



NEAT STREETS MIAMI
Meeting Summary
Wednesday, September 26, 2018 at 10 a.m.
Greater Miami Convention & Visitors Bureau
Bank of America Building, 701 Brickell Avenue, 27th Floor

NSM Member Present

Lina Blanco, City of Miami
Dr. Claudius A. Carnegie, CTAC
Aneisha Daniels, DSWM
Cesar Garcia-Pons, Garcia-Pons + Associates
Kenneth Eric Gardner, TARC
Patricia Harris, Citizen
Ramiro Inguanzo, Miami-Dade College
Rick Johnson, MDX
Gianni Lodi, MDREER
Robert McClellan, DPTW
Hakeem Mulindwa, District 11 Designee
Alyce Robertson, Miami DDA
Christopher J. Russo, City of Sunny Isles Beach
Peter Trupia, District 3 Designee
Britany Ziems, Citizens For a Better South Florida

Participants Present

Jorge E. Corzo, Town of Medley
Bryan Jobe, Freebee
Jason Spiegel, Freebee
Kevin Schot, FDOT
James Duncan, DERM
Mattie Reyes, MDPROS

I. Welcome and Introductions

Honorable Chairman Dennis C. Moss

Chairman Moss was unable to attend this Board meeting so Gabriela Lopez, Neat Streets Miami Manager, took the lead and began introductions.

II. Greater Miami Convention & Visitors Bureau Update

Bill Talbert

- Running at 79.5% in hotel occupancy, which is 1% higher than last year, Miami-Dade County is ranked #7 amongst the top 25 markets in the country.
- Miami-Dade County's room rate reported at 204.59, which is up 8.4%, ranking us #4 amongst the top 25 markets.
- Miami-Dade County is ranked #1 in rate of growth across the country.
- Miami-Dade County's rev par is at 162.71, which is up 9.8%, ranking us #1 in the country.

III. Action Items

- **Approval of the 8/1/18 Minutes**
 - The approval of the minutes have been moved to next month's meeting because of Chairman Moss's absence.

IV. Reports

- A. Freebee: Innovative & Proven, First & Last Mile Transportation Solution Bryan Jobe
Director of Transportation, Freebee

Kevin Spiegel, Co-Founder of Freebee, and Bryan Jobe, Director of Transportation for Freebee, presented on Freebee to the Board, a proven first and last mile solution that has been implemented throughout Miami-Dade County. Mr. Spiegel began by highlighting the direct connection Freebee has to Neat Streets Miami, more specifically our Complete Streets initiative. He referenced a stat stating that 71% of trips made under 1 mile are

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made by car. This occurs because the people who make those trips believe they do not have adequate public transportation to get to where they need to be. The vision of Freebee is “mobility is the key to sustainability.” By providing individuals adequate transportation and removing the amount of single passenger vehicles on the road, the benefits include: improved health, improved air quality, reduced traffic, and reduced carbon emission.

Freebee provides free on-demand door-to-door electric transportation; first and last mile connectivity; reduces traffic congestion; and allows communities to work or to play without needing a car. It is not only a transit solution but also an economic development tool designed to drive traffic directly to businesses to promote the local community. Additionally, the Freebee program is very adaptable. Freebee is able to meet the goals and objectives of each municipality it is implemented in.

Freebee currently operates a 50 electric vehicle fleet throughout Miami-Dade County in the City of Coral Gables, Key Biscayne, Coconut Grove, and Downtown Brickell. There are 3 different types of service offered: on-demand service, fixed route service, and private shuttle service for hotels.

Mr. Jobe presented on “Ride Freebee” mobile app. This application is free and allows anyone to seamlessly connect to a professional Freebee driver. The app allows users to learn more about their freebee vehicle and driver to make more informed decisions. An additional feature of the Ride Freebee app is the “Places To Be” tab, which works as an engine for economic growth and a tool to bring traffic to local businesses.

Freebee’s 50 electric vehicle fleet provides monumental environmental benefits which will only increase as they expand. Freebee has been able to reduce carbon emissions by 650 metric tons a year in South Florida.

Freebee is funded and contracted by municipalities, however, one of the great benefits of the Freebee platform is that it allows for advertisements and sponsorships, which subsidizes a large portion of the cost of the program.

Dr. Carnegie asked Mr. Spiegel whether they will be implementing a “Just In Time” feature that works in coordination with our transit system. Mr. Spiegel replied that in the municipalities of Palmetto Bay and Pinecrest, Freebee is developing a process that will allow Freebee to work in conjunction with the Metrorail and County buses.

B. Town of Medley’s 2018-19 Capital Improvement Projects

Jorge E. Corzo, PE
Town Engineer / Director, Medley CPED

Mr. Jorge Corzo, Town Engineer for the Town of Medley (Medley), presented to the Board on Medley’s upcoming capital programs and how they have been implemented with the help of Neat Streets Miami. Medley has the lowest tree canopy in all of Miami-Dade County, a night-time population of 1,000, and day-time population of 45,000 to 60,000.

Per Mr. Corzo, one of the biggest problems in Medley is that there is a lack of definition in regards to the roads. Throughout Medley, there is a lack of side-walk, curbs, and gutters. As a result, a parking issue occurs. Mr. Corzo proposed that, to improve connectivity, the roads need to be enhanced, side-walks and gutters implemented, and greenery to be planted to better define the roadways. All of which are in the works in partnership with FDOT.

Mr. Rick Johnson, representing MDX, asked Mr. Corzo if the reactions from the residents or local businesses to these projects have been negative. Mr. Corzo responded that the reactions have been overwhelmingly positive.

V. Updates

A. Neat Streets Miami Office

Gaby Lopez

- On August 28, 2018, a Sparkle Tour was conducted for the area surrounding the new Miami Beach Convention Center.
- On September 6, 2018, Neat Streets Miami hosted the first part of Keep America Beautiful affiliate training.
- On September 8, 2018, the “Let’s Clean Things Up” campaign was officially launched.

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- FY 2018-2019 Wrap Up:
 - 25 events were hosted.
 - 12 clean ups were organized.
 - 1,880 trees were given away.
 - 886 trees were planted.
 - \$814,721 were raised.

B. Marketing and Education Committee

Lina Blanco

- Ms. Lina Blanco, representing the City of Miami, informed the Board that the 2019 Clean Up & Green Up Contest has been launched and presented the new poster and theme “Dream. Draw. Do. Miami-Dade County Belongs to You!”
- Contest Submittals will be taken from January 7, 2019, to February 8, 2019. The judging panel is projected to be convened in late March and the awards ceremony will be scheduled in April.

C. Cleanup & Recycling Committee

Aneisha Daniel

- Ms. Aneisha Daniel, representing the Department of Solid Waste Management, passed out a draft list of the 50, 0.5 to 1-mile segments that have been selected that best represent the County for the Community Appearance Index Tour scheduled for October 16, 2018. Ms. Daniel also welcomed any suggestions to identify segments that best represent Miami-Dade County.

D. Transportation Gateways and Corridors Committee

Dr. Claudius Carnegie

- Mr. McClellan, representing Miami-Dade County’s Transportation and Public Works Department, reported that 108 new Compressed Natural Gas (CNG) buses have been deployed and 32 new Metrorail cars are now in service. He also reported that new bus stop shelters are being implemented along the first segment of the busway from SW 104 to SW 200th St.

E. Tree & Landscape Committee

Rick Johnson

- Mr. Johnson informed the Board that the Super Bowl Committee hosts tree plantings and intends to ask Bill Talbert, to help make Neat Streets Miami’s presence greater as part of these events.

F. Upcoming Events

- September 28th: One Tree Planted Tree Planting & Beautification in West Coconut Grove
- September 29th: RER’s Adopt-a-Tree event at Amelia Earhart Park.
- October 6th: Verizon/FedEx Tree Giveaway with Arbor Day Foundation at Tropical Estates Park.
- October 13th: UPS Planting at North Trail Park.
- October 23rd: TD Bank with Citizens for a Better South Florida Planting at Quail Roost Park.
- October 27th: FP&L Power to Care Day Planting at Deering Estate.
- November 16th: NASCAR Tree Giveaway with Arbor Day Foundation at the Homestead-Miami Speedway.
- December 1st: Enterprise Rent-a-Car Tree Giveaway & Planting with Arbor Day Foundation at Kendall Soccer Park.

VI. Closing Remarks

Honorable Chairman Dennis C. Moss

Ms. Lopez thanked the GMCVB for hosting the September Board meeting and thanked everyone for attending.

Please note: Next Board Meeting will be on Wednesday, December 5th, at 10:00 a.m.

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