



MIAMI BEACH

OFFICE OF THE CITY MANAGER

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LETTER TO COMMISSION OFFICE

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

FROM: Jorge M. Gonzalez, City Manager

DATE: April 12, 2011

SUBJECT: City of Miami Beach Earth Celebration Events

The purpose of this Letter to Commission (LTC) is to inform you of our 2011 Earth Day events. Throughout the spring, the City will be hosting multiple events to celebrate the planet and educate residents and businesses on the importance of protecting our natural environment.

The events kicked off on Saturday, March 26 with the City's participated in Earth Hour. Earth Hour is organized by World Wildlife Fund (WWF) to raise awareness about energy consumption and conservation. The City observed Earth Hour on from 8:30 PM to 9:30 PM by switching off all non-essential lighting in City Hall and other city owned facilities. This event encouraged participants to go beyond the hour and think about what you can change in your daily life that will benefit the planet.

On April 8, 2011, through the Miami Beach Business Academy the City hosted Growing a Green Restaurant Workshop. The City, in cooperation with Miami-Dade County Department of Environmental Resources Management (DERM) held a free workshop for the restaurant industry. The program was designed to help restaurants green their operations by providing information about: managing and properly disposing of solid waste, oil and grease; understanding applicable state and local codes; increasing resource-efficiency with energy use, water use, raw materials and waste production; and, becoming involved in the Miami-Dade County's new Green Business Certification program.

For City employees, throughout the week of April 11 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. The employee program will conclude with a Farmer's Market on Friday, April 15 from 10:00 AM until 2:00 PM outside the Commission Chambers. Local Vendors will be selling fresh produce, honey, plants, flowers, orchids, fruit smoothies, and prepared foods. The Farmer's Market is the perfect venue to buy a healthy, delicious snack or a plant for your desk and to take a minute away from the computer to connect with colleagues in other departments.

This year marks the 29th anniversary of Baynanza. Baynanza is a fun-filled, six-week-long celebration for one of our most precious natural resources, Biscayne Bay, and its surroundings. While Baynanza includes approximately 35 great events throughout March and April, the event that has become nearly synonymous with this celebration is the Biscayne Bay Cleanup Day where thousands of community volunteers pitch in to clean the Bay's shorelines and islands. For this event, ECOMB in partnership with the City will be hosting a volunteer cleanup site at Maurice Gibbs Park and Flagler Memorial Island (Monument Island). Volunteers will be meeting at Purdy Avenue and 18th Street on Saturday, April 16, 8:30 AM.

On Sunday, April 17, 2011, the Parks and Recreation Department's Greenspace Management Division, in conjunction with the Miami Dade County's Community Image Advisory Board will conduct the first sponsor funded Million Trees Miami Campaign tree planting project. The planting will take place within North Shore Open Space Park (7900 Collins Avenue) from 9:00 AM - 12:00 PM. Southeastern Recycling and BioPlanet USA, are sponsoring the event with over 100 small native trees to be planted within the Park. For further information regarding the Million Trees Miami Campaign, please visit the following site, <http://milliontrees.miamidade.gov/home.asp>

The City's Arbor Day Celebration will again be incorporated as part of the Parks and Recreation Department's Spring Eggstravaganza on Saturday, April 23, 2011, at North Shore Park (501 72nd Street) from 10:00 AM – 12:30 PM. There will be a tree planting ceremony along with a reading of the City's Arbor Day proclamation, informational pamphlets, coloring books and certified arborists will be on hand to answer your tree questions.

Closing out the 2011 Earth month celebrations, the City in partnership with Miami-Dade County and Dream in Green will be hosting a Home Energy Savings Workshop. The workshop will be held on Thursday, April 28, 2011, from 6:30 PM to 8:00 PM (registration begins at 6:00 PM) at the Miami Beach Regional Library, 227 22nd Street, Miami Beach, Florida. The purpose of the workshop is to educate residents on energy efficiency and conservation and provide homeowners with information, resources and incentives to reduce their utility costs. Participants will receive a free energy savings toolkit valued at over \$100 and learn to track household energy consumption/reduction. More importantly, residents will save money by learning how to reduce energy use in their homes by 20-30 percent.

To register for this workshop and for additional information please call 3-1-1 or visit <http://green.miamidade.gov>. The workshop has limited space, and is open to the first 50 registered residents. Each participant will receive the free energy savings toolkit, limit one per household.

If you have any suggestions or need additional information, please feel free to contact Lisa Botero, environmental manager, at lisabotero@miamibeachfl.gov.


DRB/FHB/HDC/LEB/ESW