

# MIAMI BEACH

## COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: Commissioner Laura Dominguez

DATE: February 3, 2025

TITLE: REFERRAL TO THE PUBLIC SAFETY AND NEIGHBORHOOD QUALITY OF LIFE COMMITTEE TO DISCUSS THE POTENTIAL DEPLOYMENT AND OPERATION OF SERVE ROBOTICS' AI-POWERED SIDEWALK DELIVERY ROBOTS IN THE CITY OF MIAMI BEACH.

### **RECOMMENDATION**

### **BACKGROUND/HISTORY**

### **ANALYSIS**

Please place on the February 3, 2025 agenda a referral to the Public Safety and Neighborhood Quality of Life Committee to discuss the potential deployment and operation of Serve Robotics' AI-powered sidewalk delivery robots in Miami Beach.

Serve Robotics, Inc. ("Serve") develops advanced, AI-powered, low-emission sidewalk delivery robots that endeavor to make deliveries sustainable, reliable, and economical. Spun off from Uber in 2021 as an independent company, Serve has completed tens of thousands of deliveries (in cities including West Hollywood, Los Angeles, and San Francisco) for enterprise partners such as Uber Eats and 7-Eleven. Serve also has scalable multi-year contracts, including a signed agreement to deploy up to 2,000 delivery robots on the Uber Eats platform across multiple U.S. markets. Across the Miami-metro area, it's my understanding that Serve is planning to deploy 50 robots at the end of January, and up to 150 in March, with a goal of 235 robots by end of year.

The sidewalks are typically more chaotic than the streets in terms of the randomness of what can happen at any time; however, things happen more slowly and there is more time to react. Over these years, Serve has worked with disability rights advocates, senior citizens groups, transportation planners, and other stakeholders to design for safety and support smart regulations that set a high standard for deployment of new mobility solutions on the sidewalks. In Serve's operations, Serve reports having removed over 2 kg of CO2 for every delivery completed and, in West Hollywood alone, this has been reported to be over 700 car deliveries per month. More importantly, Serve asserts that they accomplished this with a best-in-class safety record marked by a 99.8% delivery completion rate, which is several percentage points better than cars.

Accordingly, I would request that the City Administration be prepared at Committee to discuss a potential permit program (similar to what I believe Serve accomplished with West Hollywood and Los Angeles) specifically with regard to, as it relates to the City: (1) a formal data sharing process; (2) traffic navigation guidelines; (3) speed and weight restrictions; and (4) insurance requirements. I would further request that the Administration be prepared to discuss any additional issues or concerns relating to the potential deployment of Serve delivery robots in the

City of Miami Beach.

**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**

**CONCLUSION**

**Applicable Area**

Citywide

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

No

**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**

Office of Commissioner Laura Dominguez

**Sponsor(s)**

Commissioner Laura Dominguez

**Co-sponsor(s)**

**Condensed Title**

Ref: PSNQLC -Deploy Serve Robotics Potentially Operating in the City of Miami Beach.  
(Dominguez)

**Previous Action (For City Clerk Use Only)**