



Neighborhood Resiliency Projects Advisory Committee

Committee Members

Clare McCord, Chair
Curt Dyer, Vice Chair
Galen Treuer
Alon Alexander
Ronald Starkman
Karin Matos

City Liaison
Amy Knowles

TO: Members of the Neighborhood Resiliency Projects Advisory Committee

DATE: July 17, 2024

SUBJECT: Minutes of the Neighborhood Resiliency Projects Advisory Committee on July 17, 2024 Meeting

Present: Alon Alexander, Clare McCord, Karin Matos, Ron Starkman

Absent: Galen Treuer, Curt Dyer

City Staff: Amy Knowles, Noel Webber, Aron Siriano (Aide to Commissioner Dominguez), Luis Atencio (aide to Commissioner Magazine), Kevin Pulido, Lauren Firtel

Resident: Dries Darrow

CALL TO ORDER AND WELCOME

C McCord calls meeting to order.

COMMITTEE BUSINESS

Approval of Minutes

K Matos motions to accept the minutes from the June 17, 2024 meeting and A Alexander seconds. Minutes approved.

DISCUSSION ON PUBLIC INFORMATION OFFICER

C. McCord raises the topic of the Public Information Officer role and asks that K Pulido provide further details about it. K. Pulido provides background on the Neighborhood Affairs Division and its creation under the leadership of former City Manager, Alina Hudak. Public information officers (PIOs) are now managed by Neighborhoods Affairs Division. There are four current PIO contractors: Media Relations Group, Valerion Group, HML, and Infinite Source. The PIO contract structure mirrors the FDOT model. There is a central PIO manager, and the City engages their services as needed.

C. McCord asks about the importance of the connection with FDOT. K. Pulido elaborates the significance of the qualifications of the PIO's and their connections with FDOT. Their track record of successful projects with FDOT provides valuable insights into local FDOT

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initiatives impacting Miami Beach. Consequently, this experience has influenced how Miami Beach communicates projects to its residents. PIO's are utilized for larger projects including neighborhood improvement projects, such as 1st Street stormwater improvements. PIO responsibilities include: organizing and communicating public meeting information, contacting property owners, distributing of communications and, creation of communications. PIO positions were outlined as: Principal PIO, Assistant PI, Graphics. Each project will have a PIO estimate, which is then communicated to the PIO pool. This estimate is used as a budget that can not be exceeded by PIO's. In the event of the life of the project exceeding the budget and initial timeline, contracts can be extended following the decision to extend. If the project is near completion, the Neighborhood Affairs Division can also work internally to complete PIO responsibilities.

C. McCord inquires if there is a place where residents can go to gain information about the roles of PIOs. K Pulido introduces the Neighborhood Affairs webpage and assured that the main PIO for projects tends to be the "face" of project communications.

D Darrow asks the best way to communicate with the City and PIO's to gain information about the 41st street project. K Pulido explains that the Neighborhoods Team is working with the new 41st Street Business Improvement District and discusses the funding allocated through G.O.B. dollars.

K Matos asks how PIO's are assigned to projects. K Pulido notes that there is currently a pool of four service providers, managed through a structured procurement process. This process involves issuing either a Request for Proposals (RFP) or a Request for Qualifications (RFQ) to solicit submissions from interested agencies. PIOs report to Neighborhood Affairs Division and L Firtel but are paid through the contracting department. PIO's have both annual reviews and a final review after each project reaches completion. PIO's attend internal meetings with departments and Neighborhood Affairs Division to communicate learnings from all conducted community communication.

C McCord asks how the resident feedback and concerns are documented. K Pulido explains that this information is shared during two-week look ahead meetings with the construction team, project management team, neighborhoods team, and others as a standing agenda item.

C McCord points out that the First Street NIP has been long and ongoing, so multiple points of contact with the PIO's is expected. K Pulido explains that projects can have multiple PIO's. The current PIO for the First Street project is named Diana, who works for MRG. Each Neighborhood Affairs coordinator is the point of contact for residents. While PIO contact information can be included on the Neighborhood Affairs website, there should not be disruptions in communications of information between Neighborhood Affairs and the PIO's.

C McCord suggests an organizational map with roles and duties of all communications personnel such as: Neighborhood Affairs, PIO's, and other involved professionals for project communications. K Pulido agrees that an organizational map including the PIO's and their duties could be valuable to include on City websites.

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Summary of Recommendations:

- Create an organizational map with communications personnel, their roles, and their duties that includes the PIO's and their duties to include on city websites.

PROJECT TIMELINES UPDATES

K Pulido provides updates on the North Beach project which will have a community meeting in the last week of July. The Venetian Causeway infrastructure improvements being completed by the County, which will create additional lane closures, will also have a community meeting. The 41st Street boring project is nearing completion as most large machinery has been removed.

R Starkman asks about the North Beach Project and how pumps station locations and plans are being communicated to residents. K Pulido explains that the pump stations are a point of emphasis for the upcoming meetings as residents clearly communicated concerns about them during previous focus groups.

R Starkman asks about the timeline for the Alton Road FDOT improvements project, which is now slated to commence construction in about 5 years.

K Matos asks what the North Shore Phase I project encompasses. K Pulido explains that it includes the "Town Center" and encompasses area between 69th Street and 73rd Street. It includes projects like road elevation, stormwater improvements, pump stations, and right of way improvements.

Resident D Darrow brings up disruptions in service to the water taxi in the second week of the contract and asks about the plans for road elevation. K Pulido says the ship had a mechanical issue for more than 2 days in its first weeks of service, which was a breach of contract.

A Knowles discusses the scope of road elevation throughout the city. D Darrow asks about 30 years after the completion of these projects and if the roads would be elevated again. A Knowles explains that road lifespans tend to last approximately 30 years, so Miami Beach is pursuing incremental adaptation that increases road elevations over time. D Darrow asks about building elevation and Miami Beach's role. A Knowles explains that there are several programs and projects going on around Miami Beach. One is the Fight the Flood Private Property Adaptation Program, which provides matching grants up to \$20,000 for flood mitigation. FEMA Flood Mitigation Assistance (FMA) grants are also being pursued by a few properties on the beach as part of this program.

CURRENT/FUTURE PROJECT UPDATES

C McCord opens the floor to the Committee members on if there are additional topics that the Committee Members would like to discuss during Fall meetings.



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R Starkman suggests discussing insurance. How the government plays a role in insurance and what is insurable vs uninsurable. A. Knowles introduces the current University of Miami Insurance Summit that G Treuer's team is currently hosting to bridge the gap between citywide resilience work and insurance premiums.

R Starkman asks about the elevation maps and how often they are updated

A Alexander asks about the text message updates and says that some messages from Manhattan Beach are reaching his phone. K Pulido says he has heard of this issue before and will check with the vendor.

PUBLIC COMMENT

- No public comment.

ADJOURNMENT

C McCord makes a motion to adjourn. A Alexander seconds.