community image advisory board

CIAB Planning Retreat

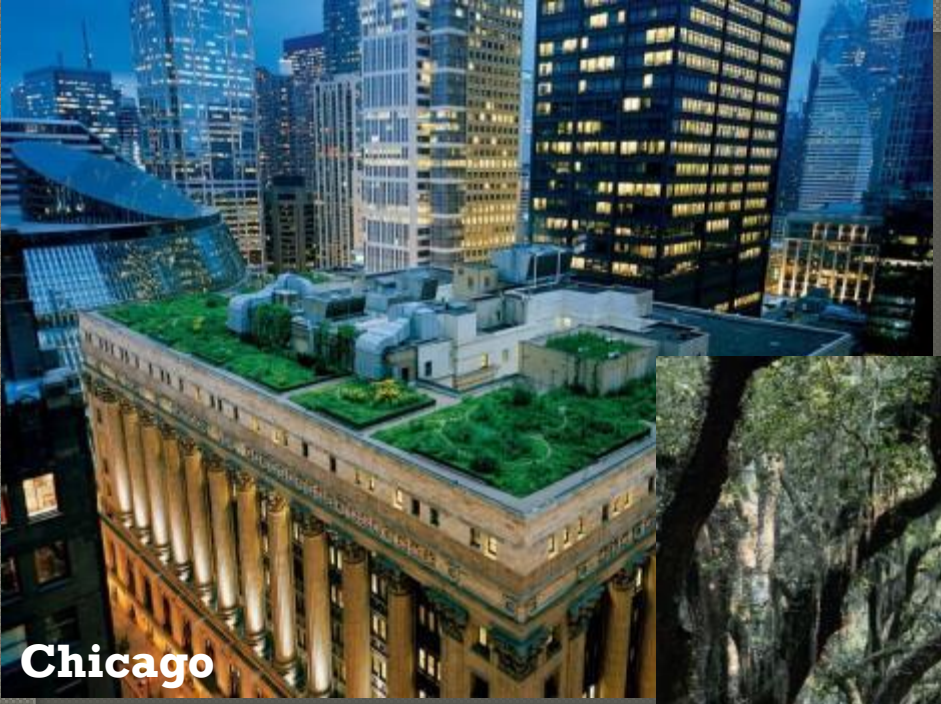
Follow Up

October 29, 2014

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

Charleston

Top 10 US Cities

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

CIAB Retreat

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

Research and Member Feedback

- **Miami-Dade Realtors Survey**
- **CIAB Member Interviews**

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."

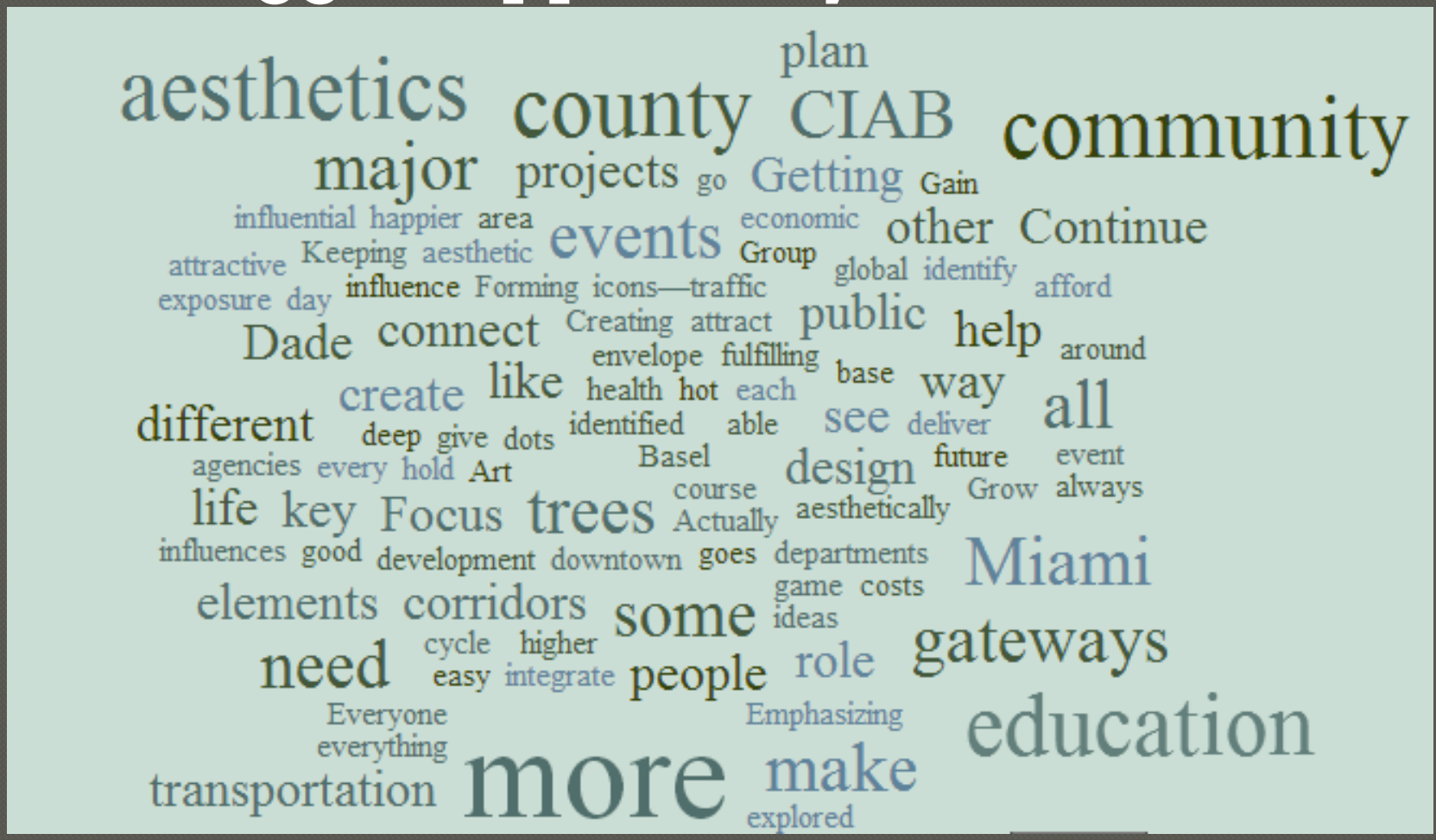
"Not enough participation from the other cities."

"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

Develop strategies to enhance the maintenance of priority corridors and gateways

Team 1

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

Develop strategies to enhance the maintenance of priority corridors and gateways

Team 2

- Use more hard scape so there is less to maintain
- Communication
- Performance contracting
- Special taxing districts
- Strategic planning
- Educational campaign
- Use technology efficiently

Develop strategies to enhance the maintenance of priority corridors and gateways

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

Develop strategies to enhance the maintenance of priority corridors and gateways

Team 4

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

Develop strategies to enhance the maintenance of priority corridors and gateways

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

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

Team 1

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

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

Team 2

- Identify
- Plant tree in the right location
- Zoning
- Future development

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

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.

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

Team 4

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

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

Teams 5

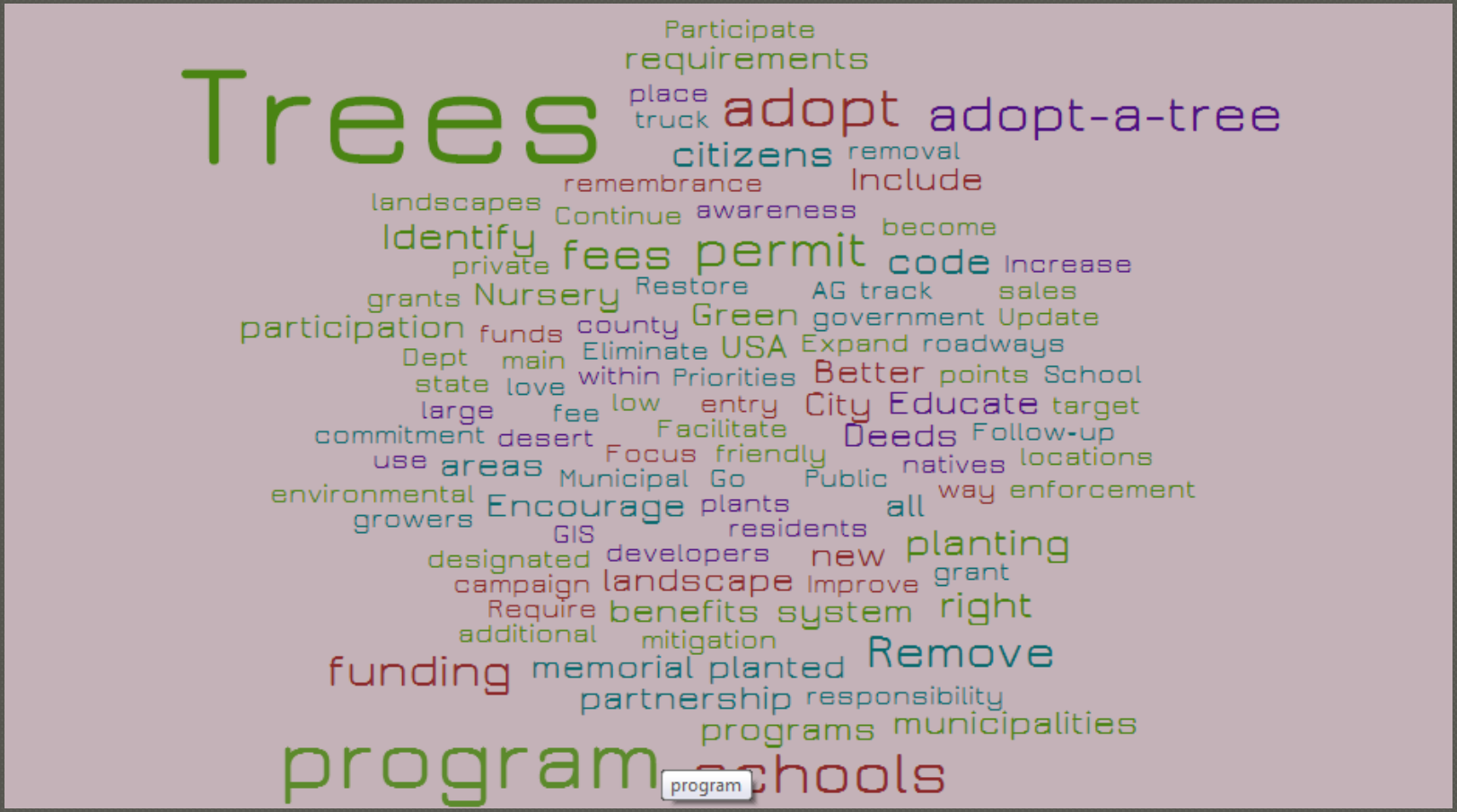
- Restore Adopt a Tree to previous levels (6 times a year)
- Better enforcement of contractors
- Tree memorial programs through Parks Foundation
- Adopt-a-Tree programs
- Agricultural Dept. funding

Wall Exercise

- Top priorities for Aesthetics/Maintenance

Wall Exercise

- Top priorities for Million Trees Miami



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.

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 activity.
- 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!

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Follow Up

2015:

Here We Come

CIAB Vision: Inviting, aesthetically pleasing transportation corridors, gateways and connections countywide.

Beautiful Built Environments

Increase beautification and maintenance funding

- Select 3 priority Gateways per year
- Enhance enforcement
- Leverage Complete Streets
- Explore express lane revenue for landscape
- Promote Special Taxing Districts
- Encourage P3
- Implement performance contracting

Healthy Green Infrastructure

Elevate Million Trees Miami

- Facilitate Tree City USA applications
- Update Landscape Code
- Remove permit fees
- Secure larger funding sources
- Track nursery trees
- Create Tree GIS Layer
- Simplify business donation of trees
- Grow Adopt a Tree
- Tie into infrastructure
- Create a tree planting curriculum for schools

Productive Partnerships

Leverage CIAB resources

- Advance mission through CIAB municipalities
- Use Rebranding to increase corporate buy-in
- Promote anti-litter campaign with FDOT
- Build upon success of poster/video contest
- Connect IFAS/Extension to communities
- Engage universities in low maintenance solutions

Breakdown by Committee

CIAB Vision: Inviting, aesthetically pleasing transportation corridors, gateways and connections countywide.

Transportation Corridors and Gateways Committee	Tree Committee	Marketing Committee	Landscape Committee
Select 3 priority Gateways per year	**Encourage cities and County to become Tree City USA**	**Advance mission through CIAB municipalities**	**Select 3 priority Gateways per year**
Identify upcoming projects	Hear from successful examples in County	Highlight joint successes	Identify plans, review them and offer input
Countywide asset management study on all major gateways	Create a workshop for interested cities and the County	Facilitate exchange of best practices	Identify opportunities for gateways
Explore express lane revenue for landscape	**Secure larger funding sources**	**Use Rebranding to increase corporate buy-in**	**Enhance Enforcement**
Identify where current funds are going now	Explore Tree Trust Fund	Create roll-out plan for new name/logo	Review existing process
Research what statute allows	Leverage American Forests Grant	Identify corporate partners	Identify areas for improvement
Promote Special taxing districts	**Track Nursery Trees**	**Identify partner event opportunities**	Review options for action on private property
Host workshop	Identify existing tracking apps	Cross promote on social media	**Engage Universities in Low-Maintenance Solutions**
Create a presentation that can be posted online and presented to communities	Solicit a private partner	Encourage adoption of "Drive It Home"	Conduct Benchmark study of best practices
Encourage P3s	**Create Tree GIS Layer**	**Promote Million Trees Miami**	Solicit partners through engineering/LA schools
Review opportunities and avenues for P3	Secure funding	Identify best practices	Create long-term partnership with local university
Conduct survey to identify available resources	Inform municipalities of project	Create a tree planting curriculum	**Connect IFAS/Extension to communities**
Host workshop	Incorporate municipality efforts into effort	**Build on success of poster/video contest**	Understand all of their roles and responsibilities
Leverage Complete Streets	**Simplify Business Donation of Trees**	Reach out to other departments- WASD and HT to find common ground	Identify opportunities to promote their knowledge
Support passage of resolution	Identify best practices	Launch joint poster/video contest	**Improve Landscape Code**
Help with implementation of action plan	Create an online form identifying willing recipients		Incorporate desired tree selections and caliper
educate members on opportunities with Complete Streets	**Grow Adopt a Tree**		Stress Florida Natives
Implement Performance Contracting at County Level	**Remove permit fees/streamline permit process**		Align DERM Tree Regs with Landscape Code
Host workshop	Identify existing budget going to PWWM		
Identify where this approach is applicable	Develop a cost benefit analysis of planting the trees		
Develop a budget for a quality performance contract	**Tie Trees into Infrastructure**		
	Create a value proposition for the inclusion of trees		
	Meet with key departments to ask to incorporate trees into projects		

TREE COMMITTEE

#	Tree Committee	Action Items
1	**Facilitate Tree City USA Applications for cities and County**	Identify all Tree Cities in County
	Hear from successful examples in County	Invite cities to upcoming Tree Committee meetings
	Create a workshop for interested cities and the County	Identify a host for such an event
2	**Secure larger funding sources**	
	Explore Tree Trust Fund	Speaking with DERM
	Leverage American Forests Grant	Awaiting study
3	**Track Nursery Trees**	Speak with IFAS (Henry Mayer)
	Identify existing tracking apps	Research what is out there (can a pilot be conducted?)
	Solicit a private partner	Nurseries and Home Depot in the development of a tag
4	**Create Tree GIS Layer**	Research existing models
	Secure funding	Talking to internal sources
	Inform municipalities of project	Reach out to cities who are in the process of doing this work
	Incorporate municipality efforts into effort	Collect and promote (Miami Gardens, Doral, MB, PB)
5	**Simplify Business Donation of Trees**	
	Identify best practices	Ask ACT and others to offer examples
	Create an online form identifying willing recipients	Speak with internal communications
6	**Grow Adopt a Tree**	Understand existing program
7	**Remove permit fees/streamline permit process**	Outline amendments to existing legislation
	Identify existing budget going to PWWM	~ $19,000
	Develop a cost benefit analysis of planting the trees	Review existing studies.
8	**Tie Trees into Infrastructure**	
	Create a value proposition for the inclusion of trees	Research this information for S. Florida
	Meet with key departments to ask to incorporate trees into projects	Pursue partnership with Property Appraisers office. Could residents opt in for a donation to Million Trees Miami?
		Speak with PWWM and WASD about future opportunities

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Follow Up

Questions?

Comments?

Sweet Home Missionary
Baptist Church