

ANNUAL RETREAT
PEREZ ART MUSEUM MIAMI
JULY 29, 2015





### Welcome

#### **Terry Vento**

Deputy Director of PAMM



## Why We Are Here

#### Commissioner Dennis C. Moss

Chairman, Neat Streets Miami



## Introductory Exercise

# IF I WERE A CORRIDOR OR GATEWAY...



## What Are We Doing Here?

Creating a 2016 Work Plan that...

Leverages Our Resources

and Advances

Neat Streets Miami's

Mission and Goals



## What Are We Doing Here?

**9:30 am** Overview of day

9:45 am Status of NSM

10:30 am Break — Inside or balcony

10:45 am What do you bring to the table?

11:30 am Narrowing it down

12:00 pm The Return on Creating Beautiful,

Welcoming Environments ~

Jim O'Shaughnessy, Carnival

12:45 pm Brief NSM board meeting

1:00 pm Defining success

2:00 pm Day concludes

## Member Feedback



# What is Neat Streets Miami's most important role?

```
beautification municipalities visitors knowledge appearance
entire residents community attempt
bring Miami's importance
disciplines Bringing attention see cleanliness
network cooridors Miami-Dade dedicated build spaces
green first keep Miami-Dade dedicated build spaces
making Keeping live good appear evidenced architecture
across MDC County's make only DADE
most look any maintaining insight
coordinate efforts collective impression growth emphasis agree collaborations
Improving class difference aesthetic Way
change Focusing Beautiful important major
maintaining improvements landeraning maintanance message insuring improvements landeraning landeraning improvements landeraning impression lander and coordination/collaborations

Miami collective impression between impression board collaborations
coordinate development same
                      maintenance message insuring improvements coordination/collaboration landscaping word Ite
                                                                                                                                                                                                                                                                                                    (Word VitOut
```



### Most important role

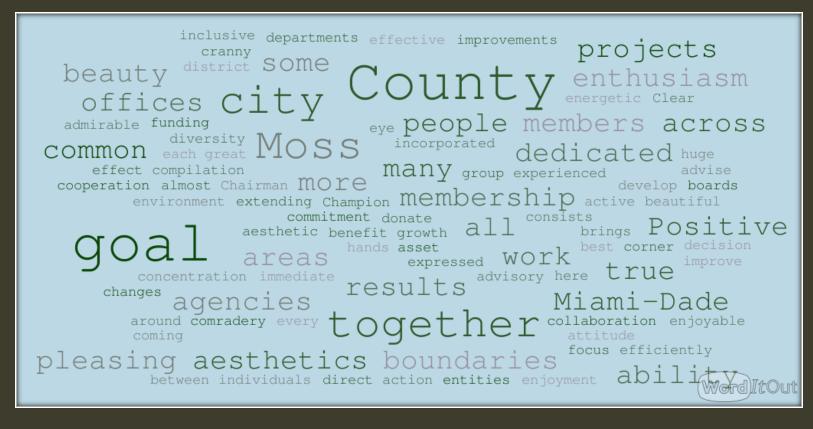
"Focusing on the spaces between jurisdictions and raising the standards across the board."

"To strengthen collaborations and build a strong network of individuals and organizations... dedicated to supporting the improvements of gateways, corridors, parks and open spaces."

"Very important to the development and growth of our city and county to keep it green with plants."



## What makes Neat Streets Miami unique from other Boards and organizations?





## Unique because...

"Neat Streets is not like other advisory boards. We have the ability to advise many county departments on ways to have a more aesthetically pleasing community. We also have the ability for direct action that produces immediate results."

"It brings together many agencies and some organizations and individuals who can work together to efficiently effect positive change."

"Commissioner Moss' leadership and support towards projects that benefit the community and improve our quality of life is admirable."



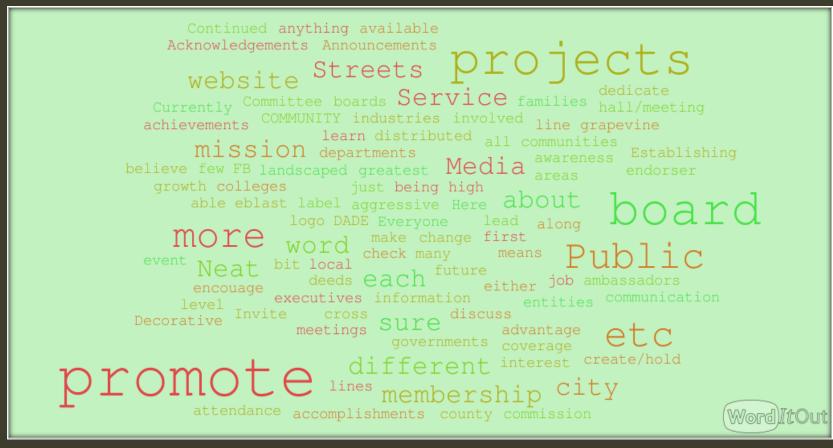
"You physically see the results."

## What are the 3-5 words you would use to describe the function of Neat Streets Miami?

```
pedestrian organizations
         entrances Expertise
             transportation Make
                     beutification Engagement
  Pride attract professionals location
         Trees Miami's
              destination Improve local
      Keeping
                                      communities
      enhance County 1Mage clarity Beautiful
     Amazing Resourceful residents happen top
   identity group spaces Innvovation
                                   people Impact
maintenance Coordination benefit
          friendly
                      corridors worldwide visitors
               improvements connecting
         Clout
                             projects things
      gateways
       roadway
                             Aesthetic
                        growth working
        tourists
                     Networking
                 beautifies Motivated
                 Gateway's collaboration
```



# What is the greatest opportunity for Neat Streets Miami to "get the word out?"





## Greatest Opportunity

- "Neat Streets Was Here" Signs
- □ More PSAs regarding our leader
- Establish a Social Media Committee
- Promote and encourage schools, colleges and universities to participate in our meetings..
- "Make sure the different departments and organizations are spreading the word in their board, job, families."
- Use Network of Members



#### Other

- □ Focus on more "actionable items"
- Collaboration with other entities, such as DDA,
   Knight Foundation, MiMo Board, PAMM, etc.
- More municipal members
- Create a SEED Summit to foster the need for private sector buy-in
- Input is a necessity for this board's success
- "Keep the View Initiative"
- Downtown Self-Serve Visitors' Center



## Status Report



## CIAB Vision: Inviting, aesthetically pleasing transportation corridors, gateways and connections countywide.

## Beautiful Built Environments

Increase beautification and maintenance funding

- ✓ Select 3 priorityGateways per year
- Enhance enforcement
- ✓ Leverage Complete
  Streets
- Explore express lane revenue for landscape
- Promote Special Taxing
   Districts
- Encourage P3
- Implement performance contracting

## Healthy Green Infrastructure

Elevate Million Trees Miami

- Facilitate Tree City USA applications
- Update Landscape Code (in progress)
- Remove permit fees
- Secure larger funding sources
- Track nursery trees
- ✓ Create Tree GIS Layer
- Simplify business donation of trees
- Grow Adopt a Tree
- ✓ Tie into infrastructure
- Create a tree planting curriculum for schools

## Productive Partnerships

Leverage CIAB resources

- ✓ Advance mission through CIAB municipalities
- ✓ Use rebranding to increase corporate buy-in
- ✓ Promote anti-litter campaign with FDOT
- ✓ Build upon success of poster/video contest
- Connect IFAS/Extension to communities
- Engage universities in low maintenance solutions

### Accomplishments

- □ New Name/Brand
- □ New Legislation
- □ New Partnerships
- □ New Funding Sources
- New approach to LEAF Summit
- Outreach
- Grant research for NSM and members
- □ Upgrades at key gateways: Northside, 3<sup>rd</sup> Street, Vizcaya, South Miami Station, 5<sup>th</sup> Street and Bayfront



## Vizcaya 2014







## Camp Owaissa Bauer Edible Tree Planting











### Pre-Art Basel Tour







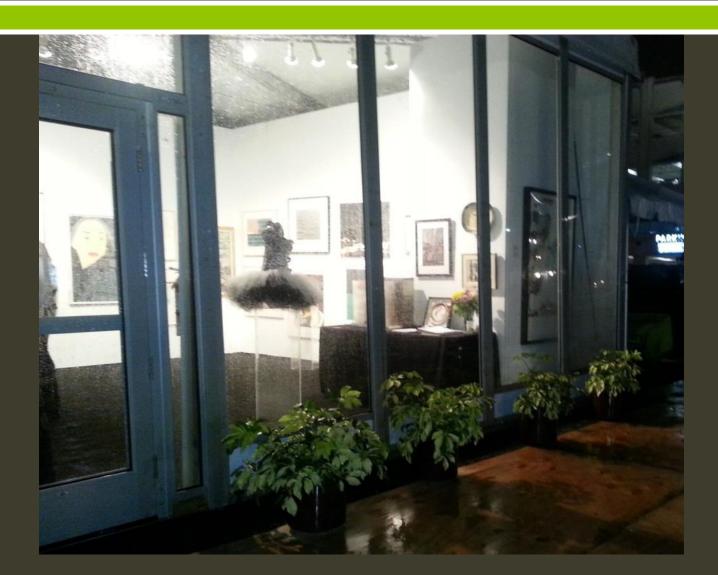
#### Events

## Red Dot Art Fair











### **Events**

WIZO 2015









#### Education

# Urban Forest Master Plan Expert Rob Northrop







## WELCOME TOTHE 2015 LEAF SUMMIT: TREE CITY USA TRAINING









#### BROUGHT TO YOU BY:























## Encouragement





## Networking

## 2015 Earth Day Eve



You're Invited to...

an Earth Day Eve Celebration

## Get Your Green On

Tuesday April 21, 2015 6-9 p.m.

Vizcaya Village 3250 South Miami Ave.

(adjacent to the Science Museum parking lot)

This event is easily accessible via Metrorail and bicycle. Car and bike parking are available.

Free music, refreshments and networking while you help to Green Up Miami-Dade County.

RSVP: http:bit.ly/EarthDayEve

Music will be provided by





























## Networking





## Networking





## Arbor Day Planting in District 12



## Encouragement







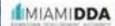
BEYOND CARS: BALANCING ALL MODES TO ACHIEVE SAFER, INVITING CORRIDORS AND GATEWAYS

**APRIL 29, 2015** 

9:00 A.M. — 2:30 P.M. 9:00-9:30 A.M. COFFEE AND REGISTRATION

MIAMI-DADE COLLEGE - WOLFSON CAMPUS 300 NE 2ND AVENUE (BLDG. 2, #2106, BATTEN COMMUNITY ROOM)

WHETHER MOVING ON TWO FEET, TWO WHEELS, FOUR WHEELS OR MORE WHEELS, EVERYONE BELONGS-BUT HOW DO WE ALL FIT?























#### Initiative

- □ Complete Streets
- □ USDOT Mayor's Challenge

□ Street Smarts Competition





## Programs

### 2015 Poster Video Contest



## Education





## Education



#### Grants

## Miami Gardens SHADE Project



## Engagement





## Engagement





#### Join us for a **Tree Planting** in Little Havana Saturday, August 1 7:30am - 12:00pm



#### Acompáñenos en una Siembra de Árboles en La Pequeña Habana Sábado 01 de Agosto 7:30am - 12:00pm

Through generous grants provided by the Funder's Network Partner for Places Program and Health Foundation of South Florida, we will be planting 100 trees along NW 11th Avenue in Little Havana.

Gracias a las generosas donaciones de la Red de Socios

Colaboradores del Programa de Lugares y de la Fundación de Salud del Sur de la Florida, se plantarán 100 árboles a lo largo de NW 11th Avenida en La Pequeña Habana.

#### Where to meet:

Henderson Park 971 NW 2nd St Miami, FL 33128

On-street parking available

#### Questions?

Contact CITIZENS for a Better South Florida at

305-648-0000 or

laura@abettersouthflorida.org

#### Dónde encontrarse: Henderson Park 971 NW 2 St Miami, FL 33128

Parqueo disponible en la calle

#### ¿Preguntas?

Póngase en contacto con CITIZENS for a

Better South Florida

al 305-648-0000 o

laura@abettersouthflorida.org

#### We need your help!

To sign-up to volunteer please visit http://bit.ly/1HY75tB or scan the QR code -->



#### Necesitamos tu ayuda!

Para inscribirse como voluntario por favor visite http://bit.ly/1HY75tB <-- o escaneé el código QR

#### Special thanks to our funders and community partners!





















#### Grants

Media

Afficient Houses not some

TWO hot spot Miami-Dade neighborhoods receive 3700K in grants to plant 200 trees Miami-Dade County DECEMBER 2, 2014



Volunteers from Immanuel Temple and from St. Thomas University, both Miami Gardens institutions, plant the one hundreth tree during a volunteer environmental project on Saturday morning, May 30, 2015 at the LeJeune Road linear park in Miami Gardens, Natalya Thompson, left, Yva Audate Courtney Aiken, Sam Norris and Benita Dykes-Gibson prepare the soil around a buttonwood tree before mulching it. More than 100 children and adults joined in for Miami Dade County's new "S.H.A.D.E." (Shaping Healthy, Active, Deep-rooted, Environments) project funded by Partners for Places. The trees line a broad, brick-paved walkway along Northwest 42nd Avenue from Northwest 171st to Northwest 178th streets

MARSHA HALPER / MIAMI HERALD STAFF



MillionTreesMIA @MillionTreesMIA - Jun 12

So proud of Bacardi, with American Forest, who is planting 20 trees today



## Partnerships

- Health Foundation of South 

  Art in Public Places Florida
- Miami Foundation
- City of Miami Gardens
- American Forests
- Little Havana/Connect **Familias**
- Partners for Places
- Office of Sustainability
- Tampa Extension
- City of Coral Gables
- □ Florida Forest Service

- □ 79<sup>th</sup> Street Initiative
- 311
- Water and Sewer Department
- Commissioners
- Red Dot
- $\Box$  FPL
- UPS
- Vizcaya
- □ Shake 108

## Committee Reports: Street Tree

#### **Accomplishments:**

- Bringing Rob Northrop (IFAS/UF Extension) to town to provide us a great model for Miami-Dade.
- □ Tree City USA designations...
- Grant funding
- A lot of events, but not sure that is an accomplishment

#### **Priorities:**

- Aligning resources.
- Expanding communication infrastructure and becoming the repository for all things trees: calendar, promotions, etc.



## Committee Reports: Street Tree

#### What Would Help You Achieve That Priority?

- Improved coordination
- IT support
- Creation of a joint calendar
- Incorporate into Baynanza Materials— just a tree planting layer?

#### How Can the Neat Streets Miami Board Help?

- Bring their events to Million Trees Miami
- Plan ahead and allow MTM the time to promote
- Emphasize Million Trees Miami as the one-stop-shop



## Committee Reports: Landscape

#### **Accomplishments:**

- Identifying 5 priority gateways
- FDOT branding document
- Vizcaya
- Miami Executive putting that facility into a stronger gateway.

#### **Priorities:**

□ Trying to find money—funding sources



## Committee Reports: Landscape

#### What Would Help You Achieve That Priority?

- Volunteer groups and non-profits, such as Hands On Miami, BioPlanet, Citizens and TREEmendous — they bring human resources.
- We don't have a funding source.
- □ RAAM, FDOT and MDT

#### How Can the Neat Streets Miami Board help?

- Major help came when we combined with the Tree Committee
- Some overlap with the Transportation Committee. No clean divisions...That's a good thing.



## Committee Reports: Corridors and Gateways

#### **Accomplishments:**

- Working with partners, FDOT, MDT, MDX, to coordinate the aesthetics components and operational contributions.
- Coordinating preparation for major Miami Dade events,
   such as Art Basel, basketball and entertainment.
- Complete Streets Movement.

#### **Priorities:**

- Advancing the CS movement to alleviate the congestion problem.
- If we can get more people taking public transit, walking neat or biking we could certainly put a dent in the congestion.

## Committee Reports: Corridors and Gateways

#### What Would Help You Achieve That Priority?

- Collaboration from stakeholders. That would make sure everyone understands this movement and is bought in.
- Our duty and responsibility would be to coordinate that.

#### How Can the Neat Streets Miami Board help?

- It is the focal point for engaging stakeholders, agencies, the public, and county departments relevant to this movement.
- We are in a leadership position to reach out and collaborate with all of those entities.

## Committee Reports: Marketing

#### **Accomplishments:**

- New Brand (Neat Streets Miami)
- Poster and Video Contest (10,000+ since beginning)
- Media Attention Around Million Trees Miami

#### **Priorities:**

- Get the story out about what we do
- Elevate Million Trees Miami
- Utilize Social Media outlets more



## Committee Reports: Marketing

#### What would help you Achieve That Priority:

- Dedicated time to posting things online and blogging about our work
- More active Twitter and Facebook accounts
- Vocal champion for our efforts

#### How Can the Neat Streets Miami Board Help?

- Cross promote: use existing resources to spread the word
- □ Post Neat Streets Miami accomplishments
- Set a goal for exposure



## BREAK



# What Do YOU Bring To The Table?



# MILLION TREES MIAMI has been plodding along trying our best to reach our goal of 1 MILLION TREES by 2020.



And although we may seem happy and cheerful, the reality is that at the current pace we won't get there.

## We need to concentrate our efforts to not only progress,



## but to attain our goal.





So we can fly high and show how NEAT STREETS MIAMI and all of its partners can achieve what we set out to do...



even if we have to drag some of them along!

# Report Out: Street Tree Committee

#### **Priorities:**

- Aligning resources.
- Expanding communication infrastructure and becoming the repository for all things trees: calendar, promotions, etc.



## Report Out: Landscape

#### **Priorities:**

□ Trying to find money—funding sources



## Report Out: Corridors and Gateways

#### **Priorities:**

- Advancing the CS movement to alleviate the congestion problem.
- If we can get more people taking public transit, walking or biking we could certainly put a dent in the congestion.



# Report Out: Marketing

#### **Priorities:**

- Get the story out about what we do
- □ Elevate Million Trees Miami
- Utilize Social Media outlets more



# Narrowing It Down...



## **LUNCH PRESENTATION:**

# Jim O'Shaughnessy, Carnival

"The Return On Creating Beautiful, Inviting Environments For Your Customers"



# Neat Streets Miami Board Meeting

- **June Minutes**
- WHEELS Resolution
- Complete Streets Local Action Team Resolution



## Defining Success

- Developing Measures
- ■Does Our Structure Match Our Measures?

```
https://www.youtube.com/watch?v=zElprMr0Gro
```

```
<iframe width="560" height="315"
src="https://www.youtube.com/embed/dkdij6n2w-U"
frameborder="0" allowfullscreen></iframe>
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### **NEXT STEPS**

- Distill priorities
- □ Identify top three for 2015/2016
- □ Send out goals to Committee
- Develop strategies to achieve goals



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