



## Memorandum

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Date: April 10, 2024

To: Honorable Mayor and Councilmembers

From: Kathie Brooks  
Interim City Manager

Department: Carlos Arroyo  
Public Works Director

Subject: **Adopt-a-Street Application – New Media, New Marketing, Inc.**

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### **Introduction**

As part of the City of Doral “Keep Doral Beautiful” campaign, the Public Works Department (PWD) established the “Adopt-a-Street” program in 2005. It provides the opportunity for volunteer groups to clean and remove litter from the City’s public right-of-way at least four (4) times a year for a period of two (2) years. The Program provides the option to automatically renew the agreement if the applicant adheres to the Program requirements. The total weight amount of garbage collected by the volunteers is reported on a yearly basis to the Florida Department of Environmental Protection (FDEP) as part of the National Pollutant Discharge Elimination System (NPDES) permit. New Media, New Marketing, Inc. has re-applied to take part in this program and continue to help maintain the City streets and Keep Doral Beautiful.

### **Background**

In 2019, the Mayor and City Councilmembers adopted Resolution No. 19-43 (approved 5-0) approving the adoption of NW 82<sup>nd</sup> Avenue between NW 25<sup>th</sup> Street and NW 41<sup>st</sup> Street by New Media, New Marketing, Inc. At this time, they would like to apply for adoption of the mentioned corridor. New Media, New Marketing, Inc. is a global social media and internet marketing firm established in 2009 focusing on social media classes, courses, training, live and online, social media marketing certification, consulting & coaching.

**Fiscal Impact:**

The fiscal impact associated with the program is less than \$50,000, no further analysis is required.

**Strategic Plan Alignment**

This initiative is aligned with the Exceptional Service Strategic Goal, as it provides the opportunity to build a strong sense of community.

**Recommendation**

The City's Staff respectfully requests that the Mayor and City Councilmembers approve the application from New Media, New Marketing, Inc., to adopt NW 82<sup>nd</sup> Avenue from NW 25<sup>th</sup> Street to NW 41<sup>st</sup> Street. Attached please find the application / agreement form and the applicant's letter of intent.

### **Available Streets**

Location	Status	Group Name
NW 18th Terr / NW 89th Place / NW 24th St	Not Adopted	
NW 109th Ave from NW 41st St to NW 58th St	Not Adopted	In process of approval
NW 117th Ave from NW 41st St to NW 58th St	Not Adopted	
NW 117th Ave from NW 25th St to NW 41st St	Not Adopted	In process of approval
NW 114th Ave from NW 74th St to NW 90th St	Not Adopted	
NW 82nd St from NW 107th Ave to 117th Ave	Not Adopted	
NW 82nd Ave from NW 25th St to 41st St	Not Adopted	In process of approval
NW 79th Ave from NW 25th St to 36th St	Not Adopted	In process of approval
NW 84th Ave from NW 12th St to 25th St	Not Adopted	
NW 54th St from NW 87th Ave to 77th Ct	Not Adopted	In process of approval
NW 56th St from NW 87th Ave to 77th Ct	Not Adopted	In process of approval
NW 79th Avenue from NW 36th St to NW 58th St	Not Adopted	
NW 41st Street from NW 79th Ave to NW 87th Ave	Not Adopted	
NW 114th Ave from NW 41th St to NW 58th St	Not Adopted	
NW 114th Ave from NW 41st St to NW 34th St and NW 34th St from NW 114th Ave to 117th Ave	Not Adopted	
NW 82nd Ave from NW 12th St to 25st St	Not Adopted	In process of approval
NW 50th St from NW 107th Ave to NW 117th Ave	Not Adopted	
NW 33rd St from NW 97th Ave to NW 107th Ave	Not Adopted	In process of approval
NW 33rd St from NW 87th Ave to NW 97th Ave	Not Adopted	In process of approval
NW 18th Terr between NW 87th Ave and NW 89th Pl; NW 89th Pl between NW 18th Terr and NW 25th and NW 24th St between NW 89th PL and NW 88th Ct	Not Adopted	
NW 104 Ave from NW 41st St to NW 33rd St, NW 36th St (104-107) and NW 37th Terr (104-107)	Not Adopted	In process of approval

**Roadway Segment:** NW 82<sup>nd</sup> Avenue between NW 25<sup>th</sup> Street and NW 41<sup>st</sup> Street  
**Applicant:** New Media, New Marketing, Inc.

