


# Memorandum



**Date:** December 23, 2021

**To:** Honorable Chairman Jose “Pepe” Diaz  
and Members, Board of County Commissioners

**From:** Daniella Levine Cava  
Mayor 

**Subject:** Miami-Dade Aviation Department: Public Announcements at Miami International Airport, Directive No. 212072

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At the October 5, 2021 Board of County Commissioners (Board) meeting, Board members adopted Resolution No. R-949-21 directing the County Mayor or County Mayor’s designee to have all public announcements at Miami International Airport (MIA) delivered in the English, Spanish, Portuguese, and Creole languages instead of just English and Spanish and provide a report to the Board.

During a discussion held at the meeting regarding the contents of Resolution No. R-949-21, Board members further directed the Administration to: (i) determine the average length of each public announcement at MIA prior to the adoption of the Resolution, and resize and update the scripts in each announcement to include the English, Spanish, Portuguese, and Creole languages, as appropriate, and (ii) consider the elimination of certain public announcements in order to reduce the noise levels inside the airport terminal and improve the customer experience. In that regard, Board members further instructed that it be ascertained if other major gateways (such as Charles De-Gaulle (CDG), London Heathrow Airport (LHR), Frankfurt International Airport (FRA), Los Angeles International Airport (LAX), and John F. Kennedy International Airport (JFK)) broadcast their public announcements in four languages or more as part of their airport public address program. Additionally, the County Mayor or County Mayor’s designee was directed to implement other communication systems to improve the airport’s present-day public announcement program including: (i) the installation of screen display systems that transmit the same content as the announcements broadcasted through MIA’s public address system, and (ii) the provision of on-demand real time translation services in the English, Spanish, Portuguese, and Creole languages.

The Miami-Dade Aviation Department (MDAD or Aviation Department) has prepared the following report which details the steps taken by the Aviation Department to comply with the Board’s written and oral directives.

Chart A, as illustrated on the next page, shows a listing of the public announcements made through MIA’s public address system and the various actions taken by the Aviation Department, that among other things, includes the elimination of specific types of public announcements including the celebrity “Welcome to MIA” announcements and the “No Smoking” announcement, in addition to resizing and updating other announcements to include the English, Spanish, Portuguese and Creole languages, as appropriate.

Chart A. MIA’s Present-Day Public Announcement Program

Announcements	Languages English/ Spanish or Both	Length in Seconds	Pre/Post Security Location or Both	Rotation Frequency	Changes Implemented/ Pending Implementation
Welcome to MIA Trina	English	6	Pre	Every 150 Minutes	Announcement was eliminated
Welcome to MIA Carlos Ponce	Both	11	Pre	Every 150 Minutes	Announcement was eliminated
Welcome to MIA Michelle Bern	Both	10	Pre	Every 150 Minutes	Announcement was eliminated
Welcome to MIA Chef Pepin	Spanish	10	Pre	Every 150 Minutes	Announcement was eliminated
Welcome to MIA Flo Rida	English	7	Pre	Every 150 Minutes	Announcement was eliminated
Welcome to MIA and COVID-19 Mayor Daniella Levine Cava	Both	48	Both	Every 15 Minutes	The rotation cycle has been changed to every thirty minutes; the announcement was reduced and updated to include Portuguese and Creole for a total of 1 minute and 6 seconds.
No Smoking	English	7	Both	Every 30 Minutes	Announcement was eliminated
Transportation Security Administration (TSA) Liquids: TSA Rule 3-1-1 (each passenger is limited to carry 3.4 ounces or smaller sized container that fit in one (1) quart sized bag)	English	47	Pre	Every 20 Minutes	This is a TSA mandated announcement. The rotation cycle has been changed to every sixty minutes; the announcement was reduced and updated to include Spanish, Portuguese, and Creole for a total of 3 minutes and 20 seconds.
Military Lounge	English	26	Pre	Every 20 Minutes	Rotation was changed to every 60 minutes; the length of the announcement was reduced and updated to include Spanish, Portuguese, and Creole

					for a total of 44 seconds.
Unattended Bags	Both	48	Both	Every 20 Minutes	This is a TSA mandated announcement. The rotation was changed to every 60 minutes; the announcement was updated to include Portuguese and Creole for a total of 1 minute and 25 seconds.

With respect to the survey conducted of other major gateways worldwide, out of the five airports surveyed, JFK and LAX deliver all of their public announcements in English, CDG broadcasts in English and French, FRA announces in English and German, and LHR announces only in English.

As directed by Board members, MDAD staff looked at other ways to enhance MIA’s existing public announcement program. To that end, the Aviation Department will complete installing television (TV) monitors on the countertops of the Information Centers in Concourses D, H, and J, similar to the one currently installed at the Information Center in Concourse E. Because the TV monitors have to be procured and electrical cabling needs to be installed to use these monitors, MDAD projects that this task will be completed by the first quarter in 2022. However, the TV monitor in Concourse E will be ready to display MIA’s public announcements in the English, Spanish, Portuguese, and Creole languages by mid-December. All of these TV monitors will display the same content as the public announcements broadcasted throughout the airport in all four languages on a rotational basis. Additionally, a table-top sign will be placed on all of the Information Center countertops with a QR Code webpage so travelers and visitors know where to access MIA’s public announcements. This QR Code webpage is being developed and is expected to be completed by year-end, it will provide on-demand access to a digital-friendly platform with the same messaging content as MIA’s public announcements in all four languages.

As requested by Board members, all of the public announcements at MIA have been evaluated, resized, and updated in accordance with the Board’s directive to include the English, Spanish, Portuguese, and Creole languages, as appropriate. Other communication methods are also in the process of being implemented to improve the overall effectiveness of MIA’s public address program, which will provide visitors and air passengers with real time messaging choices in the four languages noted above through the use of screen display systems and a digital services platform.

Pursuant to Ordinance No. 14-65, this memorandum will be placed on a Board agenda for review.

Should you have any questions or require additional information, please contact Ralph Cutié, Director, Miami-Dade Aviation Department at 305-876-7066.

- C: Geri Bonzon-Keenan, County Attorney
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