

TOWN OF MIAMI LAKES



6601 Main Street, Miami Lakes, Fl 33014
305.364.6100

QUARTERLY PERFORMANCE REPORT

A photograph of a golf course with a green fairway, palm trees, and a building in the background. A rainbow is visible in the sky above the trees.

Q1FY2021

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 First (1st) Quarter Performance Report for Fiscal Year 2020-2021. This report provides a narrative for each performance measure from October to December 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.



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 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.



VISION BY 2026

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

1ST QUARTERLY REPORT

Morris Charts

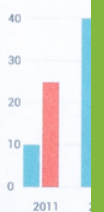
Line Chart



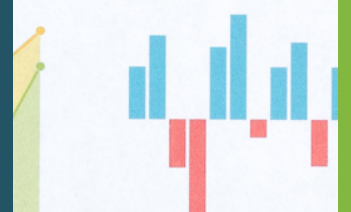
Area Chart



Bar Chart



Bar Chart



50%



PUBLIC SAFETY: POLICE DEPARTMENT



RANKED #3
Miami-Dade County

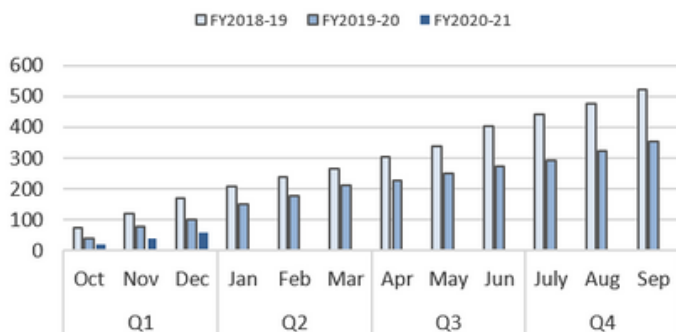
Safest Cities 2020 Report by:



RANKED TOP 40
State of Florida

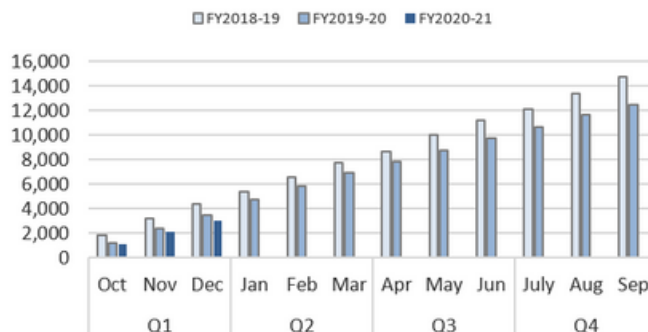
Cumulative Number of Targeted Crimes

Targeted crimes are crimes singled out to be tracked and targeted with police manpower. From October to December the number of targeted crimes was 58 (21 in October, 17 in November, and 20 in December).



Cumulative Number of Police Calls for Service

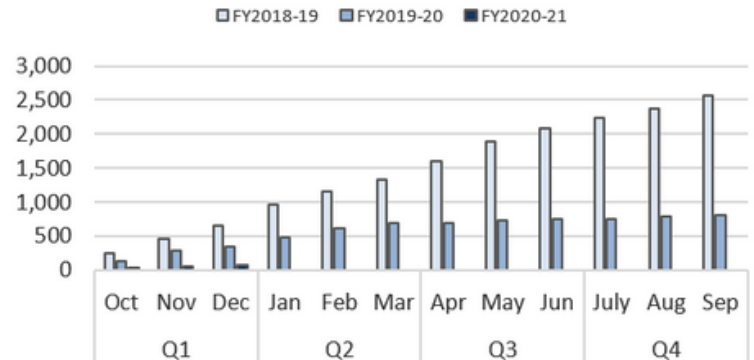
The number of police calls for service has ranged from a monthly low of 936 in December to a high of 1,107 in October, an average of 1,015 calls per month and a total of 3,045 police calls for service from October through December. Our police department strives to attend to every phone call received to ensure that each resident is assisted.



PUBLIC SAFETY: POLICE

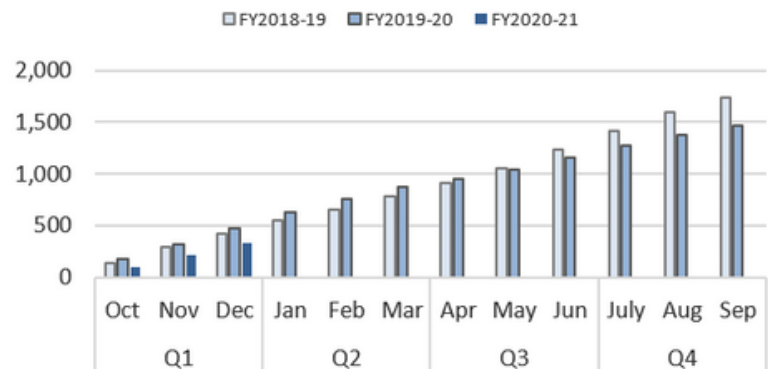
Cumulative Number of Police Citations

The police department issued a total of 73 citations in the first quarter of FY2021. 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.



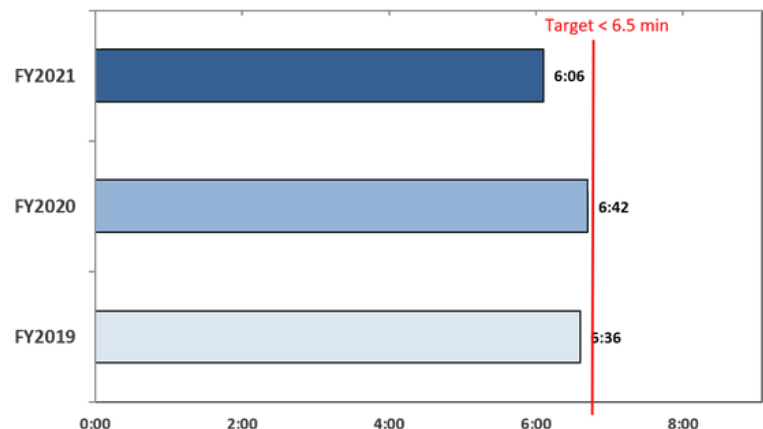
Cumulative Number of Police False Alarms

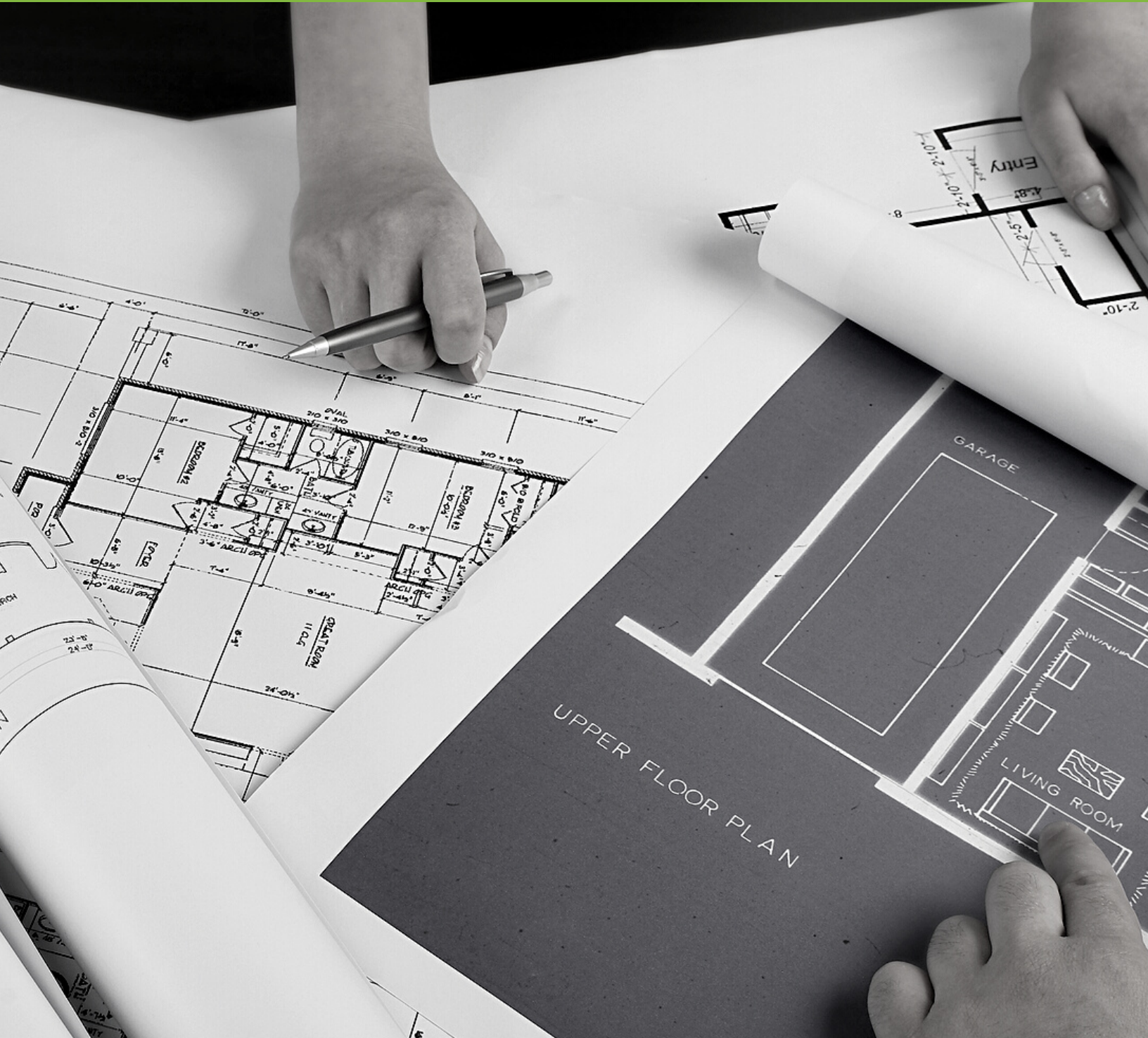
Since the implementation of the false alarm monitoring system, there has been a consistent number of police false alarms reported. At the end of the first quarter, a total of 330 false alarms had been reported in FY2021. By reducing the number of false alarms reported, the Police Department is able to effectively place their focus on other emergency situations.



Average Police Response Time

The average police response time for the first quarter of FY2021 is 6.02 minutes (6m4s). 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

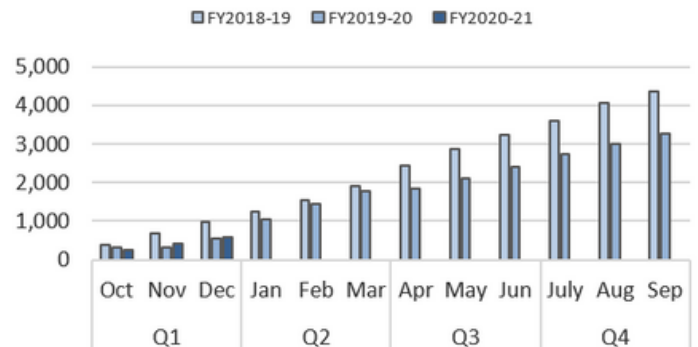
The Building Department provides customer-friendly services including review, processing, issuance and inspection of building permits and assurance that construction in the Town complies with the provisions of all applicable codes. The Building Department has continued to work on enhancing services overall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

BUILDING DEPARTMENT

Cumulative Number of Building Permits Issued

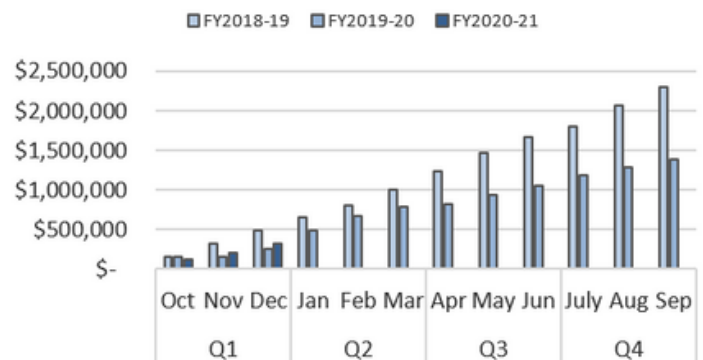
The number of building permits issued throughout this fiscal year FY2021 has reached 579.

Throughout the first quarter, 579 permits were issued, in comparison to 538 in FY2020's first quarter and 966 in FY2019's first quarter.



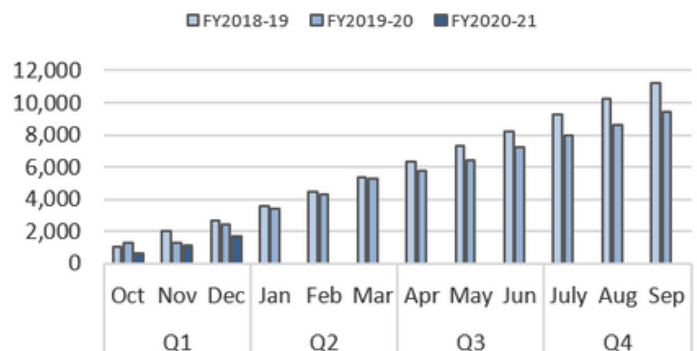
Cumulative Number of Building Fees Collected

Throughout this fiscal year FY2021, \$328,695 were collected in building fees. Compared to the previous fiscal years, this amount is larger than FY2020 and lower than FY2019 (in FY2018 a large wave of Graham's new development permits were issued).



Cumulative Number of Building Inspections

There have been a total of 1,676 inspections conducted this fiscal year FY2021. The Building Department is working harder to continue to provide excellent service, while keeping up with the number of requests from residents.



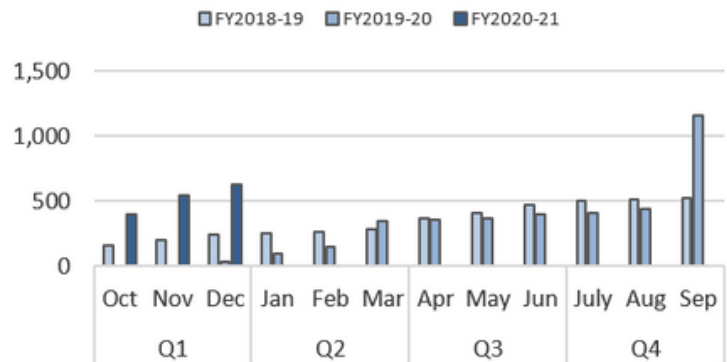
BUILDING DEPARTMENT

Cumulative Number of Business Tax Receipts (BTRs)

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

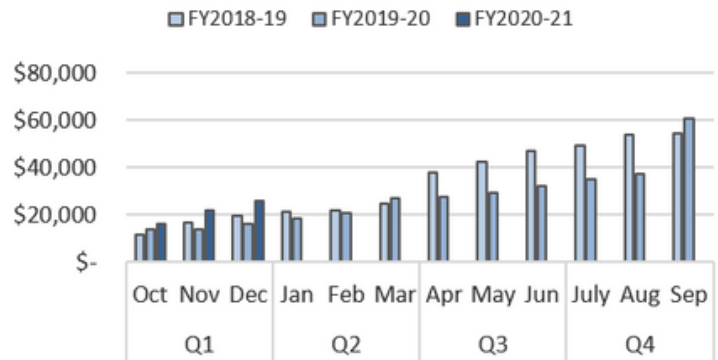
Due to a downtime during a system upgrade (reporting module), the first quarter FY2020 BTR data collection and reporting were not available from October through November (although, BTRs renewal and fees collection services were operating normally).

This first quarter of FY2021, there were a total of 624 BTRs renewals. Renewals are due by September 30th each year.



Cumulative Number of BTRs Fee's Collected

Over the first quarter of FY2021, there were \$25,706 received in BTR fees. The total BTR's fees throughout this fiscal year FY2021 has reached \$25,706



PLANNING DEPARTMENT



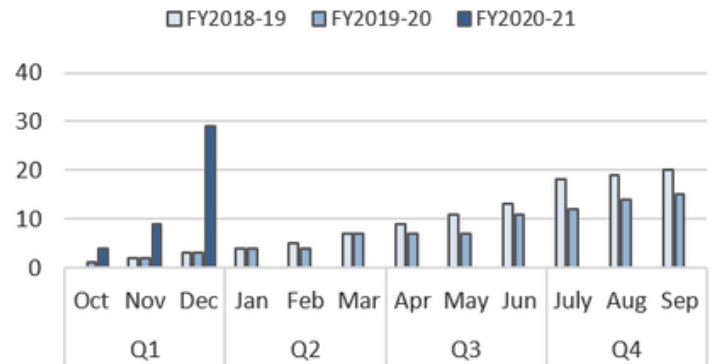
Planning is responsible for preparing plans and regulatory tools to provide for the growth and enhancement of Miami Lakes, as well as gathering, updating, and analyzing demographic, environmental, transportation, and infrastructure data needed by other Town departments.

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

PLANNING & ZONING

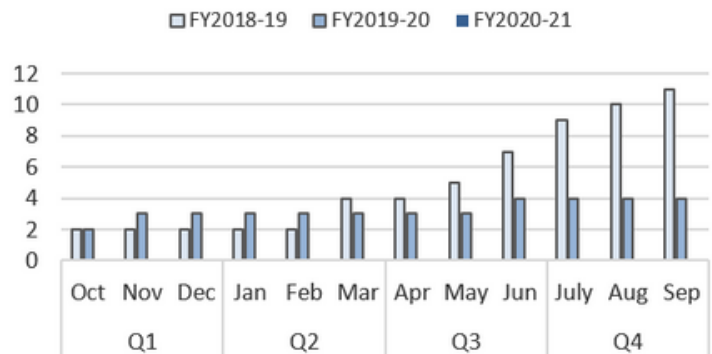
Cumulative Number of Zoning Verification Letter Requests Received

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 first quarter of FY2021, there have been 29 zoning verification letter requests received.



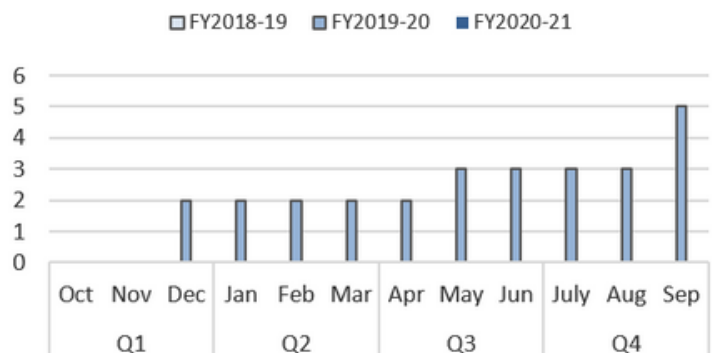
Cumulative Number of Administrative Site Plan Review Applications Received

This first quarter of FY2021, 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 first quarter of FY2021, there were no applications processed.



PLANNING & ZONING

Average Number of Days for review of Site Plan Applications

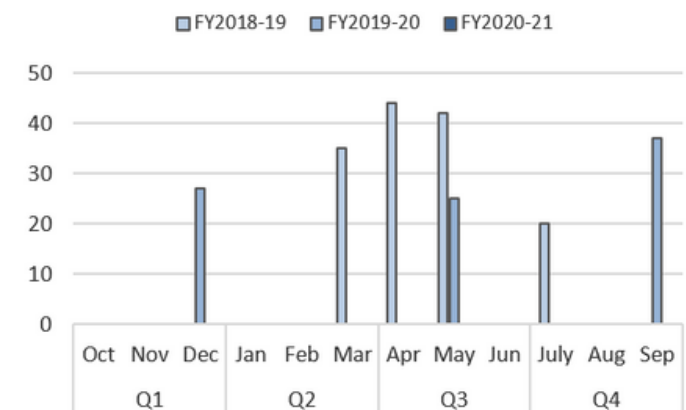
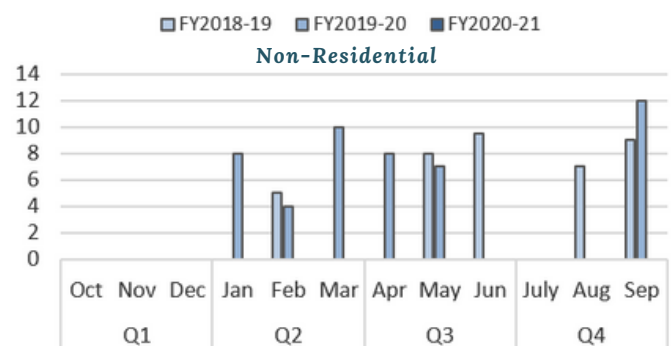
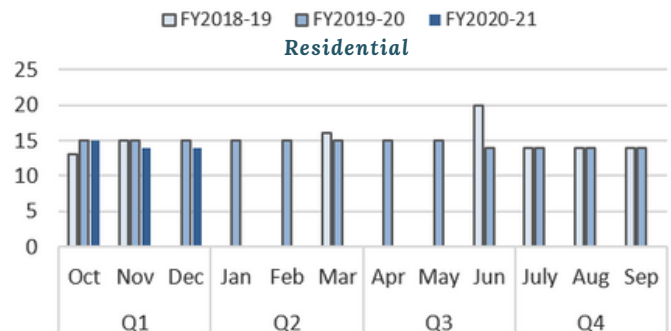
To provide residents an idea on how many days it takes for the Planning and Zoning Department to review a site plan application, the department tracks their efficiency.

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 of FY2021, Residential and Non-residential (Multifamily) site plan applications have been reviewed within 15 and 0 business days (no site applications non-residentials were received) 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 a 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 fiscal year of FY2021, the average number of days to complete variance application and public hearing have been zero (0) as there were no Variance Applications submitted.



TRANSPORTATION DEPARTMENT



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

Our main goal is to provide and assure, through all new construction projects, a multimodal approach that offers equitable and sustainable access to all residents, commuters, and services.

We are working to increase transportation 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 Transportation Planning Department supports strengthening the foundation, enhancing the value, and improving the quality and sustainability of all neighborhoods to continue to:

Growing Beautifully!!



TRANSIT

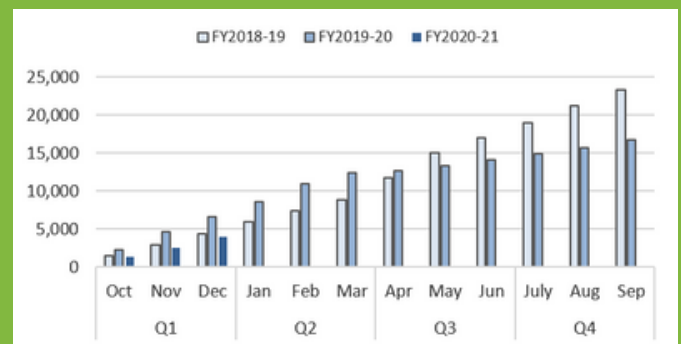
In FY2018, the Town switched to On-Demand transportation providers and contracted with Freebee to provide the service. The new service has allowed the Town to enhance the previous on-demand service by operating two 5 passenger vehicles and one 10 passenger van with ADA accessibility providing more flexibility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

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

In the first quarter of FY2021, the Town was able to provide 3,966 rides and saw a decrease in **on-demand ridership** by 40% compared to FY2020 first quarter. The current pandemic situation has influenced ridership all over the US. There was no exception in the Town of Miami Lakes. We faced a drastic decrease in the number of riders from month to month. 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. 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 FY2021, there have been 3,966 riders from Freebee service in total.





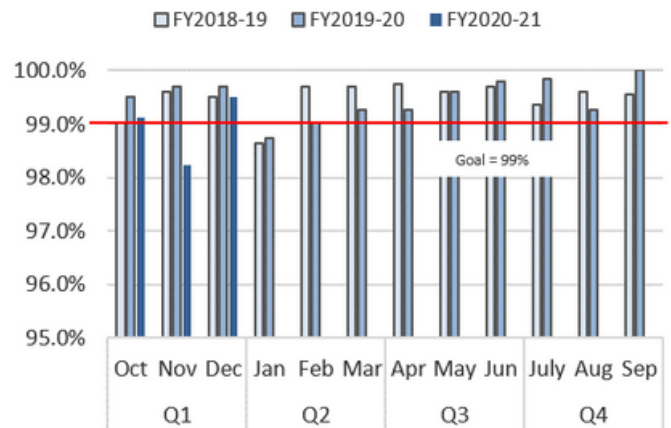
PUBLIC WORKS DEPARTMENT

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

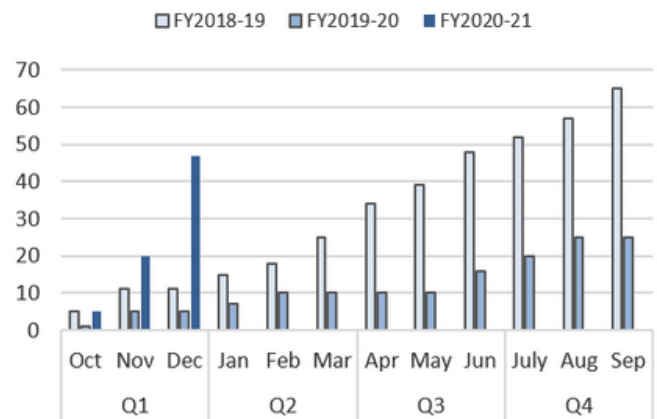
Percentage of Street Lights Working

There are currently 2,047 street lights in Miami Lakes of which 915 belong to the Town. Over the first quarter of FY2021, 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.



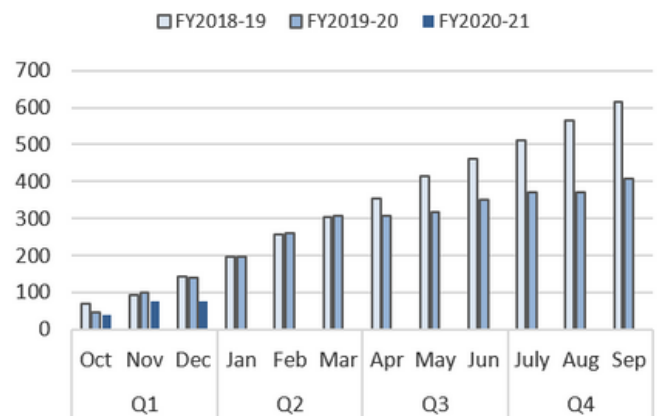
Cumulative Number of Potholes/Sinkholes Repaired

The total number of potholes/sinkholes repaired as of the first quarter of FY2021 was 47.



Cumulative Number of Catch Basins/Manholes Cleaned

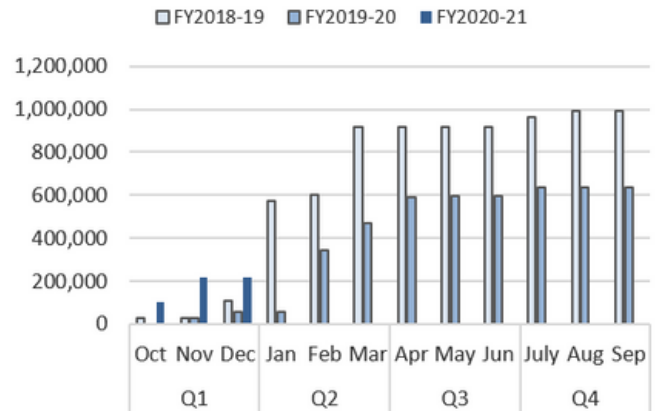
The total number of catch basins and manholes cleaned as of the first quarter of FY2021 was 76, averaging approximately 38 manholes cleaned per month. In addition, 4,588 linear feet of pipes have been desilted this fiscal year to improve stormwater flow. The Town's drainage system consists of catch basins, 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

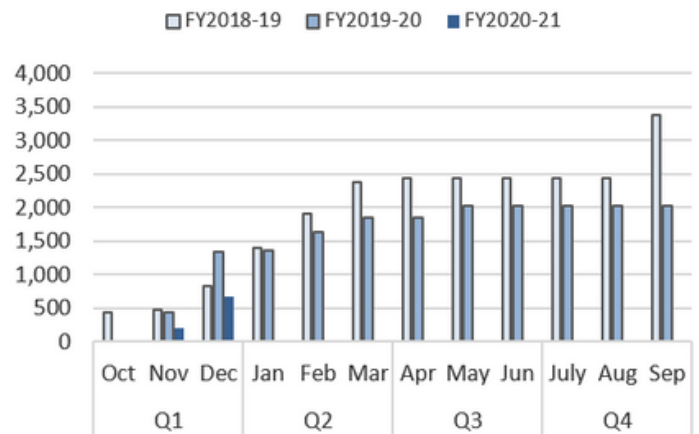
Cumulative Number of Sidewalk Square Footage Pressure Cleaned

The total square footage number of sidewalks pressure cleaned as of the first quarter of FY2021 was 217,726 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.



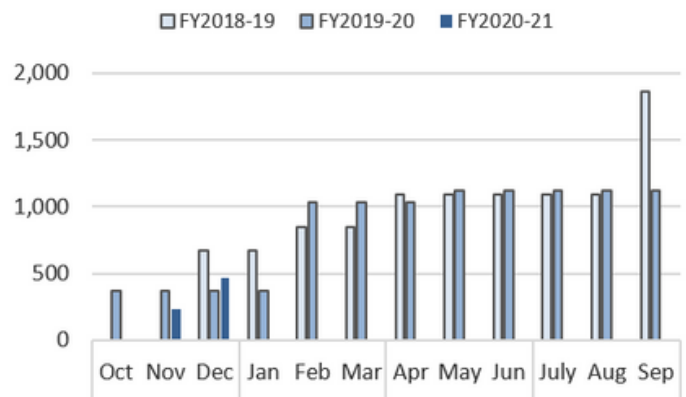
Cumulative Number of Sidewalk Square Yardage Replaced

The total square yardage number of sidewalks replaced as of the first quarter of FY2021 was 666 sq. yds. (5,944 sq. ft.), which include the Town's main corridors, parks, and school areas.



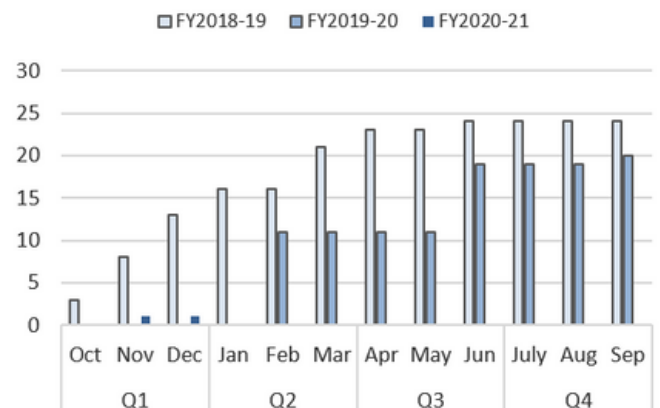
Cumulative Number of Sidewalk Flags Grinded

The total number of sidewalks grinded as of the first quarter of FY2021 was 464 flags, which include the Town's main corridors, parks, and school areas.

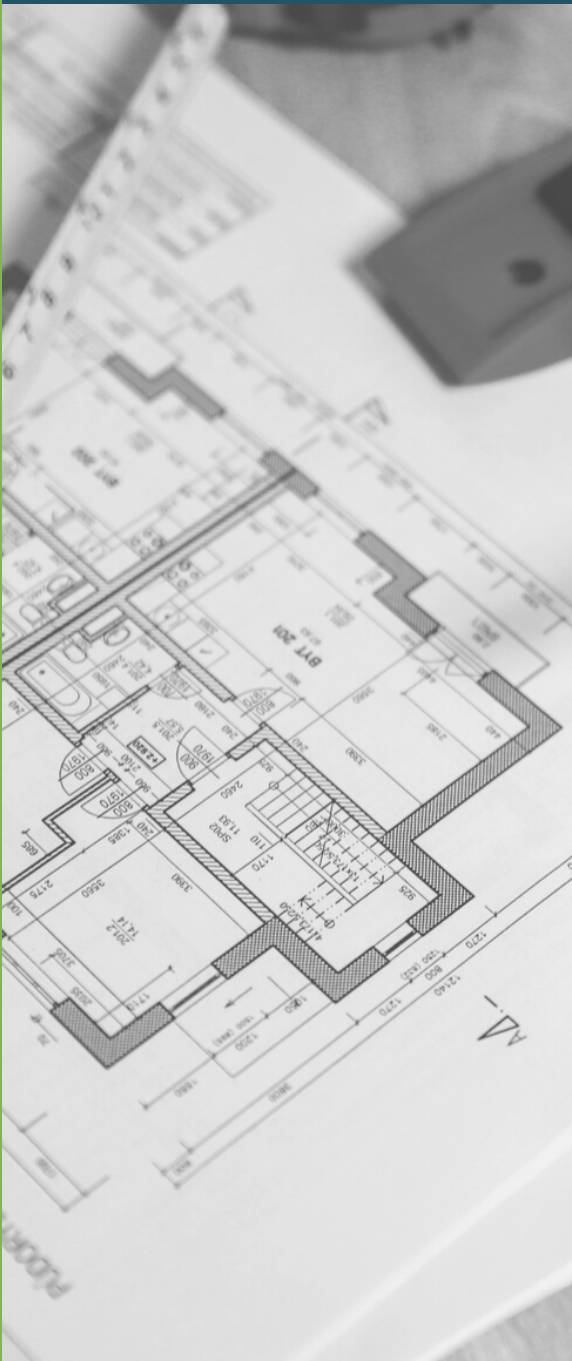


Cumulative Number of Street Signs Repaired

The graph depicts the number of street signs that have been repaired in the Town over the fiscal year. A total of 1 street sign has been repaired as of the first quarter of FY2021. 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.

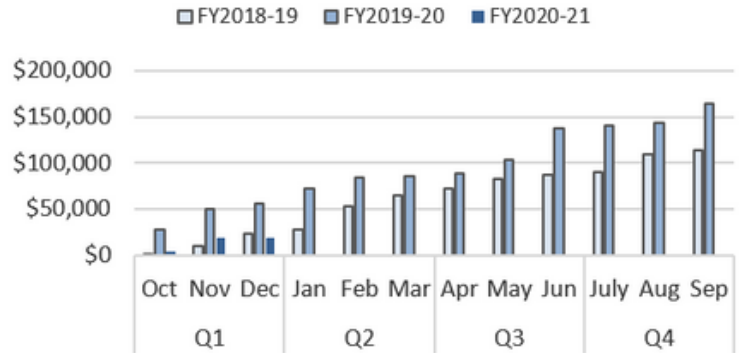
The Code Compliance team is responsible for assuring that all commercial, industrial and residential properties comply with the Town's Code, to ensure that the quality of life and property values continue to rise and the community continues "growing beautifully."

The Code Compliance's mission is to create an "Education First Process" for our residents. One of the Department's 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

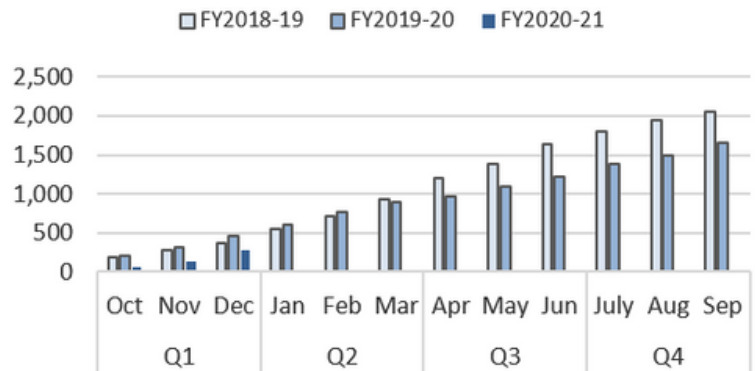
Total Code Fines Collected

A total of \$19,380 in fines has been collected this fiscal year FY2021. 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 first quarter of FY2021 was 267. 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.

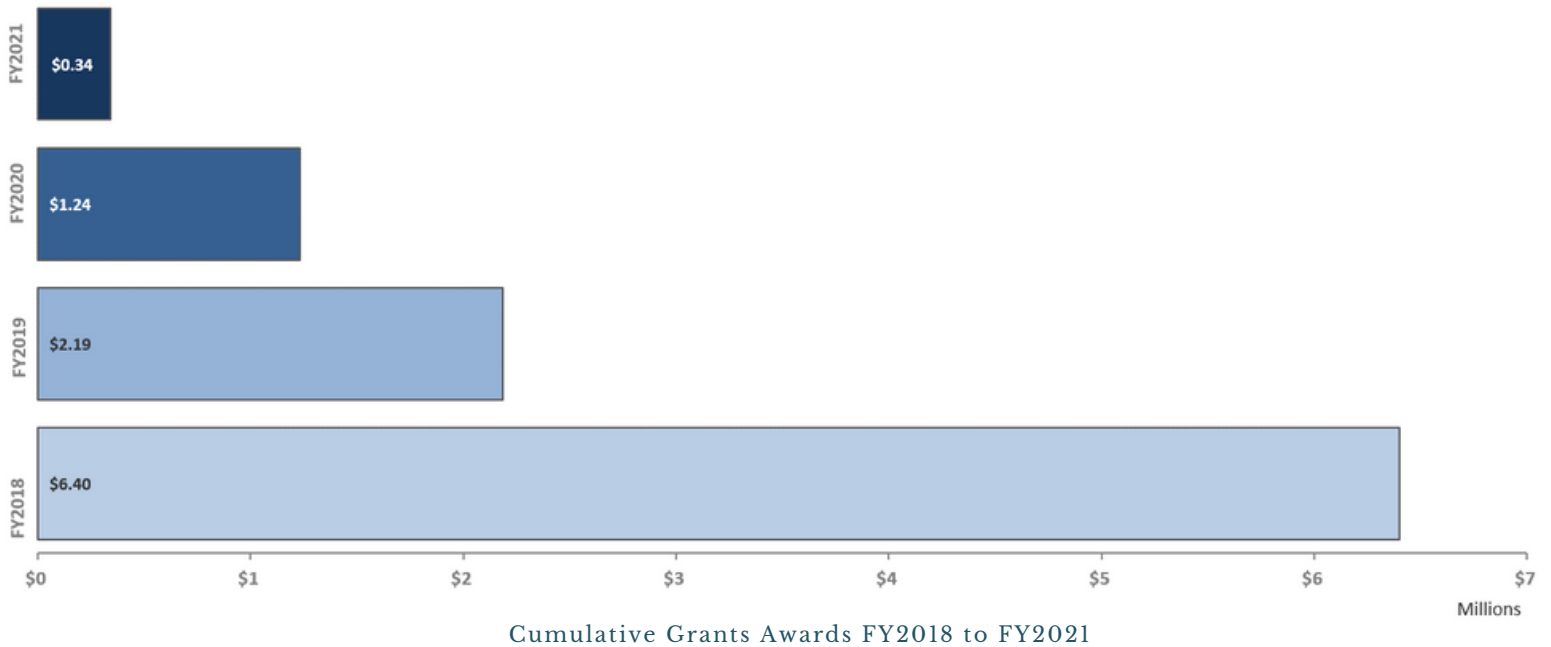




GRANTS OFFICE

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.

As of FY2021, the Grants Office is managing over \$9.4 Million in grant contracts.



GRANTS APPLICATIONS - 1ST QUARTER FY2021

- Neat Streets Miami's Street Tree Matching Grant (STMG)) for the Miami Lakes West Lake Reforestation Phase 5 - \$42,432
- FEMA's Hazard Mitigation Assistance (HMA) Flood Mitigation Assistance (FMA) Grant for the West Lakes Drainage Improv. Phase IV - \$775,249
- Miami-Dade Age-Friendly Mini-Grant for the Opening Doors to Parks Project II ADA door access at the Roberto Alonso Comm. Center - \$2,500
- West Lakes Drainage Improvements Phase IV Project - \$300,000
- Royal Oaks First Addition Drainage Improvements Project - \$440,220
- NW 159th Terrace Drainage Improvements Project - \$400,000
- NW 166th Street Drainage Improvements Project - \$400,000
- Miami Lakes Senior Community Center - \$500,000

GRANTS AWARDS - 1ST QUARTER FY2021

- FDLE Office of Criminal Justice Grants (OCJG) Coronavirus Emergency Suppl. Funding (CESF) Prog. for Police COVID-19 Overtime - \$122,700
- Neat Streets Miami's Street Tree Matching Grant (STMG) for the Miami Lakes West Lake Reforestation Phase 5 - \$46,031
- FDOT Florida Transit Service Development Program Grant for the Miami Lakes Freebee Public Transit Service Expansion Project - \$171,730

PARKS AND RECREATION

Tree City USA

GROWTH AWARD

For 10 straight years

Grant Award

NEAT STREET

Miami-Dade County



Photo by: Joey Alvarez

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.

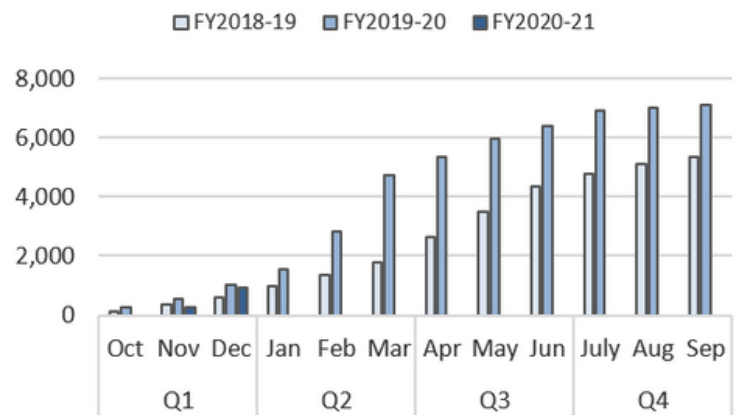
The Parks and Recreation department oversees the operation and maintenance of the Town's 101 parks, rights-of-way, median green spaces, six lakefront beaches and its urban tree canopy. The parks are open seven days a week and feature a variety of amenities for residents of every age and lifestyle including: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

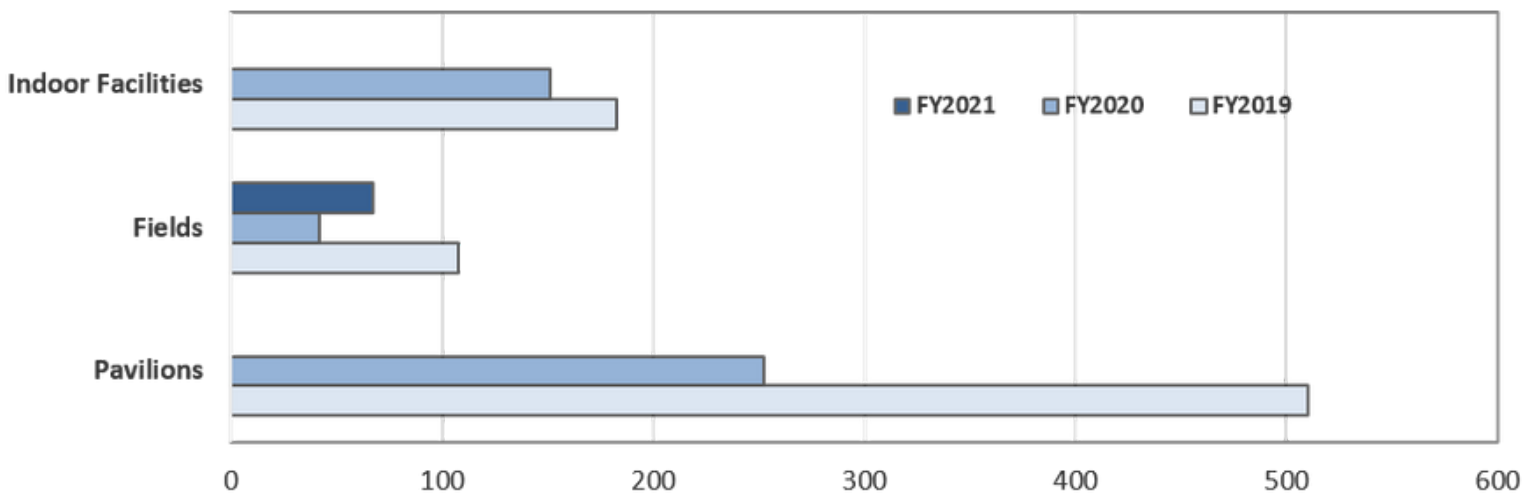
The Parks & Open Spaces Department set a goal of 5,093 trees to be trimmed this fiscal year FY2021. The Town has a total of 17,832 trees, and all trees are trimmed following a tree trimming maintenance schedule which specifies designated areas to be trimmed and when they will be trimmed.

As of the first quarter of FY2021, the Parks & Open Spaces Department has trimmed 909 trees in total.



Number of Facility Rentals per Month

The number of facility rentals on the first quarter of FY2021 has been considerably low (due to Covid-19 restrictions) when compared with previous fiscal years' first quarters. With the opening of the Park East Youth Center, the Town now offers two indoor facilities to rent on weekends. On the first quarter of FY2021 there were 47 fields rentals and no pavilion or 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*

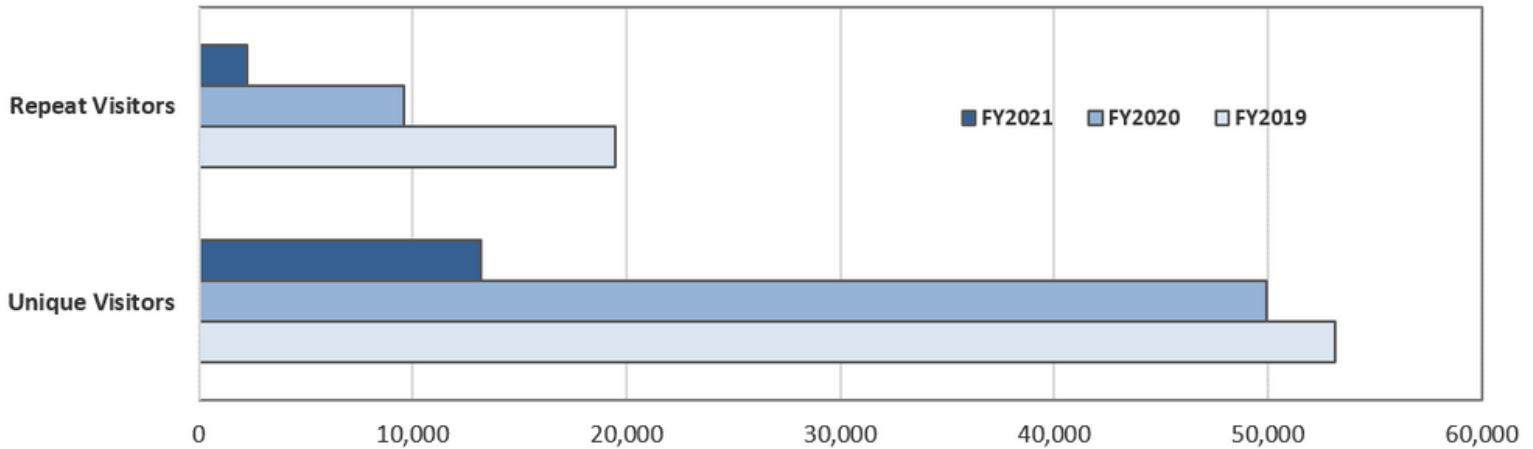
Website

Committees and Special Events

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 first quarter of FY2021, website views reached 15,433 users on the Town’s main page (www.miamilakes-fl.gov) and 1,530 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. 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.

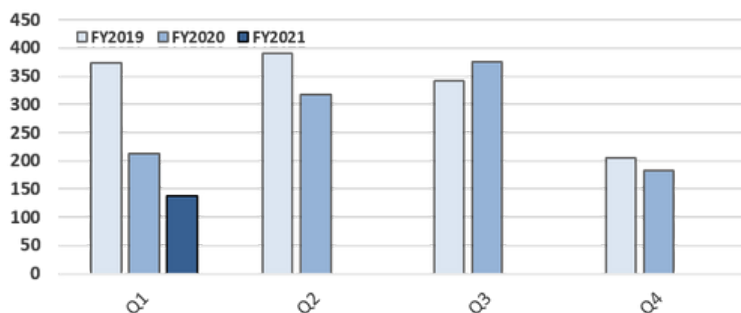
www.MiamiLakes-fl.gov



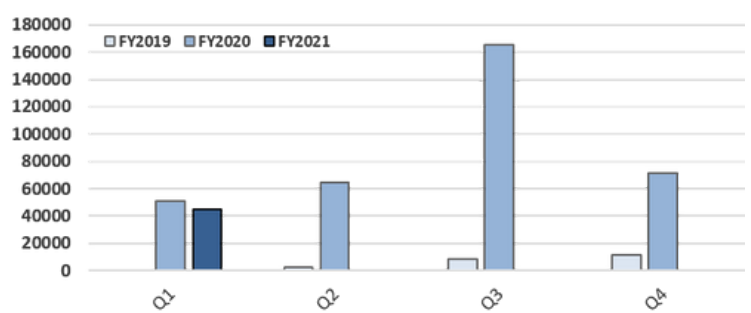
Live Website (webcast) and Facebook Page Organic Viewers: Council Meetings

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 first quarter of FY2021, 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 137, and via Facebook Page 44,900 organic views.

Town's Website (webcast): Council Meetings Views



Facebook Live Organic Views: Council Meetings



DIGITAL MARKETING PRESENCE

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 Community Affairs team in August 2020 at the council meeting as a Manager’s report that discusses the social media plans in depth. The Communications and Community Affairs department has expanded the current 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 Q1 (October-December) of FY2021 showing a 3.2% total follower increase from Town Social media platforms including Facebook, Instagram, LinkedIn, and Twitter provided by our social media management tool Sprout social. Our Digital marketing efforts has reached 1.8 Million impressions, achieving 62.5 thousand engagements, and resulting in 3,153 link clicks to drive traffic to our Town’s website.

Impressions ⓘ

1,825,291 ↗ 14.7%

Engagements ⓘ

62,500 ↘ 16.4%

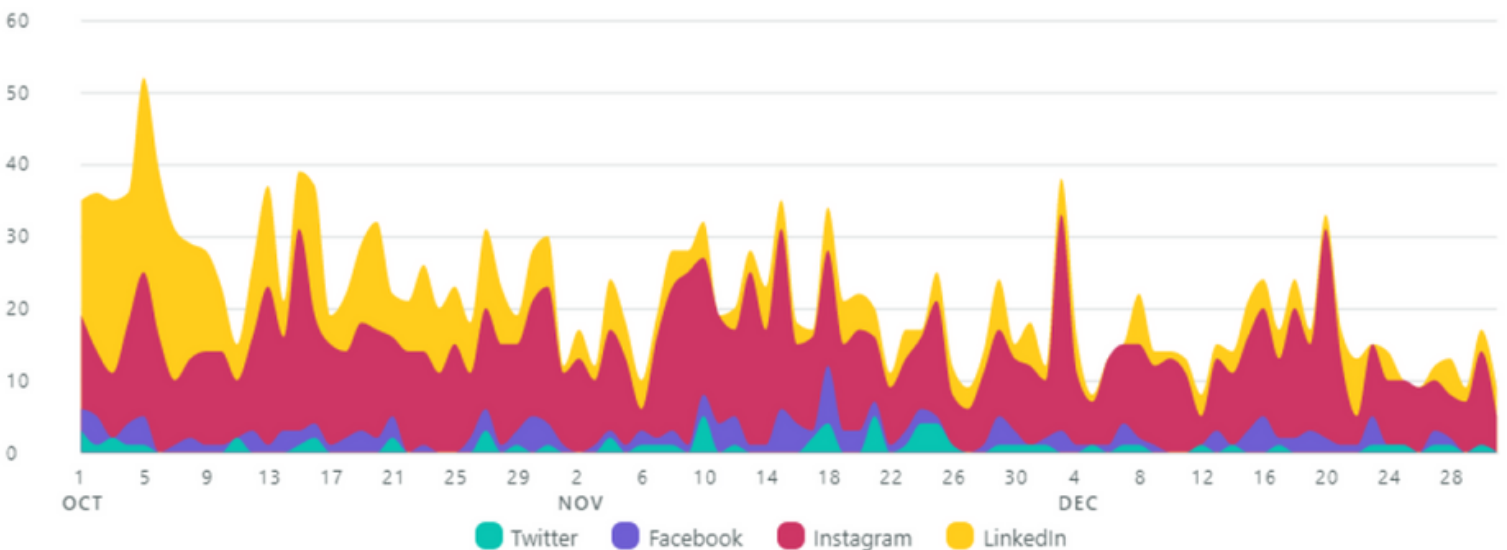
Post Link Clicks ⓘ

3,153 ↘ 40%

Cross-Network Audience Growth

See how your audience grew during the reporting period.

Audience Gained, by Day



Audience Metrics

Total Audience ⓘ

Totals

41,544

% Change

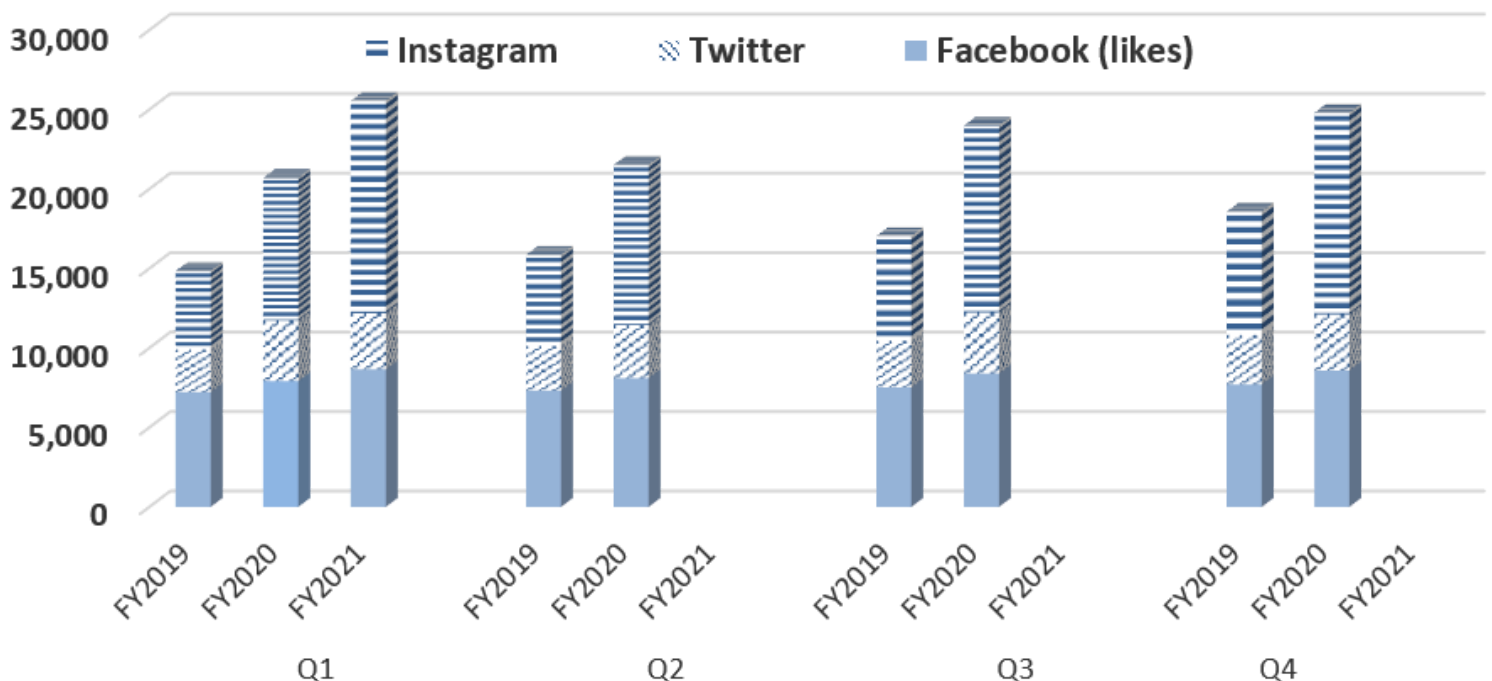
↗ 3.2%

DIGITAL MARKETING PRESENCE

Facebook: As of the first quarter of FY2021, the Town has reached 8,653 likes on Facebook and incorporated an innovative feature know as Facebook stories reaching over 35,542 users to better cover/promote Town events, or meetings. Our Facebook account reached 575,016 impressions, achieving 32,926 engagements, and resulting in 1,909 link clicks to drive traffic to our Town’s website. In addition, we hosted and promoted 25 events (workshops and meetings) via Facebook Events during this quarter reaching 8 thousand impressions, achieving 252 engagements, and resulting in 53 link clicks to drive traffic to our Town’s website.

Instagram: As of the first quarter of FY2021, the Town has reached 13,356 followers on Instagram and incorporated a new and innovative feature know as Instagram stories reaching over 58,401 users to better cover/promote Town events and meetings. Our Instagram account reached 1.1 MM impressions, achieving 24 thousand engagements, and resulting in 2,015 link clicks to drive traffic to our Town’s website. Our Instagram account grew compared to Q4 FY2020 data by 5.26% in total followers (13,356), up by 96.5% in total impressions (1,124,507), up by 85.7% in total engagements (24,199) and down by 5.51% in engagement rate (2.2%).

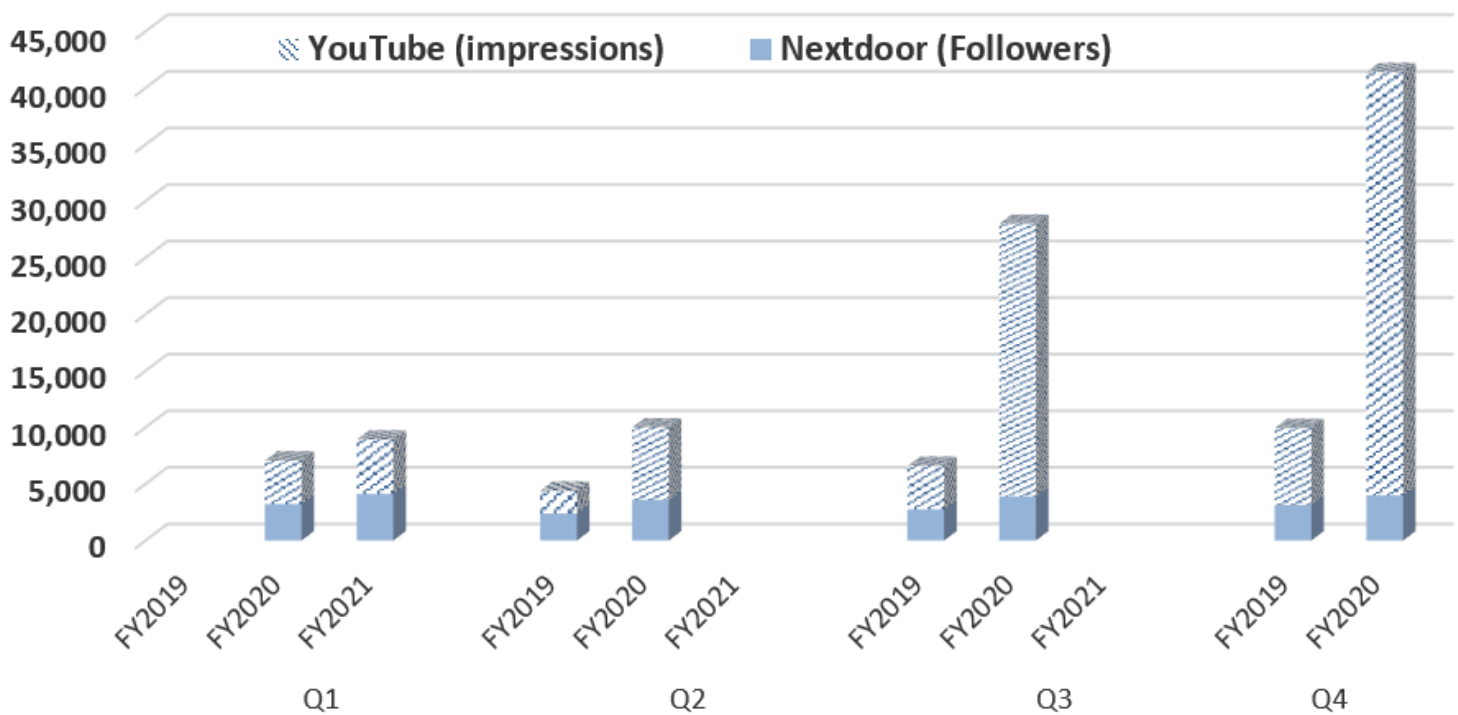
Twitter: As of the first quarter of FY2021, the Town has reached 3,543 followers on Twitter and incorporated an innovative feature such as featured post of Town public works projects, parks/recreation, Planning/Zoning, and building department updates in an effort to keep all town residents as updated as possible with all day to day activities. Our Twitter account reached 89.9 thousand impressions, achieving 2.8 thousand engagements, and resulting in 199 link clicks to drive traffic to our Town’s website. Our Twitter account grew compared to Q4 FY2020 data by 0.6% in total followers (3,543), up by 0.1% in total impressions (89,946), up by 30.4% in total engagements (2,851) and up by 30.3% in engagement rate (3.2%).



DIGITAL MARKETING PRESENCE

Nextdoor: As of the first quarter of FY2021, 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 4,125 members and reached 20.2 thousand impressions, and 16 engagements in an effort to raise awareness for resident about Town events, workshops and meetings.

YouTube: As of the first quarter of FY2021, the Town has reached 4.8 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 27.2 thousand impressions, achieving 2.9 thousand views, and resulting in 4.8% click through rate. Our YouTube account grew compared to Q4 FY2020 data by 73% in total subscribers (329), down by 5.7% in total impressions (27.2K), down by 27% in total views (2.9k) and by (12%) in click through rate (4.8%).



DIGITAL MARKETING PRESENCE

LinkedIn: As of the first quarter of FY2021, 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 35.8 thousand impressions, achieving 2.5 thousand engagements, and resulting in 1,045 link clicks to drive traffic to our Town’s website. Our LinkedIn account grew compared to Q4 FY2020 data by 3.4% in total followers (15,992), down by 11.8% in total impressions (35,822), down by 3.4% in total engagements (2,524) and up by 9.6% in engagement rate (7.0%).

Impressions

35,822 ↘ 11.8%

Engagements

2,524 ↘ 3.4%

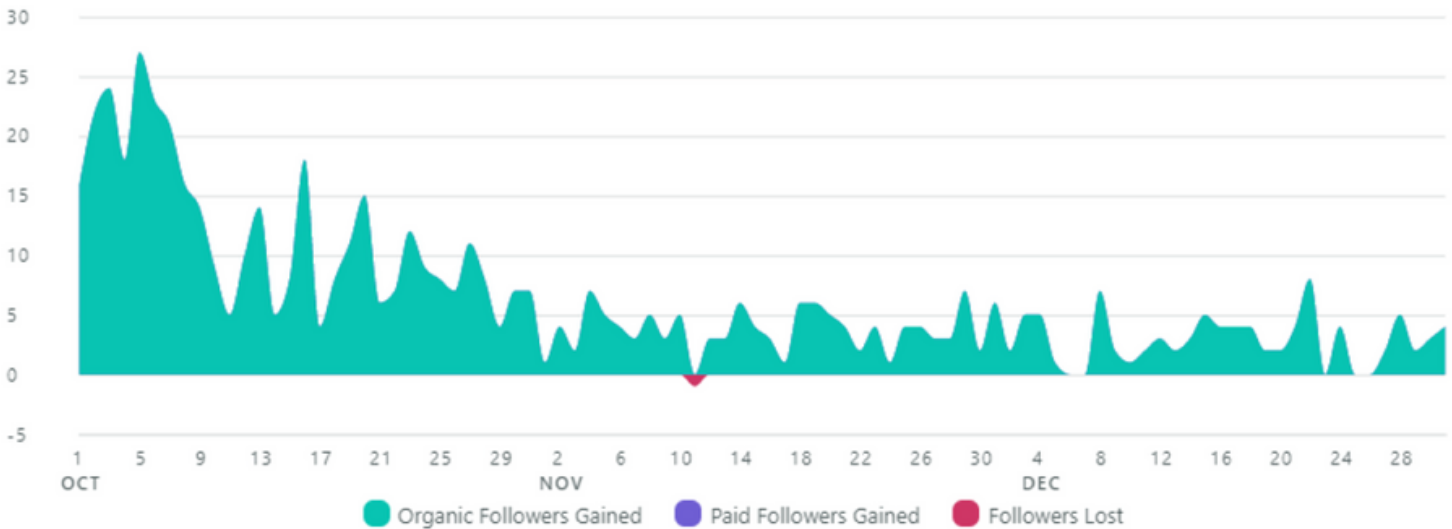
Post Clicks (All)

1,045 ↗ 20.5%

LinkedIn Audience Growth

See how your audience grew during the reporting period.

Net Follower Growth Breakdown, by Day



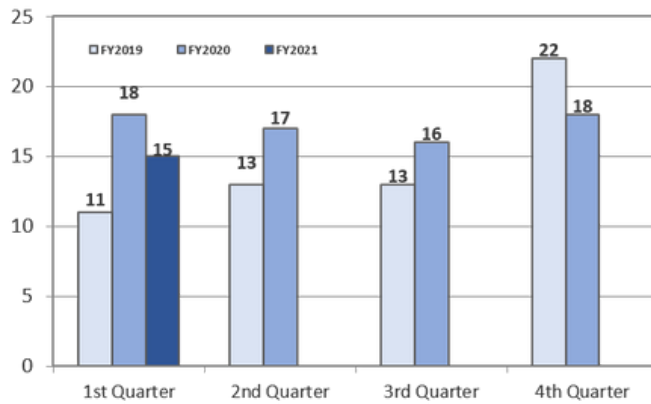
Audience Metrics	Totals	% Change
Followers	15,992	↗ 3.4%

FINANCE AND ACCOUNTING

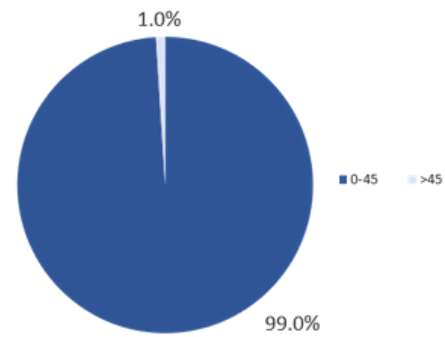


The Finance Department records and reports the financial transactions of the Town in accordance with Generally Accepted Accounting Principles applicable to governmental entities. This includes activities such as the preparation of financial statements and other reports, cash management, revenue collection,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

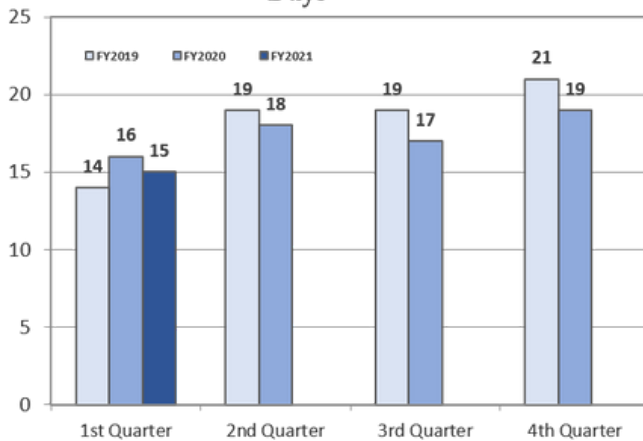
Standard Invoices-Average Payment Days



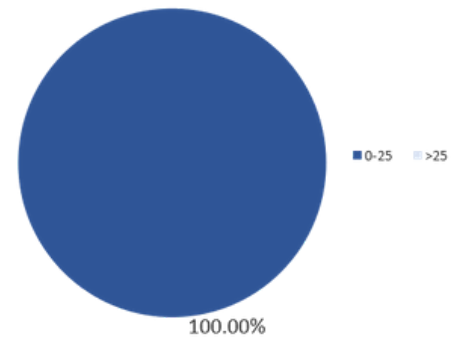
Standard Invoices-Percentage of Invoices Paid Within Alotted Time



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 first quarter of FY2021, the Town has kept the number of days until payment below statutory requirements and has processed over 100% and 99% of construction and standard invoices respectively within that time frame.

OFFICE OF THE CLERK



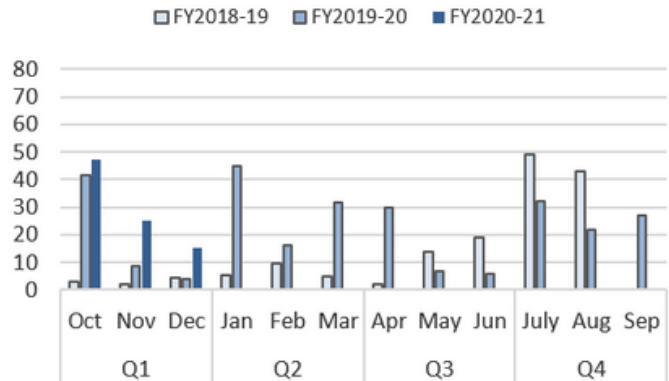
Pursuant to the Town Charter, the Town Clerk shall give notice of all Council meetings to its members and the public, and shall keep minutes of the Council's proceedings. The Town Clerk is responsible for keeping and distributing the official Town Record.

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

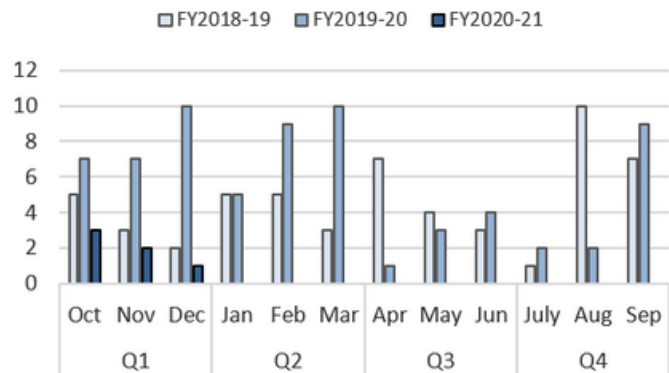
Turnaround Time for Public Records Requests

This first quarter of FY2021, the average turnaround time for public records request was 29 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.



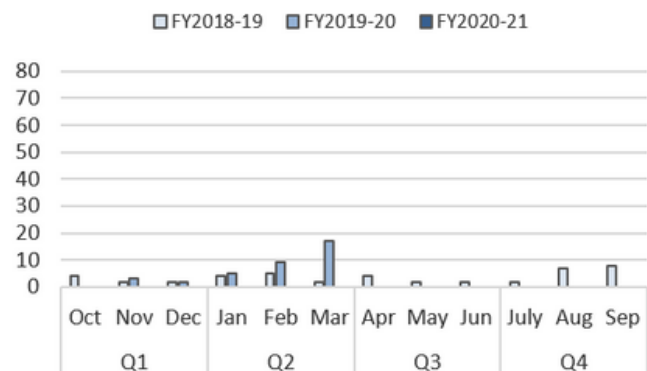
Turnaround Time for Regular Lien Letters

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 first quarter of FY2021, lien letters requests were completed in an average of 2 days, with monthly averages reaching 3 in October, 2 in November, and 1 in December.



Turnaround Time for Expedited Lien Letters

This first quarter of FY2021, there were no requests for expedited line letters. This measure 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 Q1-FY2021 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





Photo by: Timothy Oei

... "growing beautifully"