

RESOLUTION NO. _____

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE RECOMMENDATION OF THE PUBLIC SAFETY AND NEIGHBORHOOD QUALITY OF LIFE COMMITTEE, AT ITS JULY 10, 2024 MEETING, DIRECTING THE CITY ADMINISTRATION TO CONTINUE COLLABORATING WITH RIDESHARE COMPANIES TO IDENTIFY CONGESTED AREAS WHERE RIDESHARE DRIVERS INCREASE CONGESTION BY OBSTRUCTING TRAFFIC, AND TO ESTABLISH DESIGNATED PICK-UP AND DROP-OFF ZONES IN SUCH AREAS.

WHEREAS, at the May 15, 2024 City Commission meeting, Commissioner Tanya Bhatt sponsored a referral item (C4 B) to the Public Safety and Neighborhood Quality of Life Committee ("PSNQLC") to discuss options to address increased traffic congestion created by rideshare drivers picking-up and dropping-off passengers on the public rights-of-way; and

WHEREAS, for several years, rideshare services have been, and continue to be, a popular and convenient mobility option for many residents, visitors, and employees in Miami-Dade County and the City of Miami Beach ("City"); and

WHEREAS, the rideshare industry's growing popularity has contributed to a documented increase in total vehicle trips and vehicle miles traveled on our local roadways – two (2) key indicators of traffic congestion; and

WHEREAS, the rideshare industry's operational model, which consists of drivers stopping on vehicular lanes of travel (often on major thoroughfares) to pick-up and drop-off passengers, has contributed not only to increased traffic congestion but to safety concerns as well; and

WHEREAS, City staff from the Transportation and Mobility Department, along with the Parking Department, recently met with representatives from Uber to discuss a potential collaboration to explore initiatives intended to reduce the blockage of travel lanes on major thoroughfares by Uber drivers while picking-up and dropping-off passengers, as well as to reduce the increased traffic volume and congestion caused by many rideshare vehicles driving to, from, and within the City; and

WHEREAS, during the initial meeting with Uber, two (2) potential pilot programs were preliminarily discussed; and

WHEREAS, in potential Pilot Program 1: City staff proffered the concept of identifying and designating strategic locations (i.e., on-street parking spaces or parking lots) in the City for use by Uber drivers to pick-up and drop-off passengers in a manner that would not obstruct traffic flow along major thoroughfare(s). A potential pilot program location would utilize the existing passenger loading spaces on the 100 Block of 24th Street (north side of the One Hotel) in lieu of the current pick-up/drop-off location which obstructs the northbound travel lane on Collins Avenue and 23rd Street and contributes to significant traffic congestion and safety concerns in the area; and

WHEREAS, in potential Pilot Program 2: Uber representatives expressed a desire to test an "Uber Shuttle" service between the Miami Beach Convention Center/City Center area (due to the availability of multiple parking garages in the area) and Hard Rock Stadium during the 2024

football season. This service would consist of four (4) shuttles in operation, each with a capacity of approximately 40 passengers, with frequent and direct round-trip service from the Miami Beach Convention Center/City Center area to Hard Rock Stadium before a game and returning to the City after a game; and

WHEREAS, City staff is currently in discussions with Uber to further refine the aforementioned potential pilot programs from an operational, logistical, and public safety perspective. Furthermore, City staff will be meeting with Lyft representatives to discuss collaborating and exploring similar ideas; and

WHEREAS, at the July 10, 2024 PSNQLC meeting, the Committee discussed this item and passed a motion recommending that the Administration collaborate with rideshare companies in identifying congested areas where rideshare drivers obstruct traffic and establish designated pick-up and drop-off zones.

NOW, THEREFORE, BE IT DULY RESOLVED BY THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, that the Mayor and City Commission hereby accept the recommendation of the Public Safety and Neighborhood Quality of Life Committee ("PSNQLC"), at its July 10, 2024 meeting, directing the City Administration to continue collaborating with rideshare companies to identify congested areas where rideshare drivers increase congestion by obstructing traffic, and to establish designated pick-up and drop-off zones in such areas.

PASSED AND ADOPTED this ____ day of _____ 2024.

Steven Meiner, Mayor

ATTEST:

Rafael E. Granado, City Clerk

(Sponsored by Commissioner Tanya K. Bhatt)

APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION

City Attorney

9/15/2024

Date

MAF