



# MIAMI BEACH

OFFICE OF THE CITY MANAGER

NO. LTC# 110-2010

LETTER TO COMMISSION

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TO: Mayor Matti Herrera Bower and Members of the City Commission

FROM: Jorge M. Gonzalez, City Manager

DATE: April 13, 2010

SUBJECT: City Earth Day Events

The purpose of this Letter to Commission (LTC) is to inform you of our 2010 Earth Day events, which will take place the week of April 19<sup>th</sup>. This year's events include events for the public as well as City employee awareness campaign.

On Sunday, April 25<sup>th</sup>, the City will hold an Earth Day Family Fun Run event on the beach at Lincoln Road (beach entrance on Lincoln Road). The event will also include educational activities at the Euclid Circle on Lincoln Road following the Fun Run.

The Fun Run registration and starting line will be located on the beach at Lincoln Road. Registration will begin at 9:30 a.m. A \$5 donation for participation in the event will be used toward green initiatives. The Fun Run will start promptly at 10:30 a.m. and the route will take participants approximately one (1) mile, beginning on the beach hardpack at Lincoln Road and looping around along the beachwalk to end at the starting line (Attachment A). Informational signage will provide environmental facts and tips on sustainability and green living along the route.

Following the Fun Run, Earth Day events will continue at the Euclid Circle on Lincoln Road, where staff will provide educational materials about the City's Sustainability Plan, recycling efforts, stormwater management and sea turtle protection. A children's interactive planting activity is scheduled to teach the importance of reuse, native plants, and community stewardship. Soil and native seeds have been donated by Silent Native Nursery, a local nursery, for the educational event.

To encourage the use and increase awareness of green products, giveaways will include organic t-shirts, reusable stainless steel water bottles, and green bags with educational materials. In the spirit of keeping the event green, water coolers will be on-hand to provide participants with drinking water. To minimize waste, participants are encouraged to bring their own reusable bottles. Everyone is encouraged to use alternative transportation (bikes, walking, public transportation) when commuting to the event.

For City employees, throughout the week of April 19<sup>th</sup> an educational program will provide tips on greening the workplace and sustainable living. Each day, trivia questions will be sent with prizes for the first correct response. A citywide campaign to recycle printer cartridges will also be introduced. The employee program will conclude with a special event on Friday, April 23<sup>rd</sup> from 11 a.m. until 2 p.m. outside the Commission Chambers.

If you have any suggestions or need additional information, please feel free to contact Lisa Botero, Environmental Manager, at [lisabotero@miamibeachfl.gov](mailto:lisabotero@miamibeachfl.gov).

Attachment A: Earth Day Fun Run Route

  
JMG/JCG/FHB/FV/LEB/ESW/mk

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# Earth Day Family Fun Run 2010

