

10. DISCUSS A POTENTIAL PARKING PROGRAM WITH DISCOUNTED PARKING RATES FOR EDUCATIONAL INSTITUTIONS AND EDUCATIONAL-RELATED ORGANIZATIONS.

Applicable Area:

# MIAMI BEACH

## COMMITTEE MEMORANDUM

TO: Public Safety and Neighborhood Quality of Life Committee Members

FROM: Eric Carpenter, City Manager

DATE: April 9, 2025

TITLE: DISCUSS A POTENTIAL PARKING PROGRAM WITH DISCOUNTED PARKING RATES FOR EDUCATIONAL INSTITUTIONS AND EDUCATIONAL-RELATED ORGANIZATIONS.

### **RECOMMENDATION**

The City Administration ("Administration") recommends that the Public Safety and Neighborhood Quality of Life Committee ("PSNQLC" or "Committee") endorse the development and implementation of a parking program offering discounted parking rates for educational institutions and educational-related organizations. Furthermore, the Administration recommends that consideration be given to potentially including non-profit organizations and cultural anchor institutions with contractual relationships with the City of Miami Beach ("City") as part of a potential parking discount program.

### **BACKGROUND/HISTORY**

At the February 26, 2025 City Commission meeting, at the request of Commissioner Alex Fernandez, the Mayor and City Commission ("City Commission") referred an agenda item (C4 X) to the PSNQLC to discuss a potential parking program with discounted rates for educational institutions and educational-related organizations.

Educational institutions and education-related organizations within the City continue to expand both in size and influence. Concerns from the staff and employees of various educational institutions in the City regarding insufficient parking availability in close proximity to schools and other educational institutions have become more pronounced particularly when these organizations are located within or adjacent to restricted residential permit parking zones or areas in the City where municipal parking is limited and/or in high demand.

Currently, there are 29 schools (public and private) located within the City. The City currently has agreements with two (2) schools (North Beach Elementary and Hebrew Academy) allowing for reserved on-street parking spaces for their teachers, employees, and students. In addition, Lehrman Community Day School is currently purchasing monthly parking permits from the City for their teachers and faculty to park at P92 (72 Street municipal parking lot) while construction is occurring in their school parking lot.

Parking availability and affordability continue to be significant concerns for many educational institutions as well as for non-profit organizations and cultural anchors that have contractual relationships with the City, particularly in areas where parking demand is high. Many employees of these institutions and organizations face challenges on a daily basis related to the cost and availability of parking in the vicinity. A parking program offering discounted rates to workforce employees of educational institutions and potentially non-profit organizations and cultural anchors in our community is anticipated to have significant benefits in terms of employee retention and the overall financial stability of the institution or organization.

## **ANALYSIS**

The City currently offers a monthly parking permit program to residents at a cost of \$74.90 per month to park in municipal lots and garages. For non-residents, the cost of a monthly parking permit is \$91 per month to park in municipal lots and \$128 per month to park in municipal garages. It is important to note that should a new monthly parking rate(s) be established for employees of educational institutions and certain non-profit organizations in the City, the new rate(s) should not be lower than the current resident rate(s). For context, if a monthly parking permit program for educational institutions and certain non-profit organizations is set at \$76 per month (just above the resident rate), this would equate to about \$2.53 per day, or \$3.80 per day for a 20-day work month. The availability of monthly parking permits is determined based on an evaluation of parking capacity, utilization, and space availability at each municipal parking facility. As a result, not all parking facilities are eligible under the current monthly parking permit program. Parking is provided on a first-come/first-served basis and, thus, not guaranteed for monthly permit holders. Additionally, several municipal parking facilities in the City have long waitlists for residents due to high demand and limited capacity.

On-street metered parking rates vary depending on the area of the City. On-street metered parking rates are \$4 per hour in the Entertainment District, \$2 per hour in South Beach, \$2 per hour in Mid Beach East, \$1 per hour in Mid Beach West, and \$1 per hour in North Beach. However, the hourly rate for residents is consistent across all areas of the City at \$1 per hour for all municipal on-street and off-street parking facilities in the City. As such, offering a discounted hourly rate for educational institutions, certain non-profit organizations and cultural anchors in South Beach, Mid Beach, and North Beach would be challenging given the current low hourly rate in those areas. The only area of the City where a substantial rate reduction would be feasible without dropping below the resident rate is the Entertainment District.

The Administration would need to further define the scope and eligibility criteria, identifying which educational institutions, non-profit organizations, and cultural anchor institutions would be eligible to participate in a potential program offering discounted parking rates to their employees. For example, the program could include public and/or private schools, non-profit educational organizations, as well as larger non-profit organizations that serve as key community anchors, such as UNIDAD, The Bandshell, and the Shane Rowing Center, among others.

Should the PSNQLC and the City Commission wish to pursue the possible implementation of a program with discounted parking rates for educational institutions, education-related organizations, and potentially non-profit organizations and cultural anchor institutions with contractual relationships with the City, the Administration recommends the following next steps:

- **Stakeholder Engagement**  
Organize meetings and/or surveys to gather input from the existing institutions and organizations. Their input will be valuable in shaping the eligibility criteria and refining the program parameters to ensure that the program meets the needs of all affected stakeholders.
- **Feasibility Analysis**  
Conduct a thorough analysis of the existing parking facilities (on-street and off-street) in the vicinity of the institutions and organizations. The analysis would include an assessment of the current capacity and utilization of the respective parking facilities in the vicinity, and the projected impact on the parking supply and demand, including potential impacts to the availability of on-street and off-street parking in adjacent residential neighborhoods.
- **Program Design**  
Develop the details of the program, including space allocation, registration and eligibility process, rate structure, and the duration of the employee permits. Consider offering options for hourly, daily and/or monthly parking at a discounted rate.

- **Implementation and Pilot**

Launch a pilot program to test the effectiveness of the proposal. A pilot program would allow the Parking Department to gauge employee and community response, refine any aspects of the program, and make adjustments prior to full-scale implementation.

- **Ongoing Monitoring and Adjustments**

Continuously monitor the effectiveness of the program and make any necessary adjustments. Collect data on parking utilization, feedback from employees, and the impact on parking and traffic in the area to ensure that the program is meeting its objectives.

It is worth noting that a similar item, sponsored by Commissioner Joseph Magazine, entitled “Discuss Possible Implementation of a Hotel Employee Parking Program at the 17<sup>th</sup> Street Garage (G5)” is anticipated to be discussed at the March 26, 2025 Finance and Economic Resiliency Committee (“FERC”) meeting. In addition, an agenda item, sponsored by Commissioner Alex Fernandez, entitled “Consider a Reduced Parking Rate for the Miami Beach Workforce, Including Hospitality Employees” is anticipated to be discussed at the April 16, 2025 FERC meeting.

### **FISCAL IMPACT STATEMENT**

The financial impact of implementing a program offering discounted parking rates to employees of educational institutions, educational-related organizations, and potentially non-profit organizations and cultural anchor institutions with contractual relationships with the City, would require careful review, particularly regarding how the rates would be structured and the potential impacts to annual parking revenues.

### **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**

A potential parking program offering discounted rates for educational institutions, educational-related organizations, and potentially non-profit organizations and cultural anchor institutions with contractual relationships with the City, presents a promising opportunity to address the ongoing concerns related to parking affordability and availability. By carefully considering the scope, eligibility criteria, and financial implications of this initiative, the City can ensure equitable access to parking for employees of these vital community institutions.

The Administration recommends that the PSNQLC discuss and provide input on the various aspects of a potential parking program, including eligibility criteria, a discounted parking rate structure, financial impacts, and community benefits. With a thoughtful and strategic approach, this program could significantly enhance access and promote the economic well-being of employees of educational institutions and other key non-profit organizations in the City.

### **Applicable Area**

Citywide

**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 Alex Fernandez

**Co-sponsor(s)**

Commissioner Tanya K. Bhatt

**Condensed Title**

Discuss Parking Program for Educational Institutions and related Educational. (Fernandez) PK

C4 X REFERRAL TO THE PUBLIC SAFETY AND NEIGHBORHOOD QUALITY OF LIFE COMMITTEE TO DISCUSS A POTENTIAL PARKING PROGRAM WITH DISCOUNTED PARKING RATES FOR EDUCATIONAL INSTITUTIONS AND EDUCATION-RELATED ORGANIZATIONS.

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 PUBLIC SAFETY AND NEIGHBORHOOD QUALITY OF LIFE COMMITTEE TO DISCUSS A POTENTIAL PARKING PROGRAM WITH DISCOUNTED PARKING RATES FOR EDUCATIONAL INSTITUTIONS AND EDUCATION-RELATED ORGANIZATIONS.

**RECOMMENDATION**

**BACKGROUND/HISTORY**

Educational institutions and education-related organizations within the City of Miami Beach ("City") continue to expand both in size and influence. Concerns from the staff and employees of various educational institutions in the City regarding insufficient parking availability in close proximity to schools and other educational institutions have become more pronounced, particularly when these organizations are located within or adjacent to restricted residential permit parking zones or areas in the City where municipal parking is limited and/or in high demand.

To help address these concerns, Commissioner Alex Fernandez is sponsoring a referral to the PSNQLC to discuss a potential parking program with discounted parking rates for educational institutions and education-related organizations.

**ANALYSIS**

The implementation of a new parking program would aim to provide parking options at a discounted rate for employees of educational institutions and education-related organizations located within the City. Such program could potentially include offering a monthly permit which would allow employees of educational institutions to use public parking spaces at designated on-street or off-street municipal parking facilities located in close proximity to the educational institutions.

For context, the City currently offers a monthly parking permit program to residents for \$74.90 per month and to non-residents for \$91 per month which allows permit holders to park at any participating municipal parking garage, surface lot, or on-street parking space. The monthly parking permit program is made available to customers based on an evaluation of parking capacity, utilization, and availability in the selected facility; thus, the Parking Department does not offer monthly parking permits at all parking facilities. Moreover, parking is on a first-come/first-served basis and not guaranteed for current monthly permit holders. It is important to note that several parking facilities in the City currently have extensive resident wait lists due to high demand and limited capacity at the particular facility.

**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-notices/>

**FINANCIAL INFORMATION**

**CONCLUSION**

**Applicable Area**

Citywide

**Is this a "Residents Right to Know" item,  
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**Department**

Office of Commissioner Alex Fernandez

**Sponsor(s)**

Commissioner Alex Fernandez

**Co-sponsor(s)**

Commissioner Tanya K. Bhatt

**Condensed Title**

Ref: PSNQLC - Parking Program w/ Discounted Rates for Educational Institutions.  
(Fernandez/Bhatt)

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