RETREAT FOLLOW-UP
FEBRUARY 24, 2016

Listening ~ Shaping ~ Acting

Vision: A world-class community through beautiful, well maintained transportation corridors, gateways and connections.

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World-Class Community
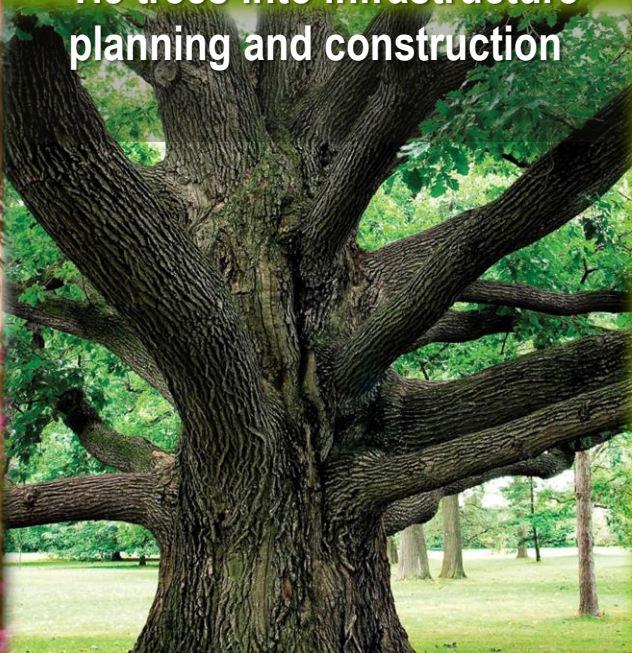
Increase beautification and maintenance funding

- Select 3 priority Gateways
- Offer grant training
- Bolster enforcement
- Leverage Complete Streets
- Use media to reinforce value
- Conduct Sparkle Tours

30% Tree Canopy

Elevate Million Trees Miami

- Secure an MTM Champion
- Align partners and resources
- Complete Tree GIS Layer
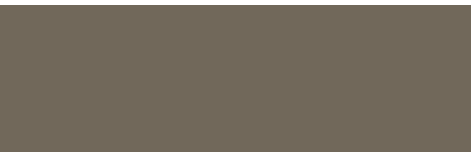- Tie trees into infrastructure planning and construction

Productive Partnerships

Create Ambassadors

- Use member resources to promote NSM
- Create interactive Website
- Educate community
- Connect with schools
- P3

LISTENING

The purpose of the <u>TREE</u> committee is to <u>increase canopy</u> to <u>achieve 1 million trees.</u>

- Advocacy (1 color)
- Develop Urban Forest (1 red)
- Educate Community (6 red, 3 color)
- Resource Management (Maintenance) (3 red, 1 color)
- Develop Strategies (1 red, 1 color)
- RESOURCES
  - Arborist
  - IFAS
  - $
  - Grants
  - INFO
  - FPL

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The purpose of **C&G** is to <u>TEAM</u> so that we can attract tourist, focus resources.

- TEAM – Together Everyone Achieves More
- Beautification of C&G for various benefits (1 red, 2 color)
- Find ways to balance C&G with beautification (2 red, 4 color)
- Prioritization of C&G for improvement (2 red, 7 color)
- Find ways to involve p3 (2 red, 3 color)
- Resource from Partners
  - Parks: landscaping & O/M
  - Sister City: Cooperation, Collaboration, Partnership
  - County Commission
  - SFRTA
  - Private
  - MPO
  - GMCVB
  - Global and local marketing & outreach/research
  - RER
  - MDT

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Landscape's purpose is to beautify gateways to create a world-class community (3 red, 2 color)

Good traffic flow

Beautification (1 color)

Canopy/ PED friendly

Property value

Health benefits

Self-worth

Safe communities

Climate modification

What do members bring?

Research & expertise – staff field visits

Design- members provide (1 red)

Funding/Grants Training- (3 red)

Youth awareness- volunteer (4 color)

Marketing (1 color

The purpose of **marketing** is to promote so that public knows, participate.

- Private/ public partnership
  - Attend events at other cities (2 color)
  - TV Station (1 red, 5 color)
  - Neat Streets Miami Poster -> Million Tree Miami (1 red, 2 color)
  - Give logs out with all partners- MIA, water bill, pay check – paragraph (4 color)
  - Representation of MB, invite mayor
  - Monthly reports to all city managers
  - Invite private sector to board
  - Dade legal of city, monthly dime – Richard Kuper to delegate NSM
  - Send out press release
  - Promote within organization (2 red)
  - Buy website *thank you Bill! (7 red)

DEFINING SUCCESS
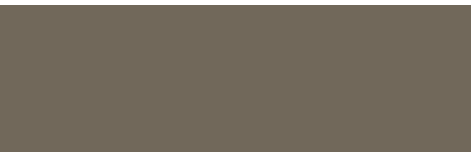
Double Decker Bus Tour

- Ask tourists their thoughts about Miami
  - First impressions?
  - Is it clean?
  - Green?

- See where tour guides take tourists
  - Where do they go?
    - What are the Miami must-sees according to them?
  - What do they say during tour?

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Additional Input

- **Million Trees Miami champion**
  - Identify them

  -Commissioner Moss

- **Signage at Miami International Airport**

  -Commissioner Moss

- **Prioritize corridors and go one-by-one**

  -Gianni Lodi

- **Neat Streets Miami website**
  - Get it up & running
  - Keep it up to date

  -Rick Johnson

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Additional Input

- **Increase the number of public education forums**
  -Graylyn Swilley

- **Make sure the municipalities are aware of what events we are doing monthly**
  -Vice Mayor Phyllis Smith

- **Increase funding**
  -George Navarette

- **Representative from news organization/ paper/ website join board**
  -Peter Trupia

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Additional Input

- **Have a banner for when county has events**
  - Exposure in Downtown area
    - -Diana Amaya
- **Orange Bowl float**
  - With banner
  - Show who we are
    - -Juliet Chambers
- **Create a "cheat sheet"**
  - What are the functions of each department/ partner represented on the board?
  - What do they have available to contribute?
    - -Marcus Dixon

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Additional Input

- **Increase the municipality representation on the board**
  -Kirk Hoosac

- **Dynamic contact list**
  -Rick Johnson

- **Port of Miami Beautification**
  - For tourists
  - Show Miami's identity
    - Cuban coffee
  - Trolleys so they don't have to walk across bridge
    -Vice Mayor Patricia Cohen

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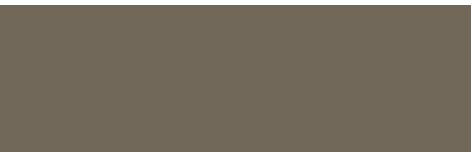MIAMI

Additional Input

- **Get into schools**
  - Provide community service hours to bring in volunteers
    - Get youth involved

- **What can <u>we do for you</u>? Instead of: What can you do for us?**
  - Advocate helping cities rather than cities helping us
    - Bike lanes help <u>your</u> city
      - Safer
      - Greener
      - Healthier

SHAPING

Tree Committee

#	Tree Committee	Action Items
1	**Identify a Million Trees Miami Champion**	Working with David Lawrence
2	**Align Partners and Resources**	Mayor announcing $500,000 for more trees
	Use NSM Board members to promote: i.e., MIA, Port, MDT	Create central repository for tree events
3	**Finish Urban Tree Canopy Layer**	Phase II by early March
4	**Tie trees into Infrastructure**	
	Create a value proposition for the inclusion of trees	
	Meet with key departments to ask to incorporate trees into projects	
5	**Educate Community**	Discussed partnership with MD Public School District
	Tree Grant program	

Transportation Corridors and Gateways

#	Transportation Corridors and Gateways	Action Item
1	**Prioritize Gateway Improvements**	
	Identify upcoming projects	US 1 (along the corridor)
		South Miami
2	**Explore express lane revenue for landscape**	
	Understand where 1.5% is going next year	
	SFRTA/AAF investments?	
3	**Encourage P3s**	P3 Conference this week
4	**Leverage Complete Streets**	Implement Mayor's USDOT Challenge
		Local Action Team
5	**Conduct Sparkle Tours**	Can County begin these again?
	Partner with all parties that can influence the road	RER, Private sector, FDOT, GMCVB

Landscape Committee

#	Landscape Committee	Action Items
1	**Select priority Gateways per year and make a dramatic improvement**	
	Identify plans, review them and offer	
	Identify opportunities for gateways	
2	**Enhance Enforcement**	
	Review existing process	Speak with G. Lodi about current process
	Identify areas for improvement	
3	**Offer Grant Training**	Kirk Hoosac
4	**Conduct Sparkle Tours**	
5	**Use media to reinforce value**	

Marketing Committee

#	Marketing Committee	Action Items
1	**Use member resources to promote NSM**	Explore online cross promotions
	Municipal Websites, MIA, SeaPort, etc.	
	Speakers Bureau	
	Engage the private sector	
2	**Create interactive Website/Social Media campaign**	
	Purchase neatstreetsmiami.com	
	GMCVB offer training on social media	
3	**Educate community**	
	Water bill, paychecks, govt. buildings,	
	Engage MB	
	Publish two articles about Trees/NSM	
	Press releases/block copy	
4	**Build relationship with schools**	
	Use contest as the beginning of a longer- term partnership with the School District	Spoke with T. Fazzino
	Create a tree planting curriculum	
5	**Leverage events**	
	Tree planting events	
	Joint poster/video contest	
	Pre Event Tours	
	Big bus tour?	

ACTING

Accomplishments to date

- Increased frequency of roadside and median maintenance

- Increased tree funding by $500,000

- Created a $50,000 matching fund for communities to plant trees

- Launched Safer People, Safer Streets to reduce ped/bike fatalities

- Secured $28,500 HFSF grant for engineering and outreach.

- Convened internal working group to coordinate efforts

- Secured $100,000 FDOT Hwy Beautification Grant for A1A

- Secured $20,000 from TD Bank for Street Trees on SW 168th

- Finished Northwestern Tree Canopy Study and began phase II

- Convened taskforce on the I-395 underpass cleanup

- Partnered with MDT to install a tribute to Kirk Munroe

- Invested $150,000 in grants to plant 334 trees in three communities

Accomplishments to Date

- Awarded a $10,000 Street Smarts grant to the City of Miami Gardens
- Worked with Knight and Miami Foundations on Safer Streets Breakfast
- Secured Mayor Gimenez commitment to build a demonstration project.
- $50,000+ for SW 3rd St. station by Miami DDA, MDT, FDOT & COM.
- Prompted the restoration of the Vizcaya fountain to its original glory.
- Updated numerous Metromover stations
- Convened community leaders to elevate Million Trees Miami
- Finalized 4 new Adopt-a-Road partnerships
- Restored a Pine Rockland with FPL and volunteers
- Hosted a social media training led by GMCVB to broaden our impact
- Empowered NSM members to pursue and secure grant funds
- Produced marketing materials to emphasize the importance of trees
- Spoke at Anti-Poverty Summit
- Supported an urging for more state Adopt a Tree Funding
- Introduced legislation to enhance funding for street trees

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POST RETREAT:

WHAT DID YOU THINK?

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Participating in the NSM retreat was a good use of my time

3.5

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Everyone had the opportunity to express their thoughts during the retreat.

3.6

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I have confidence the strategies we generated will help shape NSM's future

3.6
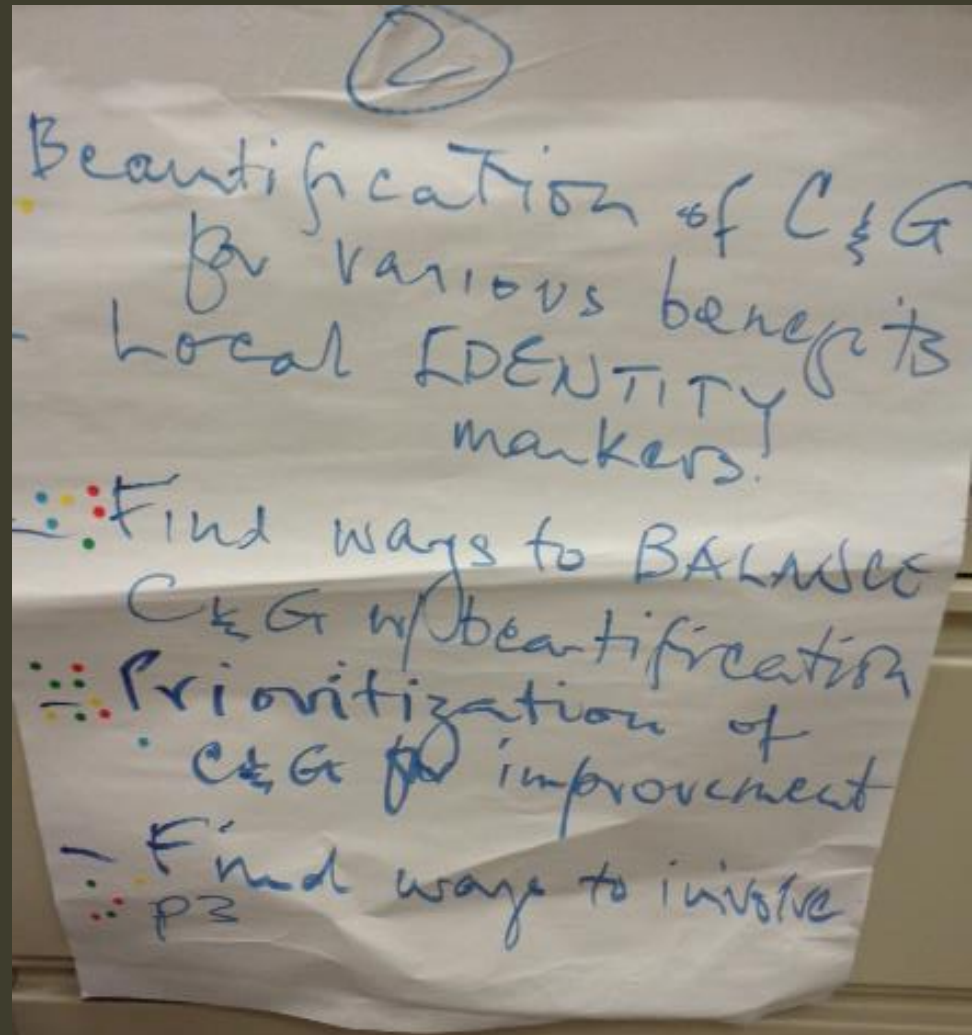
Presentations ran the appropriate amount of time.

3.0

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I enjoyed the diversity of speakers presenting at NSM.

3.2

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The location added to the overall retreat experience.

3.9

There was adequate food and beverages during the retreat.

3.2

I feel like I contributed to the overall product of the NSM retreat.

3.1

I am likely to participate in a future NSM retreat.

3.7

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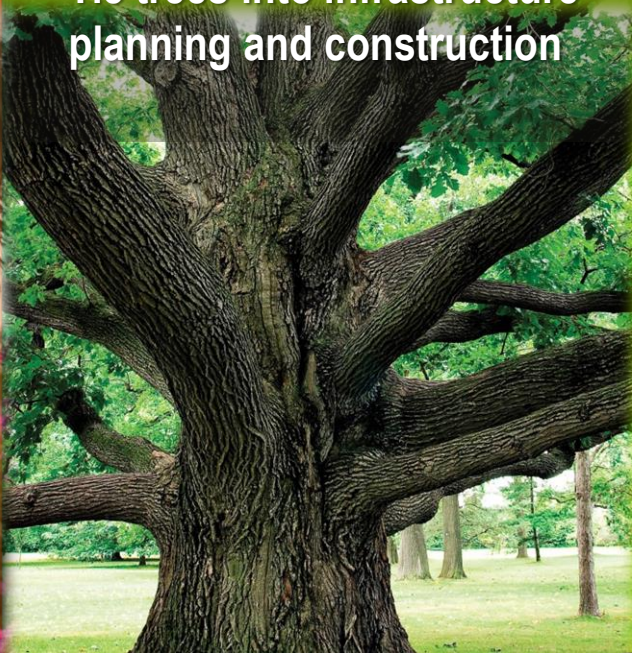
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