



## TOWN MANAGER'S MONTHLY REPORT

September 2019

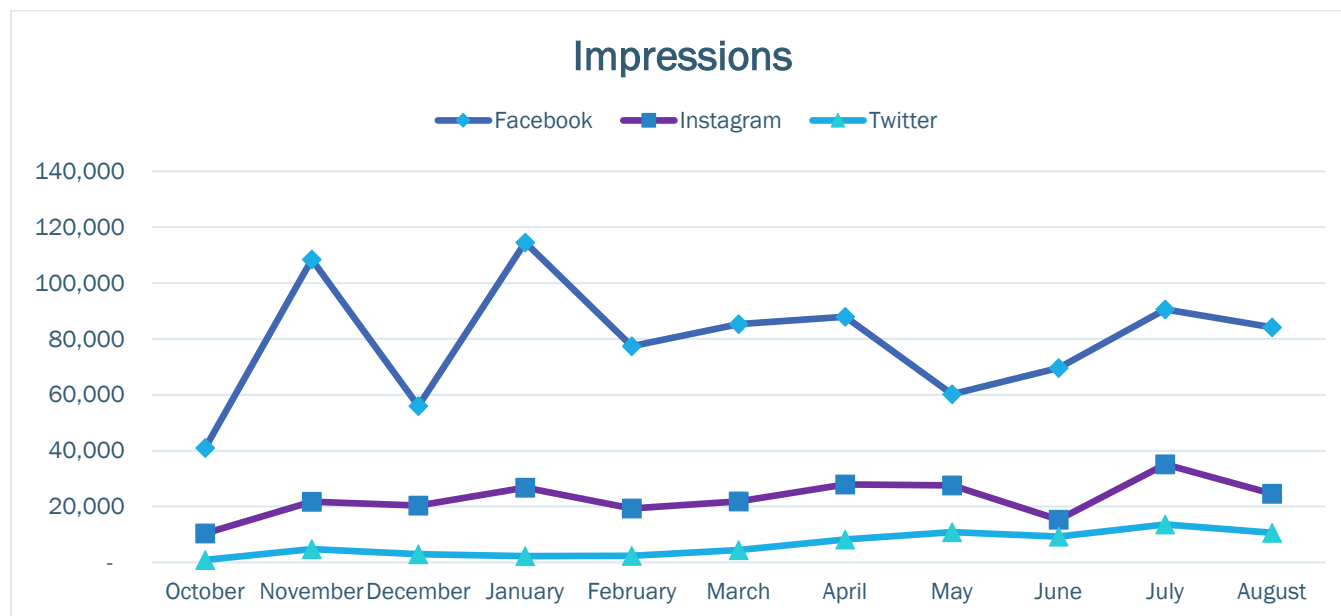
Rafael G. Casals, ICMA-CM, CFM  
rcasals@cutlerbay-fl.gov



The following report is intended to provide the Mayor and Town Council a general overview of Town Matters.

### Social Media

The Town is committed to keeping our residents informed through various communication outlets, which include our social media platforms. The platform that currently has the most reach and impressions is Facebook—as indicated by the chart below.



\*Impressions: the number of times any content from the Town's page or about the Town's page entered a person's screen.



#### FACEBOOK

- 2,107 Total Page Likes (+251 from July Report)
- 6,962 Clicks in July | 9,348 clicks in August 2019
- 90,559 Impressions in July | 84,139 Impressions in August 2019



#### TWITTER

- 131 Total Followers (+31 from July Report)
- 10,600 Impressions in August 2019



#### INSTAGRAM

- 1,942 Total Followers (+293 from last report)
- 1,467 New Likes in July | 1,105 in August 2019
- 35,099 Impressions in July | 24,585 in August 2019



#### YOUTUBE

- 9 total videos uploaded
- 806 combined views as of 09/11/19



#### NEXTDOOR



















- 9,089 Members within Page's Reach
- 4 Member "thank you" in July | 4 in August 2019
- 2,065 Impressions in July | 10,284 in August 2019



#### LINKEDIN

- 357 Impressions in June 2019
- 131 Followers (+10 from July report)

### Top 5 Facebook Posts in July 2019 (Biggest Reach & Engagement):

Post Date	Post Description			Reach		Engagement
07/26/2019 4:58 PM	 We are thrilled to welcome Party Cake Bakery into our Town! Join			3.1K		323 209
07/09/2019 9:29 AM	Regarding the proposed incorporation of South Miami-Dade			2.4K		886 97
07/11/2019 5:11 PM	 Be sure to stop by Mercedes Benz Of Cutler Bay (10701 SW 211 Street)			2.1K		93 124
07/21/2019 1:30 PM	 We're just 6 days away from our Back to School Splash & Robotics			2K		259 68
07/31/2019 4:17 PM	We're hiring! We're currently recruiting for part-time positions in			1.9K		300 63

### Top 5 Instagram Posts in July 2019 (Biggest Reach & Engagement):



Likes: 140 | Comments: 8 | Reach: 1,074



Likes: 134 | Comments: 7 | Reach: 1,016



Likes: 86 | Comments: 8 | Reach: 1,073





Likes: 75 | Comments: 14 | Reach: 1,058



Likes: 72 | Comments: 6 | Reach: 1,205

### Top 5 Facebook Posts in August 2019 (Biggest Reach & Engagement):

Post Date	Post Description			Reach		Engagement
08/13/2019 5:15 PM	 We're still dreaming of the delicious food we had at Party Cake Bakery's			5K		2.3K 352
08/07/2019 6:03 PM	 Winn-Dixie in Cutler Bay officially reopened their remodeled store this			3.8K		1.3K 191
08/23/2019 5:25 PM	 This afternoon, Mayor Tim Meerbott and Town Manager Rafael Casals			3.3K		1.1K 252
08/30/2019 12:35 PM	 Mayor Tim Meerbott has an important message regarding			3.1K		669 164
08/05/2019 11:40 AM	Mayor Tim Meerbott has issued an open letter regarding the "land swap" the Town is			2.1K		627 106

### Top 5 Instagram Posts in August 2019 (Biggest Reach & Engagement):



Likes: 126 | Comments: 0 | Reach: 1,033



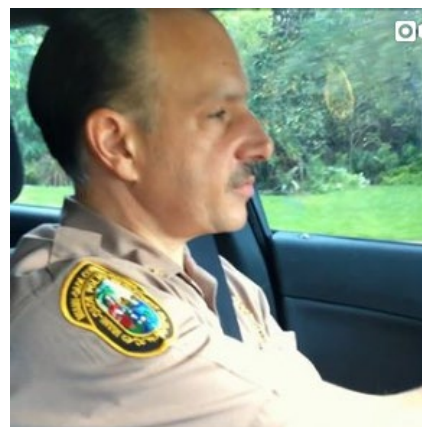
Likes: 117 | Comments: 5 | Reach: 1,058



Likes: 106 | Comments: 1 | Reach: 953



Likes: 91 | Comments: 44 | Reach: 1,046



Likes: 59 | Comments: 6 | Reach: 1,028



## Meetings & Events

Upcoming meetings and events are displayed in **bold color**.

DATE	TRAINING/MEETING/SPECIAL EVENT	LOCATION
07/12/2019	Meeting with Representative Javier E. Fernandez and Mayor Meerbott	The Muffin Tin
07/15/2019	Economic Growth Committee Meeting	Cutler Bay Town Center
07/17/2019	M-DC Small Business Development Division Safety Workshop Opening Remarks	Cutler Bay Town Center
07/17/2019	Regularly Scheduled Town Council Meeting	Cutler Bay Town Center
07/18/2019	Meeting with Accelerate South Dade to discuss Cutler Bay Business & Entrepreneurship Academy	Cutler Bay Town Center
07/22/2019	Miami-Dade Police Department (MDPD) Services Contract Meeting with Managers and personnel from the Town of Miami Lakes, Village of Palmetto Bay, and the Town of Cutler Bay	Miami Lakes Town Hall
07/27/2019	Back to School Splash and Robotics Exhibition	Cutler Ridge Park
07/27/2019	10 <sup>th</sup> Annual Kids Week and Proclamation Presentation	Southland Mall
07/29/2019	Special Town Council Meeting	Cutler Bay Town Center
07/29/2019	FY 2019-2020 Budget Workshop #2	Cutler Bay Town Center
07/30/2019	MDPD Tri-City Negotiation Meeting	Midwest Police Station
07/31/2019	Open Mic Night at Town Hall	Cutler Bay Town Center
08/15/2019	Biscayne Bay Coastal Wetland – Cutler Flow Way Discussion	Cutler Bay Town Center
08/17/2019	Cutler Bay Open Charity Golf Tournament	Miccosukee Golf & Country Club
08/19/2019	Florida Conference on Aging Workshop Presenter	Hyatt Regency, Orlando
08/21/2019	Cutler Bay Wetland Restoration Project Discussion and Tour	Cutler Bay Town Center
08/21/2019	Meet and Greet with Jewish Community Services of South Florida (2-1-1)	Cutler Bay Town Center
08/22/2019	South Dade Chamber of Commerce Economic Trends Luncheon	Hampton Inn & Suites Homestead
08/23/2019	Miami- Dade Fire Rescue Stations #34 and #55 Frame Presentation	Fire Rescue Station #34
08/26/2019	Education Advisory Board Sub-Committee Meeting	Cutler Bay Town Center
08/27/2019	Board of Supervisors Meeting	Isles of Bayshore Clubhouse
08/29/2019	Municipal Branch Conference Call (Hurricane Dorian)	Cutler Bay Town Center
08/29/2019	Meeting with Miami-Dade County Public Works Department and Village Manager Ed Silva to discuss SW 184 Street Improvements	Village of Palmetto Bay

DATE	TRAINING/MEETING/SPECIAL EVENT	LOCATION
08/30/2019	Hosted two (2) Staff Meetings to discuss Pre-Hurricane Preparedness	Town of Cutler Bay
08/30/2019	Hurricane Dorian Updates hosted by the Village of Palmetto Bay	Village of Palmetto Bay
08/30/2019	Municipal Branch Conference Call (Hurricane Dorian)	Cutler Bay Town Center
08/31/2019 – 09/03/2019	Hurricane Dorian Updates with Town Staff– Conference Call and Patrol	Cutler Bay Town Center
09/05/2019	State/FEMA Preliminary Damage Assessment (PDA) Webinar	Cutler Bay Town Center
09/05/2019	FY 2019-20 iPrep Internship Program Parent Orientation Night	Cutler Bay Town Center
09/10/2019	Budget FY 2019-2020 First Budget Hearing	Cutler Bay Town Center
09/12/2019	Meeting with Mayor Meerbott and the Miami-Dade County Public Schools District Representatives to discuss Town schools.	Cutler Bay Town Center
09/18/2019	Regularly Scheduled Town Council Meeting	Cutler Bay Town Center
09/24/2019	Budget FY 2019-2020 Second Budget Hearing	Cutler Bay Town Center

Note: For additional information regarding upcoming meetings, workshops, and/or special events, please visit our website at [www.cutlerbay-fl.gov](http://www.cutlerbay-fl.gov)

## Hurricane Dorian Relief Efforts

The Town of Cutler Bay would like to thank our residents and friends who generously donated to the Hurricane Dorian Relief Efforts. Special Shoutout to Representative Kionne L. McGhee and his staff; the various local churches and schools; and our Public Works, Code Compliance and Parks & Recreation staff who have been working tirelessly for the last few days collecting, sorting, loading, unloading and moving the thousands of donations received.



Police Department  
CRIME STATISTICS CHART FOR AUGUST 2019

	AUGUST	2019 YTD	2018 YTD	YTD % CHANGE
Homicide	1	2	1	100.00%
Forcible Sex Offenses	2	9	9	0
Robbery	5	22	15	46.67%
Aggravated Assault/Battery	5	34	42	-19.05%
Burglary	5	40	52	-23.08%
Larceny	94	818	719	13.77%
Auto Theft	10	56	51	9.80%
<b>TOTAL:</b>	<b>122</b>	<b>981</b>	<b>889</b>	<b>10.35%</b>

For additional information on crime statistics specific to your neighborhood, click on the following link:

<http://www.crimemapping.com/map/fl/miami-dadecounty>

The Miami-Dade Police Department Town of Cutler Bay Policing Unit is fully outfitted with Body Worn Cameras for all uniformed officers who respond to dispatched calls for service.

#### EMERGENCY CALLS\* AVERAGE RESPONSE TIMES

*Goal Response Time: Eight (8) minutes or less*

\*Definition of an Emergency Call: Generally, a call that is considered life threatening, requiring an emergency response with lights and siren.

YEAR-TO-DATE (JANUARY 1 – AUGUST 30)	EMERGENCY/PRIORITY RESPONSE TIMES (MINUTES/SECONDS)	TOTAL CALLS FOR SERVICE (EMERGENCY/PRIORITY)
<b>2019</b>	07:02	1,264
<b>2018</b>	07:02	1,342

#### NON-EMERGENCY CALLS\* AVERAGE RESPONSE TIMES

*Goal Response Time: Thirty (30) minutes or less*

\*Definition of a Non-Emergency Call: Generally, a call that is not life threatening, or the report of a crime where a subject is no longer on scene.

YEAR-TO-DATE (JANUARY 1 – AUGUST 30)	ROUTINE RESPONSE TIMES (MINUTES/SECONDS)	TOTAL CALLS FOR SERVICE (ROUTINE)
<b>2019</b>	13:48	8,232
<b>2018</b>	13:29	8,952

#### HELP IDENTIFY ILLEGAL DUMPING AND ATV RIDERS

The Town of Cutler Bay Policing Unit encourages you to report ATV riding and illegal dumping in the Town's protected mitigation sites (the portion of land north and south of SW 224 Street and 97 Avenue).

- Contact the Town's Code Compliance Hotline at (786) 573-5551 to report [illegal dumping](#).
- Contact the Town's Police Department at (305) 234-4257 / (305) 467-5423 to report [illegal ATV riding](#).

## PACE/Green Corridor Update

ACTIVITY REPORTED JULY 2019

FINANCED PROJECTS		
MUNICIPALITY	AMT. FINANCED	PROJECTS
Coral Gables	\$11,739,646	307
*Cutler Bay	\$21,374,550	1,026
Miami	\$31,657,251	1,243
Miami Shores	\$6,882,471	236
Palmetto Bay	\$22,105,732	616
Pinecrest	\$61,678,839	195
South Miami	\$21,383,840	130
<b>Grand Total</b>	<b>\$771,229,382</b>	<b>7,945</b>

PROJECTS IN CONSTRUCTION		
MUNICIPALITY	EST. VALUE	PROJECTS
Coral Gables	\$131,679,601	734
*Cutler Bay	\$87,466,119	1,855
Miami	\$279,396,968	3,031
Miami Shores	\$48,199,229	528
Palmetto Bay	\$119,266,635	1,088
Pinecrest	\$77,341,117	421
South Miami	\$27,879,714	388
<b>Grand Total</b>	<b>\$582,789,402</b>	<b>7,945</b>

**Note:** These projects include solar panels, hurricane windows/doors, roofs, energy-efficient HVAC systems, insulation, and LED lighting systems. For program information, please contact Ygrene Energy Fund Florida, LLC at (305) 569-0015 or visit the following website: [www.ygreneworks.com](http://www.ygreneworks.com)

## Building & Code Compliance Department

BUILDING & CODE COMPLIANCE STATISTICS CHART FOR AUGUST 2019

Building Division	AUGUST
Building Permits (all trades)	254
Certificates of Use	6
Certificates of Occupancy	5
Permit Renewals	9
Code & Compliance Division	AUGUST
Cases Opened this Month	115
Cases Opened Since January 2019	574
Courtesy Door Hangars Distributed Total	4,237
Cases Brought Before Special Magistrate	8
Next Special Magistrate Hearing Date	09/10/2019
Weekend Enforcement Efforts	AUGUST
Garage Sales	2
Work Without a Permit	2
Commercial Vehicles	3
Right-of-Way Sales	0
Boats	2
Prohibited Signs	0
Signs – Picked Up Along The Right-of-Way	37
Miscellaneous*	3

\*Auto repairs, junk vehicles, follow-up compliance inspections, etc.



## Other News



### 2nd Open Mic Night

On Wednesday, July 31, the Town Manager hosted the 2nd Open Mic Night of the year. Twice a year, the Town organizes an Open Mic Night, which is a time for residents to meet with the Town's elected officials and Town staff to voice their ideas, concerns and general comments about the Town. Residents are welcomed to contact the Town with questions, ideas, comments or concerns by calling Town Hall at (305) 234-4262 or emailing [townmanager@cutlerbay-fl.gov](mailto:townmanager@cutlerbay-fl.gov).



### 2019 Florida Council on Aging Conference

On August 19, 2019, Vice Mayor Loyzelle and Town Manager Casals presented at the 2019 Florida Council on Aging Conference in Orlando, FL. The *How to Create an Age-Friendly Action Plan* presentation focused on the Town's journey to becoming an age-friendly community; offering guidance and resources to other Municipalities and organizations in attendance.



### Cutler Bay Wetland Restoration Project

On August 21, 2019, Town Manager Casals presented the *Cutler Bay Wetland Restoration Project* to discuss the possibility of an ecological restoration of the parcel of land located south of SW 224 Street and west of SW 97 Avenue. In attendance was Mayor Meerbott, Council Member Callahan, a representative from Representative Holly Raschein's office, Miami-Dade County Commissioner Daniella Levine Cava, and key stakeholders.

## Additional Resources



The Town launched Facebook, Instagram, Nextdoor and Twitter pages to continue keeping our residents informed. Find and follow the Town on Facebook, Nextdoor ("Town of Cutler Bay"), Instagram and Twitter (@townofcutlerbay)



The Town and Miami-Dade Police Department offer the Community on Patrol (COP) App to allow the residents of Miami-Dade to be on patrol in their neighborhoods and report any suspicious activity to the Town's Policing Unit. The COP App can be downloaded for free in the iTunes Store or Google Play by searching "Community on Patrol"



Keep up with the latest Town events, newsletters, alerts and other useful information by signing up for our e-notifications. To subscribe to our e-Notification emails visit the Town's website at [www.cutlerbay-fl.gov](http://www.cutlerbay-fl.gov)



Code Compliance has a 24-hour hotline! Residents can simply call (786) 573-5551 to report any code compliance concerns.



The Town is proud to offer the Cutler Bay FL Mobile App. This user-friendly mobile app gives residents access to the latest news and events happening in the Town. Residents can also use the app to report any issues or concern via their phone. Residents can download the app for free in the iTunes Store or Google Play by searching "Cutler Bay FL"



Track your ride and plan your trip using the Miami-Dade County Transit app! In it you will find information on the Town's Circulator Bus Service; view real-time tracking of buses, Metrobus and Metrorail; fare information and more! Please visit the Miami-Dade County Transit website for more information at [www.miamidade.gov/transit](http://www.miamidade.gov/transit)