

# MIAMI BEACH

## COMMITTEE MEMORANDUM

TO: Public Safety and Neighborhood Quality of Life Committee Members

FROM: Rickelle Williams, Interim City Manager *RW*

DATE: July 10, 2024

TITLE: **DISCUSS OPTIONS TO ADDRESS INCREASED TRAFFIC CONGESTION CREATED BY RIDESHARE DRIVERS PICKING UP AND DROPPING OFF PASSENGERS ON THE PUBLIC RIGHTS-OF-WAY.**

### **RECOMMENDATION**

The City Administration ("Administration") recommends that the Public Safety and Neighborhood Quality of Life Committee ("PSNQLC" or "Committee") discuss this item and provide input and a recommendation.

### **BACKGROUND/HISTORY**

At the May 15, 2024 City Commission meeting, Commissioner Tanya K. Bhatt sponsored a referral item (C4 B) to the 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.

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"). However, 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. Furthermore, the rideshare industry's operational model consisting of drivers stopping on travel lanes, 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.

### **ANALYSIS**

In preparation for this item, City staff from the Parking and Transportation and Mobility Departments recently met with Uber representatives to discuss a potential collaboration to explore initiatives intended to reduce the blocking of travel lanes on major thoroughfares by Uber drivers while picking-up and dropping-off passengers as well as reduce the increased traffic volumes and congestion due to the many rideshare vehicles driving to, from, and within the City to provide rideshare services. During the initial meeting with Uber, two (2) potential pilot programs were preliminarily discussed and described below:

Potential Pilot Program 1: City staff proffered 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 a major thoroughfare(s). One potential pilot location would utilize the existing passenger loading spaces on the 100 Block of 24 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 23 Street and contributes to significant traffic congestion and safety concerns in the area.

Potential Pilot Program 2: Uber representatives expressed a desire to test an “Uber Shuttle” service between the Miami Beach Convention Center (“MBCC”)/City Center area (due to the availability of multiple parking garages in the area) and Hard Rock Stadium during the 2024 football season (commencing in July 2024). The 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 MBCC/City Center area to Hard Rock Stadium before a game event and returning to the City after a game event.

Conceivably, a similar cross-bay rideshare shuttle service could be operated during annual high impact events in the City with activations in the City of Miami (e.g. Art Week, Boat Show, and others) to reduce the number of private vehicles – rideshare and non-rideshare - entering, exiting, and traveling within our City and contributing to congestion on our roadways.

Additional meetings are being scheduled between City staff and Uber to further discuss and refine the above 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.

### **FISCAL IMPACT STATEMENT**

N/A

### **Does this Ordinance require a Business Impact Estimate?**

(FOR ORDINANCES ONLY)

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 is actively engaging in (or planning to engage in) discussions with the existing rideshare companies (Uber and Lyft) to discuss a collaboration and exploration of potential initiatives, albeit on a pilot basis, intended to reduce the traffic congestion and address safety concerns due to rideshare vehicles picking-up and dropping-off passengers on the travel lanes along major thoroughfares.

The above information is being provided to the PSNQLC for discussion and input.

### **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): N/A

**Department**

Transportation and Mobility

**Sponsor(s)**

Commissioner Tanya K. Bhatt

**Co-sponsor(s)**

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**Condensed Title**

Discuss Ride Share Options to Decrease Traffic Congestion

# MIAMI BEACH

## COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission  
 FROM: Commissioner Tanya K. Bhatt  
 DATE: May 15, 2024

SUBJECT: REFERRAL TO THE PUBLIC SAFETY AND NEIGHBORHOOD QUALITY OF LIFE COMMITTEE TO DISCUSS OPTIONS TO ADDRESS INCREASED TRAFFIC CONGESTION CREATED BY RIDESHARE DRIVERS PICKING UP AND DROPPING OFF PASSENGERS ON THE PUBLIC RIGHTS-OF-WAY.

### BACKGROUND/HISTORY

Was 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 name of lobbyist(s) and principal(s): N/A

### ANALYSIS

Please place on the May 15, 2024 agenda a referral to the Public Safety and Neighborhood Quality of Life Committee to discuss various options to mitigate the increased traffic congestion, and potential safety issues, created by rideshare drivers picking up and dropping off passengers on the public rights-of-way.

Each day, the City of Miami Beach hosts thousands of tourists, day-trippers, and other individuals driving to, from, and within the City for employment, recreational, or other purposes. Many people also arrive, depart, and commute within the City through the utilization of various rideshare platforms (i.e., Lyft, Uber). As a result, traffic congestion in the City can be nearly unbearable on a regular basis, especially during the peak morning and afternoon hours Monday – Friday, and during most hours of the day/night on weekends and holidays. Moreover, the traffic congestion and public safety concerns arising from rideshare drivers stopping in the middle of the roadway for pickups and drop-offs is significant. These public right-of-way pickups and drop-offs disrupt traffic flow, increase the risk of vehicle, pedestrian and micromobility accidents, and create frustration for other motorists (which can also lead to "road rage" incidents and motorists driving on the shoulder of the roadway and/or in the bicycle lanes).

Accordingly, I would request that the Transportation and Mobility Department, along with the Parking Department, be prepared at Committee to discuss the available options to mitigate this issue including, but not limited to, directing rideshare drivers to utilize appropriate private property driveways, designating certain portions of public property as pickup and drop-off zones, encouraging rideshare drivers to pull over safely, and promoting alternative transportation options. Also, I would further request that the Police Department be prepared at Committee to discuss their enforcement efforts relating to rideshare drivers stopping in the roadway to pickup and drop-off passengers.

### SUPPORTING SURVEY DATA

N/A

### FINANCIAL INFORMATION

The Fiscal Impact to be determined at Committee.

Is this a "Residents Right to Know" item, pursuant to City Code Section 2-14?

No

Does this item utilize G.O. Bond Funds?

No

### Legislative Tracking

Commissioner Tanya K. Bhatt