



COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission
FROM: Eric Carpenter, City Manager
DATE: November 20, 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 and adopted Resolution No. 2024-33222 (Attachment A) 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.

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 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 North Beach RRPP Zone 26. 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. The item was not reached at the September 11, 2024 or the October 30, 2024 City Commission meetings.

ANALYSIS

The North Beach RRPP Zone 26 Pilot Program was successfully launched on November 1, 2024. This update focuses on the Administration's ongoing community outreach and efforts to mitigate the impacts to area businesses and non-profit organizations located within the North Beach RRPP Zone 26.

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. Following the City Commission adoption of Resolution No. 2024-33222, the Parking Department conducted the following outreach efforts to inform the community of the Pilot Program and the associated registration process.

- **Signage Installation: 691 RRPP signs** have been manufactured and installed. These signs indicate that parking in the RRPP Zone 26 is restricted to residential parking permits only, specify the North Beach RRPP Zone number (26), and specify the enforceable RRPP Zone 26 hours. (Attachment B);
- **Flyer Distribution:** Approximately **5,000 flyers** (Attachment C) in English and Spanish have been distributed with information on the North Beach RRPP Pilot Program and the registration process. The flyers were distributed on vehicles, delivered to the schools, park facilities, and the local library. In addition, the Office of Marketing and Communications distributed the Fall MB Magazine edition. Each magazine included a plastic-wrapped flyer. **17,000 copies** of the MB Magazine with the flyer were mailed to all North Beach households in the 33141 zip code;
- **Yard Signs:** The Parking Department deployed **150 yard signs** throughout RRPP Zone 26. The yard sign were derived from the flyers and printed on 24" x 18" double sided (in English and Spanish);
- **Community Engagement Session:** On October 14, 2024, the Parking Department staff conducted outreach at the local Publix on Collins Avenue and 69 Street to engage residents and respond to questions or concerns regarding the Pilot Program and/or the registration process. **Approximately 100 printed registration forms were distributed to residents in preparation for the in-person registration;**
- **Social Media:** With the assistance of the Office of Marketing and Communications, advertising on various social media platforms are being utilize to further inform the community regarding the North Beach RRPP Pilot Program;
- **Email Blast:** On September 20, October 1, October 15, and October 29, 2024, the Office of Marketing and Communications disseminated four (4) email advisories in both English and Spanish to ensure that all residents were informed. These advisories included important updates about the Pilot Program, such as registration information and contact details for further inquiries. The advisories were sent to all North Beach residents enrolled in the City's Constant Contact system, **reaching approximately 30,000 recipients with each email blast;**
- **Webpage:** A dedicated webpage with details on the North Beach RRPP Pilot Program was 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 26;
- **Business Outreach:** Given an initial business survey to obtain insight into the parking needs of North Beach businesses resulted in a low response rate, on September 27, 2024, the Parking Department staff, in collaboration with the Neighborhood Affairs Division of the Office of Marketing and Communications, conducted a comprehensive door-to-door outreach effort to engage local businesses within and adjacent to RRPP Zone 26 and gather additional business survey data. **As part of this effort, City staff visited 107 businesses and completed 56 in-person surveys.**
- **Online Registration:** Commenced on October 1, 2024. Within the first week, the Administration received 949 online registration submittals. **As of November 6, 2024, approximately 3,890 online registrations have been received;**
- **In-person Registration:** Commenced on October 15, 2024, at a temporary customer service satellite office located at Normandy Park & Pool (7030 Trouville Esplanade) and at the City's Customer Service Office (1755 Meridian Avenue). The temporary satellite

office was established to better accommodate the needs of North Beach residents who prefer in-person registration without traveling to the City's Customer Service Office in South Beach. It is important to note that in-person registration is accepted at both locations. **As of November 6, 2024, the Administration has processed 1,054 in-person registrations at the temporary North Beach satellite office;** and

- **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.

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 26, including UNIDAD and the Bandshell.

Impacts to Area Businesses

A key concern raised by the City Commission during the July 24, 2024 discussion on the North Beach RRPP Pilot Program was the potential impact on non-resident 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 to the public.

The North Beach RRPP Zone 26 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 26 will be restricted to residents only. Metered/pay-to-park parking spaces and lots within the RRPP Zone 26 will continue to operate as per existing conditions (i.e. enforced during the metered hours and free-of-charge to the public after 6 p.m.). The window of impact to non-resident business employees would be during the enforceable RRPP hours, given that during those hours, employees would be prohibited from parking at non-metered on-street spaces. It is worth noting that the City does not currently offer a discount 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 was discussed at the September 18, 2024 PSNQLC meeting. During the discussion on this item (Attachment D), the Administration presented the benefits that extending metered parking hours in North Beach would have on local businesses. The Committee passed a motion recommending that the Administration draft an ordinance to extend the metered parking hours in North Beach for consideration by the City Commission on first reading during the October 30, 2024 City Commission meeting. However, the item was not reached and is currently on the November 20, 2024 City Commission meeting agenda. The ordinance proposes to extend the enforceable parking meter hours in North Beach from the current end time of 6 p.m. to 11 p.m.

Business Survey

To obtain a better understanding of the parking needs of North Beach businesses and help determine the optimal enforceable hours of the metered parking spaces, the Parking Department compiled a list of all 178 Business Tax Receipts (“BTR”) holders located within and adjacent to the RRPP Zone 26 and conducted an online business survey. The survey was generated on Microsoft365 and open for a period of seven (7) days. During the seven (7) day period, an additional two (2) reminders were emailed asking businesses to complete the survey. However, only 11 businesses completed the initial survey.

On September 27, 2024, the Parking Department conducted a comprehensive door-to-door outreach initiative in North Beach, in collaboration with the Neighborhood Affairs Division of the Office of Marketing and Communications, to engage local businesses and gather additional survey data. The City staff visited a total of 107 businesses, of which 56 participated in the in-person survey during this canvassing effort. Thus, a total of 67 businesses were surveyed either online or in-person.

The survey consisted of the following questions:

- Question #1: What are your hours of operation?
- Question #2: How many employees currently work at your establishment per shift that 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: Question or Comment section.

Business Survey Results

The online and in-person surveys yielded the following results:

- Question #1: Of the 67 businesses surveyed, 60 responded to this question of which 48 operate during typical business hours (between 9 a.m. and 11 p.m.), seven (7) businesses operate until 12 a.m., and five (5) businesses have unconventional hours, operating until 5 a.m. Thus, the vast majority of the businesses that responded operate typical business hours and close by 11 p.m.
- Question #2: 46 businesses employ 1 to 5 workers per shift; 10 businesses have 6 to 10 employees per shift; eight (8) businesses employ 11 to 20 workers per shift; one (1) business has 21 to 50 employees per shift; and two (2) businesses have more than 50 employees per shift. Thus, the majority of survey respondents are small businesses with few employees.
- Question #3: 41 businesses use on-street/non-metered parking, while 21 businesses utilize a private lot provided by their business. Additionally, seven (7) businesses use metered municipal lots; four (4) businesses rely on nearby pay-to-park services; five (5) businesses do not have designated parking arrangements; and eight (8) businesses utilize other transportation methods that may not require parking. Thus, the majority of businesses surveyed have employees who currently park for free in spaces that will be available to residents registered for the RRPP Zone 26 Pilot Program.
- Question #4: 37 businesses expressed a need for parking accommodations for their employees if the North Beach RRPP Zone 26 Pilot Program is implemented, while 30 businesses indicated their employees would not need any special parking accommodations. Thus, the majority of the businesses surveyed expressed a need for parking accommodations for their employees.

- Question #5: In addition to the above survey responses, 16 comments and 1 (one) email were received. The most common concern was the availability of parking for both employees and customers. One (1) business expressed a concern regarding the costs associated with parking for employees, suggesting that such costs might lead to increased prices for goods and services.

The survey findings from the Administration's outreach efforts regarding the North Beach RRPP Pilot Program have yielded valuable insights from local businesses. Notably, of the 67 businesses surveyed, a substantial majority operate within standard business hours, specifically between 9 a.m. and 11 p.m., while only five (5) businesses remain open until 5 a.m.

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

Since July 2024, the Administration has made significant and expedient progress in informing and engaging North Beach residents and businesses regarding the implementation of the RRPP Zone 26 Pilot Program. Through a comprehensive range of outreach efforts including several in-person and hybrid community meetings, several email blasts, signage installations, electronic and in-person business surveys, flyer distributions, and door-to door outreach, the Administration has actively engaged the community to ensure residents and businesses are informed and fully understand the benefits, process, and rules and regulations associated with the Pilot Program. As of November 6, 2024, approximately 5,000 resident registrations have been processed.

Additionally, an ordinance, sponsored by Commissioner David Suarez, which proposes to extend the enforceable hours of the metered parking spaces in North Beach to address the needs of patrons and non-resident employees of businesses located adjacent to and within the North Beach RRPP Zone 26, is anticipated to be considered by the City Commission at the November 20, 2024 City Commission meeting. This proposed modification aims to reduce the competing parking needs of businesses and residents within the North Beach RRPP Zone 26.

The Administration will continue to engage the North Beach community to address concerns regarding the North Beach RRPP Pilot Program. Ongoing and upcoming community outreach efforts will ensure that the residents and businesses within the RRPP Zone 26 remain fully informed and that any issues are promptly addressed.

The Administration will provide quarterly updates on the North Beach RRPP Zone 26 Pilot Program via Letter To Commission ("LTC").

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