



Community Image Advisory Board

Goals for FY 2012-13



Reminder! CIAB's Mission

CIAB Mission:

Our mission is to develop partnerships, principles, and projects that support the sustainable beautification and greening of our community through scenic vistas, tree lined streets, lush landscaping in high-traffic areas and popular destinations, and livable neighborhoods that reflect a world class image of Miami -Dade County as a sub-tropical paradise.





Goals – as per our ordinance...

- Goal 1 – The proper maintenance of grass in and around our main roadways and transportation gateways;
- Goal 2 – The continued enhancement of our main roadways and transportation gateways through the replacement of unhealthy or damaged landscaping;
- Goal 3 – Enhance areas under overpasses and bridges
- Goal 4 – Establish a standard color scheme for bridge overpasses
- Goal 5 – Proper maintenance around the Metrorail and Metromover system and the creation of exciting designs through lighting, painting, and cosmetic changes to the Metrorail and Metromover trains
- Goal 6 – Eliminate litter and trash on our major roadways and transportation gateways;
- Goal 7 – Clearance of roadway intersections and emergency lanes of debris;
- Goal 8 – Enhancement of all roadways serving major tourist transportation terminals such as the airport, seaport, and train station;
- Goal 9 – Enhance water retention areas near major roadways through the use of lighting and fountains
- Goal 10– The education of the community regarding the goals of the Advisory Board especially roadway and transportation gateway beautification



CIAB Subcommittees

- Landscape and Right-of-Way Maintenance/Litter
 - Chaired by Jeff Dawson, Miami-Dade Aviation
- Marketing
 - Chaired by Lina Blanco – City of Miami Solid Waste Dep.
- Street Tree Working Group
 - Chaired by John Oldenberg – City of Miami Beach Parks
- Transportation & Transit
 - Chaired by Dr. Claudius Carnegie, FIU

Landscape and Right-of-Way Maintenance/Litter



Chairperson: Jeff Dawson, Miami-Dade Aviation

- **Landscape Plan Reviews (for public projects)**
 - Invite all agencies to use this committee to review plans prior to installation
- **Landscape Project Tracking**
 - Public projects (FDOT, MDX, Transit, County)
- **Landscape Installation & Maintenance Guide**
- **Identify & Design Volunteer-based Landscape Project**
- **Develop Adopt/Sponsor-a-Road Program**



Street Tree Working Group

Chairperson: John Oldenberg, City of Miami Beach Parks & Recreation

- **Tree Guide for Planting and Maintenance**
- **Tree Summit 2013**
- **Million Trees Miami Workplan/Tracking**

Marketing



Chairperson: Lina Blanco, City of Miami Parks and Recreation

- **Clean Up & Green Up Poster / Video Contest**
- **Million Trees Miami – Public Service Announcements**
- **Show Some Love – Anti Litter PSA / Signage**
- **CIAB Partner Project Signage**



Transportation & Transit

Chairperson: Dr. Claudius Carnegie, Florida International University

- **Transit Marketing Plan**
 1. **Advertising on vehicles – revenue generating**
 2. **Naming rights for stations**
 3. **Advertising on stations or around stations**
 4. **PSA ads – Show Some Love**

- **Promote & Seek Partners for Brickell Promenade Project**

- **Gateway Scorecard**