

Department of Public Protection Beach Safety Division Council Workshop

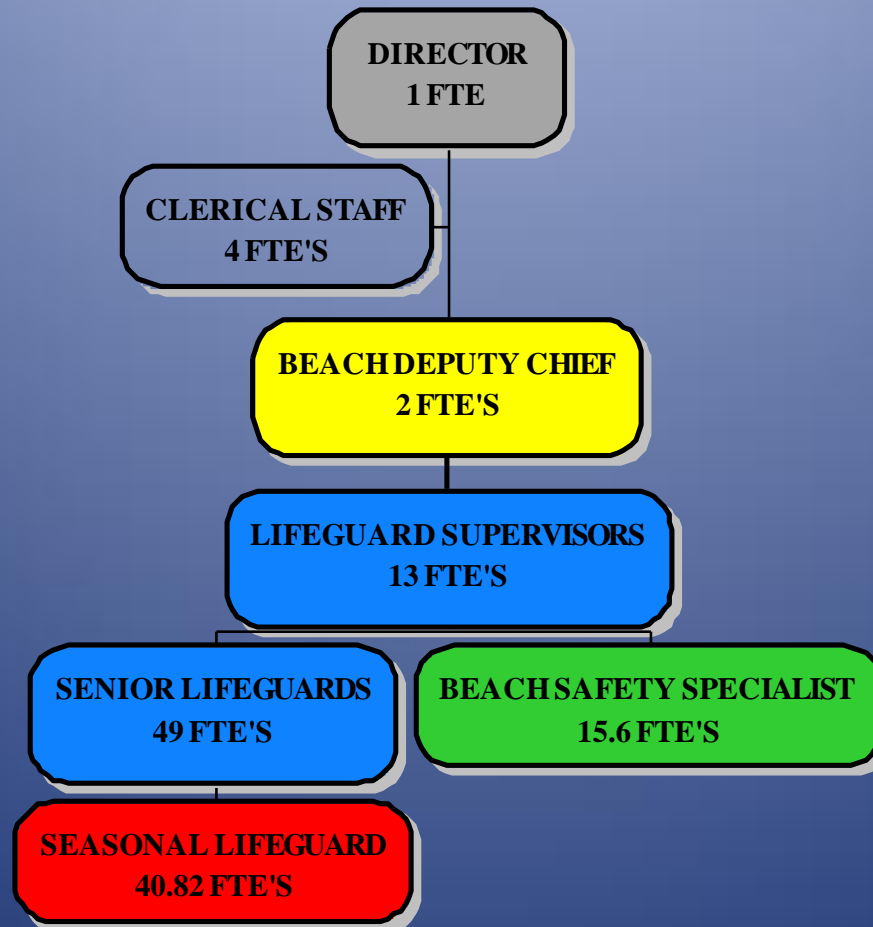


Beach Safety

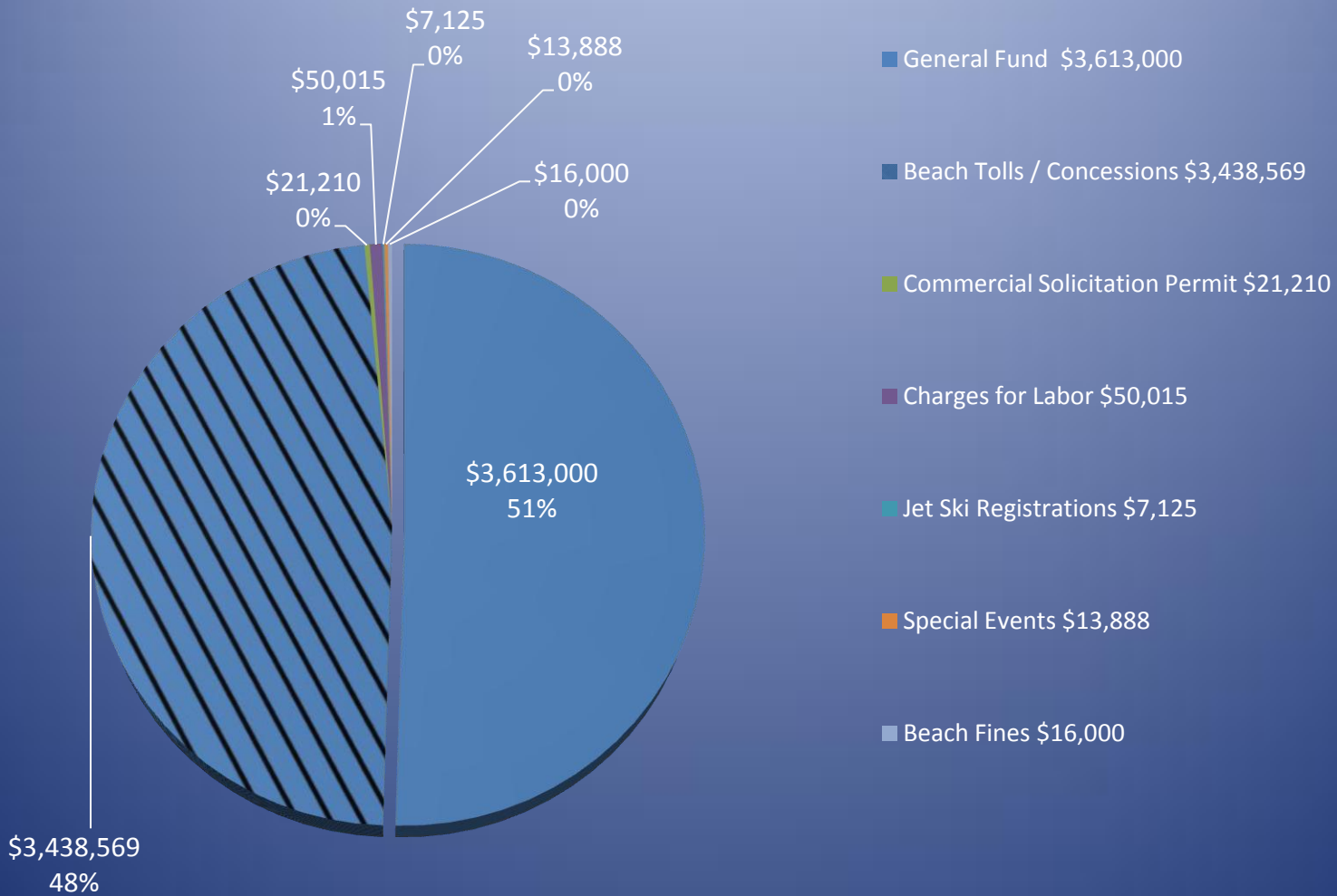
May 2, 2013¹

Beach Safety Division FY 13

125.42 FTE



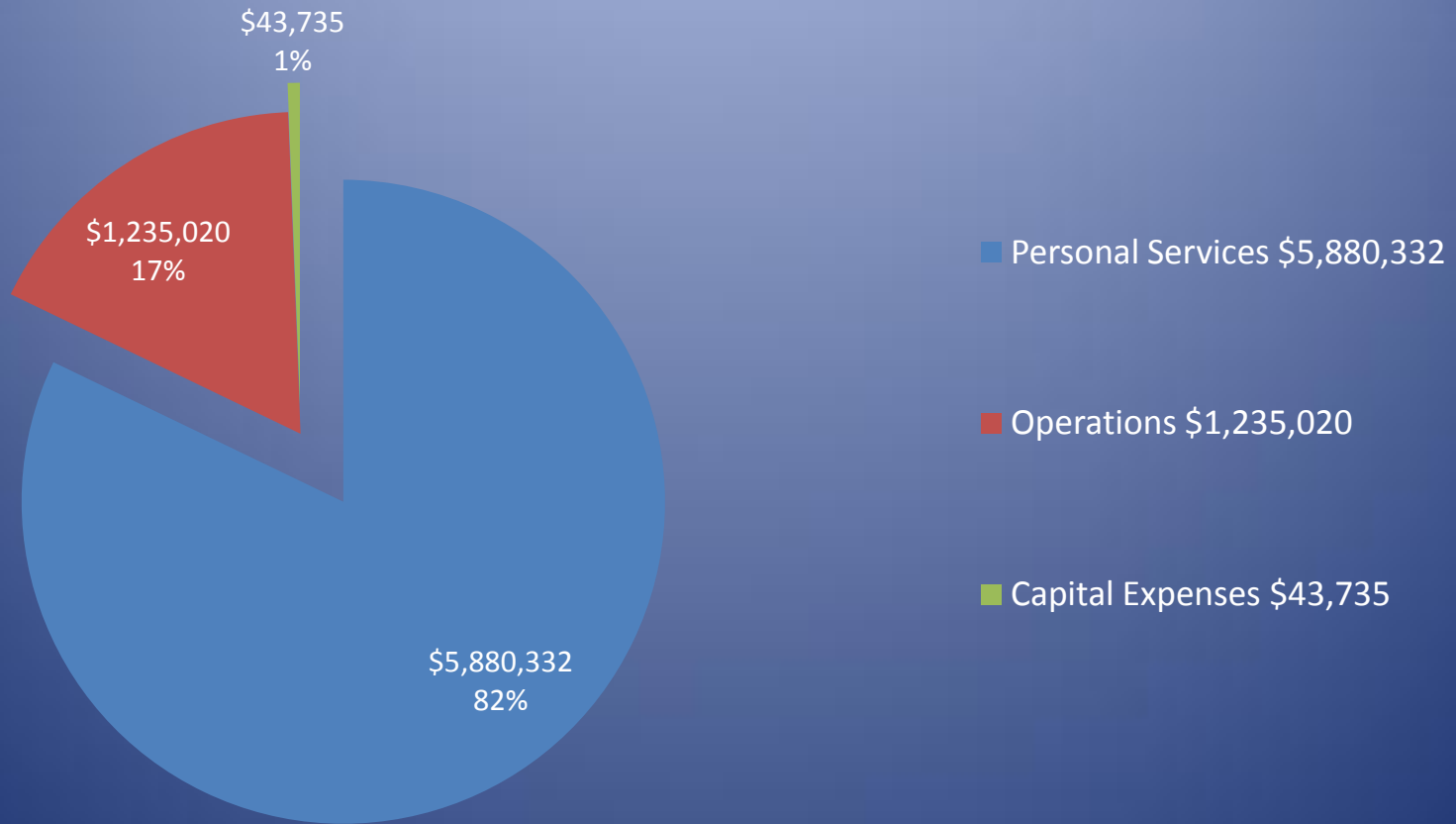
FY 13 Beach Revenues \$ 7,159,807



NOTE: Hatched area represents collected Beach Tolls and Concessions that are not a direct revenue source for this division

FY 13 Beach Services Expenses

\$ 7,159,807



Beach Service Model Update

Safety and Access Strategies

Beach Service Model adopted
February 22, 2012:

– *One-way traffic* (implemented April 6, 2012)

*****Consider making this option seasonal*****

- International Speedway Boulevard south to Silver Beach
- Seabreeze north to University
- *Granada south to Cardinal Approach - discontinued due to sand / beach conditions*

Beach Service Model Update

Safety and Access Strategies

- *No parking in front of major beachfront parks*
 - Sunsplash, DB
 - Frank Rendon, DBS
 - Flagler Avenue, NSB
 - Andy Romano, OB – Temporary no parking or driving permit

Beach Service Model Update

Safety and Access Strategies

– *Two lane entry onto the beach*

Seasonal Weekends / Holidays

- Third Avenue, NSB
- Dunlawton Avenue, DBS

– *Additional Ramps opened*

Seasonal Weekends / Holidays

- Crawford Approach, NSB - Now open full-time
- *Minerva / Seaview Approaches - Discontinued due to lack of use*

Beach Service Model Update

Expanded Public Outreach

- *Beach App –*
 - *3,100 Downloads*
- *Facebook page / Twitter –*
 - *over 500 friends/followers*
 - *reaches \pm 1,000 people per post*

Beach Service Model Update

Driving Safety

- No texting while driving
- Headlights on
- Driver's window down

Enforcement of “No lying or sitting between vehicles”

Beach Service Model Update

Staffing

- Refined organizational structure working effectively: 12 hour shifts / command structure / district configuration
- Tiered tower staffing
 - Implementation Summer of 2013

Beach Service Model Update

Dynamic and flexible beach service

- Base Towers – evaluation of current prototype in progress

CURRENT



FUTURE?



Beach Service Model Update

Technologies and efficiencies

- TeleStaff - staffing adapted to weather conditions, events and historical data.
- Fleet size reductions and increased fuel efficiencies.
- Reduced carbon footprint

Beach Safety Vehicles



Operations Vehicle Comparison

Type	Start of Model	% of Fleet	FY-13	% of Fleet
Full-Size Truck	22	52%	9	25%
Mid-Size Truck	0	0%	4	11%
Jeep (Compact 4 Wheel Drive)	0	0%	3	8%
UTV	2	5%	8	22%
ATV	18	43%	12	34%
TOTAL	42		36	

Full-size truck



Mid-size Truck



*****This vehicle effectively replaces a full size truck with increased maneuverability and driver's visibility*****

Jeep



UTV



ATV



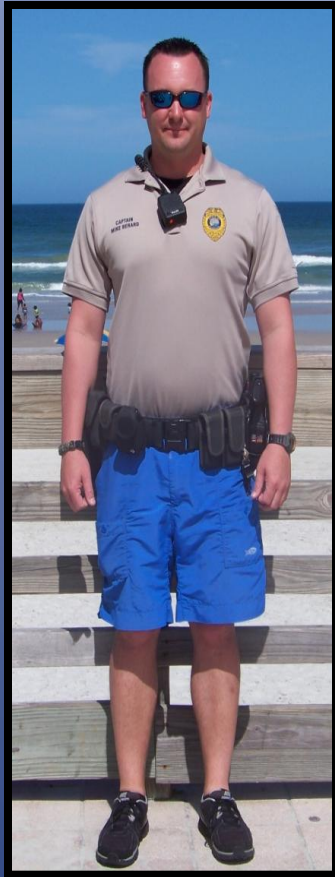
Uniforms

- Distinguish between armed and non-armed personnel.
- All employees are certified lifeguards, not all are law enforcement officers.

NEW LOOK!



Uniforms - Current



Sr. Lifeguard –
LEO / EMT /
Lifeguard



EMT /
Lifeguard

Uniforms - Proposed



Sr. Lifeguard –
LEO / EMT /
Lifeguard



EMT /
Lifeguard

Uniforms – Concealment options



Future Initiatives

- Mentoring Program – a program to transition junior lifeguard participants to a seasonal employee role
- Recruit Incentives – stipend incentive to complete training and work weekends and holidays

Questions?

