EcoZone® & The City of Miami

EXCELLENCE IN PUBLIC/PRIVATE PARTNERSHIPS
Executive Summary

Delivering measurable progress on the world’s most important issue, without any cost to taxpayers? Now that sounds like a powerful public/private partnership at work.

Cities across the country are under pressure to help tackle the environmental problems the world faces today, while simultaneously dealing with severe budget constraints. Corporations equally are facing increasing market demand to meaningfully demonstrate their commitment to the environment. Now, more than ever, corporations are responding by directing greater shares of marketing budgets to environmental content and messaging.

It was the vision of an innovative media company called EcoMedia, and its founder Paul Polizzotto, to bring together corporate “green media” dollars with local governments who are struggling to pay for necessary environmental improvements. The City of Miami teamed up with EcoMedia to establish EcoZone, a groundbreaking program that has become central to Mayor Manuel A. Diaz’s environmental blueprint for the City. EcoZone Miami has proven that cities can look to private partners in the corporate and local business communities to invest media dollars that will in turn help deliver the environmental improvements cities seek. Since its inception, this partnership, worth over $1.6 million in funding, outreach, and projects, has helped Miami further elevate its position as a leading environmental city.

On April 2, 2008, Miami’s City Hall became the first in a major city to be powered in part by solar energy through a major energy creation and conservation makeover. Four pole-mounted “solar trees” were planted on the South lawn to generate 5.8kW of electricity, while over 300 interior light fixtures were upgraded to higher efficiency units, and 20 energy conserving room occupancy sensors were installed. The combined project is expected to reduce power consumption by 60 percent and carbon emissions by a half-million pounds over the life of the system.
On May 18, 2008, Mayor Diaz, along with 600 national AmeriCorps volunteers, WFOR CBS-4 and several community partners, planted 1,000 trees at Miami’s Virginia Key Beach Park. The trees are expected to absorb up to 50,000 pounds of carbon emissions annually; the equivalent of offsetting 2,577 gallons of gasoline emissions, or 51,540 vehicle miles traveled, annually. This effort not only helps citizens of Miami breathe cleaner air, but it also helps restore one of Miami’s historic public parks.

Other significant EcoZone supported City greening activities include: City of Miami Greenlab demonstration site; the Baywash program to remove derelict vessels from Biscayne Bay; and the installation of twenty-three SmartSponge storm drain catch-basin insert filters to keep pollutants from entering the marinas around City Hall and the Convention Center.

Impressive as the initiatives themselves is the unique approach that Miami and EcoMedia have taken. To pay for these projects, EcoMedia generates necessary revenue by selling advertising space (some privately owned and some through partnership with the city) to local and national businesses and contributes up to 50% of these revenues towards environmental projects while also delivering millions of environmental outreach impressions annually – over 700 million to date.

Most recently, EcoMedia has partnered with CBS Corporation to launch the Green Schools Initiative in Miami and other cities around the country. This program aims to teach students the science and benefit of making Miami school facilities greener. This initiative valued at $250,000 in funding, products and services awards one school a green makeover and provides participating Miami schools with environmental education materials.

The partnership with CBS takes this already successful public/private partnership one giant step further in delivering measurable progress on environmental issues, without any cost to taxpayers. EcoZone represents an extremely powerful partnership at work in Miami as well as a dozen other leading cities across the USA.
Helping the City of Miami accomplish environmental objectives while balancing budget priorities

EcoZone’s total value to date for the City of Miami exceeds $1 million in funding, education and community outreach, including cash and in-kind environmental products and services.

Utilizing strategic media assets from EcoMedia, including Municipal signs strategically located along high-traffic corridors in Miami, up to 50% of the revenue generated from EcoZone sponsorships goes to fund projects and technologies in the City of Miami that measurably improve the environment.

“The EcoZone Project” is a nationally-syndicated green-home makeover show and features Daisy Fuentes and the “green team” working with celebrities on simple, money saving solutions to greener living.

EcoMedia coordinates the airing of :30 and :60 local Public Service Commercials that feature EcoZone local environmental improvement projects and highlight sponsor support.

Additionally, EcoMedia provides educational content for children and adults. A series of animated shorts, “The Continuing Adventures of Dirk Greenhouse” takes a humorous, retro-superhero approach to teaching simple steps to support the health of “Planet Earth.” These animated shorts are made available for use on Municipal websites and provide an opportunity for custom, sponsor-driven webisodes, including organic brand integration and product placement. Providing, yet another opportunity to use private dollars to fund public education and outreach.

To further demonstrate value to residents of Miami and across the region, EcoMedia, through its broader partnership with the CBS Corporation created a partnership with local CBS station WFOR. WFOR continues the tradition of education and outreach through its regular EcoZone pieces on the news. These 2 ½ minute news features educate the community as to local environmental businesses and leaders that are making a difference for the environment and encourages viewers to get involved in the greening of South Florida.
EcoZone®
Miami Project List

**Miami Greening Project**
Revitalizes tree canopies for the city

**Miami Green Lab Project**
The conversion of a former firehouse into a green building and resource center

**Miami Baywash Program**
Removes abandoned boats from Biscayne Bay

**Installation of AbTech Smart Sponges at City Hall**
Filter street runoff pollution before it enters local waterways

**Completion of the City Hall Lighting Retrofit**
Provides more energy efficient energy saving lighting systems and the reduction of CO2 emissions

**Solar Panels for Miami’s Beautiful and Historic City Hall**
The 5.76 kW AC system produces 10,500kWh’s of carbon-free electricity per year
EcoZone®
Fulfillment Case Study:
Miami City Hall

On April 2, 2008 EcoMedia unveiled a ground-breaking solar panel installation and energy efficiency retrofit at Miami City Hall.

Project preserves energy and reduces the overall carbon footprint of Miami’s Historic City Hall.

Four “solar trees” supporting a total of 40 solar panels are expected to reduce carbon emissions by a half-million pounds over the life of the system.

Project will reduce lighting power consumption by 50%.

“Providing this kind of funding is something that is essential to help us clean our environment, because it’s not typically the kind of funding that would be available in a general budget of a municipality.”

Mayor Manny Díaz, Miami, Fl
EcoZone®
Fulfillment Case Study: Miami Tree Planting

1,000 trees planted at Miami’s Virginia Key Beach Park through EcoZone program funding

On May 18, 2008 more than 600 national Americorps volunteers planted 1,000 native trees in Miami’s historic Virginia Key Beach Park as part of EcoZone’s on-going effort with Mayor Manny Diaz to green the City of Miami. The trees will absorb up to 50,000 pounds of carbon emissions yearly.

"Thanks to EcoZone Miami and the work of more than 600 national AmeriCorps volunteers, we can all breathe cleaner air in Miami. Through this public-private partnership, we have taken an important step to counteract global warming while enriching the natural environment of Virginia Key."

Mayor Manny Diaz, Miami, FL
EcoZone® Miami Environmental Outreach Highlights

Over 700 million outreach impressions to date, valued at over $1.2 million to the City of Miami

The EcoZone Project Television Program
Green makeovers of celebrities' homes, hosted by Daisy Fuentes, entertain audiences while providing useful eco-tips and information people can use.

WFOR CBS-4 News Segment Features
Weekly reports highlighting local personalities and projects making progress on environmental issues.

"My Water" and "Their World" Television Public Service Commercials
Airing on local cable and television, these advertiser-sponsored messages inspire citizens to relate personally to the environment.

EcoZone/Miami Street Signs
Placed on high-traffic commercial streets, these signs recognize sponsor contributions while delivering millions of daily "Environmental Action Messages" - keeping sustainable behaviors top-of-mind.
EcoZone® Supporters

"Providing this kind of funding is something that is essential to help us clean our environment, because it's not typically the kind of funding that would be available in a general budget of a municipality."

Mayor Manny Diaz, Miami, Florida

“We wanted to partner with EcoMedia to help people understand what PG&E is doing in communities throughout California to help the environment. PG&E and EcoZone is a perfect partnership.”

Nancy McFadin, Senior Vice President, PG&E

"Through a unique partnership between government, business and individuals, the EcoZone program effectively addresses the most important environmental challenges facing communities today. I heartily support this innovative, market-based strategy that will lead to improvements in energy use, air & water quality, green space, and ultimately quality of life."

Terry Tamminen, Former Secretary, CalEPA

"The program improves our quality of life by reducing pollutants that otherwise go into the Santa Monica Bay and onto our beaches.”

Jane Harman (D) California, U.S. House of Representatives

"EcoMedia's EcoZone program is one of the best ideas I've encountered to combat the problem of urban runoff. It's the type of creative idea that's going to clean up our waters... Cities get much needed funds, communities get cleaner water, and corporations can put their resources to work for the betterment of society."

Robert F. Kennedy, Jr., President and Founder Waterkeeper Alliance

"Our partnership with EcoMedia is designed to help resolve critical environmental issues by recruiting the private sector to raise funds and support our efforts to restore and preserve streams and the Bay."

Governor Martin O'Malley, Maryland
EcoZone-Miami Excellence in Public/Private Partnerships

School Grade Levels: K-12
School District: Miami, San Francisco, and Chicago

Purpose:
To create a challenge that results in the greening of a grand prize winning School in each city, as well as provide a sustainable environmental program for all schools within each city.

Funding:
The funding for this project will come from corporate sponsors participating at various levels.

EcoZone Green Schools Initiative
The Initiative:
The EcoZone Green Schools Initiative will create an opportunity to bring green makeover projects to a school. The challenge is available to all schools within each city, and requires student teacher/administrative participation. Each school will be asked to submit a short standard form created by EcoMedia expressing what being green means to them, and why their school should receive a green makeover. Creative responses submitted in addition to the standard form are encouraged. The creative submission component will be developed in conjunction with our media partners. First, second and third place prizes will also be up for grabs to schools who participate in the initiative.

Sustainable School Program:
In addition to choosing a school to enjoy the benefits of a green school makeover, the purpose of this project is to work with our partners to leave behind a sustainable program for the entire school district.