

Miami Neighborhoods United - Miami 21 Outreach Project July 2007

I. Overview of the City of Miami's "Miami 21 Project" and the MNU Miami 21 Outreach Project

The City of Miami embarked, over two years ago, on a major planning exercise to prepare an urban plan for the City for the next 50 years. The internationally recognized firm of Duany Plater-Zyberk ("DPZ") was hired as a New Urbanism planner to totally rewrite the Zoning Code of the City of Miami. The firm of Goody Clancy of Boston was hired to prepare a Parks Master Plan. Other consulting firms were hired to prepare an economic assessment and a Transportation Plan.

The City and DPZ decided to divide the City into four Quadrants rather than tackle the whole City at one time. Work has progressed for two years, preparing the new Zoning Code and Atlas (new zoning map) for the First Quadrant. Please see www.Miami21.org for details. Miami Neighborhoods United ("MNU") has requested for over a year that the "Code" (the text with all the definitions, rules, form-based requirements, etc.) be taken to the rest of the City for familiarization and public input. The request was denied until the City Commission meeting on June 28, 2007, at which the first reading of the new ordinance was deferred pending input from the other three quadrants and resolution of several, major unresolved issues.

The City administration and DPZ are planning three meetings in each Commission District (five districts) to inform and engage citizens in the rest of the City. MNU contends that a.) the materials used to date for community meetings in the first quadrant assumed a high level of education and existing knowledge of zoning and related issues and that b.) the neighborhoods lacked the expertise and facilitators to assist them in properly formulating their responses and input. MNU is attempting to have the City and DPZ adjust their materials and meetings to be more effective. However, MNU has received no assurances or evidence that the City is actually doing so.

Therefore, MNU is organizing its own **MNU Miami 21 Outreach Project** to educate and assist citizens to engage in the process on a broad basis across the City and different socio-economic levels. Obviously this is a major undertaking and time is currently extremely limited (the current target date set by the City Commission is mid-September). Nevertheless, MNU feels it is imperative to make every effort to inform the citizens and assist them in formulating their issues, concerns, and desires in order to effectively participate in the planning of the future of their City.

Ideally, MNU needs to carry out meetings with over 50 neighborhoods – probably several meetings in each. We envision ten to twenty Trainer/Facilitators will be necessary if there is to be success in reaching a significant number of neighborhoods and citizens. Since there is little knowledge of the existence of the Miami 21 project among the general public outside the first quadrant, an initial Awareness Campaign must be put in motion immediately. Many channels of communication must be utilized, with a focus on basic issues affecting the citizens and their homes/small businesses in order to generate participation in the meetings.

For information concerning Miami Neighborhoods United, see the Mission at www.MiamiNU.org.

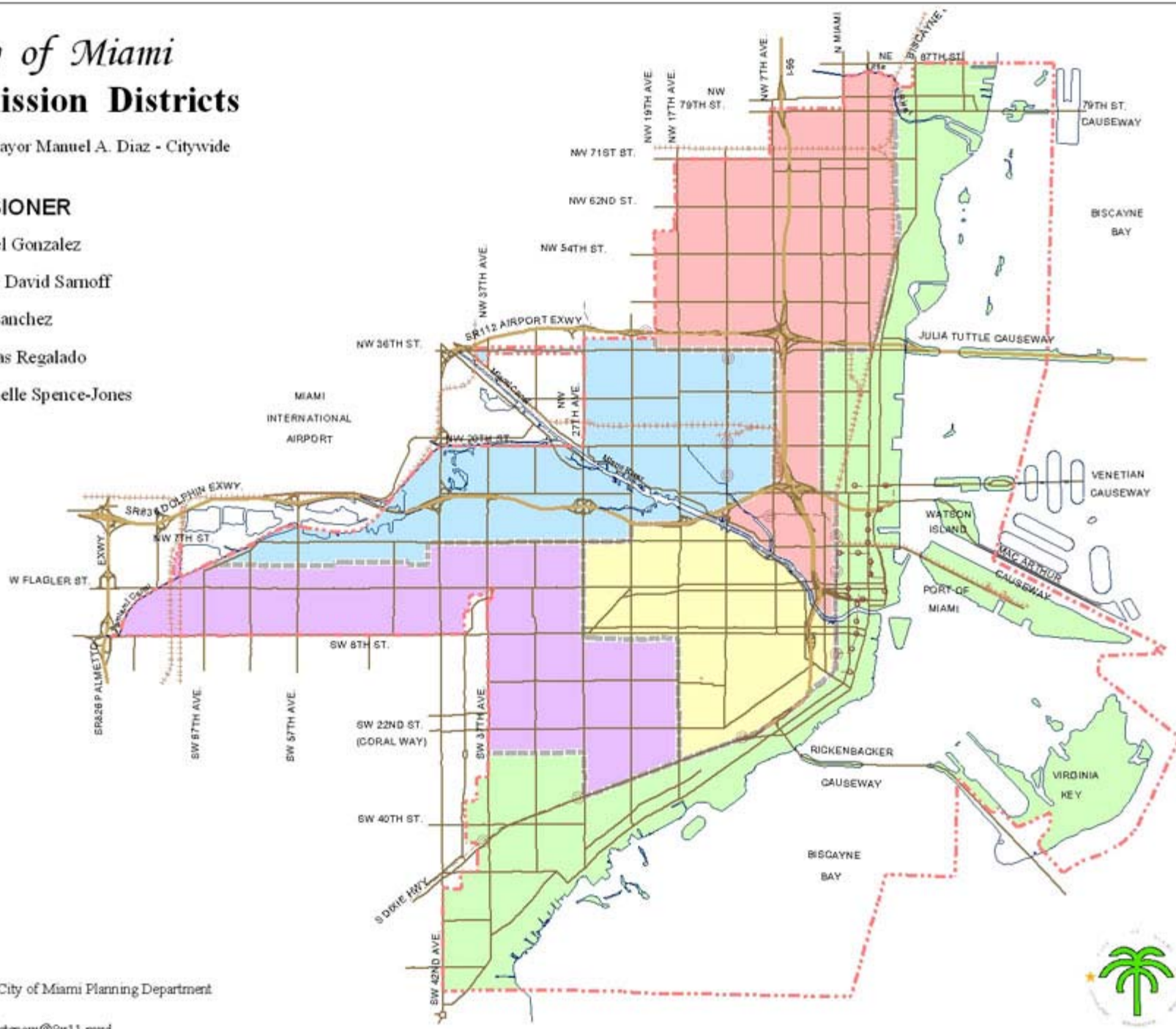
City of Miami

Commission Districts

Honorable Mayor Manuel A. Diaz - Citywide

COMMISSIONER

- 1 Angel Gonzalez
- 2 Marc David Sarnoff
- 3 Joe Sanchez
- 4 Tomas Regalado
- 5 Michelle Spence-Jones



Prepared by The City of Miami Planning Department

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II. Project Tasks

A. Training Materials and Feedback Template Development

1. Develop training materials focused primarily on an audience of grade 9 educational level (in process by MNU volunteers).
2. Training materials will be largely graphic.
3. Initial training media will be PowerPoint presentations, hopefully with voice overlays in multiple languages.
4. Handouts and other materials/workbooks/templates for neighborhood input, ideally packaged for a.) a more-educated audience and b.) a less-educated audience.
5. The training materials should be suitable for distribution or streaming from a website.
6. Training materials will be tested before final use and the project will provide for subsequent adjustments to the training materials, as experience warrants.
7. The training modules will possibly be video recorded for broader distribution.
8. Existing templates for neighborhood/citizen input to be reviewed and refined
9. "Train the Trainer" sessions will be prepared primarily for training Trainer/Facilitators, but may also be used for training sessions with neighborhood leaders.
10. Materials for additional "Train the Trainer" sessions to familiarize Trainer/Facilitators in essential details of Miami 21 Code and processes.

B. Trainer/Facilitator Recruiting and Selection

1. A recruiting program has been started to source prospective Trainer/Facilitators from neighborhood groups, universities, volunteer and social program organizations, etc.
2. Screening and selection criteria must be established.
3. Processing of candidates and final selection must be carried out quickly and efficiently.

C. Awareness Program

1. Create awareness materials – flyers, circulars, notices, press releases.
2. Prepare distribution channel planning, including identification of organizations, groups, other interested parties to assist with physical distribution and education.
3. Coordinate with Trainer/Facilitator meeting programming (dates, venues, etc.).
4. Manage physical distribution of media.

D. Trainer/Facilitator Program

1. Trainer/Facilitators will be trained initially with the training materials prepared for use with the public.
2. Trainer/Facilitators will then be trained in more of the details of Miami 21 Code and Atlas requirements and issues.
3. Meetings with neighborhoods and other citizen groups will be scheduled in coordination with MNU and the Awareness Program staff.
4. Trainer/Facilitators will then meet with neighborhood associations and the public to:
 - a.) present the training materials in order to educate the citizens concerning fundamentals of the current zoning code and Miami 21;
 - b.) answer citizen questions concerning the current and proposed zoning codes, atlases, and processes;

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- c.) assist citizens with clear expression of their concerns, issues and desires relating to Miami 21;
- d.) assists the neighborhoods and citizens with documentation of their concerns, issues and desires in a previously designed template or other form, in accordance with the needs and desires of the particular neighborhood(s);
- e.) assists the neighborhoods and citizens in presentation of their concerns, issues and desires to DPZ and the City Planning Department;
- f.) assist with negotiations with the City/DPZ as appropriate;
- g.) assist with preparation of neighborhoods and citizens to voice their support and concerns to their individual Commissioners and to the City Commission.

III. Specific Needs

- A. Assistance finding a professional Project Manager / Coordinator and several Assistant Coordinators (possibly one for each Commission District and one for the Awareness Program) – significant part time for 60 to 120 days, some daytime and quite a bit of evening/weekend time, volunteer unless funding is located. Bi-lingual capability would be a plus.
- B. Recruiting of Trainer/Facilitators – part time, primarily nights and weekends, probably three to six days per week depending on scheduling of meetings. Will probably be assigned in teams of two or three. The Trainer/Facilitators will be trained in group “train the trainer” sessions, will have to familiarize themselves with the actual Miami 21 Code, and learn how to work with the templates for neighborhood/citizen input. Bi-lingual English/Spanish and English/Creole highly desirable.
- C. Staffing of the Awareness Program with part-time volunteers and assistance with preparation of Awareness Program materials and distribution.
- D. Assistance with preparation of training/education materials and possibly website.
- E. Financial assistance to hire a professional Project Manager / Coordinator and Assistant Coordinators.
- F. Financial assistance to cover the cost of training materials, website, and other out-of-pocket expenses.

IV. Further Information and Contact.

- A. For general information concerning the Project and for candidates for Project Manager and Assistant Coordinator, please contact MNUoutreach@MiamiNU.org.
- B. For candidates interested in Trainer/Facilitator positions and information, please contact MNUfacilitators@MiamiNU.org.
- C. For boundaries and Commission Districts of the City of Miami and major subdivisions of the City, please refer to the following maps.

