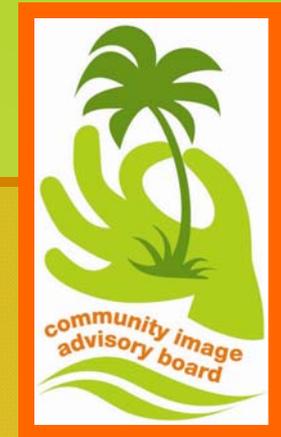
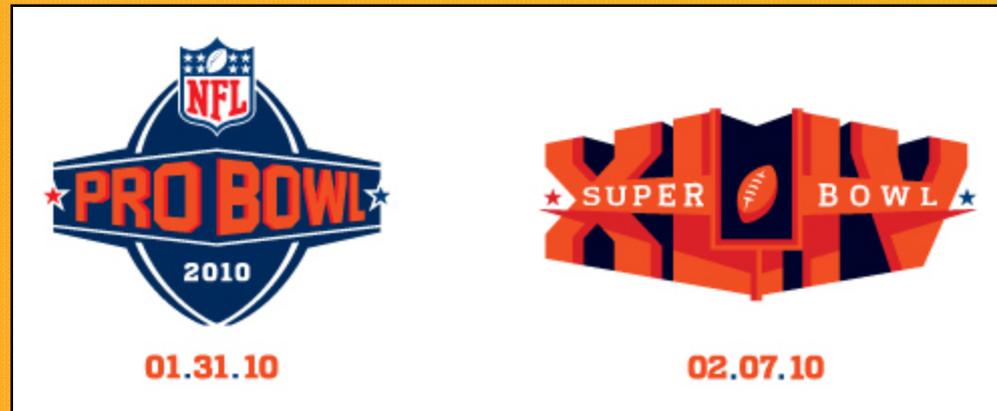


Community Image Advisory Board



Super Bowl XLIV

Clean Up and Green Up



What is the Community Image Advisory Board (CIAB)?



- First formed as the Community Image 2000 Advisory Committee to develop a comprehensive plan for the maintenance and aesthetic improvement of major roadways, transportation terminals and properties adjacent thereto.
- In 2002 the Board of County Commissioners established the CIAB as a permanent advisory board.
- Includes membership from Florida Department of Transportation, MDX, Greater Miami Visitors and Convention Bureau, municipalities, MDC Public Schools, citizen committees, County agencies.

Challenges



- ☹️ Graffiti
- ☹️ Litter
- ☹️ Poor or no landscaping
- ☹️ Landscape maintenance
- ☹️ Lack of color
- ☹️ Multiple jurisdictions with confusing boundaries



Priority Gateways

- I-95
- 27 Avenue
- 836
- 395
- 112
- 195
- NW 199 Street - Ives Dairy Road
- US 1



Super Bowl Clean Up and Green Up Projects

Landscape and Median Improvements



Super Bowl Clean Up and Green Up Projects Landscape and Median Improvements (continued)

- NW 12 Avenue from 75 Street to NW 95 Street
- NW 17 Avenue from NW 7 Street to NW 135 Street
- NW 22 Avenue from NW 41 Street to NW 135 Street
- NW 32 Avenue from NW 103 Street to NW 135 Street
- NW 37 Avenue from NW 36 Street to NW 79 Street
- NW 42/37 Avenue Connector from Le Jeune to NW 152 Street (CIAB Corridor)



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Landscape and Median Improvements (continued)

- NW 46 Street from NW 22 Avenue to NW 37 Avenue
- NW 62 Street from NE 2 Avenue to NW I-95
- NW 71 Street from NW 12 Avenue to NW 17 Avenue
- NW 75 Street from NW 14 Avenue to NW 17 Avenue
- NW 27 Avenue from Turnpike to 135 Street
- Ives Dairy Road from Biscayne Boulevard to Red Road



Super Bowl Clean Up and Green Up Projects

- Intensify watering and litter pick up 27 Avenue and US 1



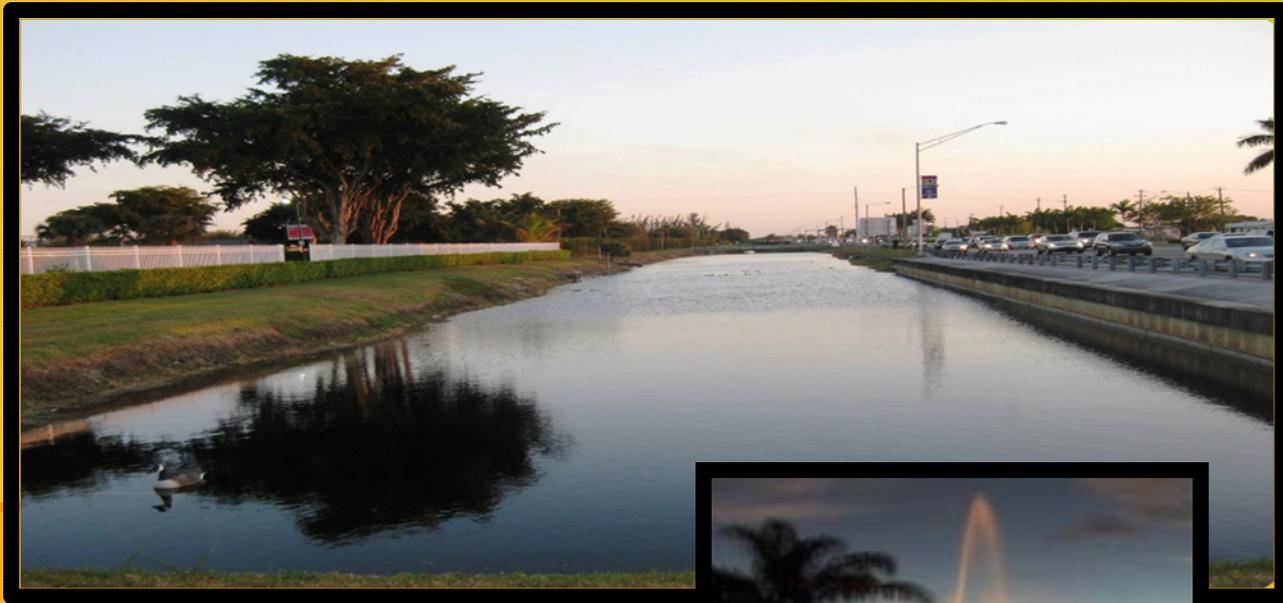
Super Bowl Clean Up and Green Up Projects



- Launch anti-litter campaign September 2009
- Co-Host Super Clean Up day January 2010
- Coordinate multi-jurisdictional team to intensify key gateway maintenance

Super Bowl Clean Up and Green Up Projects (continued)

- NW 27 / 215 Street-Canal Feature Design



Super Bowl Clean Up and Green Up Projects (continued)

- Interchange Landscape Signature Design



Community Image Advisory Board



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