

R9 AF DISCUSS/TAKE ACTION – CITY ADMINISTRATION'S ART BASEL TRAFFIC PLAN TO ALLEVIATE TRAFFIC CONGESTION, PRIORITIZE PUBLIC SAFETY, ADDRESS CONSTRUCTION IMPACTS, AND ENHANCE THE RESIDENT EXPERIENCE DURING ART BASEL WEEK.

Applicable Area:



**COMMISSION MEMORANDUM**

TO: Honorable Mayor and Members of the City Commission

FROM: Mayor Steven Meiner

DATE: November 20, 2024

TITLE: DISCUSS/TAKE ACTION – CITY ADMINISTRATION’S ART BASEL TRAFFIC PLAN TO ALLEVIATE TRAFFIC CONGESTION, PRIORITIZE PUBLIC SAFETY, ADDRESS CONSTRUCTION IMPACTS, AND ENHANCE THE RESIDENT EXPERIENCE DURING ART BASEL WEEK.

**RECOMMENDATION**

Art Basel Miami Beach (“Art Basel”) is a world-renowned cultural event that attracts thousands of visitors annually, contributing significantly to the local economy and Miami Beach’s global reputation. While this influx of attendees is a boon for the City, it brings with it substantial challenges, particularly in terms of traffic congestion, public safety, and resident satisfaction. Art Basel’s heavy traffic impacts key corridors such as the 41st Street Corridor, Collins Avenue, and areas surrounding the event. This is further compounded by ongoing construction projects, which exacerbate gridlock and disrupt normal traffic flow. So, in order to ensure public safety, streamline transportation and traffic as much as possible, and enhance the experience during Art Basel for both residents and visitors, the City must take proactive measures in its traffic management strategy for Art Basel week.

**Prioritizing Public Safety and Traffic Flow**

The City Administration should consider enhancing its deployment of police personnel to critical intersections and high-traffic zones to direct vehicles and manage congestion. In addition to enhanced police personnel at critical intersections, the use of drone technology could significantly improve traffic monitoring. For example, drones that are equipped with real-time cameras can provide aerial views of congestion and feed the data/information to a centralized traffic command center. This command center could perhaps also integrate traffic camera feeds, reports from police personnel “in the field,” and drone data to make real-time adjustments to signal timing (or police personnel directing traffic), officer deployment, and route optimization.

In preparation for the event, the Administration, including the Police and Transportation Departments, should conduct pre-event planning sessions to design and test traffic flow scenarios. These sessions should result in a robust staffing schedule that ensures maximum officer presence during peak hours and high-attendance events. However, in order to supplement police efforts, the City could engage other appropriately trained/certified personnel to assist with directing traffic, thereby freeing-up more MBPD officers to focus on safety concerns.

**Enhancing Communication and Signage**

Clear, proactive communication with residents, and visitors, is essential. In the week or two prior to Art Basel, the City could launch an awareness campaign to inform residents and businesses of expected disruptions, peak traffic times, and alternative routes. This effort could include social media updates, text alerts, and dedicated web pages with real-time traffic information. Additionally, temporary directional signage and electronic boards can be strategically placed to guide drivers to event venues, parking areas, and alternative routes.

## **Addressing Construction Impacts**

In order to minimize disruptions that may be caused by any construction, the City should try to coordinate with the appropriate contractors and/or entities to temporarily pause or reduce construction activities in high-impact areas during Art Basel Week. And, if construction cannot be paused, detours and temporary traffic measures may be implemented to maintain the flow of vehicles. Proactive collaboration with contractors/entities in the weeks leading up to Art Basel will be critical in identifying and mitigating potential problem areas.

## **Real-Time Monitoring and Adjustments**

A centralized city command center could serve to operate throughout Art Basel Week by monitoring traffic conditions in real time. Then, by utilizing data from sensors, traffic cameras, and updates from police personnel “in the field,” the command center could coordinate signal timing (or police personnel directing traffic), officer redeployments, and traffic rerouting as needed. This all-hands-on-deck strategy would aid in ensuring a dynamic and flexible response to emerging congestion, reducing frustration for drivers, and improving overall traffic flow.

By proactively addressing traffic congestion, prioritizing public safety, and engaging in robust pre-event planning, the City Administration can ensure that Art Basel Week remains a celebrated cultural event while mitigating its impact on residents and local businesses. This comprehensive traffic plan will maintain the residents’ quality of life, enhance the visitor experience, safeguard public safety, and uphold the City’s commitment to supporting world-class events such as Art Basel.

Accordingly, I would request that the City Administration be prepared, at the November 20, 2024 City Commission meeting, to discuss and address the utility and feasibility of the measures set forth herein, along with any other action(s) that the Administration is considering implementing to mitigate traffic congestion during Art Basel week.

## **BACKGROUND/HISTORY**

## **ANALYSIS**

## **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,  
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 Mayor Steven Meiner

### **Sponsor(s)**

Mayor Steven Meiner

### **Co-sponsor(s)**

Commissioner Joseph Magazine

### **Condensed Title**

Discuss/Action, Art Basel Traffic Plan. (Meiner/Magazine)