

MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission
FROM: Eric Carpenter, City Manager
DATE: October 30, 2024
TITLE: UPDATE ON THE NORTH BEACH RESTRICTED RESIDENTIAL PARKING PERMIT PILOT PROGRAM.

RECOMMENDATION

This update is being presented to the Mayor and City Commission (“City Commission”) for discussion and input.

BACKGROUND/HISTORY

During the July 24, 2024 City Commission meeting, the City Commission discussed items R7 G, R7 H, R7 I, and R7 J (Attachment A) and adopted Resolution No. 2024-33222 (Attachment B) authorizing the City Administration (“Administration”) to create one (1) unified North Beach Restricted Residential Parking Permit (“RRPP”) Zone (“Zone 26”) comprised of the following four (4) neighborhoods: Town Center, North Shore, Biscayne Beach, and Normandy Isle, as part of a 12-month Pilot Program (“Pilot Program”). Given the longstanding parking challenges in North Beach, the RRPP Pilot Program is intended to prioritize on-street parking for North Beach residents and is expected to launch on November 1, 2024.

During the July 24, 2024 City Commission meeting, the item sponsor, Commissioner David Suarez, opened the item with a presentation on the need for and benefit of implementing an RRPP program in North Beach. Following the presentation, a hybrid public hearing was conducted to obtain community feedback on the proposed North Beach RRPP Pilot Program. Various residents expressed their views which included support, opposition, comments, and concerns. Notably, concerns were raised regarding the impacts that a Pilot Program could potentially have on the non-resident employees and patrons of non-profit organizations and area businesses located within the proposed North Beach RRPP Zone. Ultimately, the City Commission approved a 12-month Pilot Program, and the Administration committed to providing an update at the September 11, 2024 City Commission meeting.

ANALYSIS

This update focuses on the Administration’s ongoing community outreach and efforts to mitigate the impacts to non-profit organizations, particularly UNIDAD and the Bandshell, and area businesses located within the proposed North Beach RRPP zone.

Community Outreach

In addition to the extensive community outreach conducted prior to the July 24, 2024 City Commission meeting, including hosting four (4) hybrid community meetings, one in each of the affected North Beach neighborhoods, the Administration plans to conduct further outreach prior to the November 1, 2024 launch of the North Beach RRPP Pilot Program. Current and upcoming community outreach activities include the following:

- **Community Engagement Session:** An informational session will be held before November 1, 2024 at a designated location in North Beach to respond to questions and provide information to the community on the upcoming Pilot Program;
- **Miami Beach Police Block Party:** Parking Department staff will be on-site during this event on November 17, 2024 at North Shore Park to answer questions, provide information, and assist residents with registering for the North Beach RRPP Pilot Program;
- **Flyer Distribution:** Flyers (in English and Spanish) will be distributed with information on the North Beach RRPP Pilot Program and the registration process. The flyers will be provided at parks, schools, and other government facilities in North Beach;
- **Social Media:** With the assistance of the Marketing and Communications Department, advertising on various social media platforms will further inform the community regarding the upcoming North Beach RRPP Pilot Program;
- **Webpage:** A dedicated webpage with details on the North Beach RRPP Pilot Program has been created and linked to the City's webpage;
- **Resident Outreach:** The Parking Department has reached out via email to approximately 65 residents who have expressed concerns or opposed the creation of the North Beach RRPP Zone; and
- **Signage Installation:** Approximately 600 RRPP signs have been manufactured and are scheduled for installation throughout North Beach beginning in early September 2024. These signs will indicate that parking in the RRPP Zone is restricted to residential parking permits only, specify the North Beach RRPP Zone number (26), and specify the enforceable Zone hours. Additionally, each sign will feature a removable vinyl strip indicating the North Beach RRPP Pilot Program start date of November 1, 2024 as well as a QR code that will provide more details on the Pilot Program (Attachment C).

Accommodations for Key Non-Profit Organizations

The Parking Department has made parking accommodations to mitigate the impacts to employees of key non-profit organizations which have contractual relationships or concession agreements with the City and that are located within the North Beach RRPP Zone, including UNIDAD and the Bandshell. Parking Department staff will continue reaching out to additional non-profit organizations in North Beach prior to the launch of the Pilot Program to identify and address any employee parking concerns.

Impacts to Area Businesses

A key concern raised by the City Commission during the July 24 discussion on the North Beach RRPP Pilot Program was the potential impact on employees and patrons of area businesses who currently rely on the limited non-metered on-street parking inventory for free parking. The Parking Department has created a map illustrating the locations of local businesses and the availability of parking in the area (Attachment D). Given the proximity of these businesses to the North Beach RRPP Zone, it is anticipated that there will be competing demands for the on-street metered parking spaces among residents, business patrons and employees, particularly after 6 p.m. when the on-street metered parking spaces become free-of-charge.

The North Beach RRPP Zone will be in effect from 6 p.m. to 7 a.m., Monday through Friday, and from 6 p.m. on Friday to 7 a.m. on Monday, including legal holidays. During these time periods, non-metered on-street parking spaces within the North Beach RRPP Zone will be restricted to residents only. Metered/pay-to-park parking spaces and lots within the RRPP zone will continue to operate as per existing conditions (i.e. enforced during the metered hours and free-of-charge after 6 p.m.). The window of impact to business employees would be during the enforceable RRPP hours which would prohibit them from parking at non-metered on-street spaces. It is worth noting that the City does not currently offer a discounted parking program to address the needs of business employees in North Beach. The only accommodation offered by the Parking Department applicable to North Beach business employees consists of purchasing municipal permits to park in specific City lots; however, space is limited and available on a first come/first served basis.

Tangentially, at the July 24, 2024 City Commission meeting, the City Commission referred an item, sponsored by Commissioner David Suarez, to the Public Safety and Neighborhood Quality of Life Committee (“PSNQLC”) to discuss extending metered parking hours for spaces located adjacent to North Beach businesses. This measure is intended to increase the availability of on-street metered parking spaces in proximity to businesses for patrons and employees after 6 p.m. and up to a specific end time. This proposed modification of the enforceable on-street metered hours would require an amendment to the City Code. The item is slated to be discussed at the September 18, 2024 PSNQLC meeting.

Business Survey

To help mitigate the impact of the North Beach RRPP Pilot Program on the employees of area businesses, the Administration compiled a list of all Business Tax Receipt (“BTR”) holders within the proposed North Beach RRPP Zone and emailed a survey/questionnaire to each BTR holder. A total of 178 BTR holders were contacted via their email of record, of which eleven (11) completed the electronic survey. The survey was generated on Microsoft365 and was open for a period of seven (7) days. During the seven (7)-day survey period, two (2) email reminders were sent to businesses to complete the survey. The survey consisted of the following questions:

- **Question #1: What are your business hours of operation?**
- **Question #2: How many of your current employees per shift require parking?**

- **Question #3: What are your current employee parking arrangements?**
- **Question #4: Would your employees require parking accommodations once the North Beach RRPP Pilot Program is implemented?**
- **Question #5: Questions or comments?**

Business Survey Results

The survey, which concluded at 11:59 p.m. on Monday, September 2, 2024, yielded the following results:

- **Question #1:** Of the 11 businesses that responded, 10 businesses operate from 9 a.m. to 11 p.m. One (1) business operates from 12 p.m. to 5 a.m.
- **Question #2:** 64% (7 of the 11 businesses that responded) have 1 to 5 employees per shift; 18% (2 businesses) have 6 to 10 employees per shift; 9% (1 business) has 21 to 50 employees per shift; and 9% (1 business) employs more than 50 employees per shift.
- **Question #3:** 82% (9 of the 11 businesses that responded) use on-street parking, while 18% (2 businesses) utilize a private lot provided by their business.
- **Question #4:** All 11 businesses indicated that they would need parking accommodations if the North Beach RRPP Pilot Program is implemented.
- **Question #5:** In addition to the above survey responses, we received six (6) comments from respondents. None of the respondents supported the North Beach RRPP Pilot Program. The primary concerns included the limited availability of parking for both employees and customers once the RRPP Pilot Program is implemented.

FISCAL IMPACT STATEMENT

N/A

Does this Ordinance require a Business Impact Estimate?

(FOR ORDINANCES ONLY)

If applicable, the Business Impact Estimate (BIE) was published on:

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

FINANCIAL INFORMATION

N/A

CONCLUSION

The Administration will continue to engage the North Beach community to address concerns regarding the North Beach RRPP Pilot Program raised during the July 24, 2024 City Commission meeting. Ongoing and upcoming community outreach efforts will ensure that the residents and businesses in the RRPP Zone remain fully informed and that any issues are promptly addressed, to the extent possible, prior to the Pilot Program launch date of November 1, 2024. For example, parking accommodations for key non-profit organizations located within the RRPP have been successfully arranged, and the Administration will continue to work with local businesses to explore innovative strategies to mitigate the impacts to affected businesses and support the success of the North Beach RRPP Pilot Program. Additionally, an agenda item, sponsored by Commissioner David Suarez, which proposes to extend the enforceable hours of the on-street metered parking spaces adjacent to North Beach businesses, has been referred to the PSNQLC for discussion in September 2024. This potential modification aims to reduce the competing parking needs of businesses and residents within the North Beach RRPP Zone.

Applicable Area

North Beach

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

Yes

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

Parking

Sponsor(s)

Commissioner David Suarez
Commissioner Joseph Magazine

Co-sponsor(s)

Condensed Title

Update on North Beach Restricted Residential Parking Pilot Program. (Suarez/Magazine) PK