

C4 X REFERRAL TO THE PUBLIC SAFETY AND NEIGHBORHOOD QUALITY OF LIFE COMMITTEE – DISCUSS THE TRANSPORTATION, PARKING, BICYCLE-PEDESTRIAN FACILITIES COMMITTEE’S RECOMMENDATIONS FOR ART WEEK/ART BASEL 2025.

Applicable Area:

MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: Commissioner Laura Dominguez

DATE: June 25, 2025

TITLE: REFERRAL TO THE PUBLIC SAFETY AND NEIGHBORHOOD QUALITY OF LIFE COMMITTEE – DISCUSS THE TRANSPORTATION, PARKING, BICYCLE-PEDESTRIAN FACILITIES COMMITTEE'S RECOMMENDATIONS FOR ART WEEK/ART BASEL 2025.

RECOMMENDATION

BACKGROUND/HISTORY

ANALYSIS

Please place on the June 25, 2025 agenda a referral to the Public Safety and Neighborhood Quality of Life Committee (the "Committee") to discuss the Transportation, Parking, Bicycle-Pedestrian Facilities Committee's recommendations for Art Week/Art Basel 2025.

The Transportation, Parking, and Bicycle-Pedestrian Facilities Committee (TPBPFC) held its hybrid meeting on Monday, February 10, 2025 and was tasked with submitting recommendations for Art Week/Art Basel 2025 to the Transportation Department for review and possible implementation. The TPBPFC's recommendations and the response from the Transportation Department are in the attached. I would like for the Committee to discuss these recommendations.

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 Commissioner Laura Dominguez

Sponsor(s)

Commissioner Laura Dominguez

Co-sponsor(s)

Condensed Title

Ref: PSNQLC - TPBPF Committee's Recommendations for Art Week 2025. (Dominguez)

Previous Action (For City Clerk Use Only)

Transportation, Parking, Bicycle- Pedestrian Facilities Committee

Art Week/Art Basel 2025 Recommendations



The Transportation, Parking, and Bicycle-Pedestrian Facilities Committee (TPBPFC) held its hybrid meeting on Monday, February 10, 2025 and was tasked to submit recommendations for Art Week/Art Basel 2025 to the Transportation Department for review and possible implementation. Below are the recommendations and the response from the Transportation Department.

WATER TAXIS

Overall people liked the water taxis. The crews on the boats were all great as well as the company reps which helped passengers board and disembark. BUT there were not enough so there were long lines to board.

1. Determine peak hours for water taxi use.

Department Response: During Art Week 2024 (Dec 4–8), water taxi ridership peaked on Saturday, followed by Sunday and Friday. PM hours saw higher ridership mid-week (Dec 4–5), while AM hours became dominant on the weekend. This indicates a shift toward earlier activity as the event progressed.

2. Have more than 4 water taxis operating during these peak hours &/or get larger taxis with more than 50 passenger capacity.

Department Response: The Transportation and Mobility Department submitted an enhancement request for three (3) additional water taxis (for a total of seven (7)).

3. Have designated City of Miami Beach employees at both docks at all times to help answer questions, give directions, etc.

Department Response: The Transportation and Mobility Department will work on securing additional ambassadors (Goodwill Ambassadors) to be at each location to guide people and answer questions.

4. Have several company reps at docks during peak hours to help organize lines, etc.

Department Response: The Transportation and Mobility Department will coordinate with the water taxi vendor to ensure adequate personnel are present at the docks throughout the day, particularly during peak hours, to assist with line management and customer support.

5. Either post the wait time or estimated departure time for the next taxi.

Department Response: The Transportation and Mobility Department will work on updated signage and maps, both in the field and on our website, to include key information such as the schedule and estimated departure times for the next water taxi.

6. Are there any lessons to be learned from the recent boat show? Did it run better?

Department Response: Yes, based on our experience during the recent Boat Show, we plan to increase the number of vessels and implement a dynamic schedule for the next Art Week. Service will begin with 4 vessels during off-peak hours and scale up to 7 vessels during peak periods to better accommodate demand.

7. Add Water taxis from North Beach to/from South Beach. A normal SoBe to NoBe commute LY was 3 hours.

Department Response: While we understand the interest in a North Beach to South Beach water taxi route, our current budget and operational focus are prioritized toward increasing service between Miami and Miami Beach. At this time, it may not be feasible to add a separate route from North to South Beach, but we will continue to evaluate future opportunities based on demand and available resources.

SHUTTLES BUSES & BUS LANES

8. Utilize high capacity/stylized charter buses in dedicated lanes that are strictly monitored by traffic enforcement with drop off points that are clear and look/act like transit stations. Temporarily install heavy-duty cones that could be deployed to ensure these lanes remain clear and allow for more efficient transportation.

Department Response: As we did last year, we will coordinate with Miami-Dade County and FDOT to allow the use of the shoulder on the Julia Tuttle Causeway as a dedicated lane for shuttle buses, helping to improve travel times and service reliability during peak period. Similar to our approach with water taxi signage, we will work on improved and larger signage in the field to clearly mark shuttle drop-off and pick-up locations, making them more visible and easier to identify as designated transit stops.

9. Restrict large vehicles—such as semi-trucks and construction equipment— during Art Basel to help alleviate congestion at critical choke points.
10. Provide "entertainment" on buses to encourage ridership such as adding DJ or art tour guide that sell the city and would make riders want to use this unique bus set up.
11. Add more High-Frequency Shuttles: Provide direct, continuous shuttles from remote parking to key event venues, ensuring reliable and efficient transport.

Department Response: Last year, we implemented the Outer Loop shuttle, which operated on the shoulder of the Julia Tuttle Causeway to provide a fast and reliable connection between the Design District parking garages and key event venues in Miami Beach.

MIAMI BEACH SHUTTLE

12. Provide better and updated information about shuttle routes. LY, The Getting Around Art Week memo stated the Inner Loop "South Beach stops would include Collins Avenue between 10 and 11 streets", but it did not go on Collins but instead stayed on Washington. There was a general sense of confusion from visitors around as to what shuttle or bus to take and where to wait for it.

Department Response: For the upcoming Art Week, we will ensure that all drivers strictly follow the established routes and serve all designated stops, including those on Collins Avenue. Additional oversight will be implemented on the ground to improve compliance and reduce rider confusion.

13. Provide better training to shuttle drivers, stressing the importance of customer service. There were many frustrated visitors were by the lack of customer service and inability to get questions answered.

Department Response: We will work with the shuttle operator to reinforce the importance of professionalism and responsiveness.

14. Provide designated Miami Beach employees to meet passengers at Purdy Avenue dock and in Sunset Harbor to help give directions and answer questions. This would in turn help the drivers, who cannot be expected to know all the answers to questions regarding Miami Beach.

Department Response: The Transportation and Mobility Department will work on securing additional ambassadors (Goodwill Ambassadors) to be at each location to guide people and answer questions.

15. Expand and modernize the city trolley system: Increase service frequency, optimize routes, and improve staffing to handle higher demand.

Department Response: For Art Week, we will continue with enhanced service levels for the South Beach Loops and Collins Express routes, aiming for 15-minute or

better frequency.

16. Consider Event-Specific Shuttles & Parking: Allocate dedicated shuttles for high- traffic exhibits, such as the Elephant Exhibit, to better distribute visitor flow.

Department Response: We will take this into account as we plan shuttle routes and service levels.

FREEBEES

17. Add more Freebees

Department Response: While the current Art Week budget and enhancement request do not include expanded Freebee service, the Transportation and Mobility Department has submitted a separate enhancement request to add two additional Freebee vehicles for general service. If approved, these vehicles would be available during Art Week as well, helping to improve overall coverage and availability.

VEHICLE VOLUME

18. Restrict intra-island rideshare trips: Partner with Uber, Lyft, and other rideshare services / providers to allow only trips entering or exiting the island, reducing unnecessary congestion.

19. Encourage the Rideshare partners to implement dynamic surge pricing to discourage short rides by increasing fares for intra-island trips, encouraging walking and public transit.

20. Designated Rideshare Zones: Establish controlled pick-up/drop-off points to prevent random stops that disrupt traffic flow.

21. Add Remote Parking Facilities: Utilize Downtown and Midtown garages as designated event parking zones.

Department Response: As done last year, we provided connections to remote parking facilities by linking the Omni parking garages to South Beach via water taxi and connecting the Design District parking garages through the Outer Loop shuttle. We plan to maintain and enhance these connections again this year to support remote parking options.

COMMUNICATIONS, MARKETING & SOCIAL MEDIA

22. Digital & Social Media Outreach: Promote alternative transportation options and parking solutions through official city channels and influencer partnerships.

23. Geofencing & Automated Alerts: Send real-time notifications on road closures, shuttle schedules, and transit updates to visitors upon arrival.

24. Dynamic Signage & Messaging: Deploy digital billboards and event signage at key locations to direct attendees efficiently.

25. Promote existing related service tools like the trolley tacker, Parking finder etc

Department Response: Will work with the Marketing and Communications Department to strategize how to implement these suggestions.

26. Spread the Art Fairs. Years ago, we had art fairs in Mid and North Beach.

Department Response: Will share this suggestion with the Tourism and Culture Department.

27. Make the art Fairs responsible as well (just like the boat show)

Department Response: We are actively exploring sponsorship opportunities for this year's Art Week, including potential partnerships with participating art fairs