



COMMUNITY IMAGE ADVISORY BOARD (CIAB)  
MEETING SUMMARY  
March 26, 2014



**CIAB Members Present**

David Cardenas, MD Parks, Recreation  
and Open Spaces  
Dr. Claudius A. Carnegie, Designee MD  
Commission (District 5)  
Jeffery Dawson, MD Aviation  
Kenneth Eric Gardner, TARC  
Juan Carlos Garrido  
Designee, MD Commission, District 7  
Rick Johnson, the Miami-Dade Expressway  
Authority (MDX)  
Gianni Lodi, MD RER  
Planning and Economic Enhancement  
Dennis C. Moss, MD Board of County  
Commissioners (District 9)  
Debora Rivera, Florida Department of  
Transportation (FDOT), District 6  
Alyce Robertson, Miami DDA  
Downtown Development  
Authority  
Susan Schreiber, Metropolitan Planning  
Organization (MPO)

**Participants Present**

Kathie Brooks, City of Miami Beach  
Debbie Penha Cumbermack, Public Works and  
Waste Management  
Liz Fernandez, Stantec  
Ginny Gutierrez, GMCVB  
Frank Guyamier, BCWF  
Patricia A. Harris, Citizen  
Kirk Hoosac, FDOT, District 6  
Dat Huynh, FDOT, District 6  
Eric Katz, Friends of M-Path  
Jennifer Korth, City of South Miami  
Denise Landman, Miami Access  
Tunnel (MAT)  
Martha Limnar  
Maria F. Porrata, Marlin Engineering, Inc.  
Robert McClellan, MDC Transit  
Quatisha Oguntinyinbo-Rashad,  
City of Miami Planning  
Teresa Olczyk, UF/IFAS Extension  
Maria Fernandez Porrata,  
Marlin Engineering, Inc.  
Rena Ragin, CIAB  
Leslie Rosenfeld, City of Miami Beach  
Patrice Gillespie Smith, CIAB  
Councilwoman Phyllis Smith,  
North Miami Beach  
Susannah Troner, MD Office of  
Sustainability

I. **Welcome and Introductions**

Miami-Dade County Commissioner and CIAB Chairman, Dennis C. Moss, welcomed members, participants and guests. He thanked the Greater Miami Convention & Visitors Bureau (GMCVB) for the use of the Convention's Offices.

Members and participants introduced themselves and their respective organizations.

**Greater Miami Convention Visitors Bureau**

Ms. Ginny Gutierrez, GMCVB, provided attendees with tourism-related statistics. Employment is up for the 49<sup>th</sup> consecutive month. Ms. Gutierrez reported that last week

Miami launched the Miami Walk of Fame featuring the cast of Rio 2, Jamie Foxx and Andy Garcia.

The GMCVB recently released “People and Places” to engage residents and uncover insider tips about Miami and our neighborhoods. “People and Places” will award \$1,000 for the best entry. Visit [www.somiamiinsider.com](http://www.somiamiinsider.com) for more information.

Ms. Gutierrez stated that Shop Miami Month is concluding and for the first time, April is the Sports Month.

## II. Action Items

**Approval of Minutes from February 26, 2014 Board Meeting:** Dr. Carnegie moved to approve the minutes. Chairman Moss seconded the motion. The minutes were unanimously approved.

## III. Reports

### Miami Beach Cleanliness Index Tour

Ms. Kathie Brooks, Assistant City Manager, and Dr. Leslie Rosenfeld, Organizational Development for the City of Miami Beach, presented on public area cleanliness and how to make the city cleaner and safer. A copy of the presentation will be provided online. This cleanliness index assesses 1) litter/trash, 2) organic materials, 3) garbage cans/dumpsters, and 4) fecal matter. In 2005, the City implemented-Best Practice Review, the index to assess cleanliness. The rating is on a scale from 1 – 6. 3 or higher is the worst that can be rated. 1 – 2 is good. When an area is rated poorly, immediate attention and feedback is given to correct the area. Locations are randomly selected. The goal is for areas to be rated at least a 2, which is “clean”. 1.5 is clean, and 1 is extremely clean. The data is reported on a quarterly basis. The City of Miami Beach has improved cleanup by 29% since 2005. Assessments are performed by staff on a volunteer basis. Ms. Brooks distributed a copy of the Cleanliness Index the City gives its employees to rate public areas.

Ms. Susannah Troner, MD Office of Sustainability asked if seaweed was considered bad? Yes, in the organic matter category seaweed is cleaned up or turned over in the sand for the beaches to appear clean.

How does the City get residents to assist in complying with putting garbage in cans? The City cleans all commercial areas. The City does not have a big problem in the single family home areas. Is there signage reminding residents to clean up? There is signage in some areas regarding dog waste clean up.

Dr. Carnegie congratulated Ms. Brooks on the City’s initiative and asked what the budget was on a percentage basis? Ms. Brooks explained that it is probably a very small percentage of the City’s overall budget. Clean up costs approximately \$3 - 4 million per year. Will it decrease or increase? On waterways and in commercial areas, it could increase.

Mr. Gianni Lodi, Miami-Dade County Planning & “Zoning” Department, asked how City’s App interfaces with this. Ms. Brooks stated that the “Report-It” App ties into the customer response system.

Ms. Patty Harris, Citizen, asked could the County’s 311 system be incorporated into this? Ms. Brooks stated yes.

Chairman Moss stated that more can be done to educate and encourage the public and employees to respect their neighborhoods. We need to reinforce to employees to report problems. When concerns are reported, there needs to be a time frame for addressing the problems.

Ms. Brooks stated that on a quarterly basis, the team determines whether resources need to be reallocated to address problems. If there is need for additional resources, then the complaint goes to the commissioners for consideration in the next budget.

Ms. Brooks explained that immediate concerns are addressed right away by the code and sanitation departments.

Chairman Moss asked how often is the Index training performed? Ms. Brooks stated that training is performed every quarter.

Councilwoman Phyllis Smith of North Miami Beach stated that North Miami Beach has an App called “Fix-It,” which automatically directs the complaint to the appropriate department.

Ms. Patrice Gillespie Smith, CIAB, asked is there recognition for private partners for recognition of beach cleanup? Ms. Brook replied that had not been considered.

Ms. Deborah Rivera, FDOT, stated that communicating the cost of cleaning public areas is a good educational strategy.

Ms. Alyce Robertson, Miami DDA stated that the gateways are a priority. When areas are clean and safe, people are more likely to come downtown.

Ms. Teresa Olczyk, UF/IFAS Extension, stated that Miami-Dade County has the fourth largest school district and students should be encouraged to clean up.

Rick Johnson, Miami-Dade Expressway Authority (MDX), stated that as part of the “Clean Up and Green Up” campaign, we could include a message that addresses the cost of cleaning up.

Dr. Carnegie stated that the students are great messengers for the cleanliness message.

Chairman Moss stated that students should be encouraged to use “Fix-It” App.

## Port of Miami Tunnel Project – Follow Up

Ms. Liz Fernandez and Ms. Martha Limnar presented an overview on landscaping and traffic for the Tunnel Project. (A copy of the presentation will be made available online.) More than 16,000 vehicles go to and from the Port every day. There is an estimated 40,000 vehicles that will go through the tunnel by 2025, and an estimated 50,000 will go through the tunnel by 2035.

Mr. Frank Guyamier, BCWF, presented on Watson Island. There are five means of information to warn truck drivers of the tunnel's height.

Chairman Moss asked if the landscape plan is finalized? Ms. Fernandez stated that the final plans were awaiting approval from the construction department.

Mr. Jeffrey Dawson, MD Aviation asked the landscape architect's name. Ms. Fernandez stated that the architect is Laura Llerena & Associates, Inc.

Ms. Smith complimented the warning system. Ms. Rivera explained that the concessionaire is rewarded for keeping the tunnel open and available at all times.

Chairman Moss explained that it is a "Triple P" project led by FDOT. It has county and city funding, but the private sector will be responsible for operations.

Ms. Debora Rivera explained that this is the first time the department has used availability payment to operate a tunnel. There is no toll on the facility. The minimum requirements for maintenance are very rigid, which encourages the contractor to return the tunnel in excellent condition at the end of the term.

Dr. Carnegie asked what is the life of the contract? Ms. Fernandez stated that the contract is for 35 years and considered relatively short.

Chairman Moss complimented Mr. Christopher Hodgkins and the Miami Access Tunnel Team. He said he recently he visited the project and noticed that it had a diverse workforce. Approximately 90% of the workforce are Miami-Dade residents.

Ms. Rivera stated that she would pass the kind words along to Secretary Gus Pego. She explained that FDOT worked with unions, vendor and suppliers, and churches to ensure a local workforce. FDOT is hoping this will be a model for others.

Chairman Moss stated that MDX is under attack in Tallahassee. Tolling is the future of infrastructure projects and support is needed to sustain this funding option.

Ms. Gutierrez stated that May is National Tourism month and that it would be nice to tie in the tunnel opening if possible.

Ms. Rivera stated that she will coordinate and try to make a connection for the event in May.

Chairman Moss stated that in May the United States and Africa Air Summit also takes place and the Secretary of USDOT will be part of the event.

#### Golden Glades

Mr. Dat Huynh, FDOT, presented the Golden Glades improvements. A copy of his presentation will be made available online. At present 400,000 drivers use Golden Glades. In 2025, 600,000 vehicles are expected to use it. The project will provide direct connections from the SR 826 ramp to I-95 northbound. It also includes an Intermodal Center for transit and trucks. The cost of the project is \$106.3 million. A public hearing will be held March 27, 2014, with the goal of getting approval by the end of 2014.

Dr. Carnegie asked to what extent can infrastructure costs be converted into transit investments to reduce congestion problems? Mr. Huynh stated that this project is already fully funded.

Dr. Carnegie asked to what extent will the Intermodal Center accommodate electric vehicles? Ms. Rivera said now is the time to explore what types of facilities to include in the Intermodal Center.

Chairman Moss stated that Compressed Natural Gas (CNG) should also be a consideration.

As a side note, Chairman Moss recently requested that the MPO complete a study of the promises made in the Peoples Transportation Project and to explore whether Bus Rapid Transit is a potential solution on those corridors that do not yet have rail.

Mr. Dawson, MD Aviation stated that whether minimal or significant, the landscape gateway features of the project are unique and asked to be involved.

Ms. Rivera asked about the CIAB's role in the project versus TARC and stated that both should be involved, but coordinated.

Mr. Ken Gardner, who also sits on TARC, stated that FDOT should be made aware that with enough verbiage in the contract, FDOT can help improve the aesthetic features of their projects. Some of these improvements do not cost a thing.

Ms. Rivera stated that she would like to hear more from TARC.

#### IV. Updates

##### **A. Office of Community Image (CIAB Reports)**

- Ms. Gillespie Smith stated that the awards and recognition of the "Clean-Up-Green Up Poster and Video Contest will take place in May.
- Teresa Olczyk distributed a draft itinerary for the April 14 Ag Tour. Members and participants please RSVP for the tour.

- Ms. Smith reminded members to be prepared to complete Financial Disclosures.
- She congratulated Ms. Alyce Robertson, who was recently recognized “In the Company of Women.”
- The Great Park Summit will be held on April 4<sup>th</sup>.

V. **Reports**

A. **Landscape Projects Subcommittee**

Mr. Dawson stated that the Committee was pleased with the submittals for the CIAB Beautification and Maintenance awards. The winners will be announced at the Great Park Summit.

B. **Marketing and Education Subcommittee** (Ms. Lina Blanco absent)

C. **Street Tree Subcommittee**

Mr. Rick Johnson encouraged all members and participants to attend the Great Park Summit. There will be CEU’s available, and seedling giveaways.

D. **Gateway/Corridor Subcommittee**

Dr. Carnegie stated that the Gateway and Corridors Committee held its March meeting and listened to several updates about key projects which will ultimately be presented to the CIAB.

VI. **Recap of Action Items 03/26/2014 Meeting:**

- Explore how to motivate Miami-Dade County employees to report problems via 311
- Ms. Smith to participate in the City of Miami Beaches Cleanliness Index Training
- Engage students to use the “Fix It” App
- Ms. Rivera will coordinate the tunnel opening with the GMCVB and Chairman Moss’ office
- FDOT requests TARC to present at a future CIAB meeting

**Dates to Remember:**

|           |                                     |
|-----------|-------------------------------------|
| April 4:  | Great Park Summit Friday            |
| April 12: | Global Youth Service Day            |
| April 22: | Earth Day                           |
| May       | National Tourism Month              |
| May 26:   | United States and Africa Air Summit |

VII. **Closing Remarks**

Chairman Moss requested Ms. Smith to take a look at the priority corridor maintenance.

Ms. Robertson encouraged all members and participants to visit Downtown for its many programs this coming weekend.

The meeting was adjourned at 12:17 p.m.