

Summary of the FY2025 Excellence in Continuous Improvement Projects

No	Project Title	Dept./Office	Issue	Action Taken	Results
Project 1	Implementation of the Neighborly System	Community Development Division	Inefficiencies in application and program management for housing rehabilitation, eviction prevention, and public service grants, including manual processes, communication bottlenecks, paper-based inspections, and delayed vendor payments.	Implemented the Neighborly digital platform to streamline applications, communication, inspections, vendor management, and payments; introduced online portals, digital dashboards, centralized databases, automated notifications, and mobile tools for inspectors.	Application review time was reduced from months to weeks or days, file closings increased from 36 (FY2023) to 95 (FY2025), and 900 staff hours were saved annually across all roles. This also generated \$32,920 in annual cost avoidance, expanded service reach to more low- and moderate-income households, and improved compliance rates.
Project 2	Crime Reduction and High Police Visibility – Federal Highway Corridor	Hollywood Police Department – Patrol Division / Neighborhood Services East	Heavy foot and vehicle traffic along Federal Highway leads to increased calls for service, including narcotics activity, crimes against persons/property, traffic violations, and Municipal Ordinance violations.	In July 2025, East Neighborhood Team Leaders and Patrols East District used hotspot policing and proactive patrols along Federal Highway and other major corridors to deter crime and enforce Florida state statutes and Hollywood Municipal Ordinances. Officers conducted field contacts, issued traffic citations and Notices to Appear (NTAs), and made physical arrests.	Officers conducted 76 field contacts, issued 128 traffic citations, 65 Notices to Appear, and made 24 arrests (18 felonies). Compared to 2024, crime in the East District decreased significantly, with robberies down 23%, burglaries 38%, motor vehicle thefts 31%, and overall crime 30%. The increased police presence improved public safety and community confidence, enhanced long-term crime prevention through ongoing monitoring, and created a safer neighborhood environment with sustained improvements.
Project 3	Residential Vagrancy Removal Initiative	Hollywood Police Department – Patrol Division / Neighborhood Services West	Vacant property at 5112 Taft Street was being used by transient and homeless individuals for illegal activities, creating safety and community concerns.	West Neighborhood Team Leaders, along with officers, identified and secured vacant homes by partnering with city officials, code enforcement, and board-up crews to prevent criminal activity.	The initiative resulted in 3 felony arrests (including 1 involving a firearm, 1 wanted burglary suspect, and 1 active capias) and 9 misdemeanor Notices to Appear. Crime and vagrancy at the property were eliminated, improving community safety, property values, and public confidence. Resource efficiency was achieved with future officer response costs avoided, estimated at \$724.80 per incident.

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Project 4	Vetted Background Investigation Software Implementation	Police Department – Personnel Unit	Background investigations were slow, repetitive, and resource-intensive due to manual, paper-based processes, causing frustration for applicants and inefficiencies for investigators, sometimes resulting in the loss of strong candidates.	Converted background investigations to a digital format and implemented Vetted software, integrated with NEOGOV Insight and GovernmentJobs.com. Solutions included automated data transfer, pre-built templates, drag-and-drop applicant forms, configurable action checklists, and PDF report generation for command review.	The implementation of Vetted software streamlined background investigations, reducing average steps by 25–30% and saving 150 staff hours annually. Turnaround times improved, enhancing applicant experience and preventing the loss of qualified candidates. Investigators gained efficiency and produced more consistent, professional reports for command staff, while paper usage and storage were reduced, resulting in estimated annual soft cost savings of \$7,100.
Project 5	Streamlined Utility Service Onboarding for Enhanced Customer and Staff Efficiency	Public Utilities Department – Utility Billing	Manual, fragmented process to open a new utility account caused delays, errors, and resident dissatisfaction. Tenants required in-person visits, property owners needed to print or visit City Hall, and 30% of emailed forms contained errors, requiring staff follow-up.	Redesigned the application process using City's existing tools to launch a unified online Utility service application for tenants and owners. Added validation checks, integrated payments into first bills, enabled direct debit, streamlined workflow for instant account opening, and maintained in-person options for accessibility.	The new 24/7 online application reduced manual submissions by 50%, saved 1,205 staff hours and \$29,559 annually, plus \$1,500 in paper costs. Customers save up to 80% of application time, errors decreased, staff follow-up minimized, and City Hall congestion and call volume were significantly reduced, improving both operational efficiency and customer satisfaction.
Project 6	Residential Recycling Education and Outreach Program	Public Works – Environmental Services Department / Recycling Division	High contamination in recycling carts (plastic bags, food waste, non-recyclables) reduced recycling efficiency, increased processing costs, and caused rejected loads at the materials recovery facility.	Developed updated outreach materials, hosted public workshops and community clean-ups, created kid-friendly lesson plans, expanded social media/email campaigns, produced school event videos for Channel 78, and collaborated with Broward County to provide updated recycling guidelines. Conducted 54 presentations to schools, HOAs, and community groups, reaching at least 1,000 students, teachers, and administrators, with videos potentially reaching 40,000 households.	Residents received clear, consistent recycling instructions, increasing participation and reducing contamination. Hazardous waste disposal in recycling carts decreased, enhancing safety. Over 100 volunteer hours contributed, avoiding \$3,000 in contracted cleanup costs. Improved environmental outcomes were achieved by diverting more materials from landfills and reducing litter entering storm drains and waterways.

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Project 7	Professional Translation Services for Inclusive City Communications	Communications, Marketing & Economic Development – Communications & Marketing	Manual translation using free tools like Google Translate was time-consuming, inconsistent, and required extensive staff editing, risking unclear or culturally inappropriate communications for residents with limited English proficiency.	Implemented professional translation services for large or high-visibility projects while maintaining free tools for smaller tasks. Standardized request processes, ensured cultural sensitivity for different dialects, and reduced staff workload by eliminating extensive editing.	Residents now receive clear, accurate, and culturally appropriate communications, improving accessibility and trust. Staff saved significant time previously spent revising translations, allowing focus on higher-priority tasks. Standardized translations enhance consistency, inclusivity, and community confidence, while preventing errors that could incur additional costs or reduce program participation.
Project 8	Monthly Website Checklists and Staff Training for Accuracy, Accessibility, and Accountability	Communications, Marketing & Economic Development – Communications	Inaccurate or outdated content on the City’s website reduced resident trust and accessibility. Quarterly reviews allowed content to remain outdated for extended periods, increasing staff follow up and risking non-compliance with ADA standards.	Implemented monthly website checklists and mandatory staff training on content best practices, ADA compliance, and checklist procedures. Launched monthly workshops for hands-on assistance, improved accuracy and accessibility, and promoted departmental accountability. The initiative was developed entirely in-house at no additional cost.	Residents now receive timely, accurate, and ADA-compliant information. Departments take consistent ownership of content updates, reducing errors and staff follow-up. Communications staff spend less time correcting issues, improving workflow efficiency, accountability, and overall resident experience, while minimizing legal risk and ensuring consistent accessibility standards.
Project 9	Coordinated Marketing and Sponsorship Initiative	Communications, Marketing & Economic Development	Hollywood’s Centennial lacked a pre-established marketing plan, risking low visibility, missed community engagement, and reduced support for local businesses during milestone celebrations.	CMED developed a unified Centennial marketing campaign with a standardized brand identity, coordinated content across social media, website, print, and community outreach, integrated local business promotions, secured sponsorships, highlighted city history, leveraged in-house creative resources, and conducted targeted media outreach.	Residents and visitors experienced a seamless, engaging Centennial campaign, with increased event awareness and participation. Local businesses benefited from promotions and sponsorship recognition, strengthening partnerships. Coordinated in-house efforts avoided outsourcing costs, and sponsorships offset materials and advertising expenses, producing a strong return on investment while streamlining staff workload.

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Project 10	Small Business Assistance Center	Office of Communications, Marketing & Economic Development, Financial Services, Code Compliance and Development Services	Business owners faced challenges navigating planning, permitting, licensing, and funding due to fragmented processes and siloed departmental communication. This created inefficiencies, duplicated efforts, and delays, making it difficult for businesses to access timely support.	CMED launched the Small Business Assistance Center (SBAC), held monthly at City Hall, bringing together staff from Building, Planning, Code Compliance, Finance (LBTR), Economic Development, and the Chamber of Commerce. The Center provides real-time, centralized support including permitting, licensing, code compliance, funding guidance, and direct Chamber connections.	SBAC has served 127 businesses, saving an estimated 254 staff hours annually by consolidating services into a single 3-hour session. This equates to \$12,700 in avoided staff costs, faster business openings, reduced compliance delays, and improved continuity for existing businesses. The initiative streamlined access to City services, strengthened business-City relationships, and enhanced overall efficiency.