

MIAMI BEACH

COMMITTEE MEMORANDUM

TO: Finance and Economic Resiliency Committee Members

FROM: Eric Carpenter, City Manager

DATE: November 8, 2024

TITLE: DISCUSS THE CREATION OF AN ARTISTIC RECYCLING PROGRAM ON MIAMI BEACH THAT ACCENTUATES THE SIGNATURE STYLE OF THE AREAS OF MIAMI BEACH (SOUTH, MID, NORTH ETC.) AND CAN POTENTIALLY DOUBLE AS USE FOR BRAND AWARENESS AND PROMOTION OPPORTUNITIES.

RECOMMENDATION

The Administration is prepared to continue vetting possibilities to create a pilot program (outside of turtle and hurricane seasons) with an initial \$10,000 funding allocation for potential permitting, design, and production costs. The Administration recommends that the Finance and Economic Resiliency Committee discuss the potential creation of an artistic recycling pilot program and provide a policy recommendation as to funding source.

BACKGROUND/HISTORY

At the request of Commissioner Joseph Magazine, the Mayor and City Commission referred an item (C4 B) to the Finance and Economic Resiliency Committee (FERC) and Art in Public Places Committee during the June 26, 2024 City Commission meeting to discuss the creation of an artistic recycling program on Miami Beach that accentuates the signature style of the areas of Miami Beach (South, Mid, North, etc.) and can potentially double as use for brand awareness and promotion opportunities.

This item was included on the October 18, 2024, FERC meeting but was not heard.

ANALYSIS

The City's Public Works Department Sanitation Division, in partnership with the Environment and Sustainability and Marketing and Communications Departments have collaborated through the "We Heart Biscayne Bay" campaign to promote the protection of Biscayne Bay as a valued ecosystem. This campaign includes messaging on "Don't be Trashy," which encourages both residents and visitors to do their part to minimize the amount of pollution that enters the City's vast system of streets, interconnected waterways, and sensitive marine habitats. The Public Works Department is working on a plan to deploy recycling receptacles wrapped with the "Don't be Trashy" collateral.

Artistic Recycling Bins

Artistic recycling bins are uniquely shaped and designed to bring awareness and encourage residents and visitors to contribute to recycling efforts. Municipalities around the world have participated in engaging artists to redesign existing recycling receptacles, while others have encouraged the creation of new bins with a creative flair. Staff has inquired with a few national municipalities that have similar artistic recycling programs to gain further insight on costs and project details.

Potential Public/Private Partnership

Staff has engaged in high-level conversations with local non-profit organizations, Moonlighter FabLab and Clean Miami Beach to discuss the creation of an artistic recycling bin pilot program. Both organizations are excited at the potential to create a pilot program focused on artistic recycling. Moonlighter FabLab would focus on the creation of the artistic bin and Clean Miami Beach would focus on the community engagement element of the pilot program.

Moonlighter FabLab is a shared community Makerspace featuring design equipment that includes laser cutters and 3D printers are utilized in various educational programs for children and adults centered around basic STEAM principles for engineering and design. Clean Miami Beach is an organization that focuses on organized volunteer beach cleanups in Miami Beach.

Estimated Timeline

Once approval is received and the funding is identified for the pilot program, the aim is to launch the pilot program in April 2025, in celebration of Earth Month. Earth Month celebrates awareness about environmental issues and encourages people to take action to protect the planet. The month includes Earth Day, which is celebrated annually on April 22nd.

Stakeholder Input on Potential Location

To engage the community and gather input, a community virtual webinar should be scheduled in collaboration with Neighborhood Affairs Division and the Environment and Sustainability Department to discuss the proposed artistic recycling pilot program, its design and potential location.

Potential Permitting Process

Florida Department of Environmental Protection permitting would depend on the placement/location of the artistic recycling receptacle for the collection of recycled materials. On the beachfront, a Coastal Construction Control Line (CCCL) permit is required. There may be considerations or permit conditions such as the artistic recycling receptacle only being permitted in a location outside of the sea turtle nesting season. In addition, hurricane season would need to be considered during the pilot period.

Miami-Dade County Department of Transportation and Public Works (DTPW) would also need to be engaged to review the artistic recycling pilot program and advise of any additional permitting.

FISCAL IMPACT STATEMENT

Funding for the creation of an artistic recycling program would need to be identified as it pertains to the receptacles, materials, artist fees, and permitting in initial amount of \$10,000. Currently, existing AiPP funds are tied to capital improvement projects including the upcoming Bayshore Park.

Does this Ordinance require a Business Impact Estimate?

(FOR ORDINANCES ONLY)

The Business Impact Estimate (BIE) was published on .

See BIE at: <https://www.miamibeachfl.gov/city-hall/city-clerk/meeting-notice/>

FINANCIAL INFORMATION

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CONCLUSION

The Administration is prepared to continue vetting possibilities to create a pilot program (outside of turtle and hurricane seasons) with an initial \$10,000 funding allocation for potential permitting, design, and production costs. The Administration recommends that the Finance and Economic Resiliency Committee discuss the potential creation of an artistic recycling pilot program and provide a policy recommendation as to funding source.

Applicable Area

Citywide

Is this a "Residents Right to Know" item, pursuant to City Code Section 2-17?

No

Is this item related to a G.O. Bond Project?

No

Was this Agenda Item initially requested by a lobbyist which, as defined in Code Sec. 2-481, includes a principal engaged in lobbying? No

If so, specify the name of lobbyist(s) and principal(s):

Department

Tourism and Culture

Sponsor(s)

Commissioner Joseph Magazine

Co-sponsor(s)

Condensed Title

Discuss creation of Artistic Recycling Program with signature style of Miami Beach