

COMMUNITY
IMAGE
ADVISORY
BOARD



MIAMIBEACH

VISION STATEMENT

The City of Miami Beach will be: **Cleaner** and Safer; **Beautiful** and Vibrant; a Mature, Stable Residential Community with **Well Improved Infrastructure**, a Unique Urban and Historic Environment; Cultural, Entertainment and Tourism Capital; and International Center for Innovation and Business, while maximizing value to our community for the tax dollars paid.

THE VISION

Characteristics – rated Excellent & Good	2005	2007	2009	Change from 2005 to 2009	Change from 2007 to 2009
Appearance and maintenance of city's public buildings	80.9%	81.0	87.2	+6.3	+6.2
Appearance of playgrounds	80.3	80.0	87.3	+7.0	+7.3
Landscape maintenance in rights of way and public areas	76.1	77.0	82.7	+6.6	+5.7
Maintenance of parks	77.9	76.0	85.1	+7.2	+9.1
Garbage/Trash collection	77.0	76.0	82.7	+5.7	+6.7
Overall quality of the beaches	80.0	75.0	82.7	+2.7	+7.7
Cleanliness of streets in neighborhoods	61.8	65.0	75.2	+13.4	+10.2
Cleanliness of streets in business/commercial areas	56.6	61.0	71.0	+14.4	+10.0
Cleanliness of canals/waterways	48.5	54.0	61.2	+12.7	+7.2
Condition of sidewalks	52.1	49.0	64.2	+12.1	+15.2

LIVING THE VISION 25/7

Vision Linkage Cleaner and Safer

Key Intended Outcome (KIO) Improve
cleanliness of Miami Beach rights-of-way especially in business areas

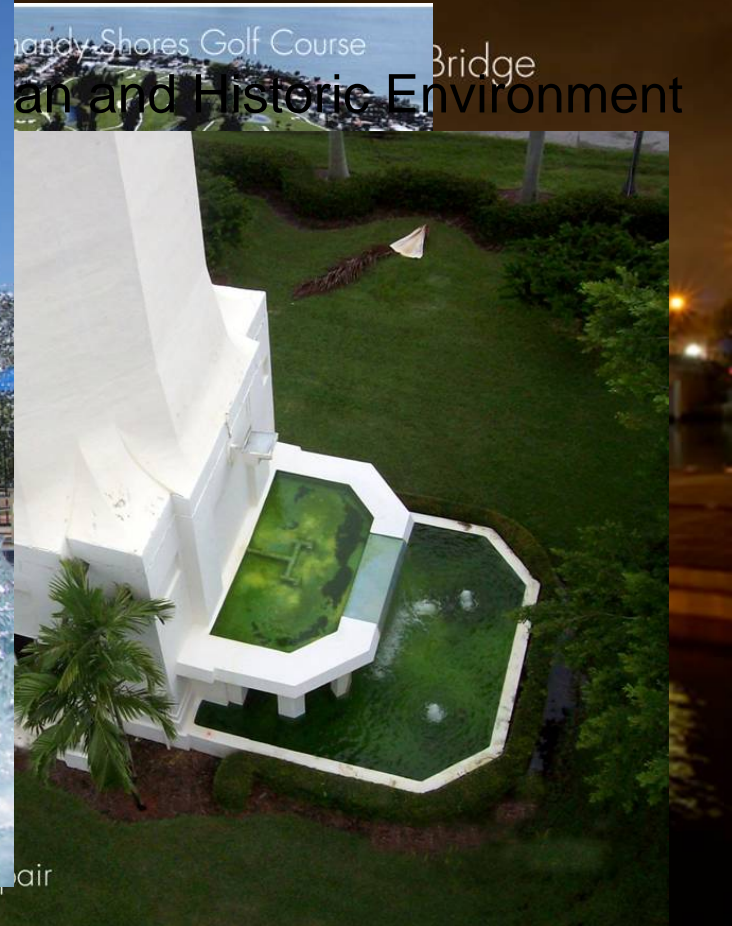
Key Performance Indicator (KPI) Citywide
Public Area Cleanliness Rating Index

Departmental Performance Indicator (DPI) Public
Area Cleanliness Rating Index (Streets)

Activities
Expand enforcement related to handbills
Enhanced level of service on major thoroughfares, especially in business areas

PROJECT ALIGNMENT

LIVING THE VISION 25/7



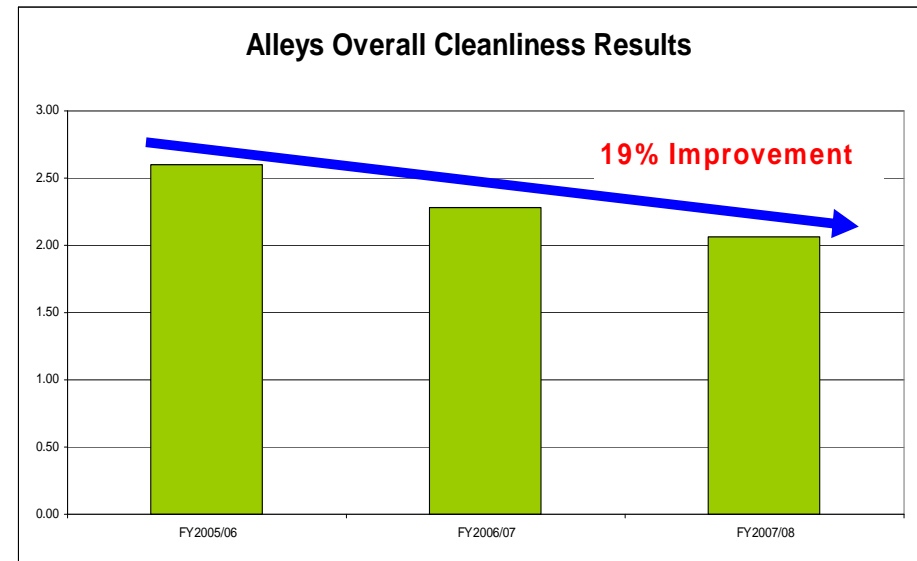
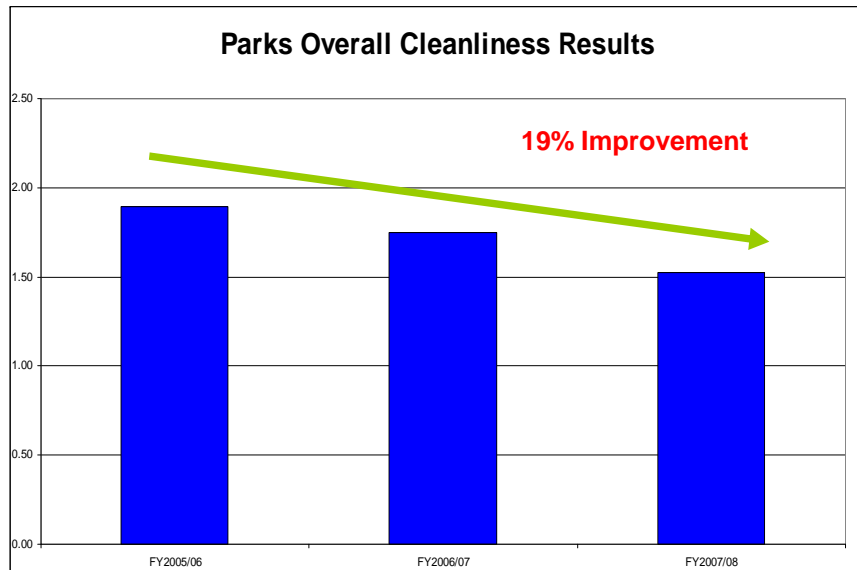
Recreation and Business

Cultural, Entertainment and improved infrastructure

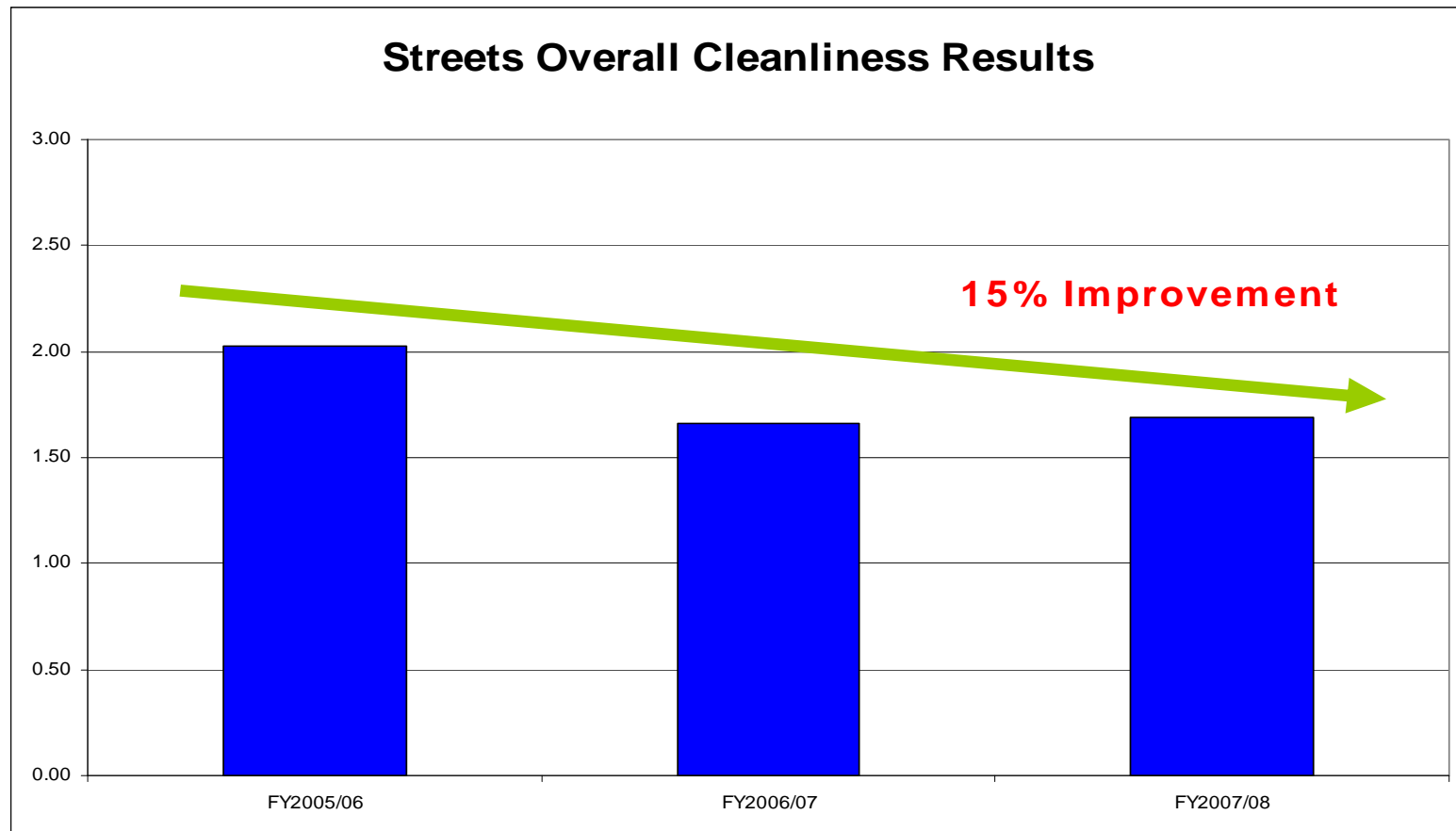
PROGRAMS IN SUPPORT OF VISION

- CLEANLINESS ASSESSMENT AND PROGRAM
- URBAN REFORESTATION
- PARKS, STREETS CAPES AND MUNICIPAL BUILDING RENOVATIONS
- RESTORATIVE TREE WELLS
- MAINTENANCE OF RIGHTS OF WAYS

CLEANLINESS ASSESSMENT PROGRAM RESULTS



CLEANLINESS RESULTS



CLEANLINESS

Cleanliness Assessment and Program

Winner	2007 Florida Sterling Challenge Team Showcase
Finalist	2008 American Society for Quality (ASQ) World Competition

BEAUTIFICATION PROGRAMS

REFORESTATION PLAN FY 06/07



URBAN REFORESTATION

BEAUTIFICATION PROGRAMS



PARKS: South Pointe, Belle Isle, Normandy & Maurice Gibb.... to name a few

BEAUTIFICATION PROGRAMS



South Pointe
Master Wastewater Booster Pump Station



STREETSCAPES AND MUNICIPAL BUILDING RENOVATIONS

BEAUTIFICATION PROGRAMS



BEAUTIFICATION PROGRAMS



RESTORATIVE TREE WELLS

FUNDS, PARTNERSHIPS & LEVERAGING

- GRANT FUNDING & DEVELOPMENT AGREEMENTS
- DEMONSTRATION PROJECTS
- INTER LOCAL AGREEMENTS
- FRANCHISE AGREEMENTS
- DONATIONS
- VOLUNTEER SUPPORT

FUNDS, PARTNERSHIPS & LEVERAGING



Miami Beach Golf Course & Normandy Shores Golf Course
South Florida Water Management Grant

GRANT FUNDING & DEVELOPMENT AGREEMENTS

FUNDS, PARTNERSHIPS & LEVERAGING



Beachwalk

GRANT FUNDING & DEVELOPMENT AGREEMENTS

FUNDS, PARTNERSHIPS & LEVERAGING



Inter local agreement with FDOT for the management of the

- **Julia Tuttle**
- **MacArthur Causeways**



INTER LOCAL AGREEMENTS

FUNDS, PARTNERSHIPS & LEVERAGING

FRANCHISE AGREEMENTS

- Daily trash receptacle service at no additional cost to City
 - All Parks
 - City buildings
 - City rights-of-ways
- Processing of recyclables collected by City from our rights-of-way bins and City buildings

FUNDS, PARTNERSHIPS & LEVERAGING

RE-BIDDING OF MAINTENANCE CONTRACTS

RE-DEPLOYMENT OF RESOURCES

VALUE-ADDED IMPROVEMENTS

- City Wide Flower Basket Program
- Reduced irrigation System Repairs
- Additional Litter Services



FUNDS, PARTNERSHIPS & LEVERAGING

DONATIONS

- 113 Royal Palms
- Palm Island Park Playground
- Washington Avenue Dog Park
- Audi Tot Lot
- Eden Roc Volleyball courts
- 69th Street streetend beautification – Canyon Ranch

FUNDS, PARTNERSHIPS & LEVERAGING

DEMONSTRATION PROJECTS

North Shore Open Space Park Protected Plant Species Program

*Partnerships: Fairchild Tropical Botanic Garden,
Teen Job Corps, MB Teen Club: Volunteer Exotic
Plant Removal Initiatives*

Community Gardens

Program supported through Citizen Committee
and Participation



FUNDS, PARTNERSHIPS & LEVERAGING

ADOPT-A-BEACH



FUNDS, PARTNERSHIPS & LEVERAGING

EDUCATION CAMPAIGNS – Poster Competition



VALUE ADDED

DESIGN TO REDUCE MAINTENANCE COSTS

- Storm Water Retention
- Florida Friendly Design
- Additional Parking Spaces



VALUE ADDED

ORDINANCE ADMENDMENTS

- Litter
- Handbill
- Graffiti

DEPARTMENT STAKEHOLDERS

- Secret Shopper Program
- Suggestions to the City Manager
- In-House Employee Development Programs

QUESTIONS AND ANSWERS



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