

# Memorandum



**Date:** April 15, 2022

**To:** Honorable Chairman Jose “Pepe”  
and Members, Board of County Commissioners

**From:** Daniella Levine Cava  
Mayor

A handwritten signature in blue ink that reads "Daniella Levine Cava".

**Subject:** Educational Campaign on Proper Trash Disposal – Directive No. 192403

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As part of my operation to catch up on the backlog of items, we are bringing you reports that were pending from the previous administration. The following report is pursuant to Resolution No. R-1260-19, adopted by the Board of County Commissioners (Board) on November 19, 2019, which directed the County Mayor or County Mayor’s designee to create and conduct an educational campaign as recommended in the Grand Jury Final Report on the Health of Biscayne Bay to remind people about the proper and improper ways to dispose of trash. The educational campaign was to include, but not be limited to, public service announcements through radio, television, and social media in English, Spanish, and Haitian Creole.

Since the adoption of Resolution No. R-1260-19, the County has adopted the Biscayne Bay Task Force recommendations which also included the development of an educational campaign. The County developed an interactive website for Biscayne Bay where the public can track progress in achieving the recommendations of the Task Force, interact with water quality data, and learn about the marine environment and how everyone is responsible for its protection.

Currently, updates to the Baynanza web page are complete and the Biscayne Bay website was launched in April 2021. The Chief Bay Officer worked with the County’s Department of Cultural Affairs in partnership with Oolite Arts, a leader in the South Florida contemporary cultural scene as a creative learning center and internationally recognized as a world-class cultural center. Oolite Arts conducted a “Save the Bay” PSA contest asking Miami-based filmmakers to create up to one-minute public service announcements that either raise awareness about or highlight solutions for improving the water quality just off Miami-Dade County shores. After a year of reports on algae blooms, pollution, seagrass die offs and marine life, they looked for short pieces that could lead to a brighter future for the environment. The Lynn and Louis Wolfson II Family Foundation generously provided funding for the program. The Chief Bay Officer coordinated with County Communications for distribution of the winning PSA through the County’s Television, PortMiami, Miami-Dade Public Libraries, Miami Dade Aviation Department, and external media partners.

Initiatives on point of access have been fielded to stakeholders such as the Fish and Wildlife Conservation Commission, Biscayne Bay Aquatic Preserve and City police departments along Biscayne Bay. With this input, county staff have developed proposals regarding education at points of access to Biscayne Bay.

The planning and execution of the County’s signature Biscayne Bay educational campaign continues as County staff have coordinated with Keep America Beautiful and local non-profits.

The County sponsored and participated in the 2021 International Coastal Clean Up Day, a worldwide effort to remove trash and debris from waterways and beaches. The event included over 50 sites throughout Miami-Dade County and brought together over 3,000 volunteers and environmental educators to collect close to 18,000 pounds of trash and debris from County beaches and shorelines.

Baynanza is the County’s widely recognized program dedicated to educating the public about the importance of Biscayne Bay and working with the community to preserve it. Staff will provide Baynanza communications tools to create messages specific to locations (such as points of access to Biscayne Bay) in partnership with the appropriate County departments, state agencies and municipalities. The campaign’s central messaging will be guided by the science of marine debris and include the effects of trash, where trash is generated (i.e., point of origin), and analysis of behavioral changes induced by educational campaigns.

Baynanza’s tag line, “Do the Shore Thing” can easily be applied to these messages, which will focus on the unifying theme of “Love the Bay” in a wide-ranging social media strategy. All messaging will include links to a recently updated webpage (<https://www.miamidade.gov/environment/biscayne-bay-clean.asp>) that is currently housed on Miami-Dade County’s Biscayne Bay dedicated webpage and on the Department of Regulatory and Economic Resources, Division of Environmental Resources Management (DERM) website, containing information about Biscayne Bay and tips for keeping litter out of the bay.

A flyer was created in English, Spanish, and Haitian Creole, promoting tips to keeping litter and pollution out of the Bay. These flyers have been distributed by DERM staff at various events dating back to the County’s many food distribution events in 2020. Furthermore, the department has conducted a social media campaign via weekly posts (in the three languages) on the County’s Twitter account promoting these tips and information on ways to keep Biscayne Bay free of litter. These social media posts are mainly done on Sundays. The proper process of reporting issues (derelict vessels, spills, etc.) to DERM has also been promoted on social media. Public service announcements through radio and television were researched, however due to costs it was concluded they were not the best approach for this specific campaign. Alternatively, Department of Regulatory and Economic Resources Communications created the following video, for use in the social media campaign: <https://www.youtube.com>.

This educational campaign will capitalize on the name recognition and central mission of the Baynanza Bay Cleanup program. This campaign will leverage existing tools under the Baynanza Bay Clean Up umbrella that were developed last year to expand the annual event to include monthly cleanup activities.

The health and proper management of Biscayne Bay is vital for its ecological functions, economic importance, natural splendor, as well as the quality of life the bay brings to residents and visitors alike. This vital resource can be protected by activities that bring attention to the problem of marine debris and the effects of improper trash disposal. A highly focused educational campaign that gets our residents and visitors to think about how their actions impact the health of the bay can bring awareness to this important issue and help address the proper means of trash disposal.

In accordance with Ordinance No. 14-65, this report will be placed on the next available Board meeting agenda. If you have any questions or require additional information, please contact Lee N. Hefty, Assistant Director, Division of Environmental Resources Management in the Department of Regulatory and Economic Resources, at [Lee.Hefty@miamidade.gov](mailto:Lee.Hefty@miamidade.gov).

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