

# MIAMI BEACH

City of Miami Beach, 1700 Convention Center Drive, Miami Beach, Florida 33139, [www.miamibeachfl.gov](http://www.miamibeachfl.gov)

TRANSPORTATION AND MOBILITY DEPARTMENT

MEMORANDUM

TO: Michael Belush, AICP, Planning and Zoning Manager

FROM: Jose R. Gonzalez, P.E., Director *JRG*

DATE: November 6, 2020

SUBJECT: 1052 Ocean Drive – Transportation Demand Management

The Transportation and Mobility Department has reviewed the Transportation Demand Management (TDM) Plan and Operations Plan for the CUP application of the establishment located at 1052 Ocean Drive (Project). This memorandum is to summarize the TDM plan and conditionalize the incentives offered by the applicant.

The proposed TDM plan offers the following strategies to reduce the impacts of the Project traffic on the surrounding network:

- Offer a minimum of two (2) Citibike passes to employees
- Offer a minimum of two (2) transit passes to employees
- Offer of a minimum of two (2) free valet parking passes to carpool riders

The following conditions are recommended to be incorporated in the development board order as part of this application. An implementation plan for TDM strategies as offered by the applicant shall be presented at the time of Business Tax Receipt (BTR) application. Annual TDM progress reports shall be submitted to the City concurrently with the request for BTR renewal.

**TDM Manager/Coordinator:** The applicant shall designate a TDM manager/coordinator who shall be responsible for accomplishing the proposed TDM goals. The designee information shall be provided to the Transportation and Mobility Department staff.

**Transit Passes:** The applicant shall participate in the Miami-Dade Transit Corporate Discount Program and offer a transit subsidy to interested employees.

**Bike-Share Passes:** The applicant shall coordinate with Citibike or any other City-sponsored bike-share vendor to provide bike-share passes to interested employees.

**Other Strategies:** The applicant shall coordinate with South Florida Commuter Services to identify other TDM strategies, including van-pool, car-pool, and incentive parking for inclusion in the TDM plan.

Please feel free to contact me if you have any questions on the above.

cc: Josiel Ferrer-Diaz, P.E., Assistant Transportation Director  
Firat Akcay, Transportation Analyst