



Agenda Item No.

1(D)3

April 8, 2008

Date: April 8, 2008

To: Honorable Chairman Bruno Barreiro  
and Members, Board of County Commissioners



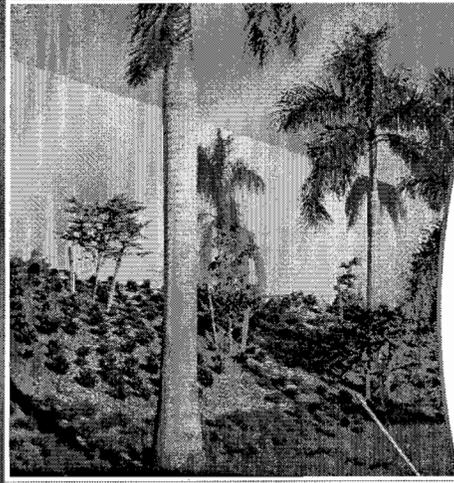
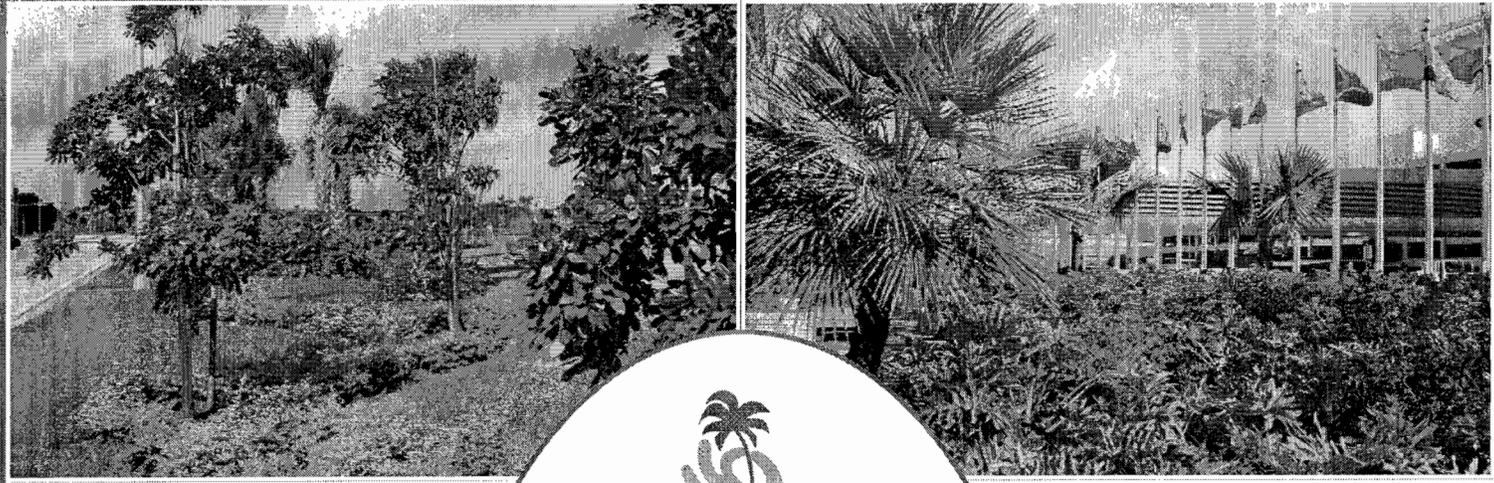
From:   
Dennis C. Moss, Commissioner, District 9  
Chairman, Community Image Advisory Board

Re: 2007 Report Community Image Advisory Board

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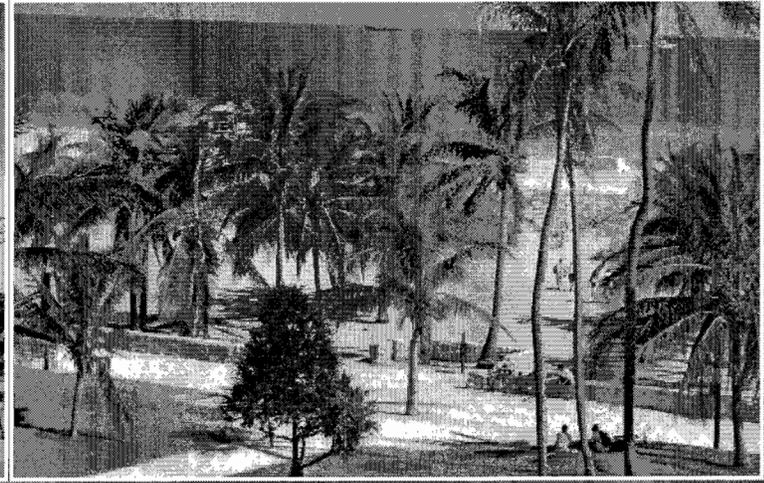
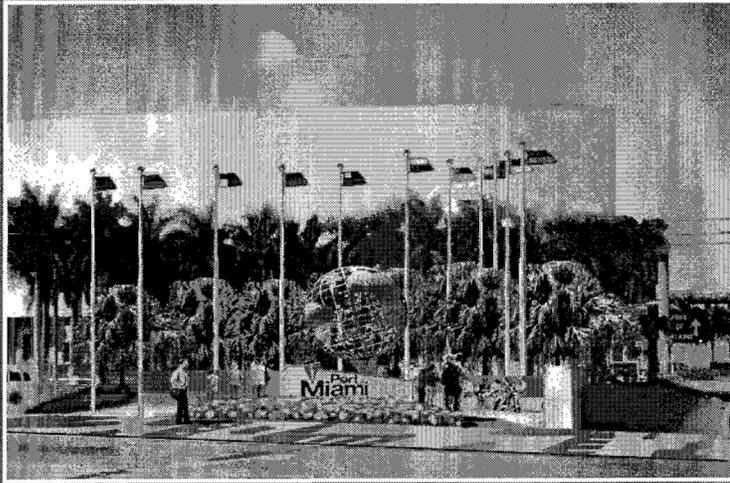
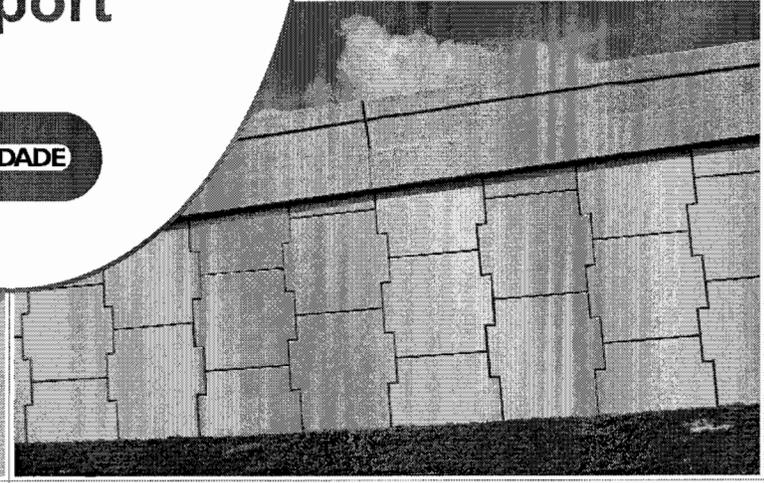
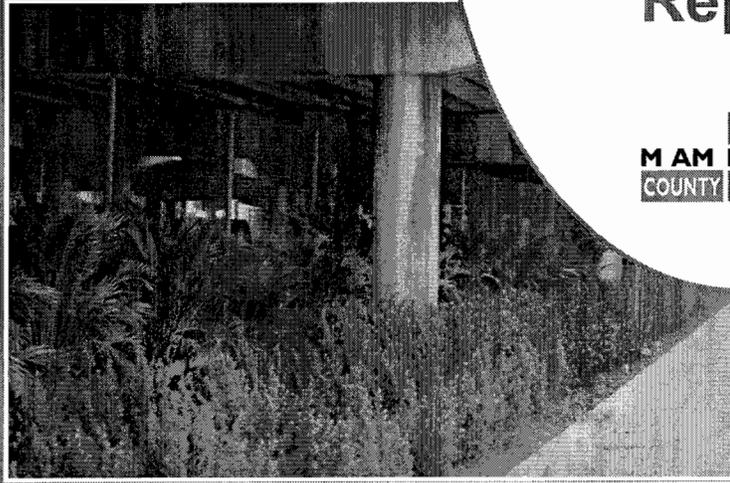
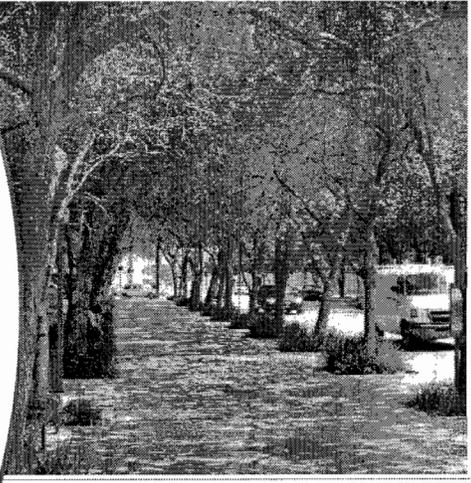
Attached is the 2007 report of the achievements of the Community Image Advisory Board for your review and consideration.

Thank you in advance for your assistance.  
DCM/dcp



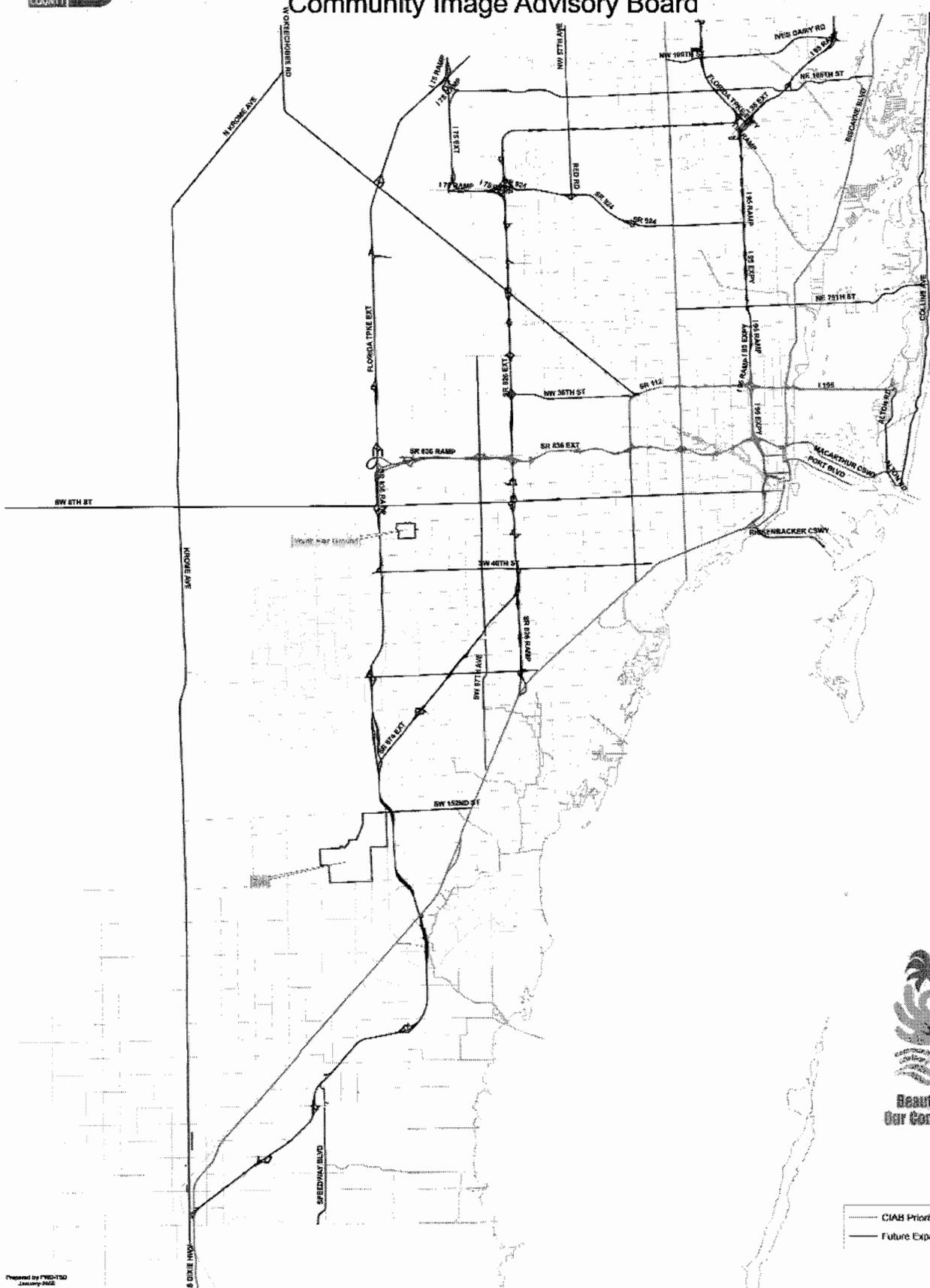
**Beautifying  
Our Community**

**2007  
Community Image  
Advisory Board  
Report**





# Miami-Dade County Community Image Advisory Board



— CIAB Priority Gateways  
 - - - Future Expansion Gateways



DENNIS C. MOSS  
COMMISSIONER

*Board of County Commissioners*  
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Honorable Carlos A. Alvarez, Mayor  
Honorable Bruno A. Barreiro, Chairman  
Fellow Members, Board of County Commissioners

Community Image Advisory Board Report

I am pleased to report to you as required by Ordinance 01-164 on the activities and accomplishments of the Community Image Advisory Board (CIAB).

As you travel throughout Miami-Dade County you can see the evidence of the partnerships formed with our member organizations: the Florida Department of Transportation, MDX (Expressway Authority, municipalities, Miami-Dade Public Schools, the Metropolitan Planning Organization, the Greater Miami Convention and Visitors Bureau, and various County agencies. We are working across jurisdictional boundaries to improve the gateways and streetscapes for visitors and residents.

When the Board formed the CIAB in 2001, it recognized the importance of the tourism industry to the local economy. The physical appearance of Miami-Dade's gateways needed focused attention, especially where geographic boundaries meet between the various agencies. The CIAB has answered the call to work together to make aesthetic and quality of life improvements to our community.

The CIAB meetings are hosted by the Greater Miami Convention and Visitors Bureau and are well-attended. Monthly presentations from members share good ideas on initiatives and identify possible resources for accomplishing our goals.

Initially, the CIAB narrowed the scope to three priority gateways: US 1, 27 Avenue and the Airport to Seaport routes primarily to concentrate limited resources along highly visible roadways. Long-term the CIAB is working to improve streetscapes throughout Miami-Dade County through the Aesthetic Master Plan.

I would like to say thank you to my colleagues who have supported the initiatives of the CIAB and helped improve the quality of life within Miami-Dade County. There are many more opportunities that are within our reach if we continue to work together by forging future partnerships.

Sincerely,

Dennis C. Moss, Commissioner District 9  
Chairman, Community Image Advisory Board



## Community Image Advisory Board Report - 2007

The Community Image Advisory Board (CIAB) had a busy and productive year in 2007. Among the accomplishments:

- *Super Clean Up and Green Up - a multi-agency cooperative effort that made our key gateways sparkle for the Super Bowl.*
- *Completed the NW 27th Avenue Landscape Improvement project from NW 127th Street to the Countyline in partnership with the Cities of Miami Gardens and Opa Locka with a grant from the Florida Highway Beautification Council.*
- *Prepared the Miami-Dade County Street Tree Master Plan to promote long-term improvements to our tree canopy. The Plan passed the Board of County Commissioners in March 2007.*
- *Completed design, production, and post-production of an anti-litter public service announcement and print copy starring the Miami Heat.*
- *Completed the design and implementation of the Revamp the Ramps project in cooperation with the Downtown Development Authority and the City of Miami to enhance the ramps leading into and out of Downtown Miami.*
- *Completed Phase III of the Greening of the "V" with Hands on Miami and Roots in the City.*
- *Sustained support of the CIAB to the City of Miami for replacement of the "Pink Wall" on US 1. Project construction began in the fall of 2007.*
- *Executed landscape improvements to the Overtown Transit Village Station, the new home of Miami-Dade Transit and the Third Street and River Walk Metromover Stations.*

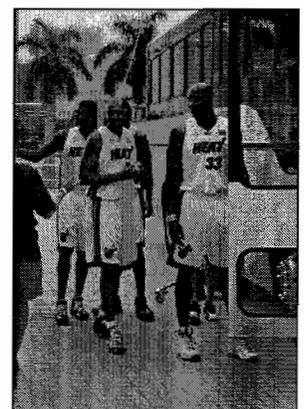
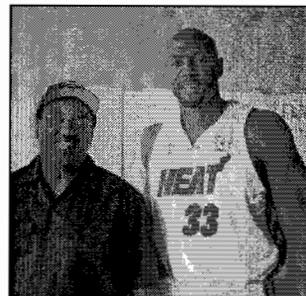
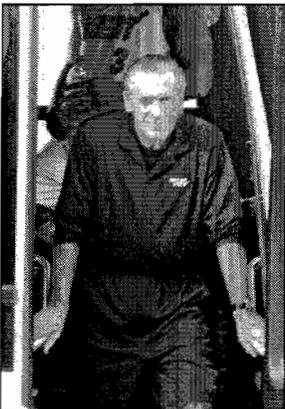
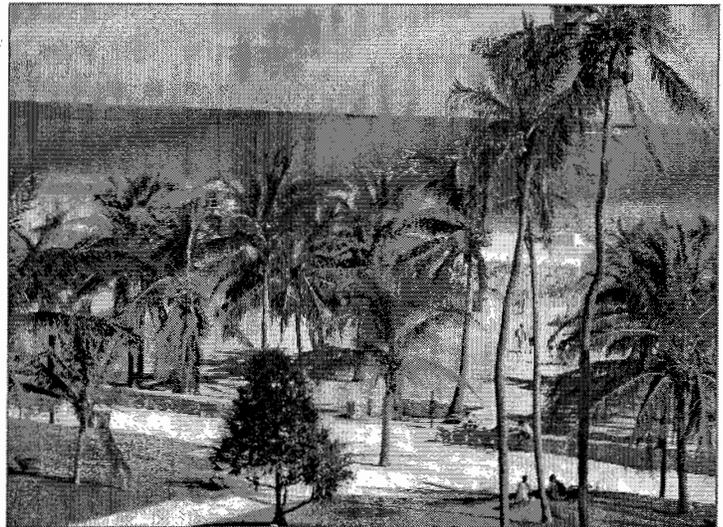


Image is important - how we feel about our community, how visitors perceive us, and how it impacts the local economy relate directly to the cleanliness and maintenance of our public spaces. Imagine a tourist southbound on I-95 or I-75 for his/her first trip into Miami-Dade County, or in a taxi to South Beach or on a bus from Miami International to the Port of Miami for a cruise; what does that tourist see? It is the goal and direction of the Community Image Advisory Board to improve our gateways. Nevertheless, it isn't just about visitors; it's about the daily commute and whether residents experience concrete and heat or green and cool - the **green** infrastructure of our community.



When the Miami-Dade County Commission created the Community Image Advisory Board (CIAB) in 2001, unwelcoming vistas greeted our visitors along frequently traveled roads. The CIAB finds solutions to urban littering, graffiti, unattractive or insufficient landscaping, the absence of tree canopy, inadequate space to plant, and lack of color and coordinates with multiple governments and agencies with confusing boundaries and insufficient funding. The impressions of the routes to the Airport and Seaport could determine whether tourists will return in the future. Economic vitality is directly tied to the physical conditions of our community.

In 2006, Miami-Dade hosted 11.6 million overnight visitors to Greater Miami and the Beaches. They spent \$16.3 billion in direct expenditures; the average expenditure per trip was \$1,408.63, and the average stay was 5.74 days. (Source: 2006 Visitor Profile and Economic Impact Study Prepared for Greater Miami Convention & Visitors Bureau)

The Community Image Advisory Board (CIAB) was the successor to the temporary Community Image 2000 Advisory Committee. The CIAB mission is to advise the Board of County Commissioners on the maintenance and improvement of major roadways, transportation terminals and adjacent properties, including:



- the proper maintenance of grass in and around our main roadways and transportation gateways;
- the continued enhancement of our main roadways and transportation gateways through the replacement of unhealthy or damaged landscaping;
- the enhancement of areas under overpasses and bridges;
- the establishment of a standard color-scheme for bridge overpasses;
- the proper maintenance of the Metrorail and Metromover system and the creation of exciting designs through lighting painting, and cosmetic changes to the Metrorail and Metromover trains;
- the elimination of litter and trash on our main roadways and transportation gateways;
- the clearance of roadway intersections and emergency lanes of debris;

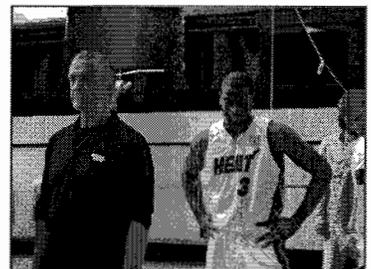
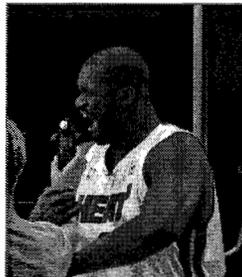
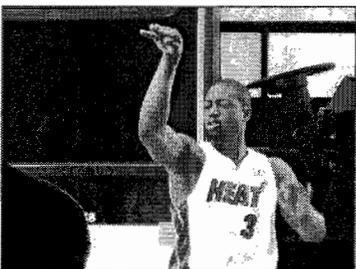
- the enhancement of all roadways serving major tourist transportation terminals such as the airport, seaport and train station;
- the enhancement of water retention areas near major roadways through the use of lighting and fountains;
- the education of the community regarding the goals of the Advisory Board, especially roadway and gateway beautification.

Membership on the Board is comprised of representatives from the Florida Department of Transportation, MDX (Expressway Authority), the Greater Miami Convention and Visitors Bureau, Miami-Dade Public Schools, the Downtown Development Authority, the Miami-Dade League of Cities, each municipality, each County Commissioner, County Departments - Aviation, Seaport, Planning and Zoning, Solid Waste, Team Metro, Park and Recreation, Transit (MDT), Public Works, Metropolitan Planning Organization, the Transportation Aesthetics Review Committee, the Transportation Advisory Committee, the Greater Miami Chamber of Commerce, the Homestead/Florida City Chamber of Commerce, Amtrak, Tri-Rail and a member of the media.

### Accomplishments of the CIAB

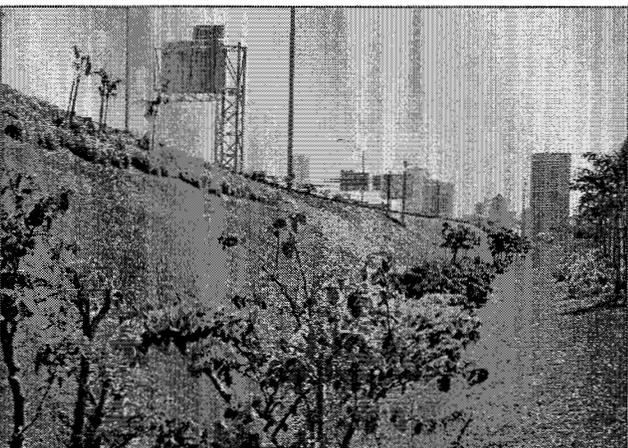
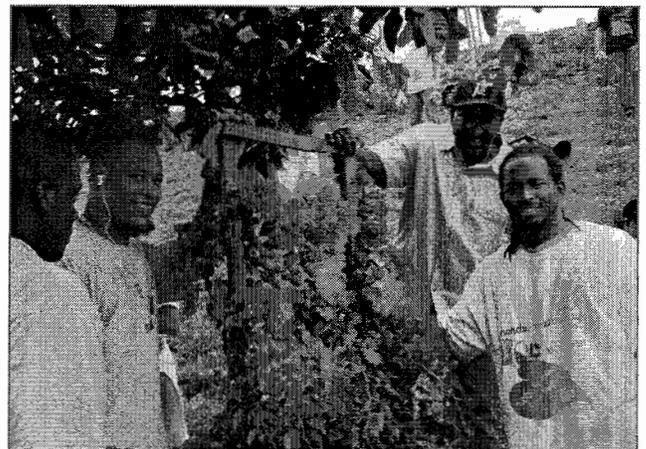
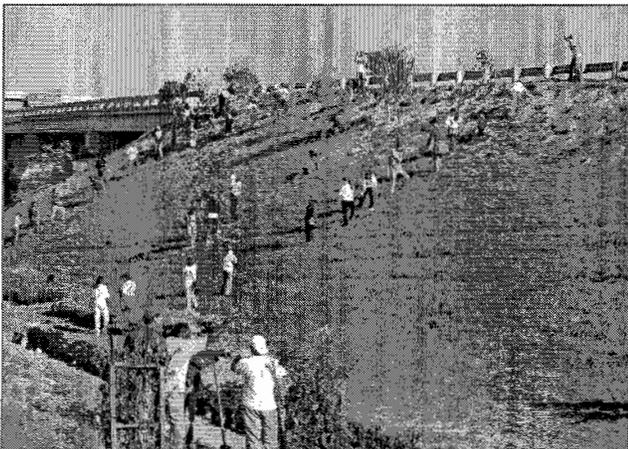
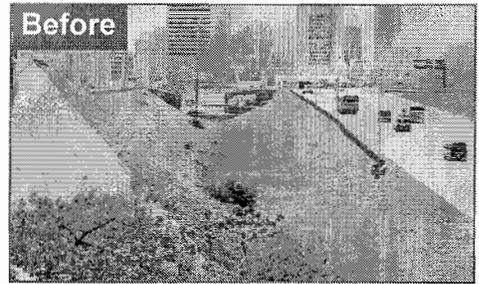
#### Education

- MDX provided the funding for the concept for an anti-litter campaign. A public service announcement with the Miami Heat coach and players was filmed in the preparation for a top-notch outreach campaign to reach a larger audience. Post-production editing and launch event planning are on-going.
- Conducted annual poster contest for elementary, middle and high school students. More than 1700 students participated in the 2007 contest.



## Gateway Landscape Improvements

- In February 2007, South Florida hosted Superbowl XLI. Super Clean Up and Green Up was a coordinated effort by multiple jurisdictions to get the community ready for "company". The following projects were part of the efforts to get our roadways ready.
- **Greening the "V"** - Phase III. Coordinated design and implementation of I-95 V Project with the City of Miami, Hands on Miami, Roots in the City and CIAB Landscape Projects committee planted tropical trees and shrubs to enhance the appearance of I-95, from NW 11th Terrace to I-395, referred to as the "V" area to frame the skyline view of downtown Miami. Planning on the "V" Project began in the spring of 2005, before Hurricanes Katrina, Rita and Wilma visited South Florida. Planting in the middle of I-95 on steep terrain, is not for the faint-hearted, but more than 900 volunteers from universities, corporations, and non-profit agencies, assisted. Landscape architects from state and county agencies also volunteered design time.
- Coordinated design and implementation of northbound 8th Street of Ramp of I-95 in Downtown Miami with CIAB Landscape Projects committee.

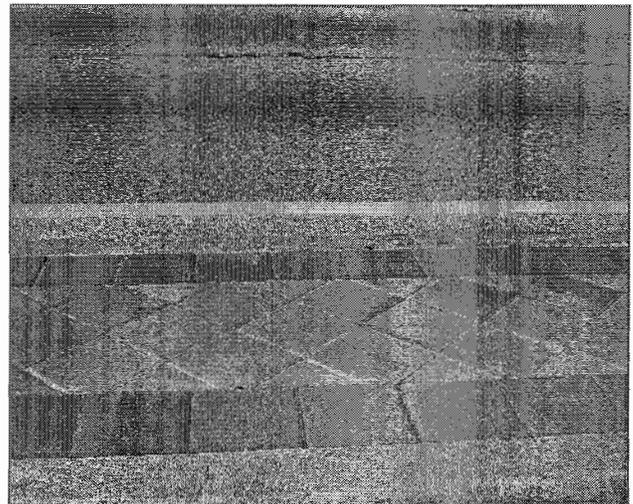


- **I-95 landscape enhancements** - Requested and received expedited FDOT landscape enhancements that were already planned for I-95, but were scheduled for implementation in future years. By accelerating these projects the improvements were in place before the Super Bowl.
- **27th Avenue Gateway Improvements** - Implementation of the collaborative project for 27th Avenue landscape improvements the Cities of Miami Gardens and Opa Locka and the Florida Department of Transportation (Completed November 2007).



The median and rights-of-way along the northern stretch of 27th Avenue was unattractive, stark, and sparsely landscaped. The area looked generally unpleasant and depressing.

The CIAB applied for a grant from the Florida Highway Beautification Council for 27th Avenue within the City of Opa Locka and coordinated with Miami Gardens, the municipality immediately north to achieve compatibility in design from County Line Road to NW 127th Street.



With a \$300,000 grant from the Florida Highway Beautification Council, matched by \$150,000 from a Joint Participation Agreement with FDOT and \$150,000 from the CIAB, the collaboration began. The City of Miami Gardens also received a grant from FDOT and agreed to manage the entire project. Both cities committed funding from their own budgets to complete design details.

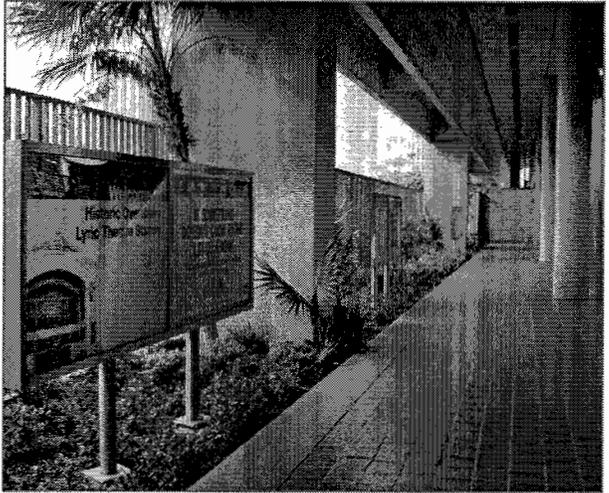


The next phase of improvements to 27th Avenue is now in the planning phase. The CIAB received another grant of \$300,000 from the Florida Highway Beautification Council for the section from State Road 112 south to the Miami River. This segment is the border between the City of Miami on the east and Miami-Dade County Unincorporated Municipal Service Area (UMSA) on the west. Currently the City and the County are working on an interlocal agreement to establish implementation and maintenance roles for the corridor.



- "Punch List" for the Super Bowl - Coordinated multi-jurisdictional team to intensify key gateway maintenance
  - Replace dead or missing plants
  - Mulch trees/palms and shrub/ground cover beds
  - Pick up litter and piles of trash
  - Weed removal (i.e. cracks in roads, road drains, bridges, fence lines, etc.)
  - Weeding of shrub and ground cover beds
  - Graffiti removal
  - Mow grass and edge where possible and appropriate

• **Metrorail and Metromover stations upgrades** - In 2005, the CIAB Landscape Projects Committee worked with MDT to "makeover" the Vizcaya Metrorail Station. This station was targeted for improvements not only because it's a visitor hub to one of Miami-Dade County's foremost tourist destinations, but it also sits along US1 at the entrance to I-95 and the gateway into downtown Miami. Landscaping and painting upgrades revived the station. Landscaping upgrades to the Overtown Metrorail Station and the 3rd Street and Riverwalk Metromover Stations were completed in 2007. Current planning is on going for the Civic Center Metrorail Station with MDT, the University of Miami and the City of Miami. The Civic Center Station is a major hub for Jackson Memorial Hospital which has visitors from around the world and thousands of workers daily. Other Health District facilities, the activities of the courts, the State Attorney's Office, the Miami-Dade Health Department and the two jails intensify the number of people that use the Station. The Civic Center Station lacks landscaping and looks dingy. Planting and painting schemes are in the works to enhance the appearance.

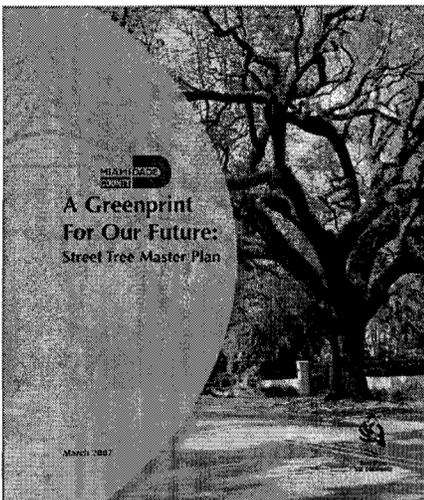


### Improved maintenance along gateways

One of the critical components to aesthetic improvements is to ensure that the areas are maintained. Litter is a constant concern. Regular maintenance cycles do not keep up with the mattresses, bumpers, and other debris (even refrigerators!). The CIAB prioritized gateways for enhanced maintenance to make litter and debris pickup more frequent and to improve the landscape. The CIAB forms partnerships to identify which agency will take the lead in the planting and maintenance efforts. The jurisdictional lines become less important than maintaining a high standard. In other words, it doesn't matter that the refrigerator is half on FDOT right-of-way and half on County right-of-way; someone needs to get it off the side of the road ASAP. The heightened awareness of the goals of the CIAB boosted interagency cooperation on roadway issues.



- During the 06 - 07 fiscal year, the CIAB hired and implemented its own Neighborhood Enhancement Action Team (NEAT) to remove trash and make repairs when the maintaining jurisdiction cannot respond in an expeditious manner. Currently, a second CIAB NEAT team is being hired.
- Bullnose Work and Landscape Plantings along Gateways - as part of the CIAB Minimum Standards, the Public Works Department has been maintaining the end caps of medians (a.k.a. bullnoses) through CIAB.
- Continuation of the CIAB Inspection Program - CIAB Inspector visually scrutinizes priority corridors to report maintenance issues to the appropriate jurisdiction for follow up action.
- Purchase a street sweeper and watering truck for maintenance on the priority corridors.

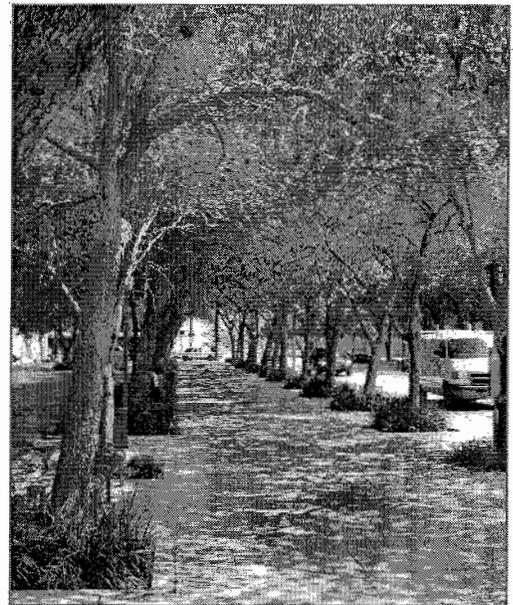


### Tree Canopy Restoration

- Completed and submitted to the BCC, the Greenprint for our Future: Street Tree Master Plan. Approved by the Board on March 6, 2007.
- Formed a committee of the CIAB to implement the recommendations of the Street Tree Master Plan.
- Planned and held a Tree Summit with the City of Miami on July 18, 2007. Local municipalities were invited to attend. The summit identified challenges and solutions for trees in Miami-Dade County and extended collegiality amongst those concerned about the decline in urban tree canopy in our community.

- Coordinating with the City of Miami and American Forests to perform an Urban Ecosystem Analysis of green infrastructure and tree canopy which will include the following activities:

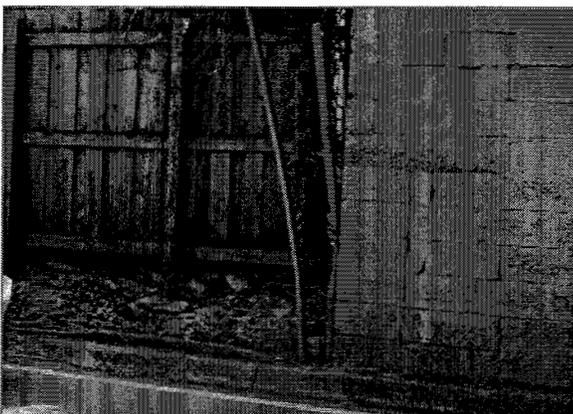
- Use of satellite imagery to identify and classify land covers, such as trees, grass, water, shrub, and impervious surface areas while calculating percentages of total land cover
- Quantify air and water quality, storm water reduction, and pollutant reduction values
- Show trends by illustrating changes in land cover and tree loss over time
- Provide information on green infrastructures versus gray infrastructure



- Healthy Canopy Initiative includes enhanced tree planting, maintenance and hazard mitigation. As part of this initiative, ten thousand trees were planted by the Public Works Department during the rainy season of 2007.
- Continue on-going coordination of the Adopt-a-Tree Program with DERM to enhance tree canopy. In 2007, over 100,000 trees were given away from the 2001 inception of the Program.

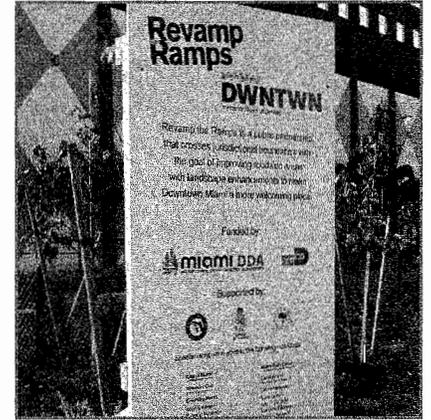
#### Aesthetics

- Convened an advisory committee of the print media industry and County representatives to construct an ordinance regulating the newsracks in unincorporated Miami-Dade County.
- Began Phase I of the Countywide Aesthetics Master Plan.
- Julia Tuttle Memorial Statue - The CIAB is assisting the Commission for the Status of Women with \$35,000 towards the purchase of this memorial statue to be installed at the former Dupont Plaza area along the Miami River greenway.
- US1 "Pink Wall" - The City of Miami began demolition and replacement of the eyesore "Pink Wall" on US1 in 2007. The "Pink Wall" is situated along a priority gateway and has been a concern of the CIAB.



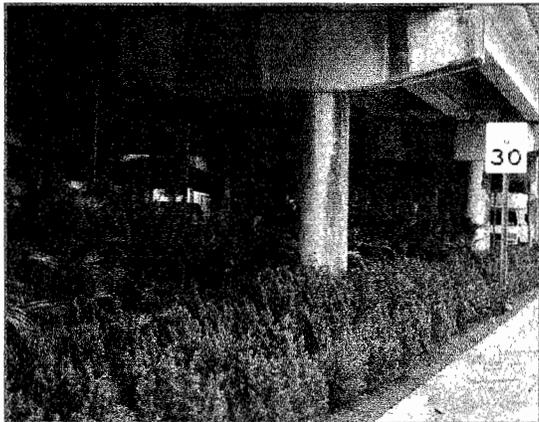
## Revamp the Ramps (Downtown Expressway Ramps)

The expressway ramps into and out of the Downtown Miami area did not reflect the importance of our tourist economy with sparse vegetation and infrequent maintenance cycles. The CIAB developed a partnership with Downtown Development Authority (DDA) for improvements to several downtown ramps. The planting was funded by the DDA and Miami-Dade County through the CIAB. The DDA has agreed to maintain the ramps on an on-going basis. The Revamp the Ramps Project was approved by Board of County Commissioners on July 10, 2007 and implemented by December 2007.



### Volunteer Coordination

Volunteer projects build community support for the CIAB mission and achieve short-term, low-cost improvements. Use of volunteer labor is a cost-effective method of bringing immediate results. The CIAB coordinates planting projects with Hands on Miami and other volunteer groups.



### Establishing CIAB Gateways

The CIAB has adopted three priority gateways: US 1 in its entirety from Monroe County to Broward County, 27th Avenue, and the Airport to Seaport as critical routes; Metrorail and Metromover Stations; Miami International Airport and the Port of Miami as hubs. The CIAB has concentrated improvement efforts on the priority gateways in order to maximize the impact and target visible enhancements. As existing priority gateways are improved, the CIAB will add new gateway corridors to target for enhancements.

### Gateway Landscaping Standards

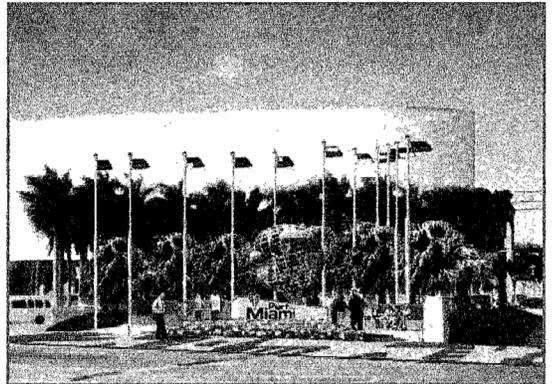
The Landscaping Committee of the CIAB has developed a standards manual for the selection of landscape plants along the gateways. The Committee is currently working on maintenance standards for gateways. This effort will provide a reference document and training guide for agencies that work on the roadways to upgrade the knowledge base across agency boundaries.

### Looking Forward

The CIAB envisions carrying the following projects forward in 2008:

- Launch and distribute the anti-litter campaign with the public service announcement starring the Miami Heat.
- Continue with the annual poster contest "Clean Up and Green Up". In its 4th year, the CIAB contest is designed to reach school children of all ages.

- **Complete Phase 1 of the Aesthetic Master Plan.** The plan will serve as a guide for the planning of road bridges and buildings for the future of our community.
- **Announce the results of the Urban Ecosystem Analysis by American Forests.** This study was done in partnership with the City of Miami to investigate tree canopy in our community to quantify the challenges trees face in South Florida.
- **Complete the guide for maintenance of trees to assist municipalities and the general public.**
- **Re-landscape Civic Center and South Miami Metrorail Stations.**
- **Facilitate and support the Port of Miami Entrance Feature construction.**
- **Identify and design 2008 Hands on Miami Day volunteer landscape project.**
- **Design and begin implementation of the 27th Avenue Landscape Beautification project south of SR112 to the Miami River with the City of Miami.**
- **Design and begin implementation of a gateway landscape enhancement in Florida City.**
- **Solidify additional partnership opportunities with municipalities and the CIAB partners.**



## Results

The CIAB is fulfilling its mission of making improvements to Miami-Dade's gateways and improving the green infrastructure of our community. Participation by a wide spectrum of agencies and individuals and collaborations across agency lines has accomplished visible results thanks to the members' expertise and commitment to make aesthetics and quality of life improvements in Miami-Dade County.



### What is Green Infrastructure?

The term "green infrastructure" is not common terminology in government or with our citizenry, but understanding its importance in the makeup of the community for quality of life issues, is a start towards rebuilding what has been lost over time.

The physical structure of a community is called its infrastructure. These utilitarian workhorses of a city can be divided into green and gray. Green infrastructure are areas covered with trees, shrubs, and grass; gray infrastructure is buildings, roads, utilities, and parking lots. Green infrastructure is porous, allowing water to soak into soil which naturally filters pollutants before entering canals, the Miami River, or Biscayne Bay and recharges the aquifer that supplies our drinking water. Gray infrastructure is impervious, forcing water to runoff and which must be managed and cleaned before entering bodies of water.



**Carlos Alvarez**  
*Mayor*

**Board of County Commissioners**

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**Barbara J. Jordan, Vice Chairwoman**

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**Alyce M. Robertson, Director**  
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**Dennis C. Moss, Chairman of the Community Image Advisory Board**

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