



OFFICE OF THE CITY MANAGER

NO. LTC# 345-2015

LETTER TO COMMISSION

TO: Mayor Philip Levine and Members of the City Commission

FROM: Jimmy L. Morales, City Manager

DATE: September 4, 2015

SUBJECT: **GOODWILL AMBASSADORS FOR
LABOR DAY WEEKEND~ FLOATOPIA EVENTS**

This Letter to Commission outlines the plan for deploying the City's Goodwill Ambassador Teams during the 2015 Labor Day Weekend period specifically for the Floatopia event where capacity crowds are expected. This highly successful program continues to be an essential component of the City's Major Event Planning, and the Department of Emergency Management and the Police Department continue to collaborate to coordinate the program and have presented their requests for the allocation of resources for this event.

The City of Miami Beach Goodwill Ambassador Teams will deploy approximately fifteen (15) Goodwill Ambassadors to support the Floatopia event on Saturday, September 5th from 10am to 8pm, which is expected to be the peak timeframe. The Goodwill Ambassadors have shown to be tremendous assets in assisting police officers with non-enforcement police-related duties. We also hope that they can assist with quality of life issues tomorrow like litter and Styrofoam.

Background:

Floatopia is a social event that originated in California back in 2004. Participants consist primarily of college students. The title "Floatopia" describes the main activity the event is known for; floating on and tying together rafts or store bought floating devices along the coast and partying on the beach. The "Floatopia" experience first came to light in the City of Miami Beach in September 2012. This event has become a tradition in our city with additional gatherings held in April and September of 2013 and 2014. "Floatopia" is not a city sanctioned event and does not require a special events permit. It is organized on social media, and plans call for folks to gather tomorrow at the beach between First and Third streets.

CMB Goodwill Ambassadors Responsibilities and Assignment:

The CMB Goodwill Ambassadors will be assigned to various locations south of 5th street. They will be divided into teams and posted near beach access areas and on the beach. The teams will assist police officers in educating beach-goers on the City's ordinances and fines pertaining to glass bottles and open containers on the beach, as well as encouraging folks to clean up after themselves. They will also be tasked with distributing small courtesy litter bags to beach goers

and monitoring overflow garbage and crowd activities.

The CMB Goodwill Ambassadors are required to wear City-approved Goodwill Ambassador Shirts and City of Miami Beach ID's.

Staging/Briefing Location:

Miami Beach Police Athletic League (PAL)
999 11 Street, Miami Beach, FL
(305) 531-5636

Personnel:

All police officers assigned to the Labor Day Enhancement Staffing will assist and support all CMB Goodwill Ambassadors, in support of the two uniformed police officers assigned to the CMB Goodwill Ambassador detail.

Police personnel will support Goodwill Ambassadors during the distribution of small courtesy litter bags and information dissemination regarding cooler ordinance enforcement. Police will take any law enforcement action deemed necessary to ensure compliance. Police Liaison Officers and the Department of Emergency Management will determine functions and assign CMB Goodwill Ambassadors to designated locations where their assistance is needed.

In order to participate, all Goodwill Ambassadors must meet the established criteria and must obtain approval from their supervisor and Division Director in order to participate as Goodwill Ambassadors.

We will also have a significant presence with Code officers, Parking enforcement officers, and Sanitation crews.

Communications:

The CMB Goodwill Ambassadors will communicate on hand held radios distributed by the Department of Emergency Management Logistics Section. Police personnel and PSCU will monitor the Goodwill Ambassador's radio transmissions to ensure accountability and safety. CMB Goodwill Ambassadors will receive a safety and operational briefing prior to their deployment.

JM/CT/MR