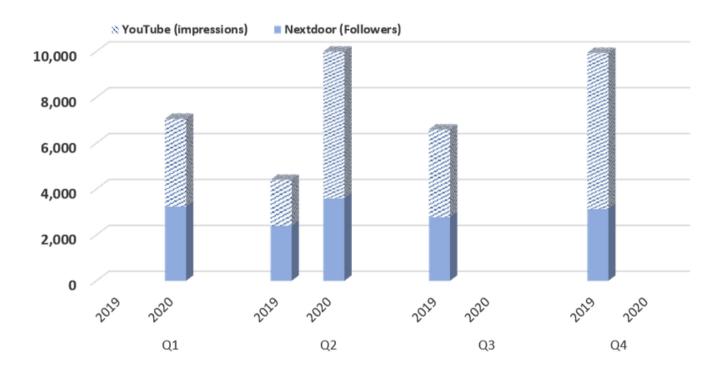
<u>Instagram</u>: As of the second quarter FY2020, the Town has reached 10,070 followers on Instagram and incorporated a new and innovative feature know as Instagram stories reaching over 19,498 residents to better cover/promote Town events and meetings. Our Instagram account reached 559,426 impressions, achieving 15.1 thousand engagements, and resulting in 509 link clicks to drive traffic to our Town's website. Our Instagram account grew compared to Q1 FY2020 data by 29.82% in total followers (10,070), down 64.2% in total impressions (559,426), down by 13.7% in total engagements (15,117) and 55% in engagement rate (4.5%).

Twitter: As of the second quarter FY2020, the Town has reached 3,333 followers on Twitter and incorporated an 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. Our Twitter account reached 309.8 thousand impressions, achieving 3.7 thousand engagements, and resulting in 464 link clicks to drive traffic to our Town's website. Our Twitter account grew compared to Q1 FY2020 data by 4.6% in total followers (3,333), down 34.8% in total impressions (309,769), by 65.8% in total engagements (3,700) and 88.7% in engagement rate (3.2%).



Nextdoor: As of the second quarter of FY2020, the Town has continued the incorporated 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 3,591 members and reached 23.7 thousand impressions in an effort to raise awareness for resident about Town events, workshops and meetings.

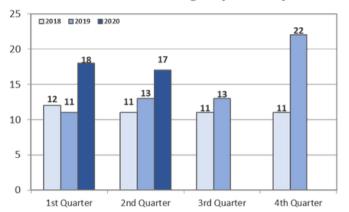
YouTube: As of the second quarter FY2020, the Town has reached lk thousand unique account impressions on YouTube while aggressively monitoring metrics such as engagement, reach, impressions and user growth to better promote Town events, workshops or meetings in an effort to keep all town residents as updated as possible with all day to day activities. Our YouTube account reached 6,400 impressions, achieving 898 views, and resulting in 3.8% click through rate. Our YouTube account grew compared to Q1 FY2020 data down by 62% in total subscribers (65), by 12% in total impressions (6.4K), down by 12% in total views (898) and down by (36%) in click through rate (3.8%).



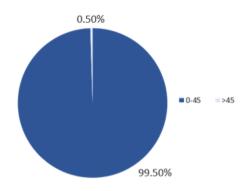
LinkedIn: As of the second quarter FY2020, the Town has amplified the use of LinkedIn which is the world's largest professional social network site mainly used for professional networking, including employers posting jobs and job seekers posting their CVs. The Town has been able to recruit members from all over the United States in an effort to raise awareness to Town sponsorship opportunities, potential partnerships, employment opportunities and new hires. Our LinkedIn account reached 36.2 thousand impressions, achieving 2.8 thousand engagements, and resulting in 1,704 link clicks to drive traffic to our Town's website. Our LinkedIn account grew compared to Q1 FY2020 data by 44.1% in total followers (1,244), down by 25.1% in total impressions (36,223), down by 14.1% in total engagements (2,837) and down 15% in engagement rate (15.69%).

LinkedIn Performance Summary View your key profile performance metrics from the reporting period. Impressions Engagements Post Clicks (All) 36,223 ¥25.1% 2,837 \(\sim 14.1\)% 1,704 > 5% LinkedIn Audience Growth See how your audience grew during the reporting period. Net Follower Growth Breakdown, by Day 80 60 40 20 -20 13 25 10 14 18 22 5 13 17 21 25 6 26 IAN MAR Organic Followers Gained Paid Followers Gained Followers Lost Audience Metrics Totals % Change Followers **₹44.1%** 1,244 Net Follower Growth 408 √ 74.4% Organic Followers Gained **₹** 73% 410 \rightarrow 0% Paid Followers Gained

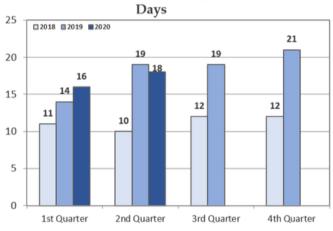
Standard Invoices-Average Payment Days



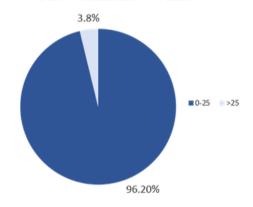
Standard Invoices-Percentage of Invoices
Paid Within Alotted Time



Construction Invoices-Average Payment



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, the Town has kept the number of days until payment below statutory requirements and has processed over 96.2% and 99.5% of construction and standard invoices respectively within that time frame.



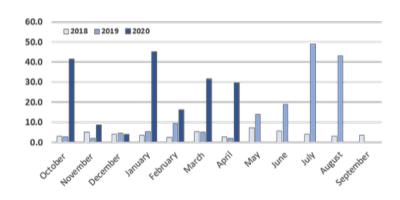
Pursuant to the Town Charter, the Town Clerk shall give notice of all Council meetings to its members and the public, and shall keep minutes of the Council's proceedings. The Town Clerk is responsible for keeping and distributing the official Town Record.

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

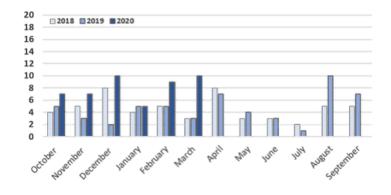
Turnaround Time for Public Records Requests

This second quarter, the average turnaround time for public records request was 31 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.



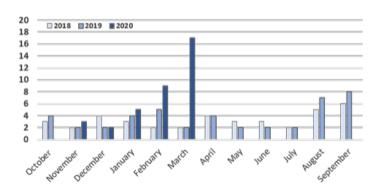
Turnaround Time for Regular Lien Latters

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 second quarter, lien letters requests were completed in an average of 8 days, with monthly averages reaching 5 in January, 9 in February, and 10 in March.



Turnaround Time for Expedited Lien Letters

This second quarter, the average turnaround time for expedited lien letters was 10.3 days. This measures tracks the average number of days it takes to complete expedited lien letter requests.



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 Q2-FY2020 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: IMAGINEMIAMILAKES2025@MIAMILAKES-FL.GOV; P- 305.512.7139



... "growing beautifully"