

C7 Y A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE RECOMMENDATION OF THE PUBLIC SAFETY AND NEIGHBORHOOD QUALITY OF LIFE COMMITTEE, AT ITS JULY 10, 2024 MEETING, DIRECTING THE CITY ADMINISTRATION TO CONTINUE COLLABORATING WITH RIDESHARE COMPANIES TO IDENTIFY CONGESTED AREAS WHERE RIDESHARE DRIVERS INCREASE CONGESTION BY OBSTRUCTING TRAFFIC, AND TO ESTABLISH DESIGNATED PICK-UP AND DROP-OFF ZONES IN SUCH AREAS.

Applicable Area:

# MIAMI BEACH

## COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: Eric Carpenter, City Manager

DATE: September 11, 2024

TITLE: A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE RECOMMENDATION OF THE PUBLIC SAFETY AND NEIGHBORHOOD QUALITY OF LIFE COMMITTEE, AT ITS JULY 10, 2024 MEETING, DIRECTING THE CITY ADMINISTRATION TO CONTINUE COLLABORATING WITH RIDESHARE COMPANIES TO IDENTIFY CONGESTED AREAS WHERE RIDESHARE DRIVERS INCREASE CONGESTION BY OBSTRUCTING TRAFFIC, AND TO ESTABLISH DESIGNATED PICK-UP AND DROP-OFF ZONES IN SUCH AREAS.

### **RECOMMENDATION**

The City Administration ("Administration") recommends that the Mayor and City Commission ("City Commission") adopt the Resolution (Attachment A) pursuant to the recommendation of the Public Safety and Neighborhood Quality of Life Committee ("PSNQLC" or "Committee").

### **BACKGROUND/HISTORY**

At the May 15, 2024 City Commission meeting, Commissioner Tanya K. Bhatt sponsored a referral item (C4 B) to the PSNQLC to discuss options to address increased traffic congestion created by rideshare drivers picking up and dropping off passengers on the public rights-of-way.

For several years, rideshare services have been and continue to be a popular and convenient mobility option for many residents, visitors, and employees in Miami-Dade County and the City of Miami Beach ("City"). However, the rideshare industry's growing popularity has contributed to a documented increase in total vehicle trips and vehicle miles traveled on our local roadways – two (2) key indicators of traffic congestion. Furthermore, the rideshare industry's operational model consisting of drivers stopping on travel lanes, often on major thoroughfares, to pick-up and drop-off passengers has contributed not only to increased traffic congestion but to safety concerns as well.

### **ANALYSIS**

In preparation for this item, City staff from the Parking and Transportation and Mobility Departments recently met with Uber representatives to discuss a potential collaboration to explore initiatives intended to reduce the blocking of travel lanes on major thoroughfares by Uber drivers while picking-up and dropping-off passengers as well as reduce the increased traffic volumes and congestion due to the many rideshare vehicles driving to, from, and within the City to provide rideshare services. During the initial meeting with Uber, two (2) potential pilot programs were preliminarily discussed and described below:

Potential Pilot Program 1: City staff proffered identifying and designating strategic locations (i.e. on-street parking spaces or parking lots) in the City for use by Uber drivers to pick-up and drop-off passengers in a manner that would not obstruct traffic flow along a major thoroughfare(s). One potential pilot location would utilize the existing passenger loading spaces on the 100 Block of 24

Street (north side of the One Hotel) in lieu of the current pick-up/drop-off location which obstructs the northbound travel lane on Collins Avenue and 23 Street and contributes to significant traffic congestion and safety concerns in the area.

Potential Pilot Program 2: Uber representatives expressed a desire to test an “Uber Shuttle” service between the Miami Beach Convention Center (“MBCC”)/City Center area (due to the availability of multiple parking garages in the area) and Hard Rock Stadium during the 2024 football season. The service would consist of four (4) shuttles in operation, each with a capacity of approximately 40 passengers, with frequent and direct round-trip service from the MBCC/City Center area to Hard Rock Stadium before a game event and returning to the City after a game event.

Conceivably, a similar cross-bay rideshare shuttle service could be operated during annual high impact events in the City with activations in the City of Miami (e.g. Art Week, Boat Show, and others) to reduce the number of private vehicles – rideshare and non-rideshare - entering, exiting, and traveling within our City and contributing to congestion on our roadways.

City staff is in discussions with Uber to further refine the above potential pilot programs from an operational, logistical and public safety perspective. Furthermore, City staff will be meeting with Lyft representatives to discuss collaborating and exploring similar ideas.

At the July 10, 2024 PSNQLC meeting, the Committee discussed this item and passed a motion recommending that the Administration collaborate with rideshare companies in identifying congested areas where rideshare drivers obstruct traffic and establish designated pick-up and drop-off zones.

## **FISCAL IMPACT STATEMENT**

TBD

## **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-notice/>

## **FINANCIAL INFORMATION**

TBD

## **CONCLUSION**

The Administration is actively engaging in (or planning to engage in) discussions with the major existing rideshare companies (Uber and Lyft) to discuss a collaboration and exploration of potential initiatives, albeit on a pilot basis, intended to reduce the traffic congestion and address safety concerns due to rideshare vehicles picking-up and dropping-off passengers on the travel lanes along major thoroughfares. Once a plan and/or program is developed and ready to be implemented, the Administration will share the information via Letter to Commission (LTC) and communicate the program to the public.

## **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**

Transportation and Mobility

**Sponsor(s)**

Commissioner Tanya K. Bhatt

**Co-sponsor(s)**

Commissioner Joseph Magazine

**Condensed Title**

Accept Recom, Identify and Designate Designated Rideshare Pick-Up/Drop-Off Zones.  
(Bhatt/Magazine) TR

**RESOLUTION NO. \_\_\_\_\_**

**A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE RECOMMENDATION OF THE PUBLIC SAFETY AND NEIGHBORHOOD QUALITY OF LIFE COMMITTEE, AT ITS JULY 10, 2024 MEETING, DIRECTING THE CITY ADMINISTRATION TO CONTINUE COLLABORATING WITH RIDESHARE COMPANIES TO IDENTIFY CONGESTED AREAS WHERE RIDESHARE DRIVERS INCREASE CONGESTION BY OBSTRUCTING TRAFFIC, AND TO ESTABLISH DESIGNATED PICK-UP AND DROP-OFF ZONES IN SUCH AREAS.**

**WHEREAS**, at the May 15, 2024 City Commission meeting, Commissioner Tanya Bhatt sponsored a referral item (C4 B) to the Public Safety and Neighborhood Quality of Life Committee ("PSNQLC") to discuss options to address increased traffic congestion created by rideshare drivers picking-up and dropping-off passengers on the public rights-of-way; and

**WHEREAS**, for several years, rideshare services have been, and continue to be, a popular and convenient mobility option for many residents, visitors, and employees in Miami-Dade County and the City of Miami Beach ("City"); and

**WHEREAS**, the rideshare industry's growing popularity has contributed to a documented increase in total vehicle trips and vehicle miles traveled on our local roadways – two (2) key indicators of traffic congestion; and

**WHEREAS**, the rideshare industry's operational model, which consists of drivers stopping on vehicular lanes of travel (often on major thoroughfares) to pick-up and drop-off passengers, has contributed not only to increased traffic congestion but to safety concerns as well; and

**WHEREAS**, City staff from the Transportation and Mobility Department, along with the Parking Department, recently met with representatives from Uber to discuss a potential collaboration to explore initiatives intended to reduce the blockage of travel lanes on major thoroughfares by Uber drivers while picking-up and dropping-off passengers, as well as to reduce the increased traffic volume and congestion caused by many rideshare vehicles driving to, from, and within the City; and

**WHEREAS**, during the initial meeting with Uber, two (2) potential pilot programs were preliminarily discussed; and

**WHEREAS**, in potential Pilot Program 1: City staff proffered the concept of identifying and designating strategic locations (i.e., on-street parking spaces or parking lots) in the City for use by Uber drivers to pick-up and drop-off passengers in a manner that would not obstruct traffic flow along major thoroughfare(s). A potential pilot program location would utilize the existing passenger loading spaces on the 100 Block of 24th Street (north side of the One Hotel) in lieu of the current pick-up/drop-off location which obstructs the northbound travel lane on Collins Avenue and 23<sup>rd</sup> Street and contributes to significant traffic congestion and safety concerns in the area; and

**WHEREAS**, in potential Pilot Program 2: Uber representatives expressed a desire to test an "Uber Shuttle" service between the Miami Beach Convention Center/City Center area (due to the availability of multiple parking garages in the area) and Hard Rock Stadium during the 2024

football season. This service would consist of four (4) shuttles in operation, each with a capacity of approximately 40 passengers, with frequent and direct round-trip service from the Miami Beach Convention Center/City Center area to Hard Rock Stadium before a game and returning to the City after a game; and

**WHEREAS**, City staff is currently in discussions with Uber to further refine the aforementioned potential pilot programs from an operational, logistical, and public safety perspective. Furthermore, City staff will be meeting with Lyft representatives to discuss collaborating and exploring similar ideas; and

**WHEREAS**, at the July 10, 2024 PSNQLC meeting, the Committee discussed this item and passed a motion recommending that the Administration collaborate with rideshare companies in identifying congested areas where rideshare drivers obstruct traffic and establish designated pick-up and drop-off zones.

**NOW, THEREFORE, BE IT DULY RESOLVED BY THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA**, that the Mayor and City Commission hereby accept the recommendation of the Public Safety and Neighborhood Quality of Life Committee ("PSNQLC"), at its July 10, 2024 meeting, directing the City Administration to continue collaborating with rideshare companies to identify congested areas where rideshare drivers increase congestion by obstructing traffic, and to establish designated pick-up and drop-off zones in such areas.

**PASSED AND ADOPTED** this \_\_\_\_ day of \_\_\_\_\_ 2024.

\_\_\_\_\_  
Steven Meiner, Mayor

**ATTEST:**

\_\_\_\_\_  
Rafael E. Granado, City Clerk

(Sponsored by Commissioner Tanya K. Bhatt)

APPROVED AS TO  
FORM & LANGUAGE  
& FOR EXECUTION

  
\_\_\_\_\_  
City Attorney

9/15/2024  
\_\_\_\_\_  
Date

MAF