

## MEMORANDUM

Agenda Item No. 11(A) (15)

---

**TO:** Honorable Chairwoman Rebeca Sosa  
and Members, Board of County Commissioners

**DATE:** February 4, 2014

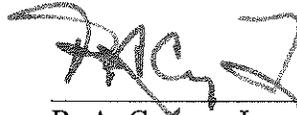
**FROM:** R. A. Cuevas, Jr.  
County Attorney

**SUBJECT:** Resolution directing the Mayor  
to develop a plan for the creation  
of a secret shopper program to  
monitor and improve customer  
service to the public

Resolution No. R-144-14

---

The accompanying resolution was prepared and placed on the agenda at the request of Prime Sponsor Commissioner Juan C. Zapata.

  
\_\_\_\_\_  
R. A. Cuevas, Jr.  
County Attorney

RAC/Imp



**MEMORANDUM**  
(Revised)

**TO:** Honorable Chairwoman Rebeca Sosa  
and Members, Board of County Commissioners

**DATE:** February 4, 2014

**FROM:**   
R. A. Cuevas, Jr.  
County Attorney

**SUBJECT:** Agenda Item No. 11(A)(15)

Please note any items checked.

- "3-Day Rule" for committees applicable if raised
- 6 weeks required between first reading and public hearing
- 4 weeks notification to municipal officials required prior to public hearing
- Decreases revenues or increases expenditures without balancing budget
- Budget required
- Statement of fiscal impact required
- Ordinance creating a new board requires detailed County Mayor's report for public hearing
- No committee review
- Applicable legislation requires more than a majority vote (i.e., 2/3's \_\_\_\_, 3/5's \_\_\_\_, unanimous \_\_\_\_ ) to approve
- Current information regarding funding source, index code and available balance, and available capacity (if debt is contemplated) required

Approved \_\_\_\_\_ Mayor

Agenda Item No. 11(A)(15)

Veto \_\_\_\_\_

2-4-14

Override \_\_\_\_\_

RESOLUTION NO. R-144-14

RESOLUTION DIRECTING THE MAYOR OR MAYOR'S  
DESIGNEE TO DEVELOP A PLAN FOR THE CREATION OF  
A SECRET SHOPPER PROGRAM TO MONITOR AND  
IMPROVE CUSTOMER SERVICE TO THE PUBLIC

**WHEREAS**, Miami-Dade County has a number of departments that deliver direct services to consumers, including but not limited to the Aviation Department, Miami-Dade Transit, the Community Information and Outreach Department, the Water and Sewer Department, the Public Works and Waste Management Department, the Library System, the Parks, Recreation, and Open Spaces Department, the Regulatory and Economic Resources Department, and Animal Services; and

**WHEREAS**, it is important to ensure that these County departments are providing excellent customer service, and to determine ways in which customer service can be further improved; and

**WHEREAS**, many large companies use "secret shoppers," who are hired to play the part of consumers using a particular service, and who then provide feedback which can be used to gauge and improve the level of service being provided; and

**WHEREAS**, the County has in the past implemented secret shopper programs to monitor and improve the County's customer service efforts; and

**WHEREAS**, implementing a County-wide secret shopper program could help improve County services to the public,

**NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA,** that this Board directs the Mayor or Mayor's designee to develop a plan for the creation of a secret shopper program, including the costs associated with implementing such a plan, and a description of the County's prior efforts to implement similar programs. The Mayor or Mayor's designee shall develop and present such plan to this Board for committee review within ninety (90) days of the effective date of this resolution.

The Prime Sponsor of the foregoing resolution is Commissioner Juan C. Zapata. It was offered by Commissioner **Juan C. Zapata**, who moved its adoption. The motion was seconded by Commissioner **Audrey M. Edmonson** and upon being put to a vote, the vote was as follows:

	Rebeca Sosa, Chairwoman	<b>aye</b>	
	Lynda Bell, Vice Chair	<b>aye</b>	
Bruno A. Barreiro	<b>aye</b>	Esteban L. Bovo, Jr.	<b>aye</b>
Jose "Pepe" Diaz	<b>absent</b>	Audrey M. Edmonson	<b>aye</b>
Sally A. Heyman	<b>aye</b>	Barbara J. Jordan	<b>aye</b>
Jean Monestime	<b>aye</b>	Dennis C. Moss	<b>aye</b>
Sen. Javier D. Souto	<b>aye</b>	Xavier L. Suarez	<b>aye</b>
Juan C. Zapata	<b>aye</b>		

The Chairperson thereupon declared the resolution duly passed and adopted this 4<sup>th</sup> day of February, 2014. This resolution shall become effective ten (10) days after the date of its adoption unless vetoed by the Mayor, and if vetoed, shall become effective only upon an override by this Board.



MIAMI-DADE COUNTY, FLORIDA  
BY ITS BOARD OF  
COUNTY COMMISSIONERS

HARVEY RUVIN, CLERK

By: Christopher Agrippa  
Deputy Clerk

Approved by County Attorney as  
to form and legal sufficiency.

Jorge Martinez-Esteve

A handwritten signature in cursive script, appearing to read "Jorge Martinez-Esteve", is written over the printed name.