

January 16, 2020

Ms. Selin Susoy  
Project Executive  
Crescent Heights  
800 First Street  
Miami Beach, Florida 33139

**Re: Transportation Demand Management (TDM) for  
7316 Collins Avenue - Miami Beach**

Dear Selin:

Pursuant to your request, Traf Tech Engineering, Inc. has prepared a Transportation Demand Management (TDM) plan for the proposed expansion of the existing commercial building located at 7316 Collins Avenue within the limits of the City of Miami Beach in Miami-Dade County, Florida. Figure 1 on the following Page shows the location of the subject property. The following is a summary of our findings.

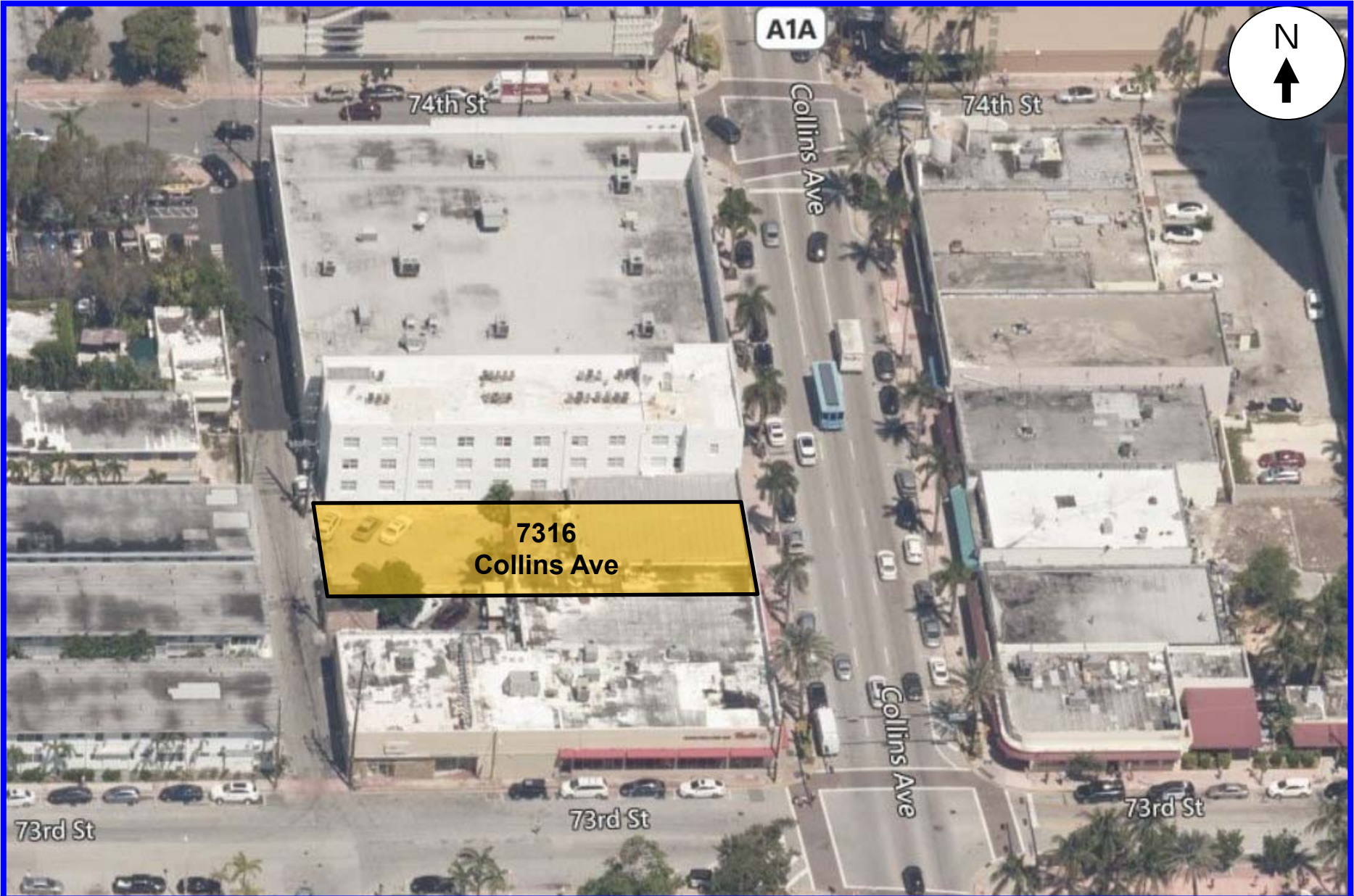
### **TRANSPORTATION DEMAND MANAGEMENT (TDM)**

Traf Tech Engineering, Inc. prepared a Transportation Demand Management (TDM) plan for the 7316 Collins Avenue project.

Travel Demand Management plans (TDM) establish policies and mechanisms to reduce automobile trips to and from designated facilities. TDM plans usually use several approaches to address all modes of transportation likely to be used to provide access to a facility such as single occupant driving, carpooling, transit, bicycling and walking. The goal of TDM plans is to increase the use of alternatives modes to single occupant driving, i.e., to reduce the number of automobile trips to and from the facility and consequently, minimizing automobile traffic impacts on the street system.

Successful TDM plans not only address all modes of transportation, but also use policies such as inducements for alternative modes (subsidies), physical enhancements (bike lockers, preferential parking for carpools) and disincentives for automobile use (no free parking for employees).

Potential measures for each mode are addressed below. Use of an employee transportation subsidy is also presented.



**Traf Tech**  
ENGINEERING, INC.

**PROJECT LOCATION MAP**

**FIGURE 1**  
7316 Collins Avenue  
Miami Beach, Florida

### Pedestrian Access

Walking not only reduces automobile trips and their contribution to congestion and emissions, it also provides health benefits to the employees who use this mode of transportation. It is, however, the mode that is least likely to be used for a number of reasons. It is unlikely that employees of the commercial building use will reside within a reasonable walking distance (within ¼ - ½ mile) of the subject facility. However, the area near the subject project is a high pedestrian traffic area and therefore, many existing and future customers of the 7316 Collins development are expected to be walking trips. Sidewalks exist on the east and west sides of Collins Avenue (the front of the building is on Collins Avenue) as well as safe pedestrian crosswalks (with ramps and pedestrian signals) at the adjacent signalized intersection of Collins Avenue/73<sup>rd</sup> Street and Collins Avenue/74<sup>th</sup> Street.

### Bicycling

The site of the 7316 Collins project offers two potential approaches to encourage cycling, the use of the Citi Bike program and use of retail employee-owned bicycles. Bicycle racks are proposed on the front of the building (west sidewalk of Collins Avenue) and on the back of the site (refer to site plan).

Additionally, use of Citi Bike could be supported by providing monthly passes to employees. Monthly passes are \$15.00 for unlimited 30-minute rides and \$25.00 for unlimited 60-minute rides. Within the immediate area of the project, there is one (1) convenient Citi Bike rental station (Station 314 located at the corner of Collins Avenue and 73<sup>rd</sup> Street) and employees will be informed of the Citi Bike Stations. Station 314 has 10 bicycles and 6 free bicycle docks.

**(Goal: Offer 2 free City Bike passes to employees. Integrate bikeshare information into communication materials for visitors).**

### Mass Transit

There several transit options for the 7316 Collins development. These transit options include Route 115 (Mid North Beach), Route 120 (Beach Max) and Route S (Downtown Miami-Aventura). The nearest bus stop for these services is located on Collins Avenue, south of 73<sup>rd</sup> Street for northbound traffic and on Harding Avenue, south of 73<sup>rd</sup> Street for southbound traffic. These transit routes provide frequent service and access to all of Miami-Dade County as well as connections to other destinations outside of the County. Employers of the commercial building can provide a significant inducement to employees to use public transportation (Miami-Dade Transit, MDT) through a transit subsidy. Transit subsidies can also provide tax benefits to both employees and employers.

MDT offers three methods to provide transit subsidies:

The employee uses pre-tax dollars from their salary to purchase monthly transit passes. There is no income tax on the portion of their salary used for transit passes. The pre-tax funds also reduce the employees' taxable salary, reducing the total amount of income tax paid by the employees. The employer pays the total cost of a monthly transit pass using a tax-deductible (to the employer) subsidy. The employer receives a tax deduction equivalent to the value of the transit subsidies provided to the employees. The transit subsidy is a fringe benefit to employees and is not taxable income.

Both the employer and employees share the cost of transit passes, paying for them with pre-tax dollars. The employer reduces his/her payroll taxes. Employees do not pay income tax on the money used for transit passes.

MDT monthly passes if purchased by an individual are \$112.50. Corporate discounts are available based on the number of participating employees. For 4 – 99 employees, monthly passes are \$101.25 per employee, for 100 or more employees, the cost is \$95.65 per employee.

**Goal: Offer 2 free transit passes to employees. Request employee origin/destination information from commercial employers and identify opportunities).**

Carpooling

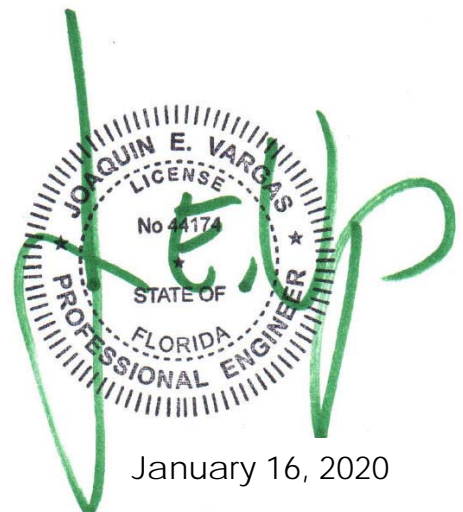
Carpooling is historically the least effective alternative transportation mode, even when implemented on a regional basis. Given that only three (3) on-site parking spaces are provided for this facility, it is unlikely that carpooling will provide a significant amount of trip reduction. However, preferential parking could be made available to employees that carpool.

**Goal: 2 free valet passes to carpool riders.**

Please give me a call if you have any questions.

**TRAF TECH ENGINEERING, INC.**

Joaquin E. Vargas, P.E.  
Senior Transportation Engineer



January 16, 2020

# **ATTACHMENT A**

**Site Plan for  
7316 Collins Avenue**

PROJECT:  
Pizza  
Bar

7316 Collins Ave  
Miami, FL 33141

DRAWING:

PROPOSED  
SITE  
PLAN

JENNIFER MCCONNEY FLORIDA LIC# AR93044

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HEREIN CONSTITUTE THE ORIGINAL AND UNPUBLISHED  
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EXPRESS WRITTEN CONSENT OF MCG ARCHITECTURE &  
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SCALE: 1/16"=1'-0"

CHECK: JMcG

DATE: 01/16/2020

SHEET NUMBER

