



NEAT STREETS MIAMI  
MEETING SUMMARY  
February 21, 2017  
FINAL

**NSM Members Present**

William Anderson, GMCVB  
Lina Blanco, City of Miami  
David Cardenas, MDPROS  
Dr. Claudius Carnegie, CTAC  
Councilwoman Patricia Cohen, Bal Harbour,  
Miami-Dade League of Cities  
Aneshia Daniel, DSWM  
Meg Daly, Designee/MDC, Dist.12  
Cesar Garcia-Pons, Perkins + Will  
Juan C. Garrido, Designee/MDC, Dist. 7  
Camela Glean-Jones, The Beacon Council  
Jack Haime, BioPlanet USA  
Ramiro Inguanzo, MDC  
Rick Johnson, MDX  
Robert McClellan, DTPW  
Commissioner Dennis C. Moss, Dist. 9  
George Navarrete, MDPROS  
Alyce Robertson, Miami DDA  
Commissioner Phyllis Smith, North Miami Beach  
Peter Trupia, Designee/MDC, Dist. 3  
Rick Vasquez, FPL  
Mark Williams, City of Miami Beach  
Brittany Ziems, Citizens For A Better S. Florida

**Participants Present**

Diana Amaya, Dist. 9  
Marina Barrientos, Citizens For A Better S. Florida  
Loraine Cargill – South Florida Regional  
Transportation Authority  
Rosa Davis, Planning and Zoning  
Patrice Gillespie Smith, NSM  
Ginny Gutiérrez, GMCVB  
Mavi Haime, BioPlanet USA  
Susan Kawalerski, MPROS  
Jennifer Korth Llorente, NSM  
Henry Mayer, UF Institute of Food and Agricultural  
Sciences, MDC Cooperation Extension  
Maria Mitchell  
Leonard Salazar, FDOT  
Kevin Schot, FDOT  
Wanda Torres, NSM  
Susannah Troner, RER  
Natalie Yesbeck, South Florida Regional  
Transportation Authority

**I. Welcome and Introduction**

Chairman Moss welcomed everyone to the meeting. He thanked the Greater Miami Convention and Visitors Bureau (GMCVB) for hosting the Neat Streets Miami Board.

Ginny Gutiérrez reported:

- Bill Talbert was at a hearing in Tallahassee on behalf of Visit Florida
- End of Miami Romance Month

Bill Anderson reported the hospitality data:

- Visitors 2016 – 15,724,000
- Hotel occupancy—was 77%; ranked #2 in the nation
- Room Rate - \$215.29; ranked #3
- Rev Par \$165.80; ranked # 3
- Rooms sold were down 0.4%

Mr. Anderson mention numbers were down due to increase of inventory.

Chairman Moss stated considering everything the GMCVB were faced last year, it still had a great year.

Dr. Claudius Carnegie asked how the metrics are effected by construction of the Miami Beach Convention Center. Mr. Anderson responded the community is finding new ways to promote the businesses.

Chairman Moss stated before starting the action items, needed to make a good news announcement. Patrice Gillespie Smith will be joining the Miami Development Downtown Authority. Chairman Moss thanked Ms. Gillespie Smith for the work she has done for the Neat Streets Miami Board and she'll will be missed. He wished her well in her new endeavors. Chairman Moss asked if Ms. Gillespie Smith would like to speak.

Ms. Gillespie Smith thanked the Neat Street Board and staff. She said that she has been grateful to work with such a passionate board and committed team. She mentioned she'll stay connected.

## **II. Action Item – Approval of 01/25/17 Minutes**

Chairman Moss asked for a motion to approve the minutes. Dr. Carnegie made a motion to approve the minutes and Chairman Moss seconded the motion. Minutes were unanimously approved.

### **Action Item – Appointment of New Neat Streets Miami Board Member**

Chairman Moss asked for a motion to approve the appointment of George Navarrete to the Neat Streets Miami Board. Ms. Lina Blanco made a motion to appoint George Navarrete to the Neat Streets Miami Board. Cesar Garcia-Pons seconded the motion. George Navarrete's appointment to the Neat Streets Miami Board was unanimously approved.

## **III. Reports**

### **A. Miami-Dade County Communications Department**

**Inson Kim**

Ms. Kim gave an overview of the Miami-Dade County Communications Department. A copy of her presentation can be found on the Neat Streets Miami Website.

Ms. Kim reported the 311 Contact Center provides service in three languages (English, Spanish and Creole). The 311 Contact Center manages calls and generates service requests for countywide, UMSA and City of Miami services for transmittal to departments and partner agencies. The Contact Center has three locations: North Dade Justice Center, South Dade Justice Center and Miami-Dade Permitting and Inspection Center.

Chairman Moss asked Ms. Kim if she could explain the role 311 plays in rumor control. Ms. Kim explained during emergency situations, 311 Contact Center answers questions when departments are closed.

Ms. Gillespie Smith thanked Ms. Kim for the County's recently developed "Anti-Littering" ad.

Chairman Moss mention the City of Miami is our partner, if the City calls the Contact Center, how is the call handled. Ms. Kim responded 311 Contact Center's system interfaces with the City of Miami.

Maria Mitchell mentioned she had a great experience using the 311 Contact Center. She commended the 311 Contact Center on its call back option.

Councilwoman Patricia Cohen asked why is MIA's Wi-Fi limited. Chairman Moss responded there was a decision made recently, that due to the cost of the equipment, they thought providing the first half hour free would be a nice compromise.

Councilwoman Cohen asked Ms. Inson what cities you look too. Ms. Inson responded that they look for counties or cities that offer what the 311 Contact Center offers. No other community in the US quite offers the same coverage as Miami-Dade County. The 311 Contact Center does customer service unlike others.

Chairman Moss mentioned the 311 Contact Center was his initiative. He stated there needed to be one central number to call to get your issues resolved.

Dr. Carnegie asked what the 311 Contact Center's budget was. Ms. Inson responded approximately \$19 Million.

Diana Amaya commended the 311 Contact Center on its good work.

Ms. Gutiérrez mentioned the 311 Contact Center has helped visitors during emergencies.

Rick Johnson asked if 311 was looking to partner with other municipalities and agencies and is there any way we could help. Ms. Kim responded it's a lot on the 311 Contact Center's end. It is the face for department, but the 311 Contact Center needs to know from the department when the task is completed. Thus, she is not going to establish a relationship with another city unless there is an adequate infrastructure to support residents' expectations.

Aneisha Daniel mentioned that the 311 Contact Center has made it easier for Solid Waste during Zika.

Alyce Robertson asked was App tied in to the 311 Contact Center. Ms. Kim responded, yes.

Chairman Moss mentioned the 311 Contact Center handles about 16 million call per year.

### **Action Item**

Chairman requested assistance from the County Communications department to help Neat Streets Miami in its desire to grow its social media following.

## **B. Complete Streets Guidelines**

**Stewart Robertson**

Mr. Robertson mentioned the purpose of the Complete Streets Guideline is to provide County and municipal government practitioners and developers with design guidance to implement Complete Streets. A copy of his presentation can be found on the Neat Streets Miami Website.

He mentioned that in Miami-Dade, pedestrian fatalities and bicyclist injuries are on the rise.

Mr. Robertson referenced the relationship between speed and fatalities. The faster a car is traveling when it strikes a pedestrian, the higher the likelihood of the pedestrian dying from injuries.

Mr. Robertson shared Miami-Dade County Safer People Safer Streets were the winners of the USDOT Award in Washington, DC in September 2016.

Complete Streets is designing for all modes and people of all ages and abilities.

Examples of Complete Streets in Miami-Dade can be found at SW 27<sup>th</sup> Avenue and Red Road.

Some ways to use the Complete Streets Guidelines are:

- As a template—for local jurisdictions to adopt and/or update their own engineering standards
- As an engineering guide—to look up dimensions and criteria that provide for a Complete Streets approach
- As a resource—for incorporating Complete Streets design guidance into roadway design projects
- As a unifying theme—for incorporating Complete Streets elements into land development projects with a street design component
- As a planning guide—for street typology

Dr. Carnegie asked if intersection design accommodates heavy truck traffic. Mr. Robertson responded yes, there are ways to accommodate—with multi-lanes, trucks can turn into the first available lane.

Maria Mitchell asked when there are shared bike lanes, does it mean a car can't pass the cyclist. Mr. Robertson responded no. This is lets you know the road is being shared with cyclist because there is no designated bike lane. Ms. Mitchell asked why the sign on most roads isn't posted? Mr. Robertson responded that normally the sign is on a road when it has been identified as a bike route.

Meg Daly asked how does this relates to DOT. Mr. Robertson responded some information came from DOT. FDOT is creating its own book this year.

Commissioner Smith mentioned this is probably one of the most important things the Board has undertaken. This needs to be Countywide.

Chairman Moss stated this is why having municipalities represented, we can carry information back to the community.

Cesar Garcia-Pons asked how we could make sure the County is adopting this. Ms. Gillespie Smith responded different agencies were represented during the creation of the Guidelines and expressed their support of the document. However, it will be incumbent upon all of us to keep pressure on our agencies to ensure these Guidelines are implemented.

Dr. Claudius Carnegie motioned for the Neat Streets Miami Board to support the Complete Streets Guideline and Alyce Robertson seconded the motion. The motion was unanimously approved.

Commissioner Moss said he would do what it takes to help ensure the adoption of the Complete Streets Guidelines.

#### **IV. Updates**

##### **A. Office of Neat Streets Miami**

**Patrice Gillespie Smith**

Ms. Gillespie Smith reported:

- Ms. Gillespie Smith provided members with a copy of the Dashboard as request by Mr. Garcia-Pons. FDOT is doubling up on the litter pickup. FDOT's contractor is below standards therefore, central office didn't want to approve additional funding until the contractor's output increases. Thus FDOT District 6 is implementing more changes to enhance services.
- Ms. Gillespie Smith mentioned that one outcome of the retreat was the desire to generate more Municipal Memorandum of Agreements so that cities can assume maintenance of a particular FDOT right-of-way.
- Jennifer Llorente has been working on Adopt-A-Road. She has 8 applications approved and 4 pending applications.
- We continue to tie trees into the infrastructure through initiatives like, "Growing Green Bus Stops" as well as the WASD improvements but we need to follow up to make sure as construction is being completed more trees are going in the ground.
- Street Tree Matching Grant—there was a goal of 10, but there were 13 recipients.
- Complete our gateway route to a park. Neat Streets Miami is coordinating with David Cardenas to ensure corridors leading to key parks are targeted for tree plantings.
- Ms. Gillespie Smith mentioned the Million Trees Miami tree count goal for 2016 was 40,000 but this is why reporting your municipality or agency's count is important. We so far only have a count of 9,074.
- Ms. Gillespie Smith thanked Ms. Gutiérrez for helping us work on getting more social media followers. The goal was to get 500 new followers but we've add 185 this quarter.
  - Chairman Moss asked how we can tie the County's social media efforts into Neat Streets Miami.
  - Ms. Kim responded the Contact Center just recently hired a coordinator for social media who can sit down with NSM to develop strategies for social media growth.
- Ms. Gillespie Smith reported there was one new board member this quarter.
- The Complete Streets Guideline is complete but she feels it's not official until the Board of County Commissioners adopts it.
- The implementation of Safer People Safer Streets Action Plan is happening: three action items have been implemented.
- Million Trees Miami has plenty of opportunity. There were five educational opportunities this quarter.
- Neat Streets Miami building relationship with schools is growing. Ms. Blanco will comment later but Wanda Torres has enhanced our outreach by identifying additional partners for distribution of the Clean Up Green Up posters.
- Several people visited schools but due to small staff we weren't able to visit as many as in the past. We didn't have Madelyn Rodriguez who visited 75 schools last year.

- This month starts with Safer Streets Campaign, “Heads Up Miami” on a NW 79<sup>th</sup> Street billboard, radio and Internet ads. Additionally, at Bike to Work Day, participants will be given a HeadsUpMiami business card holder to clip to their phones.
- Ms. Gillespie Smith mentioned Mavi Haime’s planting project at Oleta Park. Mr. Haime explained the project is funded by a real estate company. Chairman Moss asked for a round of applause.
- Ms. Gillespie Smith mentioned she presented the Complete Streets guidelines at the City of Hialeah and Palmetto Bay.
- Ms. Gillespie Smith mentioned she met with the City of Hialeah’s Council to discuss the Guidelines and this Thursday she will present to the City of Miami.
- Miami-Dade Parks has won a Culture of Health Award and asked to have it incorporated with Complete Streets into its deliverables.
  - Dr. Carnegie mentioned he is a member of the Engineering Society Board and will be showcasing Complete Streets in their lunch and learn session.
- She thanked everyone who helped promoted the Clean Up and Green Up poster contest and a special thank you to Ginny Gutiérrez and the GMCVB for providing the amazing prizes
- March 3 is Bike to Work Day. She mentioned Sue Kawalerski will be provide an update
- March 23 is LEAF Summit. She announced registration was open an take advantage of the early bird rate and March 22 Neat Streets Miami will host a VIP reception at Greynolds Park She thanked Nathalia Restrepo-Salas from the Parks Foundation for her help coordinating this event.

#### **B. Marketing and Education Subcommittee**

**Lina Blanco**

Ms. Blanco reported:

- Poster judging will be on March 16 location to be determined either at the Marlins Stadium or Curtiss Mansion in Miami Springs
- NSM has received over 2000 posters and of that 2000, Lina Blanco submitted over 864 posters
- Winners will have posters presented at the Government Center Lobby throughout April
- Winner presentation will be on May 2
- Marketing Committee is helping promote the LEAF Summit

#### **C. Street Tree/Landscape Subcommittee**

**Rick Johnson**

Mr. Johnson reported:

- LEAF Summit will feature national experts – take advantage of the low \$10 rate for registration
- Nominate your Tree Champion by Thursday, March 9
- We will also be unveiling a new online interactive canopy planning tool. The Tree committee saw it last week and they were very impressed with its capabilities
- Street Tree Matching Grant letters will be going out soon
- O’Miami launched a Growing Green Bus Stops Haiku contest submittals accepted until Friday, March 10

#### **D. Gateway/Corridor Subcommittee**

**Dr. Claudius Carnegie**

Dr. Carnegie reported:

- There have been several complaint about littering. He mentioned DBI has hired a new project manager to focus on these issues

- Miami is rated 5<sup>th</sup> most congested city in the country and 10<sup>th</sup> in the world. He mentioned he calculated that in Miami commuters spend 65 hours per year in traffic in Miami. He stated Complete Streets will be able to address some of these issues.
- Plan Z for the Rickenbacker Causeway will be launching a new exhibit. He invited everyone to attend the Plan Z exhibit at the Coral Gables Museum on March 3
- Sue Kawalerski mentioned March 3 will be the 5<sup>th</sup> Annual Bike to Work Day
- Meg Daly commended Ms. Kawalerski on a great job. She mentioned on March 11, there will be an “Underlounge” from Dadeland to Brickell. It will feature a four hour festival with healthy food and a bike fashion show. She commended Alyce Robertson on a successful Biscayne Green. Ms. Daly thanked the Neat Streets Miami Board for promoting Safer Streets and Ms. Gillespie Smith’s dedication to the Neat Streets Miami Board
- Bob McClellan announced, the pedestrian overpass ribbon cutting at the University MetroRail Station US 1 will take place in April
- Complete Streets Guidelines are complete
- Local Action Team for Safer People, Safer Streets will be meeting in March
- The cities of Pinecrest, Palmetto Bay and Cutler Bay are working on a joint Complete Streets Plan

Ms. Gutiérrez mentioned the median in Coral Gables looks great and commended FDOT.

Chairman Moss commended FDOT for their great work in the beautification of our community.

#### **Action Item**

Alyce Robertson requested a list of the previous Tree Canopy Award recipients be sent.

Chairman Moss mentioned an article in the Miami Herald regarding the tree canopy. There was a statement from Luke Campbell regarding the lack of trees in Liberty City.

#### **Action Item**

Mr. Johnson mentioned he will create a referral form for projects for tree canopy areas.

Jack Haime suggested inviting the reporter to the LEAF Summit to discuss Mr. Campbell tree canopy concerns.

### **V. Recap of Action Items 02/21/17 Meeting**

**Wanda Torres**

Due to time constraints there was no recap of action items.

### **VI. Closing Remarks**

Chairman Moss thanked the GMCVB for hosting the Neat Streets Miami Board meeting and everyone for coming to the meeting.

The meeting was adjourned at 12:05pm