

NB 5. REFERRAL TO THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE TO  
CONSIDER A REDUCED PARKING RATE FOR MIAMI BEACH WORKFORCE,  
INCLUDING HOSPITALITY EMPLOYEES.

Applicable Area:

# MIAMI BEACH

## COMMITTEE MEMORANDUM

TO: Finance and Economic Resiliency Committee Members

FROM: Eric Carpenter, City Manager

DATE: June 11, 2025

TITLE: REFERRAL TO THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE TO CONSIDER A REDUCED PARKING RATE FOR MIAMI BEACH WORKFORCE, INCLUDING HOSPITALITY EMPLOYEES.

### **RECOMMENDATION**

The City Administration ("Administration") supports the implementation of a reduced parking rate for Miami Beach workforce, including hospitality employees, and recommends that the Finance and Economic Resiliency Committee ("FERC" or "Committee") discuss this item and consider a reduced parking rate for Miami Beach workforce.

### **BACKGROUND/HISTORY**

On February 3, 2025, at the request of Commissioner Alex Fernandez, the Mayor and City Commission ("City Commission") referred agenda Item C4 AT to the FERC, to consider a reduced parking rate for City of Miami Beach ("City") workforce, including hospitality employees.

The Administration recognizes the importance that workforce employees have on the City's economy and service industry as well as the challenges that many workforce employees experience on a daily basis, in terms of commuting to/from and parking in the City.

Currently, the City offers two (2) parking options for employees of Miami Beach businesses and hotels:

- 1) Employees or employers can purchase monthly access cards at the prevailing rate of \$128.00 per month to park at any garage in the vicinity; and
- 2) Employees or employers can purchase monthly municipal permits at certain parking lots in proximity at the prevailing rate of \$91.00 per month.

In addition, since 2008, the City offers a parking program for employees of businesses located along the Lincoln Road commercial corridor. Lincoln Road employees can choose to participate in the Employee Voucher Coupon – Lincoln Road ("EVC-LR") Program, which provides a reduced daily parking rate. This program allows employees to park at the 17 Street Municipal Parking Garage (G5) for a maximum daily rate of \$8.00. To participate in the EVC-LR Program, employers must register with the City's Parking Department and act on behalf of their employees. Once registered, employers will receive pre-programmed validation coupons. These coupons can be used at the facility's pay-on-foot stations in conjunction with the garage ticket. Employees who park more than four (4) hours will be able to use the coupons to pay the reduced daily rate of \$8.00 upon exit. Currently, approximately six (6) commercial establishments are participating in the EVC-LR program, utilizing approximately 900 employee vouchers on a monthly basis. The

City staff will conduct additional outreach with the Lincoln Road Business Improvement District to ensure all current commercial and business establishments on and around Lincoln Road are aware of the EVC-LR program.

Furthermore, the Parking Department is currently working with various restaurants in the South of Fifth neighborhood to explore feasible parking options for their employees. Two (2) options are being considered as part of a pilot program, including purchasing permits to park in the Alton and Fifth parking garage at a cost of \$100 per month plus taxes and/or the South Pointe Elementary School parking lot at a cost of \$90 per month plus taxes. Discussions with the restaurant managers to further refine the parameters of the pilot program are ongoing.

## **ANALYSIS**

The Administration recognizes that the Miami Beach workforce, particularly employees in the hospitality sector, plays a vital role in the City's economy and service industry. Many of these workers, especially those employed in the hospitality sector, face the challenge of high parking rates when commuting to their jobs. To support the City's workforce and ensure that employees can affordably access their jobs, it is important to consider the implementation of a reduced parking rate(s) for hospitality employees. A reduced parking rate(s) would aim to alleviate financial burdens on employees, improve job accessibility, reduce employee turnover, and strengthen the hospitality industry in the City.

A discount program offering a reduced parking rate(s) for hospitality workers would provide more equitable access to employment, especially for those who may be struggling to make ends meet; help reduce the financial strain on workers, particularly those earning lower wages; and contribute to a more inclusive city.

Similar to the current EVC-LR program, to qualify for the reduced rate, employees would need to provide proof of employment through pay stubs, employee identification cards, or an official letter from their employer confirming employment. The reduced rates would apply at strategically located parking garages and lots near employment centers, particularly those located within walking distance of the hospitality and tourist districts.

An impact assessment of the proposed reduced parking rate(s) should be conducted to ensure that resident rates remain unaffected, while still offering affordable options for workers in need of relief. Currently, the resident rate is \$1.00 per hour, and it is important that employee rates do not fall below this amount to maintain fairness.

Furthermore, the existing rate structure should be reviewed to determine where adjustments can be made to accommodate the reduced rates. Outreach to Miami Beach business owners and hospitality employers would be conducted to gather input and feedback on a potential parking program for hospitality employees.

For reference, the tables below include the current rates at all parking garages and metered on-street parking spaces and lots in the City:

### **Garages:**

|   |           |
|---|-----------|
| G1 - 7th Street Garage  |           |
| G2 - 12th Street Garage   |           |
| G3 - 13th Street Garage   |           |
| Transient rate per hour and any portion thereof up to four hours            | \$ 2.00   |
| Transient rate per hour from fourth hour up to 15 hours                     | \$ 1.00   |
| Maximum daily rate for any time exceeding 15 hours up to 24 hours           | \$ 20.00  |
| Lost ticket charge (Maximum daily rate)                                     | \$ 20.00  |
| Monthly parking, per month, per permit (not including applicable sales tax) | \$ 128.00 |
| Weekend/event flat rate per vehicle   | \$ 15.00  |

|   |           |
|---|-----------|
| G4 - 16th Street Garage   |           |
| Transient rates:  |           |
| 0 to 1 hour   | \$ 2.00   |
| 1 to 2 hours  | \$ 4.00   |
| 2 to 3 hours  | \$ 6.00   |
| 3 to 6 hours  | \$ 10.00  |
| 6 to 24 hours   | \$ 20.00  |
| Lost ticket charge (Maximum daily rate)                                     | \$ 20.00  |
| Monthly parking, per month, per permit (not including applicable sales tax) | \$ 128.00 |
| Weekend/event flat rate per vehicle   | \$ 15.00  |

|  |                |
|--|----------------|
| G5 - 17th Street Garage  |                |
| G7 - City Hall Garage  |                |
| G9 - Pennsylvania Avenue Garage  |                |
| G10 - Sunset Harbor Garage   |                |
| G11 - Collins Park Garage  |                |
| G12 - Convention Center Garage   |                |
| Transient rates:   |                |
| 0 to 1 hour  | \$ 2.00        |
| 1 to 2 hours   | \$ 4.00        |
| 2 to 3 hours   | \$ 6.00        |
| 3 to 4 hours   | \$ 8.00        |
| 4 to 5 hours   | \$ 9.00        |
| 5 to 6 hours   | \$ 10.00       |
| 6 to 7 hours   | \$ 11.00       |
| 7 to 8 hours   | \$ 12.00       |
| 8 to 15 hours  | \$ 15.00       |
| 15 to 24 hours   | \$ 20.00       |
| Lost ticket charge (Maximum daily rate)  | \$ 20.00       |
| Monthly parking, per month, per permit (not including applicable sales tax)        | \$ 128.00      |
| Event flat rate per vehicle  | \$ 15.00       |
| <i>Employee Value Coupon-Lincoln Road (EVC-LR) daily (17th Street Garage only)</i> | <i>\$ 8.00</i> |

|   |          |
|---|----------|
| G6 - 42nd Street Garage   |          |
| Transient rate per hour and any portion thereof up to EIGHT hours           | \$ 1.00  |
| Maximum daily rate for any time exceeding EIGHT hours up to 24 hours        | \$ 8.00  |
| Lost ticket charge (Maximum daily rate)                                     | \$ 8.00  |
| Monthly parking, per month, per permit (not including applicable sales tax) | \$ 91.00 |

### **Metered On-Street Parking and Lots:**

|  |         |
|--|---------|
| Parking meter rates for Entertainment District Parking Zone: |         |
| Per hour for on-street - 24 hours a day, seven days a week   | \$ 4.00 |
| Per hour for off-street - 24 hours a day, seven days a week  | \$ 2.00 |

|   |         |
|---|---------|
| Parking meter rates for South Beach Parking Zone: |         |
| Per hour for on-street - 9 a.m. to 3 a.m.         | \$ 4.00 |
| Per hour for off-street - 9 a.m. to 3 a.m.        | \$ 2.00 |

|   |         |
|---|---------|
| Parking meter rates for East Middle Beach Zone: |         |
| Per hour for on-street - 9 a.m. to 3 a.m.       | \$ 3.00 |
| Per hour for off-street - 9 a.m. to 3 a.m.      | \$ 2.00 |

|   |         |
|---|---------|
| Parking meter rates for West Middle Beach Zone: |         |
| Per hour for on-street - 8 a.m. to 6 p.m.       | \$ 1.00 |
| Per hour for off-street - 8 a.m. to 6 p.m.      | \$ 1.00 |

### **FISCAL IMPACT STATEMENT**

N/A

### **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-notice/>

### **FINANCIAL INFORMATION**

N/A

### **CONCLUSION**

The Administration recognizes the importance that workforce employees have on the City's service industry and overall economy as well as the challenges that many employees experience on a daily basis, in terms of commuting to/from and parking in the City.

The potential implementation of a reduced parking rate(s) for the Miami Beach workforce, particularly hospitality employees, is an important step toward supporting hotel and restaurant employees and businesses in the City. A reduced parking rate would aim to alleviate the financial burden on thousands of employees in the service industry, improve job accessibility, reduce employee turnover, and strengthen the economic viability of the hospitality industry in the City,

ensuring hospitality employees maintain a high level of service to both residents and visitors.

In developing a potential reduced parking rate for hospitality workers, consideration should be given to current parking discount programs available to business employees and residents to maintain equitable rates among the City's residents, workforce, and visitors.

The above information is presented to the FERC for discussion and input. The Administration supports the implementation of a reduced parking rate for Miami Beach workforce, including hospitality employees.

**Applicable Area**

South 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 Alex Fernandez

**Co-sponsor(s)**

**Condensed Title**

CONSIDER A REDUCED A REDUCED PARKING RATE FOR MIAMI BEACH WORKFORCE, INCLUDING HOSPITALITY EMPLOYEES. (FERNANDEZ) PK



**COMMISSION MEMORANDUM**

TO: Honorable Mayor and Members of the City Commission

FROM: Commissioner Alex Fernandez

DATE: February 3, 2025

TITLE: REFERRAL TO THE FINANCE AND ECONOMIC RESILIENCE COMMITTEE TO CONSIDER A REDUCED PARKING RATE FOR THE MIAMI BEACH WORKFORCE, INCLUDING HOSPITALITY EMPLOYEES.

**RECOMMENDATION**

Please place on the February 3, 2025, City Commission agenda a referral to the Finance and Economic Resilience Committee (FERC) to explore the possibility of offering reduced parking rates for the Miami Beach workforce, including hospitality employees, who face high parking costs, especially for non-residents.

Providing reduced parking rates would alleviate the financial burdens on our workforce, making it more affordable for employees to access their places of employment. By offering reduced rates, we can support employees in continuing their work at local establishments without the added stress of expensive parking fees.

As part of this referral, the Administration should be prepared to present potential options for implementing reduced parking rates for the Miami Beach workforce, including hospitality employees, at the FERC meeting.

**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?**

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**

Office of Commissioner Alex Fernandez

### **Sponsor(s)**

Commissioner Alex Fernandez

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

### **Condensed Title**

Ref: FERC - Reduced Parking Rate for MB Workforce, Including Hospitality Workers.  
(Fernandez)

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