

C4 AD REFERRAL TO THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE TO
EXPLORE WORKFORCE TRANSPORTATION SOLUTIONS AND EMPLOYER
PARTNERSHIP INITIATIVES WITH THE CITY OF MIAMI BEACH.

Applicable Area:



COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: Commissioner Alex Fernandez

DATE: February 26, 2025

TITLE: REFERRAL TO THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE TO EXPLORE WORKFORCE TRANSPORTATION SOLUTIONS AND EMPLOYER PARTNERSHIP INITIATIVES WITH THE CITY OF MIAMI BEACH.

RECOMMENDATION

As we continue our efforts to enhance economic resiliency and improve mobility for our workforce, I am working with the City Manager's Office to convene a meeting of Miami Beach's major employers with the goal of exploring a partnership to provide dedicated transportation solutions for our workforce.

To date, I have engaged in preliminary discussions with Mount Sinai Medical Center, the Fontainebleau Hotel, the Loews Hotel, the Miami Beach Convention Center, and our own Human Resources Department—all of whom have expressed interest in participating. The intent is to bring these stakeholders together, along with others, to discuss a model for providing seamless, one-seat transit service from key workforce parking locations to employment centers in Miami Beach. By leveraging existing infrastructure—such as park-and-ride facilities and dedicated bus lanes—this initiative seeks to create a direct, efficient transit option that improves commute reliability while alleviating congestion during peak hours.

Additionally, I have spoken with the Transportation Department about the feasibility of utilizing real-time mobility data to assess where peak-hour commuters are concluding their trips. By incorporating insights from cell phone technology and traffic pattern analysis, we can better identify opportunities for targeted transit solutions that serve the workforce while enhancing overall traffic flow within the city.

As we look to position Miami Beach for long-term economic sustainability, the ability to provide reliable, employer-supported transit options will be critical in maintaining a competitive workforce and ensuring our infrastructure is used efficiently. I am referring this matter to the Finance and Economic Resiliency Committee to initiate a formal dialogue and explore the implementation of a strategic, data-driven workforce transportation plan.

I look forward to the Committee's consideration and to working collaboratively toward a solution that strengthens both our economy and quality of life.

BACKGROUND/HISTORY

ANALYSIS

FISCAL IMPACT STATEMENT

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-notices/>

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 Alex Fernandez

Sponsor(s)

Commissioner Alex Fernandez

Co-sponsor(s)

Condensed Title

Ref: FERC - Workforce Transportation Solutions/Employer Partnership Initiative. (Fernandez)

Previous Action (For City Clerk Use Only)