CORAL GABLES BLUE RIBBON COMMITTEE

Wednesday, March 14, 2018



407 Biltmore Way Commission Chambers Coral Gables, Florida

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2	APPEARANCES
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4	TROOTON DOUBLEY
5	JESSICA BRUMLEY MISHA MLADENOVIC TOM NORMAN
6	JASON NEAL
7	MARIA HIGGINS-FALLON, COMMUNICATIONS MANAGER
8	ACM FRANK FERNANDEZ
9	CELESTE WALKER, ASST. FINANCE DIRECTOR FOR PROCUREMENT
10	CATHY SWANSON-RIVENBARK, CITY MANAGER PETER IGLESIAS, ASSISTANT CITY MANAGER
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1	(Thereupon, the following proceedings were
2	held:)
3	MS. WALKER: I am going to go ahead and get
4	started. I am going to call the meeting to
5	order. The first thing I am going to do is roll
6	call, so Jose Abreu. Jason Neal.
7	MR. NEAL: Here.
8	MS. WALKER: Carlos Castillo.
9	Jessica Brumley.
10	MS. BRUMLEY: Here.
11	MS. WALKER: Misha Mladenovic.
12	MR. MLADENOVIC: Present.
13	MS. WALKER: Tom Norman.
14	MR. NORMAN: Present.
15	MS. WALKER: And Charles Danger.
16	We have a quorum.
17	The next thing I would like to do is the
18	approval of the minutes.
19	So if I can have a motion.
20	MR. NORMAN: Motion to approve the minutes.
21	MS. WALKER: Okay.
22	MR. MLADENOVIC: Second.
23	MS. WALKER: Okay. Thank you so much.
24	Again, thank you all for being here today
25	for our Blue Ribbon Committee.
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Page 4 1 During the last meeting, which was held on 2 February the 7th, we did not have one of our 3 members here, so we want to say welcome to Ms. Brumley, who we apologize for the mix-up 5 last time. 6 MS. BRUMLEY: Thank you. 7 MS. WALKER: Thank you for your presence 8 today. 9 Just as a courtesy to Ms. Brumley, I hate to 10 do it again, but if you could all sort of 11 introduce yourselves so that she can have the 12 courtesy of having some background information 13 about some of the committee members. 14 So if we can start with Mr. Neal. 15 MR. NEAL: Yes, I am Jason Neal. 16 Waste Management of Florida. We're a private 17 solid waste recycling facility. I am Tom Norman. I am vice 18 MR. NORMAN: 19 president of operations and co-founder of a 20 medical device company, but was previously a 21 Florida Power & Light representative for the 22 City of Coral Gables back in Hurricane Andrew 23 time. 24 MR. MLADENOVIC: My name is Misha

Mladenovic. I am the president and owner of M2E

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Consulting. We are a forensic engineering, a full-service company providing owner representation and litigation support to construction engineers.

MS. BRUMLEY: Jessica Brumley. I am the vice president of facilities and operations at the University of Miami. This last hurricane season I was with Nova Southeastern University and helped get their campus back up and running, so that is my background, and I think why I am here on the committee.

Nice to meet all of you.

MS. WALKER: Thank you. During the last meeting, the committee asked for some information that they would like for consideration for this next meeting. So for the new business we put on the agenda just a couple of things that you had mentioned. The first thing we'll address is the pre and post-storm communications, and so we will have Maria Higgins-Fallon, who is our communication manager, come up and give you some information with regard to those things that you requested.

MS. HIGGINS-FALLON: Good morning, everyone.

My name is Maria Higgins-Fallon. I am the

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communications manager for Coral Gables and I'm in charge of communications.

So we did a lot of work to read the hurricane before the hurricane and after the hurricane. I don't want to bore you with all the details because there is a lot of information. So I have prepared this package that you have, and that includes a rundown of all the communication. So feel free to review them at your leisure and just send me any additional inquiries that you may have.

But I am going to give you just a brief rundown of how we communicate with the public on a regular basis and, obviously, how we communicate in time of emergencies.

The City of Coral Gables has very effective tools of communication. I have listed them here so that you have an understanding of how we communicate to the public.

We have an electronic biweekly newsletter, which is e-news, and we have approximately 8,000 subscribers. That is the way that we communicate directly. When we do our regular news, we do that in English and Spanish, and that was obviously a tool that we used during

the hurricane period.

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We also have a very strong social media presence. We have the City of Coral Gables Facebook, and we have approximately 12,000 followers. Twitter is something that we actually were going to implement on the first of this fiscal year, but because of the arrival of the hurricane, we have done a few preparations in September, so we actually launched Twitter because of Irma about a week before. So right now our subscribers are about 1500. That is just because that is something that is new. it is very active, as you know, during emergencies and incident information that we place where people want to find information. So we use that as well.

The City of Coral Gables has a new app that we promoted back in 2017, and we intensified the promotion It is called In-telligent, and I believe you have a flyer, and that is an app that you download and you get that information differently than you would get in social media. It is sort of like a text message alert.

When we started the In-telligent app in, I want to say, the summer of 2017, we only had a

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couple hundred subscribers. With the hurricane threat, we went up to a thousand subscribers. So that was just another tool that we push communication and that is going to be a little bit more of some of the messaging that we use to push that communication.

I believe at the last meeting you saw a few videos through the drone that we pushed out of the Coral Gables T.V., and that was something that we also used to communicate on our social media page. So that was very effective. We did a lot of videos of the current -- of what the City of Coral Gables was going through right immediately after the hurricane, so that we could inform the public of what our efforts were immediately to do the rescue and recovery efforts after the hurricane.

The City has a newsletter that publishes three times a year, and that is a magazine that is delivered to all homes in Coral Gables. We have a print of about 20,000 issues. I believe we have about 13,000 homes that it's mailed and delivered for free to all residents of Coral Gables, and that is a very powerful way for us to communicate.

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And I have included in your package the issue that came out in September that had a special wrap-up in the cover just to explain what the city had been doing up to that point back in September, so that the public would know what the city was doing on behalf of the recovery.

And then the last communications that we have is that every Sunday the City of Coral Gables publishes a full-page ad in the Miami Herald. And I have also included all the different publications, different ads that we have published from September all the way through November, informing the public of different stages of the recovery process that the city was doing. So you have that as well.

So just to give you an overall idea of what we did. Obviously, the hurricane affected Coral Gables, I believe, the Sunday which was September the 10th. The City has a very active EOC, emergency operation center, where the entire city, the entire essential personnel of the city gets together just to watch the threat of the hurricane. We go through the different stages of the hurricane watch, hurricane

warning, the full activation.

Just to give you an idea, we were fully activated by September the 6th, which was a few days before the hurricane. And in your package, you will have all the communications that we issued through e-news and were duplicated on social media, as well as In-telligent. And then there is additional feeds on our Coral Gables television station.

And I have included a description of the different type of messaging, which went from alerting the public of the threat of a hurricane, the steps that all the residents needed to do in order to prepare, and that went from putting up shutters to taking out any objects that were outside in the yard and bring them indoors to protect the homes.

We did a lot of push about trash, because as you know, that is one of the main most popular questions that we got, what are we going to do with the trash. I cut my trees, am I supposed to cut my trees right before the hurricane.

So the messaging regarding hurricane goes in different flows, the pre-hurricane messaging, where the storm is arriving, you need to hunker

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down, to a lot of work that comes after the hurricane, because then we go into the recovery process, and that is when the massive amount of questioning from the residents comes through our social media feed or through our call center, because then the residents want to know when is the city going to clear my streets, to come and rescue my neighbors, to take -- remove the tree branches from my sidewalks.

So it's a whole set of questions that we answer through all the e-mails and all the e-news that I have printed out for you. And, as I said, I can stay here for a couple of hours and tell you the whole process, but I just wanted to print it out so that you could just have in your hands the massive amount of information that we pushed out for the residents.

I would say that from September the 6th to the last e-news that we communicated through the month of November, mid-November was really the bulk of the information that we pushed out for the residents, depending on what the situation was. I think we did a good job. I think we learned a lot. There is some packets of

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information that we're trying to, as we move forward, to see how we can do better. We have a very strong and powerful communications office. Obviously, I am very proud of it. It's an award-winning station. We can always do more. We can always improve. We can always tweak what we have done. And, hopefully, this year we won't have a hurricane coming our way, but if we have one, I think we are very confident to say that we are ready to communicate.

If you have any questions, I sort of gave you the whole perspective from what we have done. We want to learn more of how we can do better. We learn, as I said, so I am here to answer any questions that you may have.

MS. BRUMLEY: You said you learned a lot from this last experience. What are some of the major things that you feel that you took away to improve upon for next season?

MS. HIGGINS-FALLON: I think we have to repeat certain messages, that the residents sort of need to educate themselves more. We pushed a lot of information about tree debris. When the city picked up the debris process, we asked the residents to separate the trash and not combine

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them with the debris, because that sort of slowed down the process. The City had a very effective way of picking up debris, and we did an amazing job of moving mountains of debris. I think we estimated that in a month and a half we collected what the city usually does, like, in a year.

So, I mean, you have seen the videos. The City had three different sites. But in order for us to be effective and fast, we need to have the residents of Coral Gables join in the team effort.

So we need to come up with a plan to inform the residents, and I'll tell you a little bit of how we're handling that, because when they combine the regular trash with debris, then the big trucks can't pick it up, because then you can't recycle, and we need to do all of that. I think we pushed that information a lot a thousand ways over and over again. But we still have that issue that people didn't understand it or kept combining it, so that slowed us down.

So that would be like the lesson we have to do, have to come up with a campaign now before the hurricane season to say that is what you can

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do to help us because we're here already, but in order for us to be effective, you have to be part of that team effort. So I think that would be one lesson.

I think another lesson that we learned is that as strong as we were in social media, there is still pockets of our population that are not technically connected, and we need to find traditional ways of communicating, because when you don't have power, you don't have Internet. If you don't have a phone, or you don't know how to use Facebook, we still need to have that communication, which is the old traditional way where you hear about us on a portable radio that runs from batteries. And you want to think that today we're a lot more modern, but there are populations that just want to go to that.

So we're investigating how we can go back to that traditional, and there is a couple of options on the table. We're still trying to figure out how to do that. So once we figure that out, and we will have that before the beginning of this hurricane season, we will communicate that to the public and we'll announce who our partners are on the radio

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1	station.
2	So I think those are two of the things.
3	And, obviously, you can have more hands. If you
4	have more people, you can answer instead of 300
5	e-mails, you can just have 500 e-mails a night,
6	and during the bulk of the hurricane, after the
7	hurricane was done and people don't have power,
8	people just went crazy sending us questions and
9	what is going on on social media.
10	So it's a lot of intensive work. Obviously,
11	we expect that to happen. And if it's a
12	stronger hurricane, we expect that to double.
13	So we're conscious that the work is 24/7
14	intensive, but once you're done, then the public
15	is informed, and that is our mission.
16	We want the public not only to be informed
17	on a good day, we want the public to be informed
18	on a hurricane day or prepared in an emergency
19	situation because that is where it counts.
20	So I am not sure if I answered your
21	question.
22	MS. BRUMLEY: Thank you very much.
23	MS. HIGGINS-FALLON: Those are things that
24	we kind of learned from last year.
25	MR. MLADENOVIC: My question was related to

Page 16 1 some of the items that you mentioned, 2 specifically part of the discussion last month 3 was around kind of the door-to-door communications. 5 MS. HIGGINS-FALLON: Uh-huh. MR. MLADENOVIC: And it revolves around a 6 7 lot of the elderly population is not tech savvy, 8 as you explained. 9 MS. HIGGINS-FALLON: Yes. 10 MR. MLADENOVIC: So maybe at the beginning 11 or pre or now there is no hurricane, an 12 opportunity to tell them to buy a radio. 13 MS. HIGGINS-FALLON: Yes. MR. MLADENOVIC: And that the radio can cost 14 15 today from Amazon \$10, \$5, and have batteries, 16 because we all used to go to Home Depot or CVS, 17 get water, get canned goods. The go-get-the-18 radio message is not out there. 19 So that is kind of one thought. 20 The other one is, part of the discussion was 21 the old-fashioned door-to-door thing would be 22 quite productive, particularly in the aftermath. 23 Regardless of who you send the e-mails to, what 24 do you post on social media. Even if you give 25 them radios, there was a lack of communication

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post hurricane, among other things, because there was no Internet, because the site crashed. And it was pretty much what did you hear. We were kind of on the street network. Did you hear when they are coming here? Let me ask them. When are you coming to my street? So rather than bicycle and talk to your neighbor network, I think there is something to be said about good old-fashioned sneaker network on behalf of the city and just having communication, particularly, again, as it pertains to the elderly population, maybe not as easy to move and jump on a bicycle and so forth.

MS. HIGGINS-FALLON: Yes. I definitely agree with you. I think our senior populations are, obviously, the most vulnerable. We need to check on neighbors checking on neighbors. I think we need to find out different ways of just not using our personnel, but just sometimes you don't know who your neighbor is. That is one of the things that we need to push out.

But I do think that we need to go into traditional forms of communication, because technology might not be there for a couple of weeks, and a couple of weeks with no information

Page 18 1 is just a little bit too much time. 2 I absolutely support everything MR. NORMAN: 3 you just said. I think there was a big void in 4 face-to-face communication after the storm. 5 I personally consider myself tech savvy, and 6 I didn't get a single message through the more 7 technical network. Every bit of information I 8 got was through word of mouth and talking to 9 neighbors. So if we can make that connection 10 well -- not just pre-storm, but pre-pre-storm, 11 well in advance, and have a group of citizens 12 who I am sure would be happy to volunteer to 13 serve as communicators, who could bring that 14 message out to the residents, I think, would be 15 very important. 16 But if I could ask a couple of questions. How do you measure the effectiveness of your 17 18 communication? How do you know that the 19 messages you put out were received? It sounded 20 like we have 13,000 or so --21 MS. HIGGINS-FALLON: Yes. 22 MR. NORMAN: -- homes in Coral Gables. 23 many of those received messages that you put 24 out?

MS. HIGGINS-FALLON:

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So we have on a list,

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	1	we use a forum, we do e-news, we send it through
	2	the system called Constant Contact. I don't
	3	know if you are aware of it. It gives you
	4	analytic detail rate and a click rate. So I
	5	think the average
	6	MS. SWANSON-RIVENBARK: So in non-high-tech
	7	language, that means that she knows if she sent
	8	an e-news out
	9	MR. NORMAN: Right.
	10	MS. SWANSON-RIVENBARK: did they open it
	11	and did they forward it and did they open any of
	12	the links that were included in it. So she can
	13	see what happens with that traffic. And so that
	14	is helpful in knowing are people getting it and
	15	are people opening it.
	16	Are you registered on e-news?
	17	MR. NORMAN: I don't know if I am
	18	registered.
	19	MS. SWANSON-RIVENBARK: I know you will be
	20	by the end of this meeting.
	21	MR. NORMAN: You're right. You're right. I
	22	do get routine messages from the City of Coral
	23	Gables. The messages that I seemed to get after
	24	this hurricane, I think, was maybe coming out
;	25	from the mayor. So I notice that you didn't
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1	capture his in here. It seems like maybe the
2	mayor or commissioners are sending out separate
3	communications; is that correct?
4	MS. HIGGINS-FALLON: Not that I am aware of.
5	I believe he has his own Facebook page, but I do
6	not think he has
7	MS. SWANSON-RIVENBARK: He did send out not
8	from the city e-news list, but from some
9	registered voters list, he did send out
10	communications.
11	And the commission was partnered in helping
12	get the word out, but it didn't come through
13	you know, we gave them sound bites of pieces to
14	push out there, and they were helpful.
15	MR. NORMAN: Okay. So back to the
16	analytics. So from your analytics
17	MS. HIGGINS-FALLON: Yes.
18	MR. NORMAN: what did you find out?
19	MS. HIGGINS-FALLON: From the analytics, we
20	found that we had an incredible response. Just
21	to give you an average rate on e-news database,
22	I think you have a good rate of return if you
23	have a low 20 percent return. Our analytics
24	showed that on an average, our response rate or
25	open rate was about 30 percent.

So we are very confident that we reached out 1 2 to who we wanted to reach.

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On Facebook, I believe I have included the chart of our reach on Facebook. If you look at this page, just you'll see the difference between how many followers we have pre-hurricane to the amount of followers that came after the hurricane.

And, also, if you look at that social media, as well as the post reach on Facebook, you'll see the peak here. And that just shows you how many people. So we constantly monitor that just to see who is watching and who is reading. just from experience, I answered every -- or I tried to answer every posting on Facebook. it was a daily task just to answer every inquiry that came on Facebook.

So, I mean, I will be happy to provide additional. It just tells you your audience reached and how many videos were watched. is a very clear way to figure out who is reading, who is watching, and they were definitely listening to what we were trying to say.

MR. NORMAN: Sorry. One other question

before I pass on to Jason. The pre-pre-storm messaging.

MS. HIGGINS-FALLON: Yes.

MR. NORMAN: It sounds like the city does spend a lot of time preparing for a hurricane, and I think as a frustrated citizen it might be beneficial to know that well in advance to hear how the city is preparing to protect me.

Is that message getting communicated? Is that getting out?

MS. HIGGINS-FALLON: That message is always getting out every year on a, you have to be ready to be on your own for the 72 hours, is the main message that we want to tell the public, because during the first 72 hours, the city is going to be busy cleaning up roads.

Moving forward, and because we know that we are expecting a high intensive hurricane season, I am working on the May through September issue of "The City Beautiful" magazine, which is the one that is going to be mailed to every home, and we're doing a special segment on everything that the residents need to do before, that they need to do now, and what they need to do when there is a hurricane warning issued. And then

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what they should expect after the arrival of the storm. And that comes through the messaging that you have to separate your trash.

MR. NORMAN: I am thinking not necessarily what they need to do to prepare, but the message that the city is doing a lot of things to prepare. They don't think the city is going to get surprised with the storm. The city obviously invests heavily in preparing for it. But I think the citizens would be happy to hear that their city is guarding them.

MR. HIGGINS-FALLON: Right. If you look at the reference that we mentioned on the September issue, there is a little description of everything the city had done to prepare for this hurricane season. So that message is already out. We can always repeat it, because people forget between year and year, and then the last year was last year's issue. This year, totally forget until someone knocks on your door and says a hurricane is here, you need to do something.

So it is a message that we will begin at the June 1st through November, which is the whole hurricane season. So we will repeat that.

MR. IGLESIAS: Peter Iglesias, Assistant 1 2 City Manager.

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The City belongs to the community rating system, which is the FEMA ISO certification. Part of that is outreach. We sent a pamphlet to every resident prior to the hurricane season indicating certain preparations with FEMA issues and requirements. So that is a mailing that goes to every resident prior to June 1st. Hurricane season is June 1st to December 1st.

So it is part of our community rating system, and the outreach is part of our community rating system.

So we do have a mailing every year. just, sometimes when you don't have a hurricane for ten years, it tends to -- you know, you throw it in there, but that's part of our requirement for our community rating. We do get a 10 percent discount in flood insurance because of that. And, as a matter of fact, we're just going through a certification process again right now.

So that outreach has to happen to our certification process. So we do have that mailing that goes out every year. And, again,

Page 25 it goes out just before hurricane season. 1 We do 2 it in June. If you do it too early -- you don't 3 want to do it too late, but you don't want to do 4 it too early either. 5 MR. MLADENOVIC: Thank you. 6 MR. NORMAN: Thank you. 7 MR. NEAL: I think electronically it works 8 very well for those who have access to it. 9 on the mailing e-mail list, and I read that. find that very helpful. But to the other 10 members' points, the elderly people, people who 11 are not as technically savvy, the traditional 12 13 methods, obviously, are important. I think the 14 mailer is a great idea. I think there was a lot of complacency not 15 16 having a hurricane. People probably saw that 17 and most people probably threw it away as junk mail. I don't need to read this. I am too 18 19 busy, whatever. They might be a little more 20 receptive to it now having experienced a recent hurricane with a loss of power and debris and 21 22 everything else. 23 So you might have a more receptive audience 24 with that. 25 Other methods of distribution get real

Page 26 1 complicated when you talk door to door. 2 physically can do things door to door? 3 MR. IGLESIAS: It is 11,000. Just homes 4 alone is 11,000. 5 MR. NEAL: Yeah, it's huge. It's huge. 6 MR. IGLESIAS: Also, I will say that the 7 message must have been reaching out, because we 8 did have very, very good components with keeping 9 the garbage separated from the trash. Once you 10 combine it, it has to go to a landfill. 11 MR. NEAL: Right. 12 MR. IGLESIAS: I would say the community did an excellent job of keeping the trash. We want 13 14 to do that. Also, part of the problems we had 15 with Andrew and Wilma and so forth, I can tell 16 you, I live next to the UM site. That was -- it 17 was a landfill for three months. So we wanted 18 to avoid that situation. So one of the reasons 19 we did it is try to initiate garbage pickup as 20 fast as possible. Recyclables, you can put 21 cardboard in your garage. There is no problem. 22 You can't put garbage in your garage. 23 And so, but I will say that we did get very, 24 very good compliance from the city and they 25 helped us tremendously.

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1	So the word seemed to have gotten out
2	because we just did not see that problem in any
3	kind of magnitude.
4	MR. NEAL: Okay. As far as the
5	communications, I heard 13,000 homes. I think
6	there is more or less 50,000 residents in Coral
7	Gables, give or take a few. Do any of those
8	communications go to the
9	MR. IGLESIAS: I used 11,000 because 11,000
10	are handled by our sanitation and there's others
11	that are handled by waste management.
12	MR. NEAL: Right.
13	MR. IGLESIAS: So just in homes alone
14	handled by our sanitation crews, we do 44,000
15	pickups a week.
16	MR. NEAL: Sure.
17	MR. IGLESIAS: So it is 11,000 homes times
18	four.
19	MR. NEAL: Big number. The communications,
20	the manual communications, the mailers and
21	things, do they go to the other sector?
22	MR. IGLESIAS: They go to every resident
23	gets that mailer.
24	MR. NEAL: Multi-units or just
25	MR. IGLESIAS: Everybody. We go by the tax

			Page 28
	1		roll. Everybody gets it.
	2		MR. NEAL: Great.
	3		MR. IGLESIAS: That is part of our community
	4		rating system certification.
	5		MR. NORMAN: Can you clarify, how many homes
	6		do we have in the City of Coral Gables,
	7		residences?
	8		MR. IGLESIAS: Our sanitation picks up and
	: 9	27	goes to 11,000 homes a week.
	10		MR. NORMAN: How do you count condos?
	11		MR. IGLESIAS: Anything commercial is
	12		handled by Waste Management through the bins and
	13		so forth.
	14		MR. NORMAN: Let me rephrase that. How many
	15		households do we have in the City of Coral
	16		Gables?
	17		MS. SWANSON-RIVENBARK: Maria, you can
	18		answer.
	19		MR. NORMAN: I think I heard 13,000. I
	20		wasn't sure.
	21		MS. HIGGINS-FALLON: That is still the
	22		newsletter magazine. That may include
	23		additional residential apartments. I am not
	24		quite sure. But that is the actual mailing list
	25		that we go by.
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MR. IGLESIAS: We can verify it.

MS. SWANSON-RIVENBARK: So when we're sending the magazine, which goes to every household, that is renter, that is property owner, that is multi-family, that's duplex, that is single-family. And so in the next issue, which we are working on now, which will be May to September, you're going to see a full spread on hurricanes. It is going to be a pull-out. You're going to have all of your how-tos. The problem is they -- we hope they will pay attention this year.

MR. NORMAN: Right.

MS. SWANSON-RIVENBARK: But they also get into, like, storm fatigue, or, oh, well, it is not going to happen. And so we are using all of these communication messages, almost a cafeteria plan of options, to try and grab them. But if they don't open the e-news, if they don't get the Miami Herald, and we're the Neighbors section, we're a full-page color that is every week. If they don't like us on Facebook, and what is not to like, and we have our call center, that 24-hour call center that was up pre, during, and post, English, Spanish, that

1 you could call. And I will tell you, they were 2 done by city employees, and the city employees 3 took whatever time that person on the other end of the phone needed. If they were scared or if 5 they were angry, they talked them through everything, including we would have a follow-up 6 7 with a what they call a good and welfare visit 8 for our firefighters for the elderly, at home, 9 or a call from out of town, where somebody is 10 calling worried about their mom and they hadn't 11 heard from them. And then we would go by. 12 knock on the door. We wouldn't be threatening, just, hi, ma'am, we're checking, making sure 13 everything is okay, because people love to see a 14 15 firefighter at their door. A little more 16 nervous if it is a police officer, right? so fire would go out. 17 18 But the whole communications tool, I have to

say, also requires the public to partner with We are excited about the radio. working with your favorite radio station --

MS. BRUMLEY: Yeah.

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MS. SWANSON-RIVENBARK: -- for the possibility, because when they evacuate, we can be on, and we're paying for that

Page 31

privilege. We're doing a call number so that you can, if you have a phone, whether it is land line or flip or smart, you can call us and get this recorded message. That's the same message that the Facebook is sending out, that the e-news is sending out. So that, you know, we're looking at what technology do you need as a resident. We will do door hangers, but the reality is I can't send 13,000 door hangers with city employees. I can have neighborhood teams as volunteers, the churches, the synagogues, houses of faith, others, the Boy Scouts, on what can we do to help, and we can partner with them.

The other is when she talks about the message that she sends out through e-news. I'll use something unrelated to the storm, our pet waste stations, which we say are a tail-wagging success. The number of communications that have picked that up and pushed that out further, like Next Door, you're a good communicator with Next Door, Next Door pushes it out to their readers too.

But the one that we're focusing on right now is if you're not connected, if you're like my mom and she says, I don't do computer, you know,

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Page 32 how do we make sure that that messages? also met with the adult advisory board, and we're talking with them about what are other tools that we can use to reach out to the more isolated or the more vulnerable. We did say when people called, what can I do to help? Knock on your next-door neighbor's door and make sure they are okay. But for us to be successful, she -- they worked through the storm. They slept on the floor with us. But for us to be successful, we

need somebody at the other end of the

others to help spread the word.

because it may not be effective.

MR. IGLESIAS: On that point, our new public safety building does have a communications center as part of it, because it was so effective. How effective it will be in a storm, it depends on the storm. We had a Category 1. Is that UM facility going to be open if it's a Category 3? I don't know. I would like to take a look at it myself, really, and I'm going to,

communication link helping. You know, we need

that partnership with our residents and with

Page 33 scale does, it rates hurricanes. And the reason 1 2 it does is because of preparation requirements. 3 You're going to prepare slightly different for a 4 Category 5 than you will for a Category 1, I am 5 sure. What facilities are available after a storm? It's hard to say. I remember Andrew was rated as a Category 2 and intensified to a Category 4 8 9 1/2 just before it hit landfall. 10 The expectations were completely different 11 for a Category 2 to almost a Category 5. 12 So, really, the prestorm is really the best 13 chance we have to reach some of these people. 14 Post storm it can be very difficult. Do we want 15 residents walking around after a storm like 16 that? Absolutely not. It's a good way to get 17 them hurt and get them killed. So there are a lot of issues that we're 18 19 dealing with now to see how we can reach -- how 20 we can have this outreach, I think, sooner, 21 because after a storm, you don't really know. 22 We had a Category 1. Would those phones have 23 been available? We lost power for two weeks. 24 Would those phones have been available in a 25 Category 3? Probably not. We would have lost

all infrastructure. If we got hit like Puerto

Rico, we probably would have lost a great deal.

It was a scary thought to get hit by a 185-mile
per-hour hurricane. That is 225-mile-per-hour

gusts. It is over at that point.

So we need to look at -- we need to look at this from a perspective of the best time to reach the people is at the beginning, and that is what we are trying to do. I am sure a mailing this year will be a lot more effective because of complacency sets in.

MR. NEAL: Yeah.

MR. IGLESIAS: And, unfortunately, that happens. We need help. I mean, we can help, but we can't help 13,000 homes at one time. And so we need that -- we need them to be able to sustain themselves for a little bit of time and we can get there.

So I just wanted to make that point out, that a lot of things that we're talking about here are relative to the storm that we get. And so we need to deal with maybe -- and I would like to look at our preparation for, let's say, Category 3 and above and Category 2 and below.

Our infrastructure, the way it performed

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with a Category 1, I am not sure where's that,
you know -- I can tell you from, I think, a
building perspective, but we don't know from a
utility perspective because they have their own
codes.

The FP&L, for instance, doesn't work on the National Electrical Code. They work on the National Safety Code, which is their own standard. And we have an engineer on the board. You won't believe, they use safety factors of one. So what can I tell you? That is why the performance levels are so low. Right?

So I just want to bring that up, that we need to -- it's a difficult situation because we need to get some -- we need to get -- the people need to understand that there is a risk involved, and they need to prepare ahead of time, because we don't know what is going to happen afterwards.

Andrew, I was in New York with a project when Andrew was happening and heard Category 2, and when the plane landed, it was getting into Category 4.

So you never know. This one was a Category 5 all the way. And if it had gone north, I

Page 36 checked the water temperature, they were perfect 1 2 for maybe not for intensification, but for maintaining that monster hurricane. So we were 3 very fortunate. But we will look at -- we're looking at this 5 information coming ahead of time, and hopefully 6 7 people will prepare. 8 Thank you. 9 MR. MLADENOVIC: Thank you. MS. HIGGINS-FALLON: Any more questions? 10 MR. NORMAN: I do have one more. So what do 11 12 you do in terms of polling after an event like 13 this to find out what other types of communications citizens might have preferred? 14 MS. HIGGINS-FALLON: We do some analysis 15 16 internally, just to see the effect on the 17 residents, the type of questions, the things 18 that have red flags. So it's just internally. 19 We don't do an exact poll of -- a survey of any 20 kind externally, but we internally sort of figure out. We do have a post analysis of the 21 storm internally with my team, and we sort of 22 address the issues and we sort of do a 23 24 conclusion. This is what we need to do more. 25 That's how we come to the idea in the area we

	Page 37
1	need to improve just because of the amount of
2	feedback that we get from the public. But it is
3	an informal kind of analysis that we do.
4	MR. NORMAN: All right. Thank you.
5	MR. NEAL: I have one detail question as far
6	as debris. Pre-storm, when we know or think
7	there is a good chance a storm will hit, is part
8	of communications telling people not to put
9	trash out on a swale? Is that prohibited in any
10	way?
11	MR. IGLESIAS: Yes. We did that, yes. Keep
12	the debris low, do not put trash in the swale.
13	What we want to do during a hurricane is prevent
14	missile damage. Don't put missiles out there
15	that can glass is not too bad. As soon as it
16	gets hit by a pebble, it's gone. I'm sorry.
17	But we want to maintain missile damage low, and
18	the way to keep missile damage low is keep
19	debris out of the right-of-way.
20	MR. NEAL: That is a great idea.
21	Unfortunately, a lot of people don't heed that
22	message. We see it all the time. They think
23	there is a hurricane coming, let me go trim my
24	tress. That is not the time to do it.
25	MR. IGLESIAS: Those branches go right

		Page 38
	1	through their window.
	2	MR. NEAL: You can't control everyone. But
	3	at least the message is out there. Great.
	4	MS. HIGGINS-FALLON: One of the main things
	5	that we keep repeating every year because we
	6	know that sometimes they don't listen.
	7	MR. NEAL: Yeah.
	8	MR. NORMAN: No more questions.
	9	MS. HIGGINS-FALLON: Thank you very much.
Ì	10	Remember, sign up for In-telligent, sign up for
	11	e-news. Like us on Facebook, and follow us on
	12	Twitter.
	13	Thank you.
	14	MR. IGLESIAS: Thank you very much.
	15	MR. MLADENOVIC: Thank you.
	16	MS. BRUMLEY: Thank you.
	17	MS. WALKER: Thank you, Maria.
	18	The next thing that you asked for was
	19	information about our storm preparation and
	20	readiness for our next season.
	21	So at this time, ACM Frank Fernandez.
	22	MR. FERNANDEZ: Good morning, everyone,
	23	Frank Fernandez, ACM manager for public safety.
	24	It's a pleasure to be here before you today.
	25	So I will cover with you our preparation for

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next season. So we do have post-incident assessment of last season and the totality of it. We do have a group come forward, all of the section chiefs, along with their support teams, will come into our emergency operations center. We will do a complete debriefing of last season, identify lessons learned.

In preparation for that meeting, we've gone out to meet with certain individuals, identified lessons learned. So we provide a conversation opportunity during that briefing to identify other additional lessons that could be learned from last season. We try to do that every season to make sure that we perfect ourselves as we go on.

Additionally, in preparation for the storm, we do have an exercise right before the season starts in May. It happens every year. So we do a tabletop exercise where we simulate certain types of different situations that occur in the city, and we put to work our emergency operations plan for the city.

So that hands-on operational task assignment takes place at our emergency operations center, and it is an opportunity to validate tests and

perfect our seal as we go forward.

2 Any questions for me?

MR. NORMAN: Prior to the storm, are all
City employees staged in proximity, or do they
go home and then come back after the storm? How
does that work? How do you get your people
back?

MR. FERNANDEZ: So that is an art, it is not a science. It is actually an art. So having done this for many, many years now, it is a matter of really trusting the hurricane center, following the lead of Miami-Dade County.

Remember, we're a small municipal government in a very large county. The way that it works, it filters down from FEMA, to the state, to the county, to the city. That is how it trickles down. Here, particularly in Dade County, we follow the lead of Miami-Dade County. So Miami-Dade EOC is the foundation, if you will, of our emergency operations plan.

We are known as a regional emergency operations center, which means that we have satellite cities that report to us. Those satellite cities consist of South Miami, West Miami, Pinecrest, and Palmetto Bay. What that

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means at the emergency operations center, they are actually housed there with us. We receive information from Miami-Dade, and then we decipher it, disseminate it down to those cities.

If they need equipment, they need support services, resources, they have to come through us there. They can't go from their city to Miami-Dade or FEMA or the State. The city, those cities, those satellite cities, have to go through Coral Gables. Coral Gables then requests those resources from Miami-Dade. If they can't provide them, they go to the State. If the State can't provide them, they go to FEMA. That is how the information flows.

So the art comes into trusting the MiamiDade County, the hurricane center, knowing when
will the wind hit us here. And then we start
staging, we call them, alpha bravo
configuration. So what that means is we divide
the personnel in half, theoretically. It is not
exactly half, but it is theoretically, and we
send some home and others ride out the storm.
Those that ride out the storm, typically it is a
little bit more than 50, because you don't know

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what is going to happen, their accessibility to come back, what their condition will be like at home, which may delay their response back into the city, road conditions. So we have a good-sized force here riding out the storm.

Riding out the storm means that they are actually housed here. They are out on patrol, they are out in their respective fire stations, at the EOC. And as soon as the wind picks up to a certain degree or certain wind rate, then we bring them and we hunker down.

We only hunker down, as I like to say, that we are the first ones out — actually, the last ones out of the city and the first ones in. So that means when everybody is hunkered down, our officers or firefighters are still out in the field providing services, even at times when the winds exceed 37 miles an hour, which is what our limit is. We will go out. People call, we tell them, you know, take precautions, try not to put us in harm's way, don't call us at the last minute, but emergencies happen. So someone may have heart pain, a critical condition, and our firefighters have responded in the middle of a storm out to those locations.

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But, again, when the wind reaches a certain rate, we bring them in and we hunker down. And then as soon as the winds die down after the storm, we go out immediately to ensure that we have omni presence throughout the entire city.

Typically, what you would see if you were looking out of your house, from a building, a balcony, you'll see fire service, police service driving around. And then right before the storm subsides, you are going to see the same type of services. It's to provide control and mitigate any type of unfortunate situations that could occur because people are out and about.

Does that answer your question, sir?

MR. NORMAN: I think so, yeah.

MR. FERNANDEZ: Okay.

MS. BRUMLEY: Is that protocol in place the same regardless of the category of storm?

MR. FERNANDEZ: Tell me the first part. I did not hear it, please.

MS. BRUMLEY: The process of sheltering in place, the 50 percent that shelter in place here or wherever throughout the City of Coral Gables, is that process the same regardless of it's a Category 1 storm or it's a Category 5 storm?

Page 44 1 MR. FERNANDEZ: Well, as you remember, this 2 storm that was coming in was a very high 3 category projection, and so our ability to 4 hunker down in certain locations was guite 5 limited. So we're going to, depending on the 6 type of storm, we will pick the appropriate 7 facility that will provide the ultimate 8 protection for our first responders. In this 9 particular case, we housed down at the adult 10 activity center, which is a fortified building, 11 and we hunkered down at the public safety 12 building. In the future, we are going to have a 13 better facility to hunker down. ACM Iglesias has assured us he's going to build a 14 15 category-worthy building; is that correct? 16 MR. IGLESIAS: That's correct. 17 MR. FERNANDEZ: A category-worthy building 18 that will sustain our resources, both on the 19 equipment side as well as the personnel side, to 20 make sure we can hunker down in the storm. 21 need to make sure our personnel are safe and 22 have a safe place because, again, they are the 23 last ones out and the first ones in. 24 MS. BRUMLEY: Thank you. 25

MR. FERNANDEZ: Does that answer your

Page 45 question? 1 2 MS. BRUMLEY: Yes. 3 MR. MLADENOVIC: Thank you, sir. 4 MR. FERNANDEZ: Any other questions for me? 5 MR. NORMAN: I do. 6 MR. FERNANDEZ: That's it? That was pretty 7 easy. MR. NORMAN: What other entities are 8 9 involved in your hurricane planning process? Ι know last meeting we talked about FPL being 10 present. What other entities are included, and 11 do they go through all of the same preparation 12 as you do, or do they just show up at a 13 hurricane? 14 15 MR. FERNANDEZ: I am going to discuss both 16 internal and external. So internal resources 17 are available. Every department is represented, 18 regardless of where you work, where you're 19 assigned to. Every city department is mobilized 20 to the EOC, and they have a function in that EOC 21 both post, during, and after the storm, or pre, 22 during, and post storm, they have 23 responsibilities. 24 I discussed the assignments of the EOC. 25 we have what we call section chiefs, and they

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are divided into different sections. And you have support functions that support them, also known as ESFs. Those individuals are the ones that ride out the storm, and they have a backup team. So, typically, they will ride out the storm, and then after the storm, we will go to the continue alpha bravo, which is 12 hours on, 12 hours off, until we resume normal operations.

In that configuration, each section has a chief. Each section has support personnel.

That includes all city departments.

In preparation for the storm season, we struggled this year, actually, and lessons learned. Every month -- actually, I meet every week with our emergency management team, and we are looking at our processes, looking at our policies, identifying goals and objectives to meet those identified goals.

Once a month those section chiefs sit down, and we just talked about this, they sit down during that meeting, and the deal is that we sit them down in their respective sections, so they are getting used to being in that position, in that seat. They are looking at their book in front of them, they are looking at their ESFs,

and they are understanding on an ongoing basis.

Typically, what happens in cities, that in May you bring these teams forward, you bring them to the EOC. You say, look, this is the content of the operations plan, this is the CEMP. And then they look at it at a glance the first time and they get, you know, they get sticker shock, shell shock, because the first time is quite complicated. So to address that issue, we're meeting monthly, once a month. It's a 29-minute meeting. I believe in doing them quick, fast, and right to the point. And we bring them in that room, we tell them exactly what we expect. We go over their areas of responsibility, allow them an opportunity to ask questions.

But then, again, after that there are sidebar meetings, if you will, with our emergency management team and those respective section chiefs to identify and drill down into issues.

So let me give you an example of that. An example of that would be logistics. This time around logistics was a challenge. A challenge in the sense that we follow the national model

Page 48 1 of being self-sufficient for three days. I am 2 sure you have all heard that. We found out 3 during this season that three days is not 4 exactly the best method. 5 So we had enough food and supplies to last 6 us for three days, maybe four. The storm 7 lingered for a while. Our supplies started to 8 fade. So we had to come up with an immediate action plan during the storm to provide food and 9 10 resources to our personnel to keep them -- to 11 keep those nutrients going. So this time 12 around, what we have done is taken logistics on 13 a sidebar conversation to develop a 14 triple-redundancy operation. And the chief 15 procurement officer is key to this. I am sure 16 you can ask her a lot of questions about this. 17 I would encourage you to bring her up and ask her a lot of questions. 18 19 See, she doesn't like that. 20 MS. WALKER: I'm happy to. MR. FERNANDEZ: We have a plan in place that 21 22 would provide triple redundancy of logistics. 23 An example would be that we have food trucks 24 that we're going to contract with, and that is

how we did it this time around. It's a hot meal

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for our personnel. The idea is to have them ride out the storm with us, so that they have the supplies with them. They are self-contained in their food truck apparatus.

The second backup plan to that would be Sky Chef is an example of that, which would mean that these are cold sandwiches, if you will, temperature sandwiches that we can give out.

The last, like they call it the emergency action plan, so every plan has three deliberate sections, right? A deliberate action plan, a contingency plan, also known as a backup plan, and then an emergency action plan. The emergency action plan for logistics would be MREs. MREs are the military version is called Meals Ready to Eat. They are -- I think they are good. Some people think they are not. I think they are pretty good. But, again, those are shelved. They last for several years, and we have them as a backup plan.

The theme going forward for this hurricane season is that we have triple redundancies in all of our functions.

And, again, we meet once a month, sidebar conversations with the theme of having this

triple redundancy.

Going back to your question, going to the external resources, at our EOC we have FPL that is with us 24 hours a day. They have been there with us this last season. Again, they obtain information. We disseminate out through our personnel, as well as our satellite cities, the ones that I mentioned earlier.

So the theme going forward is both internal and external resources would be operational ready at this EOC, as they were last season. We hope to fortify that going forward.

MR. NORMAN: Have you readied each contractor who is other external? Is that the only external that we have?

MR. FERNANDEZ: So they are for emergency operations. When it comes to debris removal, I yield those questions to ACM Iglesias, who is an expert in that field. That's not in mine. The theme of operating an emergency operation is I take command of the emergency operation center and we drive it forward. We make sure all emergency services are available. Once we sustain and we resume normal operations, and our theme and our goal is to resume normal

Page 51 operations within hours of the storm subsiding, 1 2 that is for every city department. And every 3 city department needs to have a 4 triple-redundancy opportunity to become 5 operational within six hours of the storm 6 subsiding. So once that is done, we go into 7 recovery phase. In that recovery phase, I then 8 close up the EOC from the emergency operations 9 perspective, and I pass the baton and command, 10 official command, to ACM Iglesias. And that is 11 how we did it this year. 12 So I close up the EOC. We transfer command 13 to ACM Iglesias. And he goes into the recovery 14 phase, which is debris removal, clearing the 15 streets, you know. We provide through our 16 emergency services provide one passage through 17 each road. And once those passages are all 18 clear, we close up the EOC and pass recovery 19 phase over to ACM Iglesias. And that is one of

MS. SWANSON-RIVENBARK: One additional,
University of Miami is one of the satellite
operations. They are a part of that discussion.

operations center that today is being utilized

the key fundamental phases of an emergency

throughout the country.

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But one of the things that was highly unusual about Irma was the large evacuation area that was called on at the last minute. And so the number of homes that had to evacuate, thankfully, listened, and the amount of time for electric to restore, so that we had large areas of Coral Gables without electricity, without people.

> Talk about the additional zone coverage that you had.

MR. FERNANDEZ: The pre-storm, what is extremely important to calm the anxiety of people because they get concerned is to have omni presence throughout the city. That means we take out our fire resources, police resources, all of our support functions, and we pull them out to the field. We disseminate information. We field questions. But they see The idea is people believe more when they us. see it than when they hear it. They want to see our resources out.

Post storm it is even more important to have omni presence out. There are people that capitalize on the opportunity of a storm. So they will come out and they become victims.

Page 53 This time around I must tell you that the crime 1 2 ratio in the city after the storm was very, very 3 I think we may have had one or two low. incidents, as I recall, and they were very mild. 5 I think they occurred here in Miracle Mile. 6 have been a minor theft, if I remember 7 correctly. Don't quote me on that one, but just my recollection. But we do provide a 8 9 significant amount of resources, again, before 10 the storm, during the storm, after the storm, 11 out in the field, mostly after the storm. 12 idea is to deploy our resources out, especially knowing that power is out. We want to make sure 13 14 that resources are out patrolling so, again, 15 people don't capitalize on it. 16 To try to restore some sense of security, 17 people believe that lights, you came from FPL, 18 so lights are the key to safety, because they 19 can see and it's clear. They can see a threat 20 coming. We actually ordered a number of 21 portable lights. Think about a portable light 22 tower. So we ordered portable light towers and 23 we deployed them throughout the city and we 24 moved them around. 25 So, for example, Old Cutler and Kendall

Page 54 Drive was very dark. We deployed a light tower 1 2 there, so as you approached that intersection, 3 it was all lit up and people sensed a sense of security, if you will. 4 5 We deployed them through, I believe, the 6 golf course, different locations, and moved them around. Again, knowing that we are out there. In the future, we have other plans in place 8 to make sure that we continue to reinforce 9 safety and security. For example, IT department 10 11 is looking at information pods. So we would deploy these wifi trailers that would magnify an 12 13 opportunity. People will come and charge their 14 phones. It would be a center -- I'm sorry, a 15 solar-powered trailer that they can come and 16 power their phones, utilize wifi when power is 17 out. So we are looking to create these pods. 18 Again, this is just a theme. It is a theory that we're working with of perfecting our skill, 19 20 to enhance communication, enhance security, a 21 deliverable service 100 percent during the storm, post storm, they are there. 22 23 Questions for me? 24 MR. NORMAN: I'm sorry. I'm full of 25 questions today.

MR. FERNANDEZ: Sure.

MR. NORMAN: So this storm, you know, my neighbors and I as you're watching it, it is a . Category 5, worry about staying at your house. There was no place to evacuate to, heading north because everybody was under the same kind of warning. I presume that the city doesn't provide sheltering opportunities for citizens. That is handled through Dade County. But what had this thing -- if it had been a Category 5, would the city have opened up any facilities for residents?

MR. FERNANDEZ: That is an excellent question. We have to manage expectations, you know. The key word today, and it has been for a while in emergency management, is resiliency. How do we become resilient as a family? How do we become resilient as a community, as a government?

But government is not here to provide direct services to you in terms of making sure you are safe. You have to do it for yourself first, and then we come and support. That's the key, to make sure we manage expectations.

A key issue here, I want to go back for a

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moment, that really exacerbated the problem for us in terms of the community, was the fact that the hype of the storm created an anxiety level. A mass number of people left Dade County heading north. And, ironically, the storm just followed them. So they were planning on going to Orlando, a lot of them turned to Jacksonville, Jacksonville turned into North Carolina, and before you know they are in Tennessee trying to be ahead of the storm. Well, that created a vacuum here, which means we had a lot of residents that there was nobody home.

So that is a task in and of itself. We in the City of Coral Gables or any other city in Dade County do not provide shelter. That is Miami-Dade County's responsibility, and we yield to them. We look for -- we look for their leadership. We coordinate with them, and we make sure that we support what they need.

But there are shelters throughout Miami-Dade County that are open for anyone. There are special needs shelters that are available, and you can go online and register for them. There is a registration process to go through to make sure that you qualify for a special needs

Does that answer your question?

3 MR. NORMAN: Yes.

shelter.

MS. SWANSON-RIVENBARK: I know that families evaluating their shelter plans, it is a different requirement during a storm on what qualifies as a shelter versus post storm. The city -- our residents cannot look to the city to provide sheltering during the storm. After the storm, the adult activity center opened up, old movies, air conditioning, you know, good time for during the day. But the authority for sheltering, to declare shelters, to open shelters, rests exclusively with Miami-Dade County.

MR. NORMAN: And do you know, did Dade County have a shelter in proximity to Coral Gables?

MS. SWANSON-RIVENBARK: That's, actually, a question that the adult activity, the senior advisory board said that they would like that Dade County have one closer. I believe it was South Miami High was the closest shelter. And the uncertainty of pets, no pets, who opens, who is coming, which shelters will open at what

This was an extraordinary storm. thought at a Category 5, which didn't happen, but what we got instead was a very long tropical I can only guess the pressures that Miami-Dade County was under during that whole question of which shelters, which buildings are capable of withstanding that Category 5 storm.

MR. NORMAN: Okay.

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MR. FERNANDEZ: The challenge for an emergency operations center under a Category 5 storm is enormous. You know, we don't really have the ability to sustain a Category 5 storm. So that's why we keep a significant amount of personnel on hand before the storm, because you don't know how many people will be able to come back after a large category storm. The streets will be blocked, roadways are compromised. we have to be able to survive for a significant amount of time with the personnel that we have on hand.

And it is a big task for our public safety personnel. They leave their families behind, you know. Think about the Category 5, which is what we thought was coming our way. These men and women left their families behind, came to

work to protect the community, leaving their families alone at home.

That is a huge, huge responsibility on them. And they take their oaths of office very, very serious. And I just commend them for their courage and passion they show to serve in the public safety roles. It is enormous. Put yourself in their roles, you're going to leave your home, Category 5 is coming. You know, most of these homes are not going to sustain a large category hurricane. And you say, I'm sorry, I have to go to work.

Many of us, all of us were in that role. So I can tell you that our men and women serve with pride, honor, dignity, and respect, always putting the public first and themselves second. And for that I will take my hat off to them because they do a great job every day.

Any other questions for me?

MR. MLADENOVIC: You say that we currently cannot sustain a Category 4 or 5, that that is not an engineering possibility?

MR. IGLESIAS: No. The youth center was not designed as an essential facility. Even an essential facility is going to be -- a Category

Page 60

5, forget about this one, Category 5, let's say, 170, will exceed the safety factors of the building code right now, even for an essential facility, as you know. So when we talk about Category 5, we use that term a little bit loosely sometimes when we think about a Category 5, but also the impact requirements are also substantial.

Our current building, our current new safety building, we are designing as an essential facility, which has a rating of 186 miles per hour, with the use -- assuming the safety factor is all there. And that is currently the design standard. It also requires a missile of 80 feet per second instead of 50 feet per second. To give you an idea, the reason -- your house is 50 feet per second. An 80-feet-per-second missile will go through a block wall, okay? So we are -- so that facility would have -- all of these would be filled and reenforced.

We are also looking at -- at, for instance, there are no EOAs for that. The county has no approvals based on an 80-feet-per-second missile. So we are going to have to generate our own approvals for any glass that's in that

facility.

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In addition to that, what we have done there is the floors are, instead of having typical commercial construction where you have two office spaces and three floors of parking, the floors of parking have been aligned. thing is future use of the building. We expect that to be a 75-year building, and we don't know where technology is going. Also, to store vehicles. We are going to be using certain types of screening on them, which may create not only a ventilation condition, but to protect our vehicles, because if you have -- do you expect our vehicles to be out there with a Category 4? And police, as great as they are, and fire, they cannot work without vehicles. So we're looking to place -- for storage in this parking, within the parking garage.

So we have made the actual height of each floor the same as the office space, allowing us to get all kinds of equipment in there, and we're going to be looking at the floor levels also to take care of that.

So we will have the wind enhanced stability. We are having a wind tunnel done on the building

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simply to look at the hot spots and enhance stability. We look at those particular areas to get our biggest bang for the buck so we can go ahead and increase our performance level without necessarily increasing construction. So that is being done right now.

So we have taken a look at certain detailing on the main frame to go ahead and enhance that without additional cost. So we are looking to tweaking our facility as much as we can. We have two generators on the facility with two-weeks' worth of fuel. Each generator can handle the building 100 percent. So if everything all goes, we have one generator, a second generator for two weeks and two weeks of fuel. So we are doing — we are trying to do as much as we can, but if you want to see a Category 5 building, look at the building Herb Saffir designed for the hurricane center. It is massive. It is —

MR. MLADENOVIC: It's a bunker.

MR. IGLESIAS: It is a bunker, and the costs are just incredible.

So what we're trying to do is enhance our building as much as possible within the limits

	Dama (3)
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1	that we have. And I think if we do this we'll
2	have we'll have sustainability, very, very
3	high sustainability. A Category 5 is a term
4	that implies a lot of things, and the only
5	building that I know here that there are a
6	few. There is one downtown where we have the
7	storage of all our data.
8	MR. MLADENOVIC: Miami Data Center
9	MR. IGLESIAS: Correct. And then you have
10	the Herb Saffir, the building Herb Saffir
11	designed for the hurricane center. It's six
12	feet above FEMA, six feet.
13	MR. FERNANDEZ: That's the NAP, right, NAP
14	of the Americas?
15	MR. IGLESIAS: Yes. Yes. And so and so
16	we tried to incorporate all these issues.
17 ·	As far as shelters, sheltering is a very
18	tough issue because what is a shelter? Is a
19	shelter Category 3, Category 4?
20	Right now it's 186 miles an hour with a
21	safety factor. That is that means that
22	even after 186 your safety factors are gone
23	on that structure. And so we have to be very
24	careful when we when we talk about shelters
25	and what what really constitutes the

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Page 64 shelters, the ones that Dade County have, they are not Category 5 buildings. They use most of the schools as shelters. The youth center is a normally-designed building. I am sorry, yes, the youth center I believe is what you mentioned. It is also -- it is also a very bad building as far as a shelter is concerned because it has the -- it has a metal deck. lose the metal deck, you lose your diaphragm, you lose your entire building. So it is not prohibitive from being used as a shelter, but FEMA does not encourage it, because FEMA wants resiliency. You don't want the failure of one item to have the ability to fail the entire building. That building is subject to that. is a decent, good building. It was designed in accordance to NAC 7. As I said, it was was a '94 building, so it was under the '94 South Florida Building Code, which is an excellent building code, and certainly as good as we have However, it is still not a shelter. now. so to put people in buildings like that is not something that I would really condone doing as a

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MR. NORMAN:

building official.

When are we going to have our

- new essential facility finished?
- 2 MR. IGLESIAS: We'll probably move in August
- 3 2019. I gave the director two months and he
- 4 promised me --
- 5 MR. FERNANDEZ: We have a two-month
- 6 transition period.
- 7 MR. IGLESIAS: He'll probably do it in four
- 8 weeks.
- 9 MR. FERNANDEZ: We have a two-month
- 10 transition period. That means we have to
- 11 transition all of our technology into the new
- 12 building. So once he gives -- ACM gives me the
- green light, then we have to move our emergency
- operations down to one center, over to our 72nd
- Avenue, what we call a backup PSAP, it is a
- 16 backup 911 center, and they operate out of there
- for about a month while they transition all the
- 18 equipment to the new facility. Once it's been
- 19 tested and validated, then we move them back
- 20 over here so it is a -- we can't disengage for a
- 21 minute because those calls are coming in, 911
- 22 calls. It has to be continuous operations
- 23 throughout. So it is not as easy as turn one
- switch off and the other on. It requires a lot
- of coordination and planning to make sure that

	Page 66
1	we transition without a single problem.
2	MR. IGLESIAS: We're working together on
3	this to make sure that it's as smooth an
4	operation as possible. And we are trying to get
5	the maximum buck for our building right now. It
6	is but I see unfortunately, Category 5, as
7	you know, it is it is very there is a
8	lot it is a very difficult standard. It is a
9	very difficult standard and very few buildings,
10	I only know of two, actually.
11	MR. FERNANDEZ: Any other questions for me?
12	MR. MLADENOVIC: No. Thank you.
13	MR. FERNANDEZ: Any further questions? No?
14	We're good.
15	MR. MLADENOVIC: Thank you very much.
16	MS. BRUMLEY: Thank you.
17:	MR. FERNANDEZ: Thank you for the
18	opportunity.
19	Have a good day.
20	MR. IGLESIAS: Anything else?
21	MR. MLADENOVIC: Thank you.
22	MS. BRUMLEY: Thank you.
23	MR. NORMAN: I don't know who to address
24	this question to, but in the event that cell
25	service had gone down, what contingencies do we
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	Page 67
1	have for that? It seemed to be remarkably good
2	after this storm, but it is not always like
3	that. So communications after the storm would
4	need to be pretty strong.
5	MR. FERNANDEZ: Our IT department has
6	satellite capability, so if their cell phones
7	went down, we have, again, remember the triple
8	redundancies, so we have land line, cell,
9	satellite. So satellite phones, satellite
10	connections where we set up a pod which connects
11	straight to the satellite, provides us immediate
12	connection. Through that connection we pass our
13	phones to key individuals in the city so we're
14	able to communicate.
15	MR. NORMAN: Okay.
16	MR. FERNANDEZ: So we do have triple
17	redundancy in our ability to communicate. We
18	have land, cell, satellite.
19	MR. NORMAN: And that is something that you
20	test when you do your annual simulation?
21	MR. FERNANDEZ: No, that is tested on a
22	monthly basis by our IT department.
23	MR. NORMAN: Okay. Thank you.
24	MR. FERNANDEZ: You bet.
25	MR. IGLESIAS: The cellular companies have

Page 68 1 attempted to harden their structures. 2 because we have a lot of plans coming through, a 3 lot of their structures are in existing buildings, and so I am not sure about the 5 survivability of a lot of these structures under a severe hurricane. So the testing that the 6 7 director is doing is essential, I think, to give us the best communication possible under 9 difficult conditions, which can happen. 10 Thank you. 11 MR. MLADENOVIC: Thank you. MR. NORMAN: Thank you. 12 13 MS. WALKER: Okay. The last piece of 14 information that was requested by the committee last time was information on the contract terms 15 16 that we currently have in place. Specifically for our debris collection services, we have 17 AshBritt on contract for those services. 18 19 contract was put in place in 2010, and it was 20 for a three-year period, with two three-year 21 renewals. So we are currently in the last term 22 of that particular contract. 23 Specifically, I want to mention and 24 emphasize, like Director Iglesias last meeting, 25 was that the particular terms of that contract

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was that they hold their pricing for the term of the contract. We are actually very proud that AshBritt did that. So, in fact, when there was some issues with pricing with what Miami-Dade collected at the time, we were able to hold our contract pricing with AshBritt for the entire term that they operated during the last storm season.

The rest of the terms of the contract were pretty standard and typical. They follow the guidelines that we issued for the scope of services that we issued for the RFP, specifically that they were supposed to mobilize within 24 hours of being notified by the city. So they adhered to those terms.

So as far as following the contract terms in place, I will tell you that I can't discuss the new contract, because we currently have one that is out for bid right now, and it is under the code of silence, so I can't give you a whole lot of information, but can tell you that those things, lessons learned and things that we wanted to revisit are part of the new RFP, what the contract would actually look like to make sure that we have everything in the contract

Page 70 1 that we want to protect the city. 2 Do you have any questions? 3 MR. MLADENOVIC: No. Thank you. MS. WALKER: Okav. MS. BRUMLEY: I will ask a question. 5 MS. WALKER: Okay. 6 7 MS. BRUMLEY: What were some of the initial 8 terms that were added into the contract or 9 lessons learned or taken away? I know maybe you 10 can't get too specific. 11 MS. WALKER: I can't get too specific, but 12 just things like making sure that we accommodate 13 for our mobilization and demobilization, as far 14 as that is concerned. Make sure that we had certain items of structures for specific extra 15 16 duties that we would like to make sure that, you 17 know, for operational purposes, whether it be 18 equipment or other specific positions that we 19 would like them to provide for us, those types 20 of things that we sort of incorporated into the

MS. BRUMLEY: Did you have any challenges last season with having enough staffing underneath the contract that you had in place?

MS. WALKER: I don't believe so. I believe

new RFP.

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that AshBritt performed and had all the staffing that we required, so there were no issues with that as far as I'm concerned. We just want to make sure we're covered for any additional, you know, expected positions or things that we kind of learned from this particular storm season.

MR. IGLESIAS: We mobilized very, very quickly, and did a number of things with internal forces to allow AshBritt to actually mobilize, and they did mobilize. We were -- we tried to be as expeditious as possible. And so we actually were -- we started collecting debris weeks before some of the other -- some of the other cities. And our concern was getting -was we knew that there were going to be a mad rush for equipment. This hurricane went right through the state. So that we knew that the equipment was the first -- it was going to be a first come first serve type of situation. moved very quickly ahead of AshBritt to try to get that done. And then when they came in, they just augmented everything. When you have these kind of events, it is all -- it is always who gets the equipment, who gets the truck, who gets this, and who gets that. And what we tried to

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do is we tried to be as efficient as possible.

And by having -- the bottom line for a contractor is how much money are they making, right, not how much is being paid. If you can get six loads instead of two a day, you're going to make more money. And that is what we did. And that is how we were able to maintain our actual prices. Get in there quickly, mobilize their sites, get them in and out quickly. Don't keep them two hours in line, keep them 15 minutes. And that is what we were able to do, because we don't have any -- our sites are very small.

We were -- we don't have storage. We don't have Key Biscayne that we can continuously store things, place debris, and then mulch it later. So that is -- that was our strategy, and we were fortunate that it worked.

MS. BRUMLEY: Thank you.

MR. NORMAN: Sorry, Mr. Iglesias, a couple other questions maybe from the last session. I think you described that you set up an accumulation site or mulching site on -- I think we had one on 8th Street.

MR. IGLESIAS: We had it right at the end of

Page 73

Prado by 8th Street and 57th Avenue, a small site. We had 72nd Avenue, which was the largest site, and was still not very large. And then we were able to contract a site on 70th, which was initially two acres, which was extremely helpful.

MR. NORMAN: That's right.

MR. IGLESIAS: And also the fact it is not near residential, so we could work at will there.

MR. NORMAN: When you look, I am just thinking about the process, from picking up until -- well, that entire accumulation process, what did you perceive as the bottleneck?

MR. IGLESIAS: The bottleneck is we don't have storage.

MR. NORMAN: I beg your pardon?

MR. IGLESIAS: We don't have storage. We don't have storage capacity. So it is very important for us to be mulching. And one of the -- one of the issues that we had was we didn't know -- we didn't have a place to take the mulch. Dade County facilities were not taking mulch, and SFM was gearing up in Pompano Beach. So we had a huge logistics issue, and

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you can't get ten pounds in and nothing out for long. There comes a point that you have to stop. We were able to get SFM through our individual negotiations, to get the Pompano site effectively moving. We were the first ones by two weeks to get mulch at Pompano and we had to do it. We just did not have the storage.

So, logistically, we cut a fine line, but we did. And so it's -- so those are issues we have to deal with. We just -- we just don't have -- either Prado, which creates a real problem for our residents. We have -- the UM offered the Lincoln site, however, there is a school there. We have those kind of operations. What UM did was very minor, really extremely minor, nothing compared to what we were doing. So to do that, that operation next to a school is -- I don't consider optimal, right, and so that was -- that was a huge issue. Huge issue for us.

MR. NORMAN: So storage wasn't the premulch storage, it was after mulching?

MR. IGLESIAS: No, no, no. Well, you have to get the debris in, right, with no garbage.

If not, you can't take it to the landfill.

MR. NORMAN: Right.

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MR. IGLESIAS: That debris, you have about a four-to-one ratio in hauling of rough debris to mulch. So it is about four to one. So if you get 400 cubic yards of debris, you create 100 cubic yards of mulch. So it's very efficient to mulch it, especially when you are taking it to areas like Pompano, and that's how they accept it. It's all clean. It was all clean material. So we have -- so we have no -- not only do we have to store the actual debris, but we have to store the mulch until we can get it to the Pompano site. And you can see the mulch was 60 to 80 feet in the air.

And then the 72nd Avenue site has residential across the canal. The Country Club Prado site, of course, is in a residential area, so the only area that we had that we could work all the time and store as high as possible, we were storing three, four stories of mulch there, was on our 70th Avenue site that we were fortunately able to lease, and it worked out very well.

So we have a logistics problem. We don't have -- City of Miami has an area just before Key Biscayne, you can just keep on dumping,

dumping, dumping out there and then you can mulch whenever you want. We don't have that luxury.

MR. NORMAN: I think you described in prior storms we had stored material at Country Club Prado and Coral Way, but the citizens there had great concerns and, therefore, we set up north. And I am just wondering why were we successful in pacifying the citizens on north of County Club Prado, where we couldn't do that in the more southern areas?

MR. IGLESIAS: We set up an operation right on 8th Street, in just that small area there, and we closed off all the streets, used all the actual streets, and used that as one of our smaller operations.

However, it was logistically important because part of our strategy was how do we retain all the truckers, all the equipment, and not pay what the county did, which they really killed us by going to that higher rate, and it was efficiency. We used that site. That site helped on efficiency on that north area, on that north area of Coral Gables.

So we were able to get some quite large

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trucks because we gave them that area, and they just used that facility to actual perfection there, as far as that is concerned.

So we look at the -- so we were able to use that logistically quite well. However, we kept our operations until seven o'clock. We put the mulching facility at the end. Trucks came in and out through 8th Street. So we had zero complaints. Zero complaints. Had we gone in -- and the trucking was kept out of Country Club Prado. The trucks came in on 8th Street and came out on 8th Street. So we isolated Country Club Prado from that operation, and it worked very well. Very efficient site for us, very productive for a site as -- again, all three sites were getting to the point where we had no place to go, but we were able to work it out and get that done.

MR. NORMAN: Thank you.

MR. MLADENOVIC: 70th Avenue?

MR. IGLESIAS: 70th Avenue.

It is right near public works. It's two

23 blocks from public works.

MR. MLADENOVIC: That additional site that
was per the discussion of last month, that we

Page 78 secured that now a longer term? 1 2 MR. IGLESIAS: We're trying to, yes. Yes. 3 However, if they do sell it, they do have the ability to sell it, so we do have an agreement. It worked out very well. We left the site in 5 pristine, pristine condition to make sure we had 7 it again. So the site looks 300 percent better than it 8 did before, and the owner is very pleased. 9 was a little bit scared because it looked pretty 10 rough before, and when we left it, it looked 11 12 pristine. 13 So we have a good rapport with the owner, and as long as it is available, the owner has 14 15 indicated that we will -- we are making 16 arrangements with that now. So it should work 17 out. But we do have an issue with that, and that 18 19 was probably as close as we came to not making 20 it was the logistics issue. 21 MR. NEAL: That site that you leased, you can run 24/7 there because it is not near a 22 residence; is that correct? 23 MR. IGLESIAS: Because it is all industrial. 24

MR. NEAL: Okay.

25

Page 79 1 MR. IGLESIAS: It is industrial. 2 MR. NEAL: That makes it more valuable 3 because in the event of another large storm like this, those coastal facilities can also run 5 24/7, so you can run the trucks during off hours and get in and out quicker. So I think 6 strategically that is very important for many 8 reasons. 9 MR. IGLESIAS: Extremely important site for 10 us. We were very fortunate to get it, and it 11 worked out very well. 12 The 72nd Avenue site has residences across 13 the canal and it can certainly create a problem, 14 as the issue does. Any site that we use inside 15 the Gables is going to have that kind of issue. 16 MR. NEAL: Sure. 17 MR. IGLESIAS: Lincoln would be a great site, except I'm a little concerned about the 18 19 logistics with the school. 20 MR. NORMAN: Thank you. 21 MR. MLADENOVIC: Thank you. 22 MS. WALKER: Okay. Well, that is the end of 23 the information that you actually requested for

this particular meeting, so unless there is some

other specific topics that you would like to

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	Page 80
1	discuss, you can let me know, and we can provide
2	the information to you for the next meeting.
3	So is there any other business that you
4	would like to include today before we close?
5	MR. MLADENOVIC: No.
6	MR. NORMAN: No.
7	MS. BRUMLEY: No.
8	MR. NEAL: No.
9	MS. WALKER: Okay. If not, then I will be
10	sending out a request for the meeting, also
11	setting a date for the next meeting, and also
12	ask if there is anything specifically that you
13	want to think about in the meanwhile that you
14	would like presented during the next meeting.
15	So if everyone agrees, we will adjourn. I
16	thank you for your time.
17	MR. MLADENOVIC: I know we cannot discuss
18	the lawsuit with FPL. Can we get up to date on
19	our discussion?
20	MS. SWANSON-RIVENBARK: At the next meeting
21	we will have the city attorney there.
22	MS. WALKER: Okay. Okay. so we will do
23	that.
24	MR. MLADENOVIC: Thank you very much.
25	MS. WALKER: Okay. Thank you.

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1	MR. NORMAN: So do you need a motion to
2	adjourn?
3	MS. WALKER: Yes.
4	MR. NORMAN: Motion to adjourn.
5	MR. MLADENOVIC: Second.
6	MS. WALKER: Thank you.
7	MS. BRUMLEY: Thank you.
8	(Thereupon, the proceedings were concluded
9	at 10:40 a.m.)
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1	COURT CERTIFICATE
2	STATE OF FLORIDA:
3	SS. COUNTY OF DADE:
4	I, SALLY STARK, Court Reporter and Notary
5	
6	Public in and for he State of Florida at Large, certify
7	that I was authorized to and did stenographically
8	report he foregoing proceedings and that he transcript
9	is a true and complete record of my stenographic notes.
	I further certify that I am not a relative,
10	employee, attorney or counsel of any of he parties, nor
11	am I a relative or employee of any of he parties'
12	attorney or counsel connected with he action, nor
13	financially interested in he action.
14	
15	Dated this 23rd day of March, 2018.
16	July Hark
17	SALLY STARK
18	Notary Public - State of Florida Commission No. FF 976823
19	Expires 5-13-2020
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