



CIAB Planning Retreat

July 30, 2014



Agenda

8:30	Welcome/Haiku exercise... CIAB Background
9:00	Goals/Ground Rules
9:10	Research and Member Feedback
9:25	Discussion of Priority Corridors
10:15	Walk/Break
10:30	Team Exercise
11:15	Million Trees Miami Opportunities
11:45	Team Exercise
12:15	Identifying 2015 CIAB strategies
12:30	Lunch/ Wrap Up
1:00	Conclusion

What is the CIAB?

- Multi-jurisdictional Board Focused on Transportation Corridors, Gateways and Terminals founded in 2002
- Million Trees Miami
- World-Class Image
 - More beautiful environment
 - Less litter
 - Healthier communities
 - More sustainable
 - More tourists

Why It Matters



Chicago



Savannah

Top 10 US Cities

***Source: Conde Naste Traveler:
Readers' Choice Awards (80,000
Respondents) November, 2013***



Charleston

Why It Matters



Portland
Sacramento
Seattle
Washington, D.C

Source: American Forests, Feb. 5, 2013

Top 10 Urban Forests

Austin
Charlotte
Denver
Milwaukee
Minneapolis
New York



CIAB Retreat

● Goals

- Identify
 - how to advance CIAB
 - partnership opportunities
 - 2015 priorities

CIAB Retreat

◉ Ground Rules

- Respect all views
- Popcorn approach—one idea and next
- Follow schedule
- Avoid
 - “we used to...”
 - “But we don’t have the money”

Research and Member Feedback



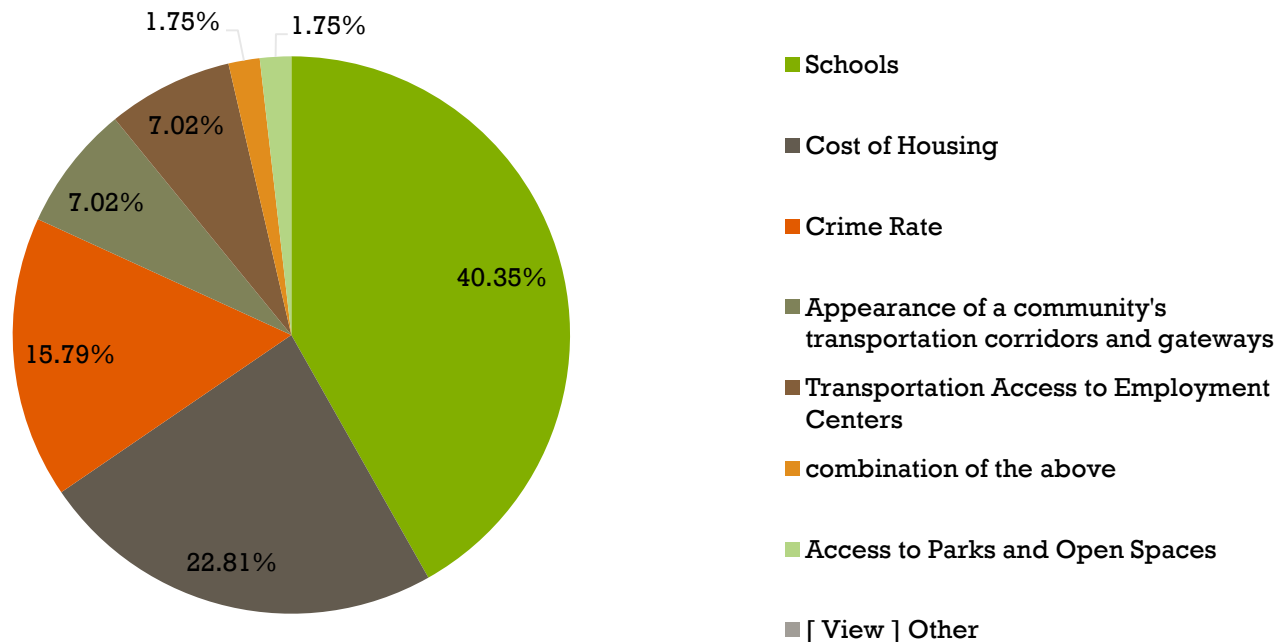
- Miami-Dade Realtors Survey
- CIAB Member Interviews

Miami-Dade Realtor Survey

- ◉ Short online survey of members
- ◉ 64 responses


Miami-Dade Realtor Survey

What is the most frequently asked question you receive from your clients in selecting a Miami-Dade neighborhood?



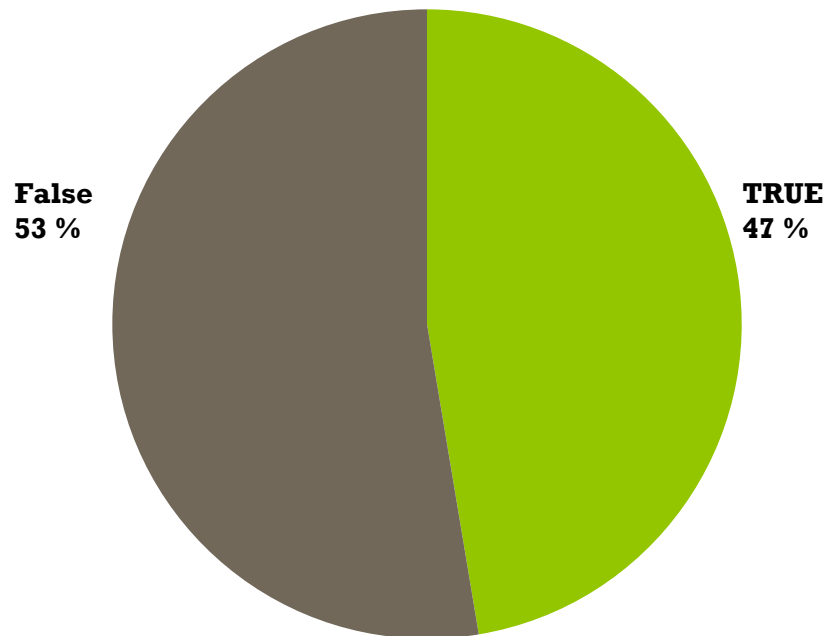
Miami-Dade Realtor Survey

One thing Miami-Dade could do to improve its community image is....

Choices	Percentage
Clean up litter from public spaces.	 35.09%
Plant more trees.	 15.79%
Code enforcement on vacant lots.	 14.04%
Maintain trees and vegetation along the roadways.	 14.04%
Create more gateways to announce various communities.	 7.02%
all of the above	 1.75%
much better public transportation infrastructure	 1.75%
Other [View]	 10.53%

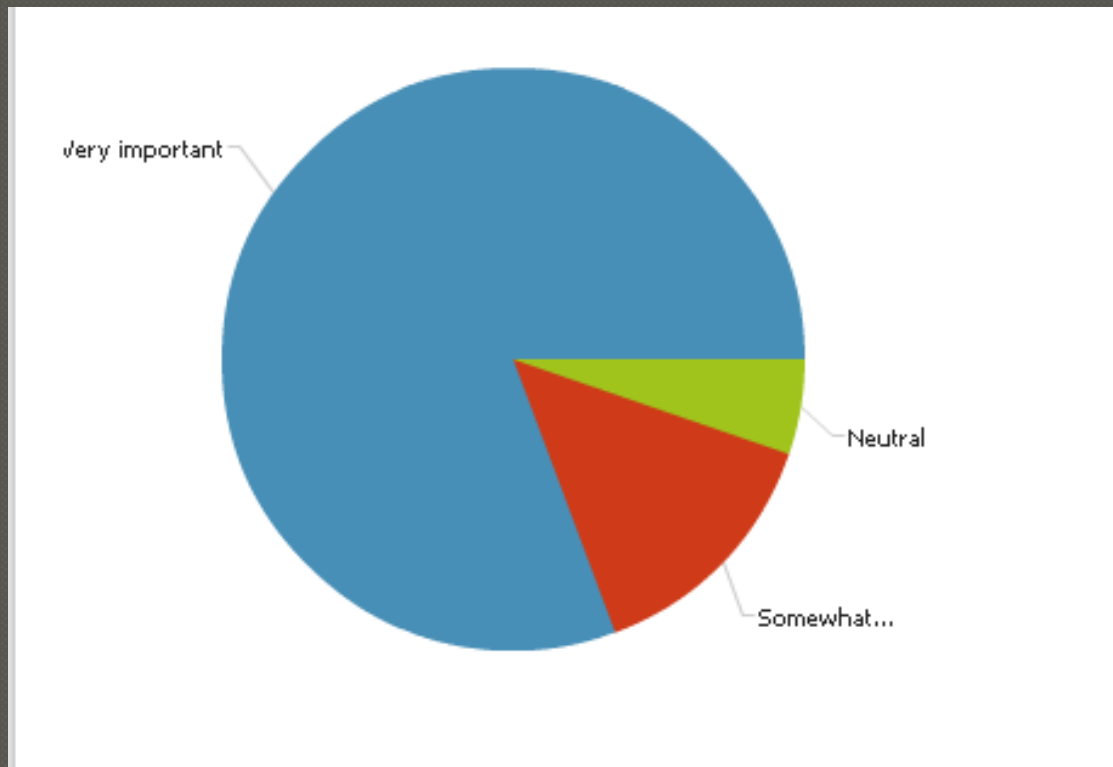
Miami-Dade Realtor Survey

I think Miami-Dade County's maintenance of its transportation corridors, gateways, stations and terminals is befitting of its world-class image.



Miami-Dade Realtor Survey

Where does the aesthetics of streets and community entry points fall in your priorities when recommending neighborhoods?



CIAB Board Member Interview

- ½ hour interviews of 16 CIAB Board Members

Member Feedback

- ## ● What do you enjoy the most about CIAB?



Member Feedback

- ◎ What do you enjoy least about CIAB?

“Because of Moss some pieces proceed. Were it not for him, it would be tough to maintain relevance.”

“Doesn’t resonate throughout the County. It’s seen as fluff.”

“Not part of a formal review process— lack authority.”

“We don’t have money.”

Member Feedback

- ## ● What are your future priorities for CIAB?



Member Feedback

- ◎ What are your concerns for CIAB?

“That we will go away.”

“It will die because of lack of funding.”

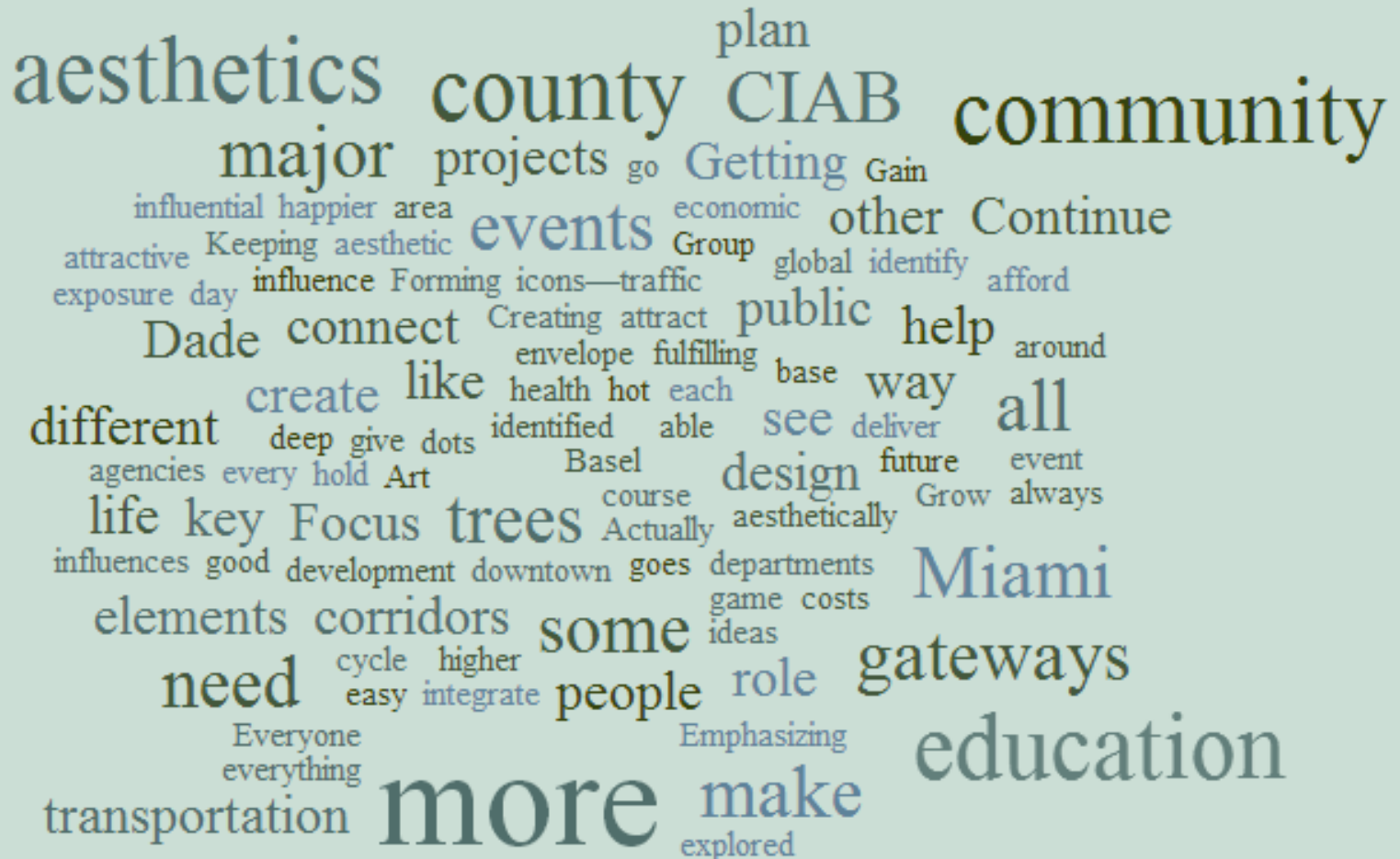
“Not enough participation from the other cities.”

“We can’t provide financial incentives, we will lose our vested participation.”

“What should we do that is value added?”

Member Feedback

- The biggest opportunity for CIAB is...



Member Feedback

- One thing CIAB could to expand influence...

“Engage the business establishment”

“Marketing”

“Environmental education”

“Public Art on the roadways”

“Getting other cities and partners to the table”

“Strengthen tie with Adopt a Tree”

Maintaining Priority Corridors



- ◎ FDOT: Renato Merraro
- ◎ RAAM: David Cardenas
- ◎ MDX: Rick Johnson

CIAB Retreat

◉ Inspiration Walk

- **Break up into groups of 2 or 3**

Discussion Question:

- **“How do we leverage the success of CIAB to enhance aesthetics and maintenance on priority corridors?”**

CIAB Retreat

- Team Exercise:

Develop strategies to enhance the maintenance of priority corridors and gateways

CIAB Retreat

- Team Report Out

Each Group has 2 minutes to report out strategies

CIAB Retreat

Team 1

- ◉ Use more hard scape so there is less to maintain
- ◉ FL friendly vegetation to reduce maintenance
- ◉ PPP recognition
- ◉ Small Bus
- ◉ Education and CEUs

CIAB Retreat

Team 2

- Communication
- Performance contracting
- Special taxing districts
- Strategic planning
- Educational campaign
- Use technology efficiently

CIAB Retreat

Team 3

- ◉ **Main Focus**
- ◉ **Maintenance**
- ◉ **Corridors**
- ◉ **Location of vegetation**
- ◉ **Enhance inspections**
- ◉ **Promote Adopt a Road**
- ◉ **Litter containers to encourage people to throw out their own litter**

CIAB Retreat

Team 4

- ◉ Local partnerships
- ◉ Native Species
- ◉ Adopt-a-road
- ◉ Increase funds
- ◉ FDOT/MDC **partnership**
- ◉ **Business community**

Teams 5

- ◉ Focus on Main gateways
- ◉ Gateway Green within Parks Foundation
- ◉ Capture “Lexus lane” revenue for maintenance
- ◉ Revenue to maintain I-95
- ◉ Develop funding strategies

Million Trees Miami: Partner Presentations

- ◉ BioPlanet: **Mavi Haime**
- ◉ TREEmendous: **Penny Lambeth**
- ◉ Citizens for a Better S. Florida: **Gloria Antia**

Million Trees Miami Status Report

- ◉ 161,000 trees planted since 2011
- ◉ 12-14% tree canopy
- ◉ Funding source for street trees is other agencies or grants...
- ◉ Working on Tree Canopy update
- ◉ Soliciting corporate sponsors
- ◉ Maintenance is an obstacle

Million Trees Miami Strongest Allies:

- ◉ Non-profits
- ◉ FDOT
- ◉ MDX
- ◉ EEL (Environmentally Endangered Lands)
- ◉ Parks, Recreation and Open Spaces Dept.
- ◉ Municipalities

Million Trees Miami Emerging Opportunities

- ◉ Adopt-a-Tree
- ◉ American Forests Tree Canopy
- ◉ Corporate Sponsorships
- ◉ Other infrastructure improvements
- ◉ Grants
- ◉ Non-profit partnerships
- ◉ Incorporating trees into other agendas
- ◉ Remove obstacles to planting trees

CIAB Retreat

- How do we accelerate the number of trees planted in Miami-Dade?
- Who are the partners that can make this happen?

CIAB Retreat

Team 1

- ◉ **P3s**
- ◉ **Grants**
- ◉ **Funding**
- ◉ **Municipal programs**
- ◉ **Reduce obstacles**
- ◉ **Partners**

-
- ◉ Teams 2
 - ◉ Identify
 - ◉ Plant tree in the right location
 - ◉ Zoning
 - ◉ Future development

Teams 3

- ◉ Remove permit fees
- ◉ Track tree sales through private vendors
- ◉ Continue Adopt a Tree
- ◉ Encourage all municipalities to apply to become “Tree City USA” participants.
- ◉ Tie school service hours to tree planting.

CIAB Retreat

Team 4

- ◉ **Local Partnerships**
- ◉ **Media**
- ◉ **Adopt-a-road programs**
- ◉ **Increasing funds**
- ◉ **Global best practices**
- ◉ **Agency corridors**
- ◉ **Business community**

Teams 5

- ◉ Restore Adopt a Tree to previous levels (6 times a year)
- ◉ Better enforcement of contractors
- ◉ Tree memorial programs through Parks Foundation
- ◉ Adopt-a-Tree programs
- ◉ Agricultural Dept. funding

Strategy Development and Resource Identification

◉ Wall Exercise

- **Each participant receives 3 post-its for aesthetics and maintenance AND 3 post-its for Million Trees Miami**
- **Write the 3 most effective strategies you heard for each category and put them on the butcher paper.**

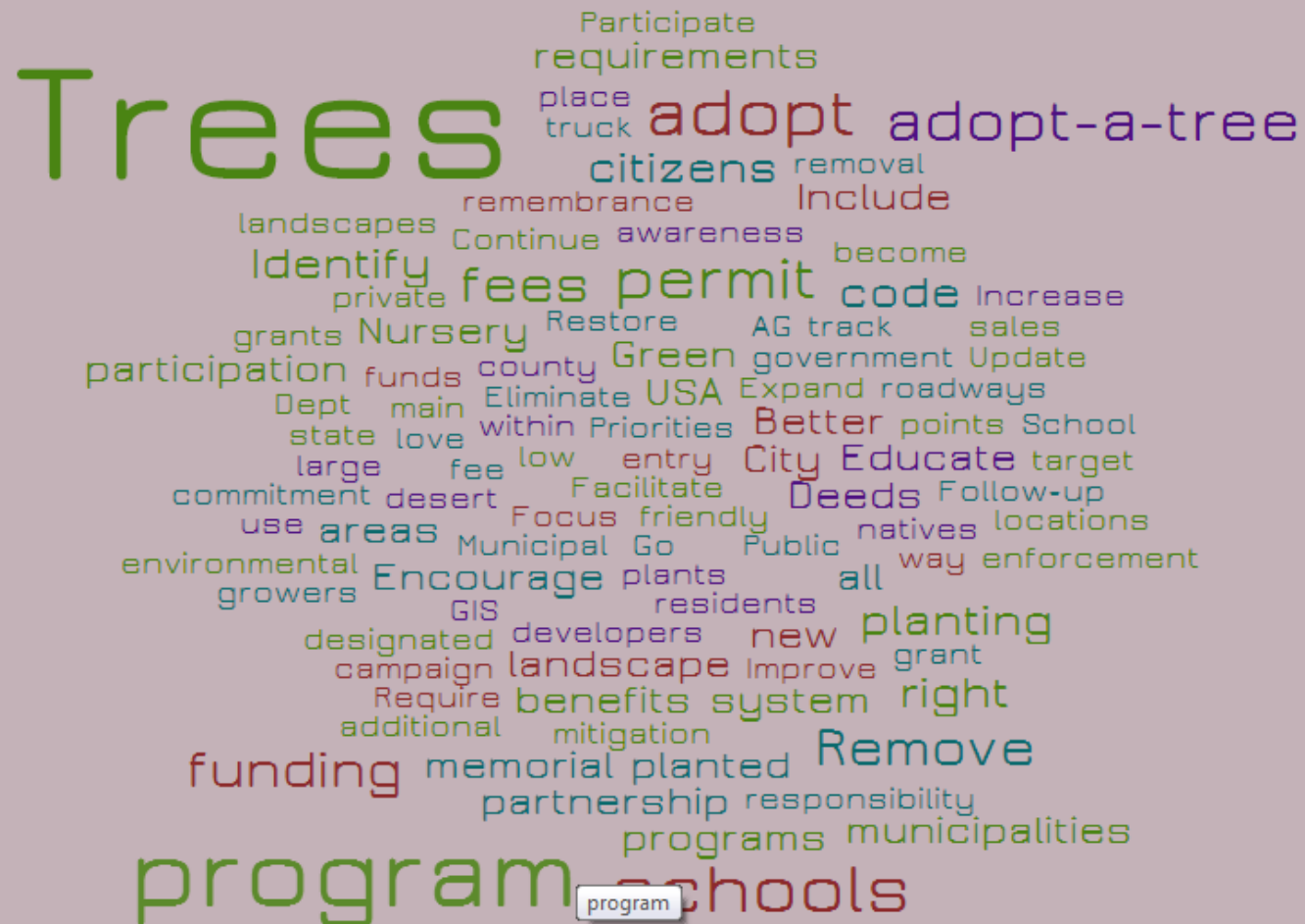
Wall Exercise

Top priorities for Aesthetics/Maintenance

change Future green Prioritize revenue Engagement
priority obtainable Business development material
away corridors maintain Harness
solutions codes Educate community College Florida fund
increased Asset funds design some Continue existing carbon main
native Promote used Performance tourist species Set
pest realistic best location P3 programs responsible IPM hardscape
help identify litter installed level Education first
districts school Focus foot Capture develop specials
regardless more plant print materials taxing Minimum
Standard Global Adopt revisions children Special Use road goals
requesting gateway landscape particularly trees municipalities rules
fee expansion partnership practices natives Require
partners

Wall Exercise

Top priorities for Million Trees Miami



CIAB Retreat

◉ Wrap Up

• **Proposed Outcomes**

- **1 page assessment of opportunities moving forward**
- **Review of how to best use CIAB structure to implement priorities**
- **2015 Business Plan Outline**
- **Branding ideas from Turkel (via GMCVB)**

Member Wrap-Up Thoughts

- ◉ Set ½ dozen priority areas and focus on:
 - Litter
 - Trees
 - Maintenance

Run PSAs quarterly to promote CIAB in those areas.

Identify 6 main topics and run them through a public campaign using social and conventional media outlets.

Member Wrap-Up Thoughts

- ◉ Quality of tree is a huge issue
- ◉ Broward enforces and everyone in landscaping knows they have to maintain the quality
- ◉ Enhance the quality of inspections

Member Wrap-Up Thoughts

- Launch a bigger campaign to target tourist areas and crack down on sign violations. Ramp up code enforcement in those areas
- In process of bolstering Landscape Code to try to connect landscape needs to building and zoning requirements

Member Wrap-Up Thoughts

- Create “Green Routes” that connect communities and highlight canopy streets.
- Develop a map that shows the location of the Green Routes and encourages.
- As part of its multi-modal plan, S. Miami is designating certain streets “Greenways”

Member Wrap-Up Thoughts

- ◉ Address the obstacles of launching a Tree Challenge by awarding the winning city the rights to next year's Adopt a Tree.
- ◉ Cities determine corridors where they will plant trees.
- ◉ Target tree planting along streets to reinforce the connection between the value of shade and trees.

Member Wrap-Up Thoughts

- Use Downtown Enhancement Teams as a model for maintenance.
- Formerly homeless individuals who help clean up downtown streets and sidewalks.. Win/Win

Member Wrap-Up Thoughts

- ◉ Make connection with Building and Zoning officials about best tree species and appropriate “hurricane proof” trees.
- ◉ Bring P&Z into the discussion
- ◉ Consider legislation that makes connection so trees are part of hurricane preparedness

Chairman's parting words

- ◉ Keep up the fight!
- ◉ Continue to advocate on behalf of the Gateways.
- ◉ Express your concerns when maintenance lags.
- ◉ It isn't easy to preach the gospel, but it's definitely worth it!

CIAB Retreat

THANK YOU!