



# **City of North Miami Beach, Florida**

---

## **Office of the City Manager**

TO: Arthur H. Sorey, III, City Manager

FROM: Francisco L. Medranda, Chief of Staff

CC: Kemarr L. Brown, Assistant City Manager  
Gedel Merzius, Assistant City Manager  
Athalie L. Edwards, Senior Advisor

DATE: January 4, 2023

---

SUBJECT: **Publix Gift Card Database Review**

---

This memorandum aims to inform the City Manager, Assistant City Managers, and staff of findings after a thorough database study of the Publix Gift Cards distributions that took place October 6 – 8, 2022.

### **Background**

This item was presented for approval before the Mayor and Commission of the City of North Miami Beach on August 16, 2022, under Resolution No. R2022-118 COVID Relief Gift Cards from ARPA Funds. Item was voted on the Consent Agenda and approved with a 4 – 2 vote to purchase 1,500 Publix gift cards valued at \$150.00 each to be issued to City residents within 45 days from the effective date of this resolution.

There are two different database sets, the General and Homebound databases. The General database includes the information of the individuals that obtained a gift card during the regular drive-through distributions that took place October 6, October 7, and October 8, 2022. The Homebound database includes the information of the individuals that obtained a gift card via certified mail and in-person delivery.

### **General Database Set Findings**

Total Gift Cards Given:	1,158	
Approximate Duplicates:	15	(found within the 1,158 pool)
Non-residents Recipients:	3	(found within the 1,158 pool)
Approximate Lost Entries:	3	(based on assessment from the IT Department)

During the Friday, October 7, 2022, distribution at Allen Park / DeLeonardis Youth Center, a series of technical difficulties were present that compromised the accuracy of the data for our systems to trigger duplicates. As a result, the IT Department conducted a study on October 20, 2022, that resulted in the findings presented in the attached memorandum from the Chief Information Officer. Overall, the IT Department concluded that approximately 12 duplicates might have been able to pass through without triggering the system's query, and about 3 gifts card were unaccounted for.

Based on the sample size of 1,158 our Margin of Error at a 95% Confidence Level (industry standard) is 3%. The 15 duplicates plus the 3 unaccounted-for gift cards plus the 3 non-residents add up to about a 1.8% margin of error based on the sample size of 1,158.

**Homebound Database Set Findings**

Total Entries in Database: 187

Total Gift Cards Given: 172

Non-Resident Entries:	11	(identified and excluded from the 172 pool)
Unclaimed Gift Cards:	4	(returned to the City, excluded from the 172 pool)
Duplicates Found:	2	(received two gift cards, part of the 172 pool)
Lost-in-mail Gift Card:	1	(received an additional card, part of the 172 pool)

In past distributions, we have used staff from Code Compliance and Parks & Recreation to deliver gift cards to residents. For the October 6-8, 2022, distributions, we opted for a hybrid approach of certified mail plus in-person deliveries. The database shows that 140 gift cards were mailed out via certified mail, and 36 were delivered in person. A total of 4 gift cards were returned to the City via certified mail since they were unclaimed by their corresponding recipients. Overall, 172 gift cards were distributed out of the Homebound database set. There were 11 non-residents found on the database set; however, these individuals were identified and excluded from mailing or delivering a gift card. Two individuals were found to have been mailed out 2 gift cards each; this was an oversight from the staff. One individual called the City several times, claiming she had yet to receive a gift card that was mailed out to her. In this scenario, staff tracked the missing gift card and found it to be lost in the mail. Therefore, staff issued a replacement gift card for the homebound recipient.

**Turkeys Distribution**

A total of 111 gift cards were given to the Mayor and Commissioners, who provided a list of names and addresses of residents as part of their Thanksgiving Turkeys Distribution. These gift cards and turkeys were delivered before Thanksgiving Day starting Friday, November 18, 2022, Monday, November 21, 2022, and Tuesday, November 22, 2022.

**Conclusion**

Based on the 2 different database sets, it is concluded that a total of 1,441 Publix Gift Cards were distributed to the NMB community (1,158 + 172 + 111). There is a total balance of 59 gift cards that are currently secured by staff and can be used for future community events and initiatives.

Attachment(s): Gift Card Distribution Technical Issues Memorandum



## ***City of North Miami Beach, Florida***

---

### ***Information Technology Department***

TO: Arthur H. Sorey, III City Manager

CC: Kemarr L. Brown, Assistant City Manager  
Gedel Merzius, Assistant City Manager  
Francisco L. Medranda, Chief of Staff  
Tsung NG, Systems Analyst

FROM: Ricardo A. Castillo, Chief Information Officer *Ricardo Castillo*

DATE: October 20, 2022

---

SUBJECT: **Gift Card Distribution Technical Issues**

---

The purpose of the memorandum is to provide information regarding the technical issues encountered during the gift card distribution and recommendation moving forward.

**Problem: Cellular Issues with Allen Park causing duplicate and lost entries of the Publix Gift Card Program.**

The City of North Miami Beach experienced issues at Allen Park where staff were entering people's information into the Laserfiche Form and having issues submitting their information and retrieving/checking for duplicates due to the lack of cell phone reception around that area. As a result, there were duplicate and lost entries in the system. IT has found approximately 12 duplicate entries and 3 missing entries.

**Solution:** *For future gift card events, IT strongly recommends to not use Allen Park as a distribution site that requires any cellular reception that will cause the system to have duplicate entries and/or missed submissions.*