THE BEACON COUNCIL welcomes you to

BUILDING A LIVABLE COMMUNITY

AN ACCESS BREAKFAST SERIES EVENT
JACK KARDYS
PERSON’S TITLE GOES HERE, ALL CAPS
Miami-Dade County
Parks, Recreation and Open Spaces

Master Plan For
Livability & Economic Prosperity

REVITALIZING THE REGION THROUGH
PARKS AND PUBLIC SPACES
Miami-Dade County Parks, Recreation and Open Spaces

- Who We Are
- Challenges
- Shared Goals
- Masterplan
- Benchmarks
- Implementation
WHO WE ARE....

- One of the Largest Park & Public Space Systems in the Nation
- Only Metropolitan Region Bordered by Two National Parks
- 250 + Parks, Greenways and Recreational Facilities: Approx. 12,727 Acres
- 15,870 Acres of EEL Lands
- Natural Lands Management
- Includes Beaches, Regional, Local, Neighborhood and Community Parks, Historic Sites, Botanical Gardens and Nature Preserves
The CIAB is a multi-jurisdictional collaborative dedicated to creating beautiful gateways, corridors and connections through maintenance and aesthetic investments. Working with members, including the Florida Department of Transportation, the Miami-Dade Expressway Authority, the Greater Miami Convention and Visitors Bureau, PortMiami, Miami-Dade Parks, Recreation and Open Spaces, Public Works and Waste Management, non-profits, and municipalities, the CIAB’s impact can be seen in efforts, such as:

- Litter reduction education programs
- Tree plantings
- Roadway landscaping projects
- Master Plan for Street Trees and Aesthetics
- Metrorail station landscape replacements and enhancements

“Everyday, we are leveraging opportunities to create attractive gateways and enhance the quality of life for our residents, employees and visitors.”

-CIAB Chairman, Commissioner Dennis C. Moss, District 9

Join our efforts!

CIAB Programs:
- Million Trees Miami
- Adopt-a-Road
- “Clean-Up Green-Up” Poster/Video Contest

Visit www.miamidade.gov/image or call 305 755-7801.
Parks Foundation of Miami Dade

- Established as a 501(c)(3) in 2004

- The Parks Foundation serves as a fundraising arm of the Miami-Dade County Parks, Recreation and Open Spaces Department. Its purpose is to request, receive, hold, invest, administer grant and disburse gifts of funds and property, and make expenditures to or for the benefit of parks.

- To date, $1.8 million in cash contributions has been raised and over $2.7 million of goods and capital equipment has been donated for park benefit.
Population will increase 65% by 2060
Master Plan Timeline

A County Vision for Economic, Social and Environmental Prosperity

2006
Plan Development

2008
Plan Completion & BCC Approval

2009
Implementation CDMP, Trails Guidelines & Wayfinding, Recreation Plan, Park Plans, Park Design Standards, SFPC, Regional Partnership Summits, Red2Green Infrastructure Initiative

2010
Agency Partnerships
School Board, Health Department, 34 Cities, State & Federal Agencies

2014
Efficient Realignment of County Functions
Parks, Recreation and Open Spaces, RAAM and CIAB
South Florida Parks Coalition

A Coalition of City, County, State and Federal Parks in Miami-Dade County

A vision to achieve the Miami-Dade County Parks and Clean Space System can only be accomplished through the cooperative collaboration of City, County, State and Federal Park agencies working together to create a more viable Miami-Dade County through a system that includes areas parks, public spaces, natural and cultural areas, greenways, waterways and trails.

The Charter

Preamble:
The South Florida Parks Coalition is dedicated to building a model park system that will provide a greater, healthier, and more viable South Florida community.

We believe that the fundamental values of recreation opportunity and environmental stewardship is the foundation of a model park system.

We believe that sustainable parks system consists of parks and public spaces, recreation facilities, greenways, blueways, great streets and conservations lands.

We believe that a model park system must be planned and created with an eye to its impact on the neighborhood, city, county and region as a whole. It must be effective, efficient, fair and balanced. It must work with other park and green spaces and must enhance the health, safety, happiness and well-being of all residents and visitors to South Florida now and in the future.

We believe that a model park system is an integral part of social, environmental and economic sustainability. It must become a vital part of everyday human experience, it must be connected spiritually and physically, and it must be widely accessible for people of all ages and abilities. The Model Park System must also take the standard of living for the region and improve the quality of life for all residents and visitors.

Based on these beliefs, we assert that the Model Park System shall:

- Ensure an accessible, diverse and balanced system of passive and active recreation opportunities that promote safety, security and healthy lifestyles.
- Ensure the preservation, protection and enhancement of ecological resources to sustain and preserve biodiversity and the environmental health of the region.
- Ensure the preservation, protection and enhancement of natural resources to sustain landscape and their historical and heritage features.
- Ensure that parks, recreation and conservation areas provide the health of urban form.
- Ensure community stewardship of park, recreation, and conservation areas by fostering educational and recreational programming and support of community, park and recreation organizations.
- Ensure the continued enhancement of economic development and quality of life in the region by partnering and collaborating with the business community.
- Ensure the equitable distribution of park, recreation and conservation open spaces for all communities in the region.
- Ensure and support the responsible growth to conserve environmental and cultural resources, promotes economic investment, and support the neighborhood stability, while welcoming marginal and abandoned areas.
- Ensure the support and development of an interconnected system of transportation alternatives such as trails, pedestrian and bike way systems and links parks, recreation and conservation open spaces to each other and to communities.
- Ensure high standards of design excellence, innovation and beauty to support environmental sustainability of the region.

<table>
<thead>
<tr>
<th>Municipality</th>
<th>Agencies</th>
<th>Charter Resolution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aventura</td>
<td>X</td>
<td>(3/1/2010)</td>
</tr>
<tr>
<td>Bal Harbour</td>
<td>X</td>
<td>(8/12/2010)</td>
</tr>
<tr>
<td>Bay Harbor Islands</td>
<td>X</td>
<td>(10/12/2010)</td>
</tr>
<tr>
<td>Biscayne Park</td>
<td>X</td>
<td>(2/18/2011)</td>
</tr>
<tr>
<td>Coral Gables</td>
<td>X</td>
<td>(7/18/2011)</td>
</tr>
<tr>
<td>Doral</td>
<td>X</td>
<td>(1/1/2020)</td>
</tr>
<tr>
<td>Pinecrest</td>
<td>X</td>
<td>(7/18/2011)</td>
</tr>
<tr>
<td>Miami Beach</td>
<td>X (2/2/2010)</td>
<td></td>
</tr>
<tr>
<td>Miami Gardens</td>
<td>X</td>
<td>(12/7/2010)</td>
</tr>
<tr>
<td>Miami Lakes</td>
<td>X (8/8/2010)</td>
<td></td>
</tr>
<tr>
<td>Miami Shores</td>
<td>X</td>
<td>(8/12/2010)</td>
</tr>
<tr>
<td>Miami Springs</td>
<td>X (10/11/2010)</td>
<td></td>
</tr>
<tr>
<td>North Bay Village</td>
<td>X</td>
<td>(6/26/2011)</td>
</tr>
<tr>
<td>North Miami</td>
<td>X</td>
<td>(10/11/2010)</td>
</tr>
<tr>
<td>North Bay Village</td>
<td>X</td>
<td>(6/26/2011)</td>
</tr>
<tr>
<td>Old Bay Point</td>
<td>X</td>
<td>(8/12/2011)</td>
</tr>
<tr>
<td>Palmetto Bay</td>
<td>X (8/8/2010)</td>
<td></td>
</tr>
<tr>
<td>Pinecrest</td>
<td>X (6/8/2011)</td>
<td></td>
</tr>
<tr>
<td>South Miami</td>
<td>X (7/18/2011)</td>
<td></td>
</tr>
<tr>
<td>Sunny Isles Beach</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Surfside</td>
<td>X (7/18/2011)</td>
<td></td>
</tr>
<tr>
<td>West Palm Beach</td>
<td>X</td>
<td>(6/26/2011)</td>
</tr>
</tbody>
</table>

Agency

- Biscayne National Park
- Everglades National Park
- State Parks
- Miami-Dade County School Board
- Miami-Dade County League of Cities

University

- Barry University
- Florida International University
- University of Miami

* Since 2002, the city has not had an active government.
LIVABILITY

Connecting People To Places!

Through Parks & Public Spaces
““The Public Realm”“

1. Great Parks
2. Great Public Spaces
3. Great Natural and Cultural Places
4. Great Greenways and Blueways
5. Great Streets
Guiding Principles:

1. Equity
2. Accessibility
3. Seamlessnessness
4. Sustainability
5. Beauty
6. Multiple Benefits
ONE COMMUNITY ONE GOAL

Create a Competitive Economy

1. Attract top new industries
2. Attract top employees
3. Retain existing businesses
4. Encourage investment and growth
Through the Park & Public Space Window

- Increase tourism attraction
- Create quality of life amenities
- Invest in Downtown Miami
- Attract and retain a diverse population
- Capitalize geographic location
What Drives People’s Attachment To A Community?

Knight Foundation
Soul of Communities Study

• Attachment is:
  • The personal/emotional connection people have to investing in a place
  • Attachment links to local economic growth (GDP)

• High levels of attachment =
High rates of local economic growth

Drivers to People’s attachment to a community are:
1. Aesthetics (its green spaces and physical beauty)
2. Social Offerings (entertainment venues and places to meet)
3. Diversity (how open and welcoming a place is)
Economic Competitive Cities

Share In Common……

A GREAT PARK
AND
PUBLIC SPACE SYSTEM
Pillars of Sustainability

Place Making

Health Fitness

Natural Areas
"We are looking at city building through the lens of health and wellness as a way to measure sustainability and long-term prosperity"

Lynn Thurber, Chairwoman
ULI in Washington
Trust for Public Land’s Center for City Park Excellence

7 Park Economic Value Measures

1. Property Value
2. Tourism
3. Direct Use
4. Health
5. Community Cohesion
6. Clean Water
7. Clean Air

Source: Trust for Public Land, Measuring the Economic Value of a City Park System, 2009
Parks Increase Property Value

- Influenced by distance to park, and the quality of the park
- TPL’s CPE study showed that in 2006, Washington D.C. gained an additional $6,953,377.00 in property tax of homes near parks.

<table>
<thead>
<tr>
<th>The Hedonic (Property) Value of Washington, D.C.’s Parks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value of properties within 500 feet of parks</td>
</tr>
<tr>
<td>Assumed average value of a park</td>
</tr>
<tr>
<td><strong>Value of properties attributed to parks</strong></td>
</tr>
<tr>
<td>Effective annual residential tax rate</td>
</tr>
<tr>
<td><strong>Annual property tax capture from value of property due to parks</strong></td>
</tr>
<tr>
<td>Property values were obtained from the District of Columbia</td>
</tr>
</tbody>
</table>
Parks Increase Tourism

- Park-related tourists in San Diego spent $114 million, with $8.58 million in taxes revenue.*

*Source: TPL’s City Park Excellence, 2009 report
Direct use Value of Parks

- Economic Value of Direct Use of Parks in Boston estimated at $354 million annually *
  *Source: TPL’s City park Excellence, 2009 report

<table>
<thead>
<tr>
<th>Facility/Activity</th>
<th>Person-Visits</th>
<th>Average Value per Visit</th>
<th>Value ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>General park use (playgrounds, trails, dog walking,</td>
<td>76,410,237</td>
<td>$1.91</td>
<td>$146,230,236</td>
</tr>
<tr>
<td>picnicking, sitting, etc.)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sports facilities use (tennis, team sports, bicycling,</td>
<td>48,407,572</td>
<td>$3.05</td>
<td>$147,812,453</td>
</tr>
<tr>
<td>swimming, running, ice skating, etc.)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Special uses (golfing, gardening, festivals, concerts,</td>
<td>6,467,113</td>
<td>$9.33</td>
<td>$60,309,713</td>
</tr>
<tr>
<td>attractions, etc.)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td><strong>131,284,922</strong></td>
<td><strong>$354,352,402</strong></td>
<td></td>
</tr>
</tbody>
</table>

Data were drawn from a telephone survey of 600 Boston residents.
Parks Health Savings & Benefits

- Savings of $19.8 million in active individuals in Sacramento, CA*
- Average cost difference for active vs. inactive individuals is $250, and $500 for ages 65+

*Source: TPL’s City park Excellence, 2009 report
Value of Community Cohesion

In Philadelphia, the number of volunteer hours and financial contributions for park organizations was valued at $8.6 million*

*Source: TPL’s City park Excellence, 2009 report

<table>
<thead>
<tr>
<th>Organization or Activity</th>
<th>Volunteer Hours</th>
<th>Value of Volunteer Hours*</th>
<th>Financial Contributions</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fairmount Park Volunteers (54 friends groups)</td>
<td>154,209</td>
<td>$2,894,503</td>
<td>$3,318,713</td>
<td>$6,213,216</td>
</tr>
<tr>
<td>Independence National Historical Park</td>
<td>10,390</td>
<td>$195,017</td>
<td>——</td>
<td>$195,017</td>
</tr>
<tr>
<td>Pennsylvania Horticultural Society (52 friends groups)</td>
<td>65,052</td>
<td>$1,221,026</td>
<td>$694,680</td>
<td>$1,915,706</td>
</tr>
<tr>
<td>Other support groups, combined</td>
<td>452</td>
<td>$8,485</td>
<td>$267,961</td>
<td>$276,446</td>
</tr>
<tr>
<td><strong>Total Value</strong></td>
<td><strong>$4,319,031</strong></td>
<td><strong>$4,281,354</strong></td>
<td><strong>$8,600,385</strong></td>
<td></td>
</tr>
</tbody>
</table>

*Value of one hour of volunteer labor in Pennsylvania as determined by Independent Sector, 2005: $18.77.
Benefits of Parks for Storm Water Management

- Parks reduce the amount of impervious surface
- Parks slow rainwater runoff, collect and store storm water, allow precipitation to infiltrate and recharge groundwater
Benefits of Parks for Storm Water Management

Philadelphia’s park land provided a $5.9 million in savings due to storm water run off reduction

*Source: TPL’s City park Excellence, 2009 report

<table>
<thead>
<tr>
<th>Cost Savings Due to Runoff Reduction: Philadelphia’s Parks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Results for Typical Year – 43.29 inches of rainfall</td>
</tr>
<tr>
<td>Annual rainfall over Entire City of Philadelphia</td>
</tr>
<tr>
<td>Amount of actual runoff from parks (81.3% perviousness)</td>
</tr>
<tr>
<td>Runoff if parks didn’t exist and if that acreage were of</td>
</tr>
<tr>
<td>the same permeability as rest of city (34.9% perviousness)</td>
</tr>
<tr>
<td>Reduction in runoff due to parkland’s perviousness</td>
</tr>
<tr>
<td>Estimated stormwater costs per cubic foot</td>
</tr>
<tr>
<td>Total savings due to park runoff reduction</td>
</tr>
</tbody>
</table>
Benefits of Air Pollution Reduction due to parks

Washington DC saved over $19 million in air pollutant removal due to parks

*Source: TPL’s City park Excellence, 2009 report

<table>
<thead>
<tr>
<th>Pollutant Type</th>
<th>Tons of Pollutant Removed*</th>
<th>Dollars Saved per Ton Removed</th>
<th>Total Pollutant Removal Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carbon dioxide</td>
<td>10.4</td>
<td>$870</td>
<td>$9,089</td>
</tr>
<tr>
<td>Nitrogen dioxide</td>
<td>43.7</td>
<td>$6,127</td>
<td>$267,572</td>
</tr>
<tr>
<td>Ozone</td>
<td>83.7</td>
<td>$6,127</td>
<td>$512,771</td>
</tr>
<tr>
<td>Particular matter</td>
<td>70.3</td>
<td>$4,091</td>
<td>$287,709</td>
</tr>
<tr>
<td>Sulfur dioxide</td>
<td>35.5</td>
<td>$1,500</td>
<td>$53,246</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>243.6</strong></td>
<td></td>
<td><strong>$19,871,863</strong></td>
</tr>
</tbody>
</table>

*Based on the city's 60.5% tree cover (4,839 acres) of 7,999 acres total parkland.
GREENPRINT: THE COUNTY’S FIRST SUSTAINABILITY PLAN

- Community-wide sustainability action plan with 5-year cycles
- 7 Goal areas and 137 initiatives
- Estimated to reduce 1.5 million metric tons of emissions
- Estimated savings $73 million per year if fully implemented
- 7 Initiatives completed (5%)
- 103 Initiatives in Progress (75%)
- 27 Future Initiatives (20%)
Here Are Our Opportunities......
Red Fields to Green Fields
Revitalizing the Region Through Transit Oriented Parks and Mixed Use Development
Miami Dade Case Study

Conversion of a 10 acre TOP site

Characteristics of Miami-Dade Case Study
- 10 acre site, 2.5 acres of park space and 7.5 acres mixed use residential, retail and office.
  - 100 residential units; 50K sf retail; 75K sf office
  - $35.5 million private sector investment (excluding land)
  - $8 million public park
  - $14.5 million land acquisition cost for 10 acres
- Analysis assumes a 4-year development period

1. Economic Impact of Construction
   - 140 employment positions per year for 4 years; with avg annual compensation of approximately $51,000

2. Recurring Economic Impacts from Additional Households
   - 26 jobs in the neighborhood in addition to approximately 265 jobs in the retail and office space

3. Annual Property Tax Revenue Impact at Full Build-out
   - Residential: $162,691
   - Retail: $160,024
   - Office: $213,366
   - Total: $536,082
Transit Oriented Parks & Development
M-Path - Miami’s Highline
A Transformational Vision for the Community
Cultural Trail
Connecting to
The Overtown Greenway
Create Job Opportunities
Provide Recreation Opportunities
Promote Development
Build Iconic Spaces and Architecture
Creating Iconic Parks, Public Spaces & Transit Experiences
Appealing for Everyone
Investing in Parks & Public Spaces = Investing in Economic Prosperity
Other Cities Have Done It, We can Do It too !!....
Chattanooga, Tennessee

- 1969 - the “invisible” city with no real image
- Highest levels of air pollution in the US
- Deteriorating infrastructure, job layoffs, social division
• $356 million investment
• Increase in jobs, new businesses
• Assessed property values + $11 million (127.5% increase) 1988 - 1996
• Property taxes for city and county combined rose 99%
Riverfront Parkway Looking From Walnut Street Bridge to Market Street Bridge: 2000
If we work together on these things [parks, street trees, bikeways] our city will continue to flourish as one of the great places in America.

Seattle Mayor Greg Nickels
Once a midwestern manufacturing center, Chicago is in the midst of transforming itself into a white-collar economic power with a global reach. The reorientation of Chicago away from its traditional manufacturing and agricultural commercial base and toward diverse service industries is well documented. Less well known are the structural changes that have placed Chicago's economy in a leadership position in a rapidly globalizing world.

Jacques Gordon, Mary Ludgin, and Nathan Zinn

**Greening a City FROM THE TOP DOWN**

Led by Mayor Daley, Chicago has been at the forefront of green development and is setting an example for private sector participation in achieving sustainable goals.

Sam Newberg

To many Chicagoans, green is the color of the grass at Soldier Field. But across the Greater Chicago area, green development is catching on among government officials, the private sector, and the public at large. It started with beautification, moved to green roofs and buildings, and is expanding into land use and business decisions.

"In many ways, it was a 'perfect storm' for green design to get traction in Chicago," explains David Reynolds of the Chicago office of Earthtech, who was first deputy commissioner of Chicago's Department of the Environment (DOE) from 1996 to 2004. Reynolds is not the only one to marvel at how the city's image has been transformed in recent years. "Here's
The Millennium Park Effect

- $1.4 billion increase in residential development, 10,000 new housing units opening by 2015
- $100/ square foot increase in real estate values
- Increase in tourism, hotel and restaurant revenues
- $1 billion in revenue over next ten years
Suddenly life springs up, and there are cafés and people where there were none before. Then it becomes, let’s not just make it attractive but a healthier place. Trees reduce the heat-island effect and clean the air. Landscaping is labor intensive, so we provide a lot of jobs. That has turned into a model of economic development based on green technologies, attracting renewable-energy companies, and creating a sustainable landscaping industry.

- Barry Burton, Planning Dept.
Parks and Public Spaces Are Key Economic Drivers

• **Key economic driver:**
  - 67% of domestic visitors to Florida included parks and nature based activities in their trip
  - 39% of visitors to Florida actually planned their trip to include parks and nature based activities (visitflorida 2009 report).
  - $1.4 Billion = Park Tourism Revenue to Miami-Dade County (visitflorida GMVCB 2010 report)

• **Parks create jobs and contribute to economic growth:**
  - ZooMiami, Beaches, Marinas, Golf, Restaurants, Natural and Historic Sites, etc......
  - Over $780 million – private sector economic output from reoccurring park operations
  - Over 10,000 jobs from park and recreation activities, 64% are private sector. Sources: Lambert Advisory 2008, MVCBB
  - Per year, every mile of trails total:$1.8 million - Increased Property Values and $90,000 - Additional Tax Revenues Source: Ludlam Trails Benefit Study
What’s Next ?....

Let’s take a page from the playbook of the retail industry to market our strengths and...

Support investment with a Special Community Report in partnership with The Miami Herald, University of Miami and other agents of change.
Coming together is a beginning; Staying together is progress; Working together is success!

Henry Ford
Industrialist
THE BEACON COUNCIL welcomes you to

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AN ACCESS BREAKFAST SERIES EVENT