

MIAMI BEACH

COMMITTEE MEMORANDUM

TO: Finance and Economic Resiliency Committee Members

FROM: Eric Carpenter, City Manager

DATE: June 11, 2025

TITLE: DISCUSS COMMISSIONING OF A SURVEY OF DRIVERS EXITING MIAMI BEACH TO INFORM TRAFFIC MITIGATION POLICIES.

RECOMMENDATION

The City Administration (“Administration”) supports conducting a survey of drivers exiting the City of Miami Beach (“City”) via major thoroughfares to obtain data and relevant information regarding commuting needs and better ascertain the relationship between employment, housing, and traffic congestion in our City, and help formulate potential housing and traffic mitigation policies; and recommends that the Finance and Economic Resiliency Committee (“FERC” or “Committee”) provide input to help define the corridors to be surveyed, as well as the preferred survey method, timing and duration in order to develop a cost estimate for the desired survey. Furthermore, to augment the commuter survey, the Administration recommends utilizing a “big data” analytics company to provide relevant aggregated GPS data, including origin-destination analytics (i.e. work-home vehicle trips) across the road network.

BACKGROUND/HISTORY

At the February 26, 2025, City Commission meeting, at the request of Vice-Mayor David Suarez, the Mayor and City Commission (“City Commission”) referred an agenda item (C4 AB) to the FERC to discuss the possible commission of a survey of drivers exiting the City to help shape policies aimed at providing affordable and/or workforce housing and mitigating traffic congestion.

Based on the Florida Department of Transportation (“FDOT”) 2022 Level of Service (“LOS”) Map, several of the City’s major thoroughfares are currently operating (and have been for years) at failing levels of service (i.e. LOS F), particularly during afternoon peak traffic periods when the vehicle volumes exceed the capacity of the roadway. Much of this traffic is generated by the tens of thousands of daily commuters who work in the City and do not live in Miami Beach and, thus, drive into the City every morning and drive out every afternoon along the various arterials that provide connectivity to the mainland, including 5 Street, 41 Street, 71 Street, Venetian Way, and Collins Avenue. This weekday commuter traffic clogs our major arterials and impedes mobility within and around the City.

Housing and employment are inextricably linked, and both sectors have a direct impact on transportation and traffic congestion. While the Administration is currently working on various fronts to mitigate the traffic congestion caused by vehicles entering and leaving the City during weekday peak traffic periods, conducting a commuter survey would be beneficial to obtain data and better ascertain the relationship between employment and housing in our City and the impact on traffic congestion, as well as provide insight into suitable affordable and/or workforce housing and traffic mitigation policies.

ANALYSIS

The commuter survey will provide valuable insights into the demographics and motivations of those who travel to and from the City, which may inform future traffic management and housing policies. Below is a list of potential survey questions:

1. Where do you reside?
2. Where are you going?
3. Do you work in Miami Beach?
4. Would you like to live in Miami Beach?
5. What has stopped you from living in Miami Beach?

The responses to these questions may provide critical data that could guide decisions on the creation of affordable and workforce housing. Furthermore, this data could help determine if increasing the availability of such housing options could potentially alleviate traffic by encouraging more residents to live and work within Miami Beach, reducing the need for daily commutes.

The Administration is considering available survey methods and data resources, including engaging one of the City's rotational consultants to conduct face-to-face surveys with drivers on our major arterials during weekday afternoon peak periods, as well as utilizing the services of a "big data" analytics company, such as StreetLight Data, Inc. ("StreetLight").

StreetLight utilizes aggregated GPS data to provide daily traffic flow metrics between network origins and destinations. A Network Origin-Destination ("Network O-D") Analysis provides a quick, easy, and cost-effective way to measure 15-minute, hourly or daily traffic flows between network segment origin and destinations averaged at the yearly, monthly, or user-defined time period. Network O-D Analysis includes a unique blend of device navigation apps, traditional mobile data apps, and in-vehicle navigation apps. This data source compiles information about the trajectories of vehicles and devices across the road network which can be attributed to specified origin and destination segments. The resulting data could provide insight into how many drivers using our major thoroughfares during afternoon weekday peak periods live outside the City as well as other relevant data which could be useful in shaping traffic mitigation policies.

The discussion item (NB 24) was not reached during the May 7, 2025 FERC meeting.

FISCAL IMPACT STATEMENT

The fiscal impact of conducting commuter surveys and/or engaging a "big data" analytics company has not been determined at this time. Should the FERC endorse the Administration's recommendation to move forward with this initiative, the Administration will return to the FERC with a cost estimate to conduct the desired survey pursuant to the FERC's input.

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-notices/>

FINANCIAL INFORMATION

N/A

CONCLUSION

Housing and employment have a direct impact on transportation and traffic congestion. To gain a better understanding of this relationship, the Administration is seeking input from the FERC to define the scope and the corridors to be surveyed and will return to the FERC with a cost estimate to conduct the desired survey of drivers exiting the City during weekday afternoon peak traffic periods as well as engaging a 'big data' analytics company, such as StreetLight, to obtain aggregated GPS data and relevant information on work-home trips across the road network and help formulate potential affordable and/or workforce housing and traffic mitigation policies.

The above information is provided to the FERC for input on the scope, method, timing, and duration of the desired survey, and a recommendation.

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 David Suarez

Co-sponsor(s)

Condensed Title

Discuss Commissioning Survey of Drivers Exiting MB to Inform Traffic Mitigation Policies.