



2022

Citywide Accomplishments





Honorable Mayor, Vice Mayor
and City Commissioners
City of Hollywood
2600 Hollywood Boulevard
Hollywood, FL 33020

Re: 2022 Fiscal Year in Review

Mayor, Vice Mayor, and Commissioners,

As we wrap up Fiscal Year 2022, it is with the knowledge that the past year has brought many successes and has been one in which the City of Hollywood has strengthened its tax base while making significant investments toward infrastructure renewal and enhanced maintenance. This is evident in the City's annual accomplishments for Fiscal Year 2022 and in the initiatives we plan to pursue in Fiscal Year 2023, all of which align with the Strategic Plan.

As I reflect on the past year, it is paramount that I begin by acknowledging the devastating losses the Hollywood family has experienced. In the early morning hours of October 18, Officer Yandy Chirino was tragically killed in the line of duty, and hours later we learned of the unexpected passing of Lieutenant John Graham. Just a few months prior, we lost Detective Jon Cooke to COVID. In June, we mourned the untimely passing of Driver-Engineer Chris Allen in our Fire Rescue Department and as we conclude the year, the loss of Utilities employee Erick Johnson to gun violence has again reminded us of the fragility of life. While we cannot change the past, we can honor the memories of all our dedicated departed employees and keep their families and loved ones in our thoughts and prayers.

Fiscal Year 2022 was shaped by a variety of collective challenges including persistent inflation and relentless supply chain issues that have increased prices and slowed delivery times; the lingering global pandemic that continues to negatively impact our community; personnel shortages - some of which can be attributed to the "Great Resignation"; and the very real climate change events that are taking a toll on our infrastructure. Amidst these challenges, the City continues to be resilient, creative and determined to provide the highest quality services to our residents, business community, and visitors.

The remarkable work included in this booklet would not be possible without the City's highly professional and dedicated workforce. As public servants, our City employees work tirelessly and earnestly to ensure our residents and community members feel "at home" in Hollywood. As you'll see in the following pages, a plethora of new projects and initiatives have come to fruition, and we continue to work diligently to move the City forward.

The accomplishments shared in this booklet span the eight Focus Areas of the City's adopted Strategic Plan and demonstrate our commitment to:

- conservative financial spending practices
- technological advances to enhance service delivery
- sustainable economic development and targeted redevelopment
- responsive and effective public safety

You will notice some of this fiscal year's accomplishments show up in multiple strategic focus areas – proof that it takes all of us working together as a team to be successful. The following is a sampling of some of the significant accomplishments that we achieved in FY 2022:

Facilitated Sustainable, Targeted Redevelopment: A multi-departmental team has worked collaboratively to attract and support sustainable redevelopment within the downtown Regional Activity Center with more than 3500 new residential units recently completed, planned, or under construction including the new Hudson Village affordable housing development by Housing Trust Group on South Federal Highway and the new Hollywood East residential community along the FEC corridor. The P3 mixed-use University Station development is slated to begin construction early next year along this same corridor and within walking distance to downtown. This project will provide 216 affordable residential rental units, house Barry University's College of Health Sciences, and provide a parking garage with approximately 340 public parking spaces for a future commuter rail station. The new development in the downtown Activity Center supports the historic business district and creates an expanded urban core along key commercial corridors enhancing and protecting adjacent residential neighborhoods.

Implemented a Performance Measurement System: The City recently upgraded its mechanism for collecting and reporting performance measures from Microsoft Excel and Word to a new technology solution called Clear Point Strategy. This cloud-based strategic and performance management system centralizes the recording, tracking, and reporting of performance measures and projects by the City's goals and strategic focus areas. By the end of this year, the City will also be able to display performance data on a dashboard for residents, elected officials, and other stakeholders on our web page.

Awarded \$16.2 Million for Resilient Hollywood Projects: Earlier this year, the City of Hollywood was awarded over \$16.2 million in matching grant funding for three environmental resilience projects in the City to help address the impacts of sea level rise, tidal flooding, and storm surge. The largest portion of the State's Resilient Florida Grant program award will fund the City's Tidal Flooding Mitigation projects. As part of the voter-approved General Obligation Bond, these projects included design and planning for the installation of tidal flooding barriers on public property. The Florida Department of Environmental Protection grant of \$14 million will allow for a total of \$28 million in improvements in areas where inadequate shoreline protection exists.

In addition, this grant awarded \$1.825 million to fund a portion of the design and construction cost for the A1A Pump Station Project, which entails installing four stormwater pump stations along A1A at Bougainvillea Terrace, Franklin, Sherman, and Van Buren Streets. This project is a joint effort of the Department of Public Utilities, the Hollywood Community Redevelopment Agency Beach District, Broward County, and the Florida Department of Transportation (FDOT).

Lastly, the State's Resilient Florida grant award will fund approximately 50% of the Recapture the Swale program, which is focused on restoring the usefulness of swales as a green stormwater infrastructure solution across the City.

Implemented Citywide Beautification Project: In Fiscal Year 2021, the City Commission asked staff to prioritize the maintenance and beautification of City rights-of-way. Public Works staff worked with an arboricultural and landscape consultant who provided a plan to create sustainable landscaping with Florida-

friendly trees, shrubs, and plants. The goals were to create a uniform appearance across the city, streamline maintenance, reduce landscape and irrigation damage, promote worker safety during maintenance, and improve traffic flow during maintenance.

In addition, a total of 1,651 trees have been installed along Hollywood Boulevard, Park Road, 14th Street, 56th Avenue, Washington Street, and the FEC Corridor.

Completed the Marina Master Plan: The City of Hollywood Parks, Recreation and Cultural Arts Master Plan has been adopted and will guide the City in positioning the Marina as a top-rated modern facility that will accommodate the current and future needs of the boating industry. With feedback from stakeholders, a list of core project concepts was identified that would ensure the marina's success. The approved plan is expected to increase revenue by 105-189% or \$1.3-2.3 million per year, optimize the space, and includes 77 boat slips, fuel dock accessibility, and the expansion of docks to allow for larger vessels.

Hired additional Firefighters through FEMA's SAFER Grant: The City was awarded funding to hire 21 firefighters as part of the Staffing for Adequate Fire and Emergency Response program ("SAFER"). The new positions are funded for three years by a \$9.7 million grant award from FEMA and the Department of Homeland Security. The SAFER grant, which intends to improve or restore local fire department's staffing and deployment capabilities to effectively respond to emergencies, will greatly enhance the public safety services provided to our residents, businesses, and visitors in our City.

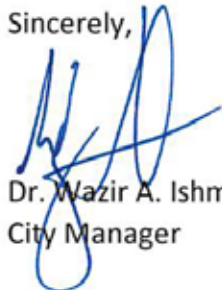
Received Federal Funding for Body Worn Camera Program: The City of Hollywood was awarded \$1.7 million in federal funding to implement the Hollywood Police Department's Body Worn Camera program. This digital evidence management system will provide a turn-key solution to capture video of police encounters in real time. This federal funding was part of the 2022 Community Project Funding Appropriation Requests, which was co-sponsored by Congresswoman Debbie Wasserman Schultz and Congresswoman Frederica Wilson.

Entered into Agreement with Noresco for Energy Performance Audit: The City entered into an agreement with Noresco, LLC, an energy performance contractor that will assess all the City's energy-related operations and conduct a comprehensive energy performance audit. Staff is working with Noresco to retrofit select streetlights in conjunction with this audit as part of a pilot program. It is estimated that the installation of a new street lighting program will be completed within two years.

Completed Deep Injection Wells and Began Construction of New Pump Station: The Public Utilities Department hosted a groundbreaking ceremony for the Deep Injection Wells No. 3 & No. 4 Pump Station at the Southern Regional Wastewater Treatment Plant (SRWWTP). The event marked the completion of the construction of two new injection wells and the start of the construction of the new pump station – an investment of \$112,299,970. This expansion of the Deep Injection Well System at the SRWWTP demonstrates the City's commitment to the environment and positive "green" initiatives. Construction of the 8,000-square-foot pump station is expected to be completed in 2024.

The accompanying booklet of accomplishments further demonstrates, in finer grain, the continued positive trajectory the City continues to exhibit, and for this, we can all be justly proud. It also serves as a reminder of what an honor it is to be the City Manager, as well as an acknowledgment of the collective work of City officials, staff, residents, and businesses. As such, we look forward to building on our collective success for all of Hollywood in the coming year.

Sincerely,



Dr. Wazir A. Ishmael
City Manager



Communications and Civic Engagement

AT A GLANCE

Held the annual board appointments for **18** boards

Placed **32** legal advertisements in the newspaper

Posted **350** Sunshine Notices

Processed **17** Commission/Special meeting minutes and **9** sets of workshop minutes

"My Hollywood. Florida's Hollywood" campaign ad featuring NFL wide-receiver Marquise "Hollywood" Brown grew the City's social media accounts exponentially over the course of the campaign, and earned national press coverage from Sport Illustrated, CBS Sport, and USA Today

Produced Hollywood Current multi-volume City update for direct mail

Community and Civic Engagement focuses on increasing public involvement and awareness of vital City services, programs, and projects. Additionally, significant emphasis for residential and business growth relies on promoting Hollywood as a vibrant, sustainable place to live, learn, work, play, and invest.

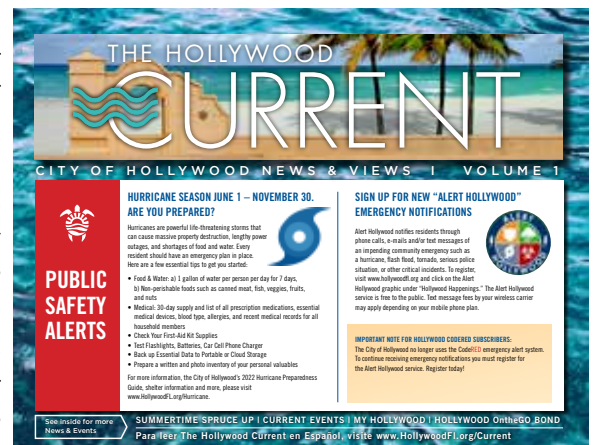
FY 2022 ACCOMPLISHMENTS

- Implemented several educational tools to inform residents and constituents of the City's annual budget process including the production of an animated video entitled "3 Minutes to Understanding the Budget Process", enhancements to the budget office external website, and increased reporting of the City's financial position throughout the year
- Prepared new district boundary maps based upon the 2020 Census count
- Identified and processed 60 boxes of old project files from the Department of Design & Construction Management which were sent to off-site storage
- Updated City-wide Communications Plan to reflect the City's Strategic Plan and to enhance public outreach efforts across all departments and reinforce consistency in brand messaging and logo implementation
- Drafted for implementation City-wide Outdoor Advertising and Promotion Program to include street banners, and City signage to maximize outdoor marketing opportunities
- Acquired new social media analytic management and Google analytic tools to improve and expand on message impression and reach

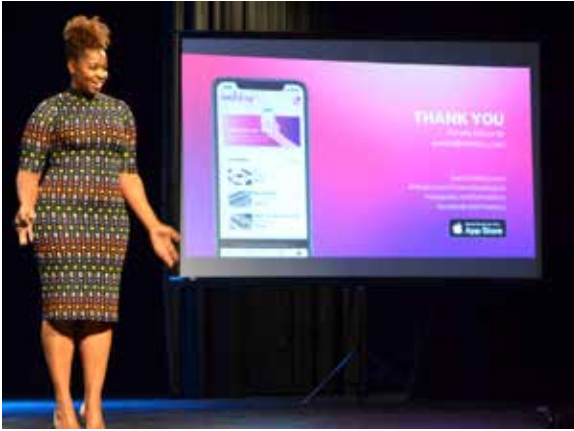
- Launched FY22 Economic Development Media Advertising Buy and continue to support additional marketing campaigns such as the "My Hollywood. Florida's Hollywood" campaign. The My Hollywood. Florida's Hollywood ad, featuring NFL wide-receiver Marquise "Hollywood" Brown grew the City's social media accounts exponentially over the course of the campaign, and earned national press coverage from Sport Illustrated, CBS Sport, and USA Today



- Supported the launch of Alert Hollywood reporting and emergency notification software tool
- Finalized and launched the redesigned City and Economic Development websites, and three department subsites
- Produced Hollywood Current, a multi-volume specialized direct mail piece to inform residents about the newly improved websites and ways to access City information and services



- Spearheaded the update to the broadcast and presentation equipment inside the Emergency Operations Center



- Partnered with the Greater Hollywood Chamber of Commerce on multiple special events in support of local businesses
- Collaborated with the CRA and Parkside neighborhood association leaders to support neighborhood initiatives and enhance communication regarding downtown initiatives
- Awarded two Florida Municipal Communicators Association's "Outstanding Award" honorable mentions for Best Marketing Campaign and Best Publication
- Increased level of awareness regarding financial status of the GOB Bond by providing GOB Quarterly Financial Reports. Financial status information is readily available on our city's website and shared with City Staff, Commission, GOB Advisory Committee and the General Public

- Held a variety of public meetings to communicate design progress of GOB Bond and CIP projects to gather feedback, concerns and/or recommendations from the community at large
- Completed the Building Module with Oracle for roof, fence, water heater, window/doors, AC change-out permits and all Electrical sub-permits
- Applied for and received a Small Matching Grant by the State of Florida, Department of State, Division of Historical Resources in the amount of \$50,000, for a Historic Properties Survey
- Continued to foster strong relationships with civic associations and community leaders
- Held the annual board appointments for 18 boards
- 88 board applications received for 83 vacant positions
- Updated the Citizens' Board & Committee Handbook
- Placed 32 legal advertisements in the newspaper
- Posted 350 Sunshine Notices
- Processed 17 Commission/Special meeting minutes and 9 sets of workshop minutes
- Processed 11 CRA agendas with 50 items
- Displayed the Water Drop Program photos on the second floor of City Hall
- Held public meetings for future projects
- Completed extensive outreach for the roadway and alley resurfacing and sidewalk construction projects
- Continued the Firefighter Friday program with Memorial Regional Hospital's Joe DiMaggio Children's Hospital which includes visits to children battling various life-threatening illnesses
- Conducted the junior lifeguard program with 430 participants and 70 high school volunteers
- Participated in Hallandale Magnet High School's hospitality class Beach Safety Day with over 50 students
- Named Alison Saffold and Insp. Megan Grimsley as the City's and Fire Department's liaison for the Broward County LGBTQ Coalition, respectively
- Implemented a contact center at Public Works to improve the level of customer service

FY 2023 MAJOR INITIATIVES

- Create an online performance dashboard that highlights the City's progress towards achieving the strategic goals that directly impact our residents
- Hold the annual board appointments for 18 boards
- Scan current resolutions, ordinances, minutes, and city deeds into Laserfiche, reducing paper copies

- Continue to review boxes in storage, updating the inventory and destroy eligible records in accordance with State Statute
- Continue with the conversion of microfilm to digital
- Execute finalized Communication Plan City-wide to include roll-out of scheduled trainings for staff review
- Implement year two of the City-wide banner program to expand message reach along additional high-visibility commercial corridors
- Continue to work with staff and community stakeholders to implement the General Obligation Bond Neighborhood and Gateway signage project
- Partner with the Community Redevelopment Agency to procure a vendor to update City imagery used for marketing and promotional materials
- Explore participating in the National Community Survey to benchmark and assess City services, policies, management, and overall residential sentiment
- Launch FY23 Economic Development Media Advertising Buy
- Continue to provide website ADA compliance and administrative training sessions to staff liaisons and Directors
- Maintain GOB Quarterly Financial Reports for all City Staff, City Commission, GOB Advisory Committee and the General Public
- Launch project signage campaign in anticipation of project commencement
- Continue to hold public meetings to communicate design progress of GOB Bond and CIP projects to gather feedback, concerns and/or recommendations from the community at large
- Continue to attend various civic association meetings as a way to update community on project status
- Complete the Building Module with Oracle for Mechanical, Electrical, Structural and Plumbing permits
- Identify the appropriate training and capacity building initiatives for civic and neighborhood associations
- Continue to foster strong relationships with civic associations and community leaders
- Continue outreach for the roadway and alley resurfacing and sidewalk construction projects
- Conduct public education in association with the Broward's Sheriff's Office Summer Sizzle program
- Continue providing beach safety presentations in coordination with Broward County schools
- Create and distribute outreach material designed to educate Hollywood sanitation customers of program guidelines.
- Update GIS layers in City Works to include additional layers for all Department responsible maintenance assets
- Review and update City municipal codes in Public Works to ensure easier compliance and enforcement
- Improve Public Works customer service office relationship with Waste Pro customer service office so that residential issues are handled appropriately
- Complete and update the Public Works website to be interactive and user friendly for our residents
- Develop a civic/neighborhood recognition program



Economic Vitality

AT A GLANCE

Worked in partnership with SCORE Broward to provide educational and advisory services to over **1,700** City residents and small business owners

Completed the third cohort of the Kauffman FastTrac® Start-Up Program which helped launch **15** new businesses in Hollywood

Administered the City's Small Business Relief Program to **55** small businesses which allowed eligible Hollywood businesses to receive grant funds to help continue the mitigation of the COVID-19 pandemic by paying for up to six months of allowable business expenses

Economic Vitality is imperative in order to recognize and support retaining and growing businesses along with the City's tax base. The City is focused on efforts to establish and maintain welcoming, aesthetically attractive, and commercially viable corridors and activity centers, including CRA Districts that support a diverse mix of office, retail, and entertainment. Greatest emphasis continues to be on growing industries that create high-wage, high value jobs whilst also expanding the local economy including start-ups and entrepreneurs.

FY 2022 ACCOMPLISHMENTS

- Worked in partnership with SCORE Broward to provide educational and advisory services to over 1,700 City residents and small business owners
- Promoted redevelopment along commercial corridors, within the Regional Activity Center (RAC), Transit Oriented Corridor (TOC), and federal Opportunity Zones
- Enhanced outreach and assistance to targeted industries to facilitate expansion and retention with a focus on improving the City's industrial districts and key commercial corridors
- Spearheaded in partnership with Development Services real estate redevelopment projects to improve commercial corridors, enhance the tax base, create affordable housing, support population growth and create jobs
- Facilitated commercial, feature film, and national and international episodic television production in Hollywood reflecting the new County-wide system for film permitting organized by the Broward County Office of Economic and Small Business Development
- Increased work skills training programs, with OIC of South Florida, focused on ensuring a qualified workforce for target industries
- Completed the third cohort of the Kauffman FastTrac® Start-Up Program which helped launch 15 new businesses in Hollywood
- Supported entrepreneurship through continued development of the City's Entrepreneurship Program including SPARK Hollywood and assisting startups and small business owners with business development support services



- Administered the City's Small Business Relief Program to 55 small businesses which allowed eligible Hollywood businesses to receive grant funds to help continue the mitigation of the COVID-19 pandemic by paying for up to six months of allowable business expenses
- Added to Oracle's contract to implement private providers in Oracle to be able to submit and receive 3rd party vendors application approvals, and to be able to track their contracts
- Expanded online payment for all engineering related processes including plat and vacation payments

- Continued to evaluate and amend zoning and land development regulations to refine standards for commercial and residential properties
- Using a combination of Community Development Block Grant (CDBG) and funds derived from the Inter-local Agreement (ILA) for affordable housing amount Broward County, the City and the CRA funded job readiness and workforce development services for 99 residents (as of the third quarter)
- Replaced seaweed removal contract with in-house crew and additional equipment purchases to effectively clean six miles of beach
- Created a standard policy and implementation plan for landscape installation on rights-of-way

FY 2023 MAJOR INITIATIVES

- Implement a Business Survey and Visitation Program, in partnership with the Greater Hollywood Chamber of Commerce, to support business retention and expansion. Gain economic data on Hollywood's business community via personal visits to Hollywood's local businesses
- Strengthen the City's current business incentive programs to help attract target industries and assist existing businesses with marked growth
- Update the City and Community Redevelopment Agency retail recruitment strategy, to include the exploration of a retail recruitment consulting firm, to support post-COVID-19 stabilization of the retail sector
- Grow the City's work skills training programs with OIC of South Florida, and continue to focus on ensuring a qualified workforce in Hollywood's target industries
- Continue the City's entrepreneurship program which provides aspiring entrepreneurs and small businesses access to business service providers, resources, mentorship, and specialty training that fosters growth and success
- Strengthen focus on developing a more welcoming and aesthetically attractive, commercially viable corridors and activity centers that support a diverse mix of business, retail, and entertainment
- Finalize the City's Economic Development Strategic Action Plan which will focus on quality of life, business climate, target industry business development, infrastructure and transportation, and corridor and activity center redevelopment as its five strategic priorities
- Implement private providers in Oracle to be able to submit and receive 3rd party vendors application approvals, and to be able to track their contracts
- Coordinate the update to Hollywood's Comprehensive Plan in conformance with Broward County's new Comprehensive Plan and Hollywood's vision
- Implement new streamlined Development Review Process
- Adopt new zoning regulations addressing setbacks, height, and sea level rise for Central Beach
- Continue to evaluate and amend zoning and land development regulations to refine standards for commercial and residential properties
- Continue to explore ways to gain efficiency, reducing review times and improving overall service
- Create Pattern Book to establish or reinforce strong design guidelines in various areas of the City
- Provide funding to third party providers for job readiness services
- Develop an asset management program of trees located in the City's rights-of-way by soliciting for a tree inventory GIS database program



Employee Development and Empowerment

AT A GLANCE

Provided **55** Learning and Development classes

Sponsored **12** employees to attend the Women in Public Safety Leadership Seminar.

#BackTheBlue Holiday Fundraiser raised **\$1,382**

Presented American Cancer Society with **\$5,000** in donations

Raised **\$1,560** for 4ocean and the Marine Environmental Educational Center

Reduced time-to-hire by **15%**

Conducted **191** unique recruitments, received, and reviewed **9,951** applications, hired **227** new employees and promoted **73** employees

Processed **501** personnel action transactions

Processed **163** New Hire Benefit enrollments

Hosted **21** wellness initiatives with a **71.2%** employee engagement rate

Employee Development and Empowerment celebrates our greatest City asset, our employees. Our mission is to ensure staff is continuously developing while being healthy, well trained, and engaged. Efforts are focused on recruiting and maintaining a qualified and engaged workforce. This year, more than ever, the City promotes the safety, security, and health of all City employees.

FY 2022 ACCOMPLISHMENTS

- Added a third hearing to handle all short-term rental violations and administrative citations thereby closing out cases in a timely and efficient manner
- Continued to enforce the new noise ordinance along with unlicensed short-term rentals by way of administrative citation
- Increased skillset and expertise of senior Planners through professional certification from the American Institute of Certified Planners
- Reviewed, revised, and implemented 11 human resources policies and procedures: Comprehensive Pay Plan, Flexible Wage Schedule, Salary increases for Non-represented positions, Employee and Dependent Health Insurance Plan, Sick Leave, Vacation Leave, Remote Work Policy, Diamond Service Awards, COVID Return to Work Policy, ADA Nondiscrimination and Grievance Procedures, and Equal Employment Opportunity Plan
- Responded to 10 grievances with 0 of the grievances advancing to arbitration. 100% of grievances were resolved before moving to arbitration
- Provided 55 Learning and Development classes (online and in-person) including but not limited to Customer Service, CPR/AED, LGBTQ+, Working with Diverse Styles, New Hire Orientation, Anti-Harassment/Discrimination, Oracle and Microsoft Technical/Software, and other professional development trainings to more than 3,411 employees
- Offered the following classes:
 - Oracle classes: Performance Reviews for Line Manager; Employee Overview; and Requisitions (total of 15 completed)
 - Mandatory training classes: SUNsational Service (60), Anti-Harassment and Discrimination (2160 courses completed + 168 supervisors completed); Security Awareness Training (1,271)
 - Safety training classes: CPR (9), Driver Training (74); Forklift Training (11) and Stop the Bleed (49)
 - Administrative training classes: The Proactive Administrative Assistant (15), Oracle Requisitions, Scheduling meetings using Outlook and WebEx (10) and Working with Diverse Styles 911)
 - Supervisory training classes: Supervision in Government (20 people, 8 classes); Reasonable Suspicion Substance Abuse Training for CDL Supervisors (23) and Anti-Harassment and Discrimination (168)
 - Other: LGBTQ+ Ally Certificate Program (94 classes completed; 20 employees have earned certificate); Search Inside Yourself (46); Leading when the Heat is On (12); Partnered with the City Clerk's Office to provide Legistar and Records Management Training; Spanish for Law Enforcement at Broward College (25); Everbridge Alert System training (30); Computer Software Skills (61 employees participated and 34 of those completed six or more courses to earn a program certificate)
- Introduced a new City-wide LGBTQIA+ learning initiative. Employees had an opportunity to earn their LGBTQ+ Ally Certificate by completing: 1) 3-hour LGBTQ 101 Proficiency and Workplace Bias Training; 2) 20 minute video presentation of "Open Dialogues: Stories from the LGBTQ Community"; and 3) 24 minute "Become an Ally - LGBTQIA+" presentation

- Implemented an online, self-paced tutorial program to help enhance employees' software skills using interactive computer simulations. Sixty-one employees participated and 34 of those completed six or more courses to earn a program certificate. In total, the 61 participating employees completed 293 courses containing 11,047 skills lessons
- Sponsored 12 employees to attend the Women in Public Safety Leadership Seminar
- Offered a Holiday Fundraiser called #BackTheBlue which raised \$1,382 for the Hollywood Police Department's holiday gift giveaway programs
- Presented the American Cancer Society with \$5,000 in donations from the 2021 fundraising campaigns which included Relay for Life (April) and Breast Cancer Awareness Month (October)
- Raised \$1,560 for 4ocean and the Marine Environmental Educational Center (MEEC)
- Supported the Special Olympics as part of our Civic Engagement activities. City of Hollywood employees ordered 500 subs from our local Jersey Mike's which contributed more than \$3,300 to this great cause



- Celebrated National Public Service Recognition Week in May. Employees received lunch and frozen custard vouchers to use at local Hollywood restaurants and took part in other fun activities throughout the month
- Recognized 96 City employees and 1 CRA employee during the virtual Service Awards Ceremony at the regular City Commission Meeting in October. In May, 262 City employees and 3 CRA employees were recognized for their years of service at a ceremony held at the Orangebrook Golf and Country Club
- Coordinated a week-long event with high school students from Chaminade-Madonna College Preparatory. Over 500 students participated in a school-wide community service project within the City of Hollywood including clean-up at Oak Lake and Stan Goldman parks; removing potato vine at John Williams Park; beach sweeps; painting the wall at Oak Ridge; clean-up at the Hollywood Marina, on the North Beach Side streets and Dixie Highway/FEC Corridor
- To show appreciation to our volunteers, the City sent a Thank You letter from the Mayor and \$25 restaurant gift card to those who provided a mailing address
- Provided department/offices with qualified personnel within 90 days from posting the positions (92% compliance rate). Average of 42 days to provide eligible personnel

- Conducted 191 unique recruitments, received, and reviewed 9,951 applications, hired 227 new employees and promoted 73 employees
- Processed 501 personnel action transactions
- Processed 5,520 benefit changes
- Processed 163 New Hire Benefit enrollments
- Processed 132 Terminations and 39 retirements



- Produced 2,703 Form 1095-C's that were mailed to all eligible full-time employees, retirees, and Consolidated Omnibus Budget Reconciliation Act (COBRA) participants as well as submitted Form 1095-C to the IRS electronically for mandatory Affordable Care Act reporting
- Conducted 8 Virtual Open Enrollment meetings, and processed 299 open enrollment changes for a January 1 effective date
- Transitioned 14 retirees off the City's insurance and onto Medicare
- The City applied for and was awarded the highest designation, Platinum, of the 2022 MHA Bell Seal Award for Workplace Mental Health for the City's commitment to improving mental wellbeing through policy, services, and accommodations
- Hosted 21 wellness initiatives with a 71.2% employee engagement rate (Life Scans, On-Site Mammogram Screenings, On-Site Dermatology, Wellness/Awareness Webinars, Vaccination Clinic, and a subsidy program with Orange Theory Hollywood)
- Increased participation in the City's fitness facility by adding 44 more registrants, bringing the total number to 694 employees and dependents with access

- Partnered with Publix to host a vaccination clinic offering vaccinations to 84 employees and their dependents
- Partnered with Valery Insurance Agency to provide a Medicare informational webinar for retirees and employees; there were 28 participants
- Partnered with Preferred Legal Plan to facilitate 4 Estate Planning Virtual workshops to 45 employees
- Reviewed 1,375 Certificates of Insurance
- Provided live hands-on training for which 30 employees became certified in the following:
 - Forklift operation and safety
 - Bobcat operation and safety
 - Traffic Flagger (MOT)
 - Confined Space entry and safety
- In coordination with the City's Third-Party Administrator and/or the City Attorney's office, Risk Management recovered \$15,864.88 (as of 07/31/22) from individuals who caused damage to city property
- Successfully implemented Wisely Pay which provides employees an alternative electronic pay option, decreasing our mailing fees and paper waste
- Created cost saving efficiency by eliminating paper waste of W-2s and paper pay stubs, allowing employees to access their pay stubs and W-2s electronically
- Performed payroll processing with <0.1% error rate for over 1400+ employees and an annual payroll total over \$117 million dollars
- Payroll successfully made legislative and tax updates throughout the fiscal year including individual income tax rates, 1099 changes, W-2 tax changes, and Student Debt Forbearance
- Completed a successful Payroll Audit with Marcum LLP for FY21
- Developed and created a hierarchical job classification within Public Works that is designed to increase advancement opportunities for staff and create efficiencies within each Division

FY 2023 MAJOR INITIATIVES

- Hire new inspectors, plans reviewer staff to help with the workload and to provide improved customer services
- Develop and revise 9 HR policies annually to ensure consistency with the civil service rules, collective bargaining agreements, and employment laws
- Ensure that the City's policy objectives are effectively incorporated into each of the City's five bargaining units to ensure effective and efficient services for the City while maintaining harmonious relationships with the labor organizations
- Provide departments/offices with qualified personnel within 90 days from position posting (80% of the time)
- Onboard all new hires in Oracle within 48 hours of hire
- Reduce time-to-hire by 10% across recruitments overall
- Participate in job fairs/hiring events exclusively for hiring veterans
- Resolve 80% of grievances prior to arbitration
- Update the City's Rules and Regulations handbook
- Conduct 2 trainings on FMLA – one for Supervisors and one for employees
- Engage employees and improve the overall skills of the workforce to support the City's priorities by:
 - Offering 4 administrative training classes
 - Offering 8 supervisory training classes.
 - Offering 4 ERP/Oracle refresher training classes
 - Offering training to increase awareness of diversity, equity and inclusion that adheres to the Stop WOKE Law
 - Facilitate online Security Awareness training

- Coordinate fundraisers for Breast Cancer Awareness
- Facilitate a service award ceremony to celebrate service milestones
- Host the annual Public Service Recognition Week activities
- Host the annual Volunteer Appreciation Reception
- Improve the health and well-being of the City's employees by offering 9 wellness classes/activities annually
- Engage at least 30% of employees to participate in the City's wellness programs
- Ensure a safe work environment and implement safety programs to reduce accidents, workers' compensation claims and lost workdays by offering at least 6 safety training sessions and conducting inspections of facilities and equipment
- Utilize Think HR & Oracle training modules to assign safety classes, if applicable, to employees based on workplace incidents reported to Risk Management
- Purchase "Stop the Bleed" kits to be placed in all City vehicles
- Work with Learning and Development and Department Directors to ensure 90% of City employee drivers are trained in the "Stop the Bleed" procedures
- Ensure 99% accuracy of payroll wage processing (including regular hours, overtime, incentives, allowances, retroactive pay, and assignment pay)
- Complete enhancements to Payroll Processing including Telestaff, Kronos, and ADP Work Verification implementation
- Create a plan for adding EV chargers on City property for staff personal EVs



Financial Management and Administration

AT A GLANCE

Converted **1,375** rolls of old microfilm to digital records

Attended the **27** bid openings

Weekly bandwidth management for all City employees:

- o **150,000** emails
- o Blocking **32,000** spam emails
- o Intercepting **4,000+** phishing attacks
- o **220** GB of Internet content each workday

\$1,100,000 awarded by Children's Service Council

\$500,000 Grant from Department of State Cultural Facility

\$250,000 from Florida Recreation Development Assistance Program

\$228,000 from Elder Services Grant Council

\$120,000 grant from Early Learning Coalition of Broward County

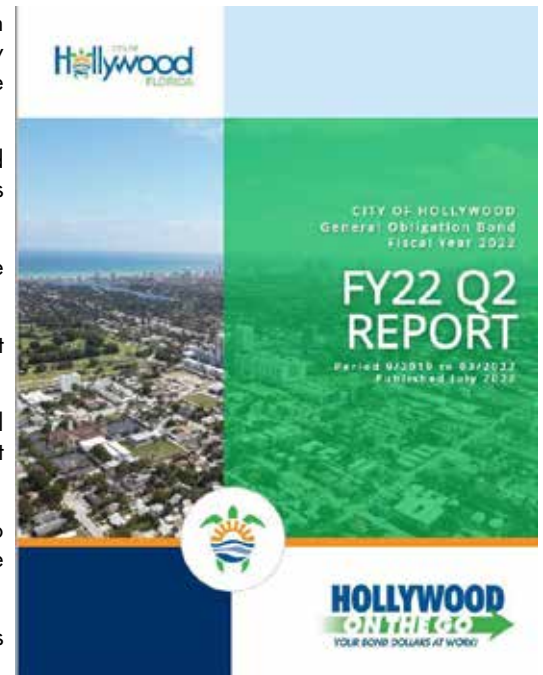
Financial Management and Administration is paramount to the fiscal health and well-being of the City. Developing an annual sustainable budget and maximizing opportunities for revenue collection are essential. All the while, the City continues to capitalize on use of cutting edge technology to improve internal processes and ensure an efficient use of resources.

FY 2022 ACCOMPLISHMENTS

- Enhanced the City's Lean Six Sigma program with the new Excellence in Continuous Improvement Award Policy
- Implemented a Performance Measurement system to collect and report the Citywide performance measures
- Received the 26th Government Finance Officers Association Distinguished Budget Presentation Award
- Prepared for the November 2022 City General & Special Elections (Districts 1, 3, 5 and 6) and coordinated with the Broward Supervisor of Elections on logistics for national, state, and local elections
- Held the November 2022 City Candidate Qualifying Period, 6 candidates filed and complied with the process for Commissioners of Districts 1, 3, 5 and 6
- Converted 1,375 rolls of old microfilm to digital records
- Scanned current resolutions, ordinances, minutes, and city deeds into Laserfiche, reducing paper copies and increasing efficiency for rapid retrieval and research
- Accepted bid proposals and attended the 27 bid openings
- Successfully destroyed 384 boxes of obsolete records, which equals 576 cubic feet of eligible records from our inventory list which have met the retention period as required by State Statute
- Sorted over 50,000 pieces of mail including USPS, UPS and FedEx
- Completed mailing of 40 & 50 year re-certification program. The mail required prepping, counting, sorting and preparing for pick-up of 8,559 certified pieces of mail
- Implemented the New Pitney Bowes E-Certified System Web Application, and provide training to users
- Scanned 1,200 Micro Fiche Cards from Planning Division, which will improve their office operation and streamline information within their department
- Maximized value of the City's real estate assets by positioning City's surplus and underutilized property for redevelopment
- Launched AudioEye ADA Compliance tool on the Economic Development website
- Held new training for website liaisons to ensure ADA accessible content on the City's primary and economic development websites
- Acquired new project tracking software to improve creative services assignment efficiencies and overall project management
- Acquired new social media management tool to assist with account management, and narrowing the scope to target messaging reach



- Established a consistent budget tracking methodology in coordination with the Budget Department to ensure all project budget allocations are properly allocated and planned for current and future projects. Monthly meetings are held to review status and adjust projections as necessary
- Established new pool of Continuing Services Consultant's for engineering and construction management services to support DCM and other departments within the City
- Consistently maintained, GOB Quarterly Financial Reporting. All reports are posted on the GOB website for easy access
- Established protocols and methodology for developing and tracking Project Cost Allocation for budgeting purposes for CIP and GOB Bond projects
- Selected subconsultant to assist with cost control and forecasting of critical GOB projects to increase predictability regarding cost forecasting against project completion
- Conducted value engineering and strategy sessions for a variety of projects to evaluate and minimize cost escalation impacts on various projects across the City
- Upgraded the City's online payment system to improve the payment process for Oracle
- Completed the ordinance preparation and adoption of proposed impact fees for mobility and transportation, general government buildings, law enforcement, fire rescue, parks and recreation and an in-lieu fee for affordable housing
- Continued to evaluate and improve digital processes and data bank, including the digitalization of the microfilm database to decrease research time conducted by Staff and enhance application processing times
- Received the GFOA Certificate of Achievement for Excellence in Financial Reporting Award
- Migrated the renewal billing process of Local Business Tax and Vacation Rental Licenses through email including online issuance of the Local Business Tax Receipt and Vacation Rental License upon payment of renewal
- Updated Fire Rescue and Inspection Rate Studies in preparation for FY 2023 non-ad valorem assessments
- Centralized Procurement initiatives, including synchronizing and streamlining procurement processes and documents
- Implemented the ability for suppliers to receive ACH payments for supplies/services through Oracle
- Received the 2022 Achievement of Excellence in Procurement Award from the National Procurement Institute
- Transitioned to a new transport billing company
- Received High Water Rescue Unit
- Received the Hazardous Materials Unit from the GO Bond
- Purchased and received new LIFEPAK 15's (EKG/Defibrillators) for Advanced Life Support Ambulances (Rescue Units)
- Implemented the Safer Grant, which funds 21 new firefighters through the Federal Emergency Management Agency (FEMA) for 3 years
- Purchased and received seven Automated External Defibrillators (AED's) for Beach Safety
- Purchased and received four All Terrain Vehicles (ATV's)
- Purchased and received two Utility Terrain Vehicles (UTV's)
- Purchased and received two Yamaha VX Cruisers (Wave Runners)
- Continued improvement and update of ERP systems to enhance the City's business continuity and technology infrastructure including:
 - Continued facilitating implementation of Cityworks work order and facilities management system for Public Works and Public Utilities
 - Facilitated upgrade of Laserfiche, document management system
 - LoanLedger replacement
 - Continued facilitating Parks and Recreation software replacement, and grant acquisition of IT equipment, including laptops and Wi-Fi expansion
 - Facilitated implementation of Inventory Module, and PayPal integration for Oracle



- o Facilitated migration of Munis to Hosted environment
- o Facilitated timekeeping implantations for PD, Fire and Public Utilities
- o Facilitation of data conversion, and biweekly payroll feed to the Pension System (CPMS)
- o Facilitated ERP stabilization RFP including creation, evaluation and award to Vendors
- o Facilitation of multiple interfaces for systems including GovInvest, ADP, LaserFiche, ESRI GIS
- o Facilitated implementation of ERP Report writing solution for Finance and Public Utilities
- Maintained high level of Data Center operations and availability:
 - o Backup/Restore Success rate: 100%
 - o Percentage Uptime Servers: 99%
 - o Total network uptime: 99%
 - o Core network uptime: 99.95%
 - o Internet uptime: 99.95%
- Continued 3rd party audit of communication services resulting in City enhancements, improvements, and optimization, with renegotiated contracts worth an estimated \$3M for major providers, and an estimated \$150k worth of savings overall
- Initiated migration of ESRI GIS Infrastructure to cloud environment, implemented enhanced services contract to facilitate City GIS needs
- Provided weekly bandwidth management for all City employees including:
 - o Facilitating 150,000 emails
 - o Blocking 32,000 spam emails
 - o Intercepting over 4,000 phishing attacks,
 - o Providing 220 Gigabytes of Internet content every workday
- Completed and adopted Marina Master Plan
- Increased dockage revenues by 2%
- \$1,100,000 awarded by Children’s Service Council of Broward County; grant included 2 additional sites
- \$500,000 awarded from Department of State Cultural Facility Grant
- \$250,000 awarded from Florida Recreation Development Assistance Program
- \$228,000 awarded by the Elder Services Grant Council
- \$120,000 ARPA stabilization sub-grant awarded by Early Learning Coalition of Broward County
- Food Truck RFP issued / Event will bring food trucks back to ArtsPark the 1st Monday of each month & quarterly to various City of Hollywood locations
- Installed a parking guidance system at the Nebraska parking garage to inform motorists of available spaces in the facility via electronic signage and provide additional security using camera-based counting
- Secured Resilient Florida Grants for the Recapture the Swale Restoration Pilot Program, and the A1A Pump Stations projects
- Continued to replace existing aging water meters with new ones
- Reviewed all sanitation fees to ensure the enterprise funds fees match expenses so that enterprise fund is self-sufficient



FY 2023 MAJOR INITIATIVES

- Present the first Excellence in Continuous Improvement Award to an individual or team who has implemented an innovative and/or impactful project that improves the operations of a City service, program, or process
- Manage City elections as Qualifying Officer and coordinate with the Broward Supervisor of Elections on logistics for national, state and local elections
- Hold the Swearing in Ceremony for the Newly Elected City Commission members from the November 2022 election
- Hire consulting firm to assist with City/CRA retail recruitment efforts
- Fill open economic development position to be focused on commercial corridor redevelopment and growth

- Explore formation of Centennial Committee in support of upcoming 100-year anniversary
- Explore/bid for an AV vendor to upgrade to the broadcast and streaming equipment in City Hall
- Maintain budget tracking in coordination with the Budget Department to ensure all project budgets are properly allocated and planned. Continue to hold monthly budget meetings
- Maintain adequate financial reporting regarding all grants to ensure adequate and prompt reimbursement of funds to the City
- Monitor and track financial compliance and reporting for all grants awarded grants
- Maintain GOB Quarterly Financial Reporting
- Consistently update Project Cost Allocation sheets for adequate forecasting and increased predictability of outcome
- Begin administration of Transportation Impact Fee
- Apply for grant funding to help offset the cost various capital projects
- Partner with Oracle in developing programs to integrate and streamline the application and submittal processes
- Secure the GFOA Certificate of Achievement for Excellence in Financial Reporting Award
- Outsource alarm billing and collections program to achieve greater compliance and increase revenue collection at a lower cost to the City
- Revise Local Business Tax Ordinance
- Implement a Contract Management and Compliance Software System to better track, manage and monitor contracts and compliance
- Implement a new Solicitation Software System to post solicitations/bids through a more user-friendly platform to improve and increase vendor responses and usage among end user departments
- Purchase four Advanced Life Support Ambulances (Rescue Units)
- Purchase one Fire Engine
- Purchase one Ford F-250 for the Fire Rescue Superintendent
- Purchase additional Lucas Devices (CPR Machines) for emergency apparatus
- Implement Watch Tower Software
- Implement a drone program for training, ordinance enforcement, and prevention. Additionally, the drones would be used for search and rescue emergencies
- Develop and maintain the City's business continuity and technology infrastructure
- Implement radio initiatives including functional exercises and expanded field programming capabilities for subscriber units
- Maintain high level of Data Center operations
- Provide City-wide ERP and Business Application Assistance
- GIS Initiatives including expansion of City enhanced services
- Continue to improve and update of ERP systems and Business applications including:
 - Facilitate ERP stabilization project implementation, including modules for Finance, Budget, Procurement, and HR
 - Continue management and implementation of various multiyear projects including Payroll, Integrations, and other ERP systems
 - Negotiation and execution of Oracle maintenance and support contract
- Increase Hollywood Marina dockage revenue 5% over FY 2022
- Increase Hollywood Marina Unleaded fuel revenue 5% over FY 2022
- Increase Hollywood Marina Diesel fuel revenue 5% over FY 2021 (No sales in FY 2022. Diesel fuel line break)
- Secure Fish Florida grant to fund Father's Day Kids Fishing Tournament
- The Parking Kiosk would provide an on-site self-service option for customers to view, pay and print parking and beach citations. The self-service kiosks would significantly boost the number of customers checking out at one time, shortening lines and wait times and improving operational efficiency, and allowing an option for residents and guests to obtain service in a timely manner
- Secure grants for water, wastewater, and stormwater-related projects
- Review all sanitation fees to ensure the enterprise funds fees match expenses so that enterprise fund remains self-sufficient



Infrastructure and Facilities

AT A GLANCE

Developed detailed project schedules and dashboard report for critical projects

Completed the City funded Roadway and Alley Resurfacing Project

Completed the new Sidewalk Construction Project

Completed Deep Injection Wells 3 & 4 installation and initiated construction of associated pump station and electrical building

Completed procurement and selection of consultants for all GOB projects

Infrastructure and Facilities reliability provides the foundation necessary to ensuring constituents live, learn, work, invest and play. The City is dedicated to facilitating investment in public infrastructure through implementation of Hollywood’s capital improvement programs and improving transportation infrastructure to support commerce and public mobility.

FY 2022 ACCOMPLISHMENTS

- Completed procurement and election of consultants for all GOB projects
- Advanced design schedules for GOB and Capital projects
- Developed detailed project schedules and dashboard report for critical projects
- Awarded Construction Management at Risk contracts to support preconstruction efforts
- Completed approval for the selection of consultants and contractors for a variety of Broward County Surtax and FDOT Local Agency Program projects
- Completed high priority/emergency CIP projects
- In adherence to requests from 10 neighborhood associations, the City developed a funding plan to use CDBG funding to supplement or completely fund 12 small capital projects
- Started the construction of the Surtax funded rehabilitation and maintenance projects that include:
 - Liberty Street drainage project
 - 58th Avenue resurfacing and roadway improvement
 - Multi-street resurfacing project
- Completed the City funded 2022 Roadway and Alley Resurfacing Project
- Completed the 2022 new Sidewalk Construction Project
- Held bi-weekly project progress meetings for the Hollywood Police Station facilitating the development review process
- Installed new shade cover at Harry Berry Park
- Installed new drinking fountain at Emerald Hills Lakes Park
- Replaced existing Unleaded and Diesel fuel dispensers and fuel lines at the Hollywood Marina
- Installed new LED sports lighting fixtures, resurfaced north parking lot at Dowdy Field
- Demolished and removed outdated playground, installed new playground equipment, safety surface and shade cover, poured new concrete sidewalk, resurfaced basketball court and parking lot at Cathy & Bob Anderson Park
- Resurfaced basketball court, installed new Celebration Bermuda grass football field at Police Athletic League
- Demolished and removed outdated playground, installed new playground equipment, safety surface and shade cover, resurfaced basketball court and parking lot at Poinciana Park



- Demolished and removed outdated playground, installed new playground equipment, safety surface and shade cover at:
 - Zinkil Park
 - Jefferson Park
 - Sal Oliveri Veterans Park
 - Mara Berman Giuliani Park

- Demolished and removed outdated synthetic turf soccer field, installed new synthetic turf soccer field at Hollywood West



- Removed baseball infield and grass outfield and replacing with new Celebration Bermuda grass soccer field at Hollywood West

- Demolished and removed outdated playground, installed new playground equipment, safety surface at John Williams Park

- Resurfaced parking lot and roadway, installed new west access gate at Holland Park

- Installed new grills at pavilions at Holland Park

- Installed new playground equipment, shade cover and safety surface at 441 Linear Park

- Installed new playground guardrails and reopened Seminole Park

- Installed new safety surface, refurbished south playground at Oakridge Park

- Installed new fuel dock security camera at the marina

- Provided equipment for teen programming in community centers for photography & podcasting

- Completed fencing at Driftwood Pool

- Resurfaced Dr. Martin Luther King Jr. Community Center outdoor basketball courts

- Replaced Dr. Martin Luther King Jr. Community Center dance floor

- Replaced scoreboards at Washington Park Community Center

- Upgraded Wi-Fi at Fred Lippman Multi-Purpose Community Center

- Kay Gaither Community Center basketball court repainted

- Kay Gaither Community Center building painting



- Completed Deep Injection Wells 3 & 4 installation and initiated construction of associated pump station and electrical building

- Completed replacement of aged water main infrastructure within the Royal Poinciana and Parkside neighborhoods.

- Began water main replacement and drainage improvement project along 26th Avenue, between Taft St. and Sheridan St.

- Completion of sewer Lift Stations W- 14 and A-5 upgrades

- Completion of Clarifier No. 5 and No.6 upgrades

- Established new Inflow & Infiltration (I&I) program to reduce cost

- Continue to upgrade or replace the existing Automated Meter Infrastructure (AMI) system

- Began implementation of Close Circuit Television and Door Access Control System to improve security to the Water Treatment and Waste Water Treatment facilities

- Successful FDEP Sanitary Inspection conducted at the PU WTP facility

- City Works implementation for Fleet Maintenance Division

- Completed roof assessment for city facilities and will create capital budget plan based on the findings

- Contracted with Noresco to conduct investment grade performance audits and comprehensive energy management and energy-related capital improvement services

FY 2023 MAJOR INITIATIVES

- Implementation and monitoring of all capital improvement projects to meet schedules, regulations, and community expectations
- Increase number of projects moving into construction phase
- Identify impactful capital projects in Low and Moderate Income (LMI) areas
- Implement the 2023 Capital Improvement Program for the following roadway elements:
 - Roadway Resurfacing
 - Alley Resurfacing
 - Sidewalk Construction
 - Right of way ADA improvements
- Demolish and remove outdated playground, install new playground equipment, shade, safety surface at Emerald Hills Lakes Park
- Demolish and remove outdated playground, install new playground equipment, safety surface at John B. Kooser Park
- Resurface basketball court at Washington Park
- Install cloud-based key fob security system at Hollywood Marina
- Complete synthetic turf soccer field installation at Dowdy Field
- Complete baseball field drainage project at Rotary Park
- Repave walkways at Joe DiMaggio Park, John Williams Park, and Zinkil Park
- Complete restroom renovations at Holland Park, Jefferson Park, and Stan Goldman Park
- Install new floating docks, refurbish Observation Tower at Holland Park
- ArtsPark Playground replacement
- Laptop and computer workstation upgrades at McNicol, Fred Lippman Multi-Purpose Center, Boulevard Heights Community Center, David Park Community Center and Hollywood Beach Culture & Community Center
- Replace scoreboards at MLK
- Use CBDG funds to replace tables and chairs at all Community Centers
- Replace A/C units at Wahsington Park and Dr. Martin Luther King, Jr. Community Centers
- Upgrade Wi-Fi at Community Centers
- Start the repairs from a Structural Assessment that was completed on the Van Buren, Garfield and Radius Garages
- Continue to implement the Inflow & Infiltration (I&I) program to reduce cost
- Begin installation of six generators at lift stations E-01, E-03, E-06, W-14, W-15 and stormwater pump station SW-08 funded by Hazard Mitigation Grant Program ("HMGP")
- Initiate construction of sewer extension project within Arthur St. to Taft St. from N. 40th Ave. to N. 35th Ave.
- Start construction of Washington Park Utility Improvements, pending Surtax funding approval
- Rehabilitation of East and West Elevated Tanks
- Begin Water Treatment Plant Secondary High Service Pump rehabilitation project
- Begin construction of Lift Station E-8 Upgrade to reduce risk of overflows and maintenance cost
- Implementation of Wastewater Treatment Plant Facilities Improvements
- Finalize repair of 30 Raw water main in the plant parking lot
- Finalize repair of Raw feeds lines injection points (South Raw & Floridan)
- Continue Pilot testing of Replacement of MS trains to 2 stage unit from 3 stage unit, in combination with chemical feed reduction for this process. Which will be a cost saving in energy and chemical spending
- Start Final upgrade of WTP EOC/Admin BLDG which consist of (control rm console, 3rd fl manager stations, and Meeting/safety training room, Carpet/Tile, Locker RM)
- Conduct an assessment of the City's current security access system to take appropriate steps to make improvements.
- Work with Noresco to complete an energy efficiency evaluation
- Create capital improvement plan for air conditioner repairs and replacements
- Create a landscaping code that will in the long-term help prevent ill placed trees from damaging sidewalks



Public Safety

AT A GLANCE

Migrated mass notification system saving City approximately **\$40k** annually.

Responded to nearly **30,000** Fire and EMS emergency calls and **13,000** transports

Provided safety for over **6.5 million** visitors to our beach

Performed **124** rescues and **375** assists

Performed **77,990** lifeguard safety interactions

Provided first aid to **3,139** visitors and assisted to **140** medical emergencies

Reunited **164** lost people

Public Safety is a critical aspect of a thriving community. Quality law enforcement that ensures safety of residents, businesses, and visitors as well as reliable and superior emergency services are among the City's top priorities to ensure a strong foundation for future growth. Community preparedness and readiness for emergencies and disasters continues to be a priority as we face a variety of modern-day threats.

FY 2022 ACCOMPLISHMENTS

- The Police Department received funding to fully implement a body worn camera program including hiring additional staff to handle all digital evidence. The staff has been hired, infrastructure has been installed and the program will be operational shortly after the delivery of the cameras, which are expected to arrive this fall
- Purchased, programmed, and issued new police radios that greatly improved the Department's communication capabilities
- Implemented the Gtechna Parking Management System to provide a streamlined experience for officers and customers with cloud-based parking rights, citations, and payments solution
- Provided safety for over 6.5 million visitors to our beach
- Performed 124 rescues and 375 assists
- Performed 77,990 lifeguard safety interactions
- Provided first aid to 3,139 visitors and assisted to 140 medical emergencies
- Reunited 164 lost people
- Created a Recertification Taskforce to ensure compliance for 40–50-year recertifications
- Started Phase II of the Citywide Traffic Calming Program
- Started Phase II of the ADA Transition Plan
- Thoroughly investigated all illegal dumping cases, presenting cases with probable cause to the State's Attorney for prosecution
- Illegal dumps were picked up within 48 hours of the investigation
- Thoroughly investigated all Animal abuse cases
- Responded to nearly 30,000 Fire and EMS emergency calls and 13,000 transports
- Conducted facility Drills/Hands on Training with all members from basic to advanced skills
- Provided Officer Development Classes for all levels including Chiefs
- Partnered with Memorial Regional Hospital and Aventura Medical Center to provide ride times to nurses and medical residents
- Partnered with Broward College, Barry University, and Emergency Education Institute to complete field experience requirements for EMT and Paramedic students
- Implemented Nitronox system, awarded by state grant, in order to manage patient pain without the use of opioids
- Removed Morphine from pain management protocols to become an opioid free Fire Rescue Agency
- Implemented "Check IT" electronic inventory system for controlled substances and nitrous.
- Participated in the County-wide Automatic/Mutual Aid Committee, Premier One Cad Implementation Committee and Fire Records Management System (RMS) Governance Board Committee

- Continued implementation of a High-Rise building inspection program
- Implemented "Fireworks" software for Operation's pre-planning/premise inspections
- FPO III Holly Montellanico was recently appointed Chair of a new committee to work with the Broward County Emergency Management Division to streamline the process of the Long-Term Care Facilities' Emergency Action Plan/Fire Safety Plans
- Insp. Meghan Grimsley was elected Secretary for the FIABC (Fire Inspector Association of Broward County)
- Insp. Meghan Grimsley was selected to receive the American Red Cross 2022 Humanitarian Award
- Negotiated, purchased, and implemented equipment including a \$4 Million purchase and replacement of Radios and ~\$180k replacement of MDT computers
- Migrated mass notification system saving City approximately \$40k annually
- Started to enforce the Florida Department of Highway Safety and Motor Vehicles (FLHSMV) Registration Stop, which prevents a vehicle owner that owes the City of Hollywood Parking Division three or more outstanding parking tickets from renewing their vehicle registration until the total amount of unpaid parking citation has been paid
- Implemented After Hour Parking Call Center to provide after-hours customer service to the City of Hollywood residents and guests
- Successfully implemented most of the Action Steps listed in the Homeless Services Plan adopted by the Hollywood City Commission in July 2021
- Closed the Florida Department of Health COVID-19 testing site at the Boulevard Heights Community Center after testing 32,369 patients during FY2022 and 119,919 patients during its two years of operation
- Coordinated the opening of one of only nine fixed Florida Department of Health monkeypox vaccination sites in Broward County at the David Park Community Center



FY 2023 MAJOR INITIATIVES

- Implement Unsafe Structures in Oracle to be able to assist City staff as well as the public with tracking
- Complete Phase 2 of the Citywide Traffic Calming Program
- Complete developing Phase II of the ADA Transition Plan and begin Phase III
- Continue to work with Code Enforcement and Police to identify businesses that are not in compliance with City regulations
- Complete creating a drone program in coordination with Fire Training that includes certification, training and implementation of drone pilots
- Implement Watch Tower Software for daily activity reporting
- Facilitate implementation and roll-out for Body Camera project
- Facilitate PDHQ design and planning
- Continue Radio system enhancements including additional repeaters for failover, and hardening, as well as programming and training to utilize
- Purchase three new unmanned aerial vehicles (drones) to bolster the existing fleet.
- Purchase and deployment of six Automated License Plate Readers to enhance the Department's operational effectiveness and investigative capabilities
- Install a parking guidance system at the Garfield Garage
- Parking Garage Security Camera upgrade at the Van Buren Garage
- Enhance the City's partnership with the Broward Outreach Center by increasing the number of beds reserved for Hollywood homeless
- Launch the Hollywood Community Court diversion program for the homeless
- Coordinate a Citywide functional cybersecurity exercise that involves all Departments/Offices



Quality of Life and Strong Neighborhoods

AT A GLANCE

Completed the installation of 12 miles of redesigned roadway median landscaping

Successfully supported the first Marley Cup at ArtsPark

Implemented the West Concert Series at the Boulevard Heights Community Center Amphitheater. The first concert was the Hollywood West Salsa Fest

Conducted first Father's Day Kids Fishing Tournament at Holland Park

Quality of Life and Strong Neighborhoods starts with providing services that are responsive to the needs of residents and businesses. Efforts include maximizing property standards by encouraging and facilitating private investment in the City's existing housing stock, expanding affordable options for workforce housing and residents with limited resources, providing programs to foster the health and wellbeing of residents, and allocating resources to improve public rights of way and other City property.

FY 2022 ACCOMPLISHMENTS

- Monitored and strictly enforced new Noise ordinance regulations and non-compliance vacation rentals
- Fully implemented housing, infrastructure and work skills initiatives supported by funds derived from the Inter-local Agreement for affordable housing with Broward County, the City and the CRA
- Provided housing rehabilitation loans and grants as well as purchase assistance programs
- In order to provide case management services for vulnerable Hollywood residents the City formalized partnerships with The Taskforce for Ending Homelessness, HOPE South Florida, Inc., Covenant House, First Call for Help, Women in Distress, VFW Post 8195, Hispanic Unity, and the Center for Independent Living
- Applied to Broward County and received approval of a Community Shuttle Program for the City
- Began the implementation of phase I of the Bikeway Master Plan design and public outreach for the neighborhood greenways
- Continued to create and implement standards and regulations that protect and enhance the character of neighborhoods
- Successfully supported the first Marley Cup at ArtsPark
- Implemented the West Concert Series at the Boulevard Heights Community Center Amphitheater. The first concert was the Hollywood West Salsa Fest
- Four new artist/instructors lead classes throughout the week at the ArtsPark. In addition, three new fitness and dance classes take place at the ArtsPark
- PRCA and Police worked together to clean up homeless encampments in Stan Goldman Park
- Conducted first Father's Day Kids Fishing Tournament at Holland Park
- Partnered with Chaminade-Madonna College Preparatory School. High school students painted perimeter wall at Oakridge Park and conducted park cleanups at Stan Goldman Park, and the Marina



- Completed the installation of 12 miles of redesigned roadway median landscaping
- Completed the full takeover of the FEC right of way maintenance and full clean up, to include the implementation of No Parking/Tow Away Zones to allow parking and code to do better enforcement

FY 2023 MAJOR INITIATIVES

- Decrease the number of unlicensed Short-Term Rentals by increasing enforcement
- Continue to provide financial support of workforce development initiatives to improve economic opportunity for low and moderate-income individuals and households
- Expand and promote Historic Preservation efforts by:
 - using the Small Matching Grant by the State of Florida, Department of State, Division of Historical Resources for a City-wide survey of historic properties; and
 - exploring various options for reinforcing the historic preservation review process and penalties for unpermitted demolitions.
 - capitalize on the City's character and assets by exploring various levels of historic and cultural designations
- Work with community leaders/advocates, and stakeholders in the development of the City's Comprehensive Plan
- Make equity (social, economic, racial, etc.) an organizing principle of the City's Comprehensive Plan
- Work with Broward County to begin the City's Community Shuttle Program
- Work with the County to begin the micro transit pilot project
- Continue to work with Police to monitor homeless activity and cleanup encampments in Stan Goldman Park
- Expand adult recreation rentals at Dowdy Field with completion of synthetic turf soccer field
- Reopen Community Garden
- Expand opportunities for indoor pickleball for seniors
- Partner with Memorial Health System to provide aquatic exercise classes and senior games
- Partner with McArthur High Schools Aquatics Program
- Establish consistent teen programming
- Perform tree trimming within the 88 miles of alleys to make sanitation services more efficient
- Incorporate the results of the 40-inspection program into City Works to create a systematic process to address and/or complete roof replacements and repairs



Resilience and Sustainability

AT A GLANCE

Expanded project implementation of the GOB Bond Tidal Flooding Mitigation and Sea Walls project by leveraging GOB Bond funding and recently awarded **\$14,000,000** Resilient Florida DEP grant for Tidal Flooding Mitigation

Installed new LED light fixtures at Hollywood Marina, Jefferson Park, and Sal Oliveri Veterans Park

Implemented a dune maintenance plan that requires staff to inspect the dunes, prune woody plants, remove nonnative invasive plants and litter, and report when native plants need to be added

Resiliency and Sustainability is more critical now than ever before. The City must focus its efforts on increasing the sustainability and resilience of City infrastructure, open spaces, and natural environments. Additionally, improving operational efficiency to conserve resources and reduce costs. Private partnerships via education, program, and regulatory action is certainly key in these efforts.

FY 2022 ACCOMPLISHMENTS

- Expanded project implementation of the GOB Bond Tidal Flooding Mitigation and Sea Walls project by leveraging GOB Bond funding and recently awarded \$14,000,000 Resilient Florida DEP grant for Tidal Flooding Mitigation
- Supported a variety of resiliency grant applications for additional funding for tidal flooding, seawalls, hardening, and wind mitigation projects
- Incorporated sustainability and resiliency features into the GOB Bond and other capital projects.
- Replaced internal City facility Wi-Fi equipment
- Completed Microsoft OneDrive migration pilot deployment
- Upgraded and implemented major network components at core City sites
- Implemented Multifunction Devices, copiers and printers City-wide, including new print management software, and secured follow-me printing
- Continued hardware replacement, workstations and laptops, program City-wide
- Continued implementation of Security Initiatives:
 - Security training initiatives, and campaigns
 - Detected and coordinated Security Incident Response for multiple incidents
 - Implemented SSO for as an authentication standard
 - Continued maintaining, patching, and implementing of critical infrastructure
 - Coordinate City Cybersecurity Incident Response(s) and continued to enhanced and hardened City's Cybersecurity infrastructure
- Worked with Utilities to setup Clean Waterways demonstration and water quality testing at Hollywood Marina
- Installed new LED light fixtures at Hollywood Marina, Jefferson Park, and Sal Oliveri Veterans Park
- Replaced or upgraded the existing Automated Metering Infrastructure (AMI) system
- Maintained the City's storm water system at the highest possible functionality until the storm water master plan is complete and ready for implementation
- Replaced Electric Vehicle charging station at City Hall
- Worked with Broward County on the implementation of the new dunes in conjunction with the Segment III beach renourishment
- Implemented a dune maintenance plan that requires staff to inspect the dunes, prune woody plants, remove nonnative invasive plants and litter, and report when native plants need to be added

- Performed outreach for the plastics and foam ban and balloon releases to include providing information cards to businesses that sell balloons to inform customers not to release them and meeting with restaurants and other relevant businesses to encourage voluntary compliance



FY 2023 MAJOR INITIATIVES

- Re-energize City's resiliency and sustainability initiatives
- Update and complete the City's Vulnerability Assessment and Adaptation Plan with the implementation of the Florida Department of Environmental Protection guidelines
- Expand resiliency and sustainability efforts to maximize grant opportunities
- Continue to focus on sustainable design practices on all new construction and major renovation projects; ensure all new projects are certified to meet building standards and address energy efficiency, water conservation, site selection, material selection, day lighting, and waste reduction
- Implement per use electrical micro transit service for certain areas of the City
- Incorporate resilience and sustainability initiatives in the Comprehensive Plan update
- Work with the Public Utilities Department to ensure land development regulations are updated to address changes in State and Federal requirements
- Ensure the security and availability of the City's IT systems
- Implement security initiatives including updating infrastructure, employee phishing educational campaigns, and training
- Coordinate City CyberSecurity Incident Response(s)
- Enhance City communications infrastructure, including finalizing Unified Communications stabilization and migration path
- Replace outdated light fixtures with LED light fixtures
- Install bottle fillers at David Park Tennis Center, parks and athletic facilities
- Maintain Clean Marina program status for the 23rd consecutive year
- Complete Water, Wastewater and Stormwater City-wide Master Plans
- Research additional grant options to include grants for electric vehicle (EV) related equipment
- Create a plan to right size vehicles to meet departmental needs and recommending electric vehicle options where appropriate
- Amend the municipal ordinance regarding EV charging infrastructure to ensure it supports the growing need for EV charging locations
- Create an internal building energy efficiency and renewable energy readiness policy for City buildings
- Create a policy for purchasing EVs for Fleet Maintenance Division
- Create a No Idling policy



Awards & Accolades

- The City of Hollywood scored a perfect 100 on the Municipal Equality Index scorecard for 2021
- For the second consecutive year, the City was honored with the Annual Achievement of Excellence in Procurement Award (AEP) from the National Procurement Institute



- The City of Hollywood ranked 9th in the U.S. and 1st in the State of Florida (only City in Florida to make the top 10) on Forbes' 10 Cities Where Home Prices Have Risen the Most 2021 to 2022

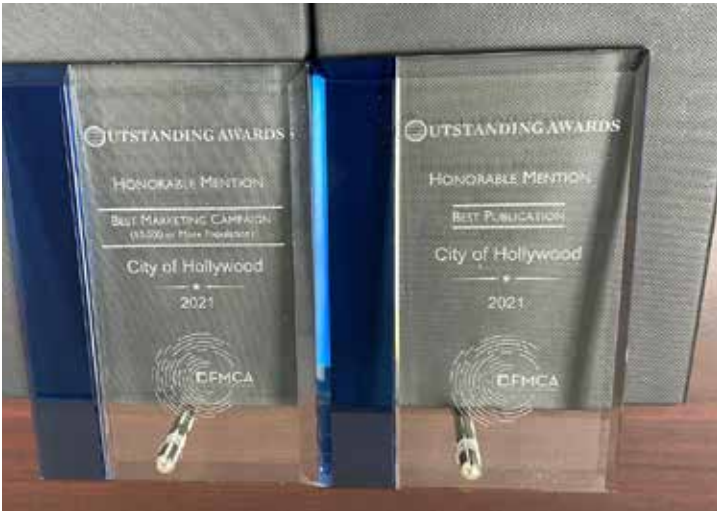


- The Miami New Times Best of Miami 2022: Your Guide to the City named Hollywood Beach "Best Staycation" in the Sports and Recreation category; Margaritaville Hollywood Beach Resort was named "Best Staycation" in the Reader's Choice category

- The City was awarded the 26th Government Finance Officers Association Distinguished Budget Presentation for the FY 2022 Budget Book
- The City received the Government Finance Officers Association Certificate of Achievement from Excellence in Financial Reporting Award
- The City was awarded the Seven Seals Award from the Department of Defense. This award recognizes the City's efforts in advocating for and supporting employee's participation in the military

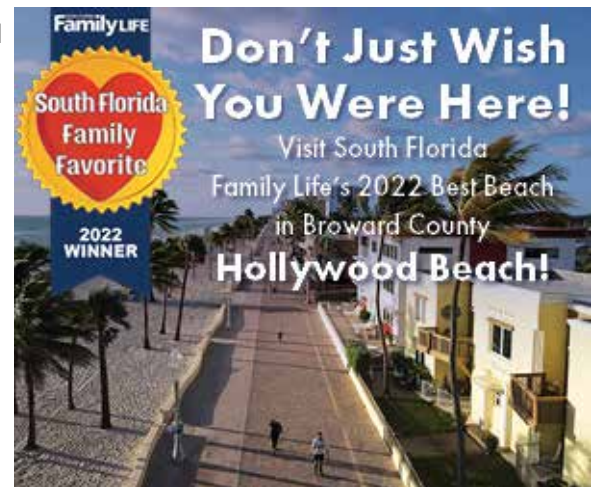


- The 2022 Platinum Bell Seal for Workplace Mental Health was presented to the City for our efforts in improving employee mental health and creating a psychologically safe workplace for all. This award is the first-of-its-kind workplace mental health certification
- The City of Hollywood was ranked No. 1 as the Best City for Dog Lovers by LawnStarter. The company ranked the 200 biggest U.S. cities
- SmartAsset analyzed the 200 largest U.S. cities to find the best cities for military retirees. The City of Hollywood ranked among the top 20 cities nationwide



- Florida Municipal Communications Association 2021 Outstanding Awards:
 - The City of Hollywood was recognized with an Honorable Mention in the Municipal Marketing Campaign category for the “COVID Direct Financial Assistance Program” Campaign
 - The City of Hollywood was recognized with an Honorable Mention in the Best Publication category for the Economic Development Activity Report with Legislative Report Supplement

- South Florida Family Life 2021 Family Favorites Awards named Hollywood Beach its “Favorite Beach” in the Reader’s Choice category





Office of the City Manager
Dr. Wazir Ishmael
Mayor Josh Levy
Vice Mayor Caryl Shuham, District 1
Commissioner Linda Hill Anderson, District 2
Commissioner Traci Callari, District 3
Commissioner Adam Gruber, District 4
Commissioner Kevin Biederman, District 5
Commissioner Linda Sherwood, District 6