



MIAMI BEACH

OFFICE OF THE CITY MANAGER

NO. LTC # **198-2016**

LETTER TO COMMISSION

TO: Mayor Philip Levine and Members of the City Commission

FROM: Jimmy L. Morales, City Manager

DATE: May 6, 2016

SUBJECT: Memorial Day Weekend 2016

This Letter to Commission (LTC) is to provide you with the City's Major Event Plan (MEP) for Memorial Day Weekend 2016.

As you know, our primary focus for these major event periods is ensuring that our residents and visitors have a safe and enjoyable experience. Consistent with previous years', all departments enhance staffing levels in order to manage crowds, maintain safety and ensure quality of life standards throughout the weekend. Additionally, the City received in-kind support from Miami-Dade County, as well as other local jurisdictions, including the presence of volunteer "Goodwill Ambassadors" from both the County and the City, and citizen "God Squad" volunteers.

Attached for your review is a copy of the City's Major Event Plan for the holiday weekend.

Please feel free to contact me should you have any questions regarding this or any other matter.

C: Management Team

JLM/KGB/MS

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2016 MEMORIAL DAY WEEKEND MEP

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MEP OVERVIEW, GOALS AND OBJECTIVES

The Memorial Day Weekend Major Event Plan (MEP) covers the period from Thursday, May 26, 2016 through Tuesday, May 31, 2016. The objective of the MEP is to address anticipated impacts expected during the holiday weekend, mitigate those impacts on the community and, above all, ensure the safety and welfare of residents and visitors. The MEP sets forth the action plan involved from a preparation and implementation perspective. The MEP identifies resources, and each Department's role and function during the period.

DEPARTMENTAL STAFFING/OPERATIONAL PLANS:

Executive Staff/Incident Command:

The Major Event Plan for Memorial Day Weekend is overseen by executive staff team members, supported by the Office of Tourism and Culture and Economic Development. Executive staff will work in alpha/bravo shifts beginning 7pm Friday night, continuing to 7pm Monday night. The roles and responsibility of the lead executive staff member serving in a "lead" during any given shift is to serve as the "incident commander" for the major event plan. In that capacity, the executive team member is responsible to ensure the proper chain of command and flow of information throughout the MEP. The following is a list of items managed by the "incident commander":

- Determine status of level of impact of event and effectiveness of current operations plan.
- Assure that City Department/Division Directors are prepared to coordinate and implement all activities as approved in the departmental operations plan.
- Communicate plans and progress of MEP to the Mayor and City Commission.
- Approval of information to be disseminated through the news media regarding the event/holiday and other information.
- Schedule of press conferences that may be held to inform citizens and businesses on the status of operations.
- Coordinate support from external agencies.
- Assure that Department/Division Directors document all major event related expenses.
- Coordinate and lead daily conference calls with management team to assess level of impact and effectiveness of MEP.

Code Compliance

Following a similar pattern to previous years, Code Compliance will significantly enhance their staffing and mobilize into a hybrid Alpha/Bravo (6:00 am – 6:30pm/ 6:30 pm – 6:00am) configuration beginning on the afternoon of Thursday, May 26, 2016, through Monday, May 30, 2016, focusing their efforts and coverage on Friday, Saturday and Sunday. Monday will have modified hours, with times and contact information tbd. This hybrid schedule allows for a seamless transition, as well as continued and enhanced coverage during the late afternoon and evening peak hours.

Code Compliance Officers (CCOs) will be deployed into multiple teams: six (6) Foot Patrol Teams, three (3) Bike Patrol teams, and 1-2 Beach Patrol Teams. The foot patrols will cover Ocean Drive and

Washington Avenue, between 5th and 15th Street. Collins Avenue will also have a team assigned north of 17th; and there will be another foot patrol to Lincoln Road. Bike patrols will roam these areas and provide support to the foot patrol teams. Beach Patrol teams (morning and afternoon) will focus their efforts from South Pointe to 17th Street, but will increase coverage area if necessary. In addition, there will be a minimum of one (1) Code Compliance Administrator and four (4) CCOs assigned to respond to routine complaints from Middle Beach, North Beach, and the islands.

CCOs will be focusing their efforts on a number of code violations intrinsic to this special event, and with the experience and knowledge from previous years. These violations include but are not limited to:

- Litter
 - prohibition on distribution of handbills during high impact periods;
 - prohibition on distribution of handbills east of the dunes;
 - prohibition on Styrofoam (coolers) on the beach;
 - prohibition on the provision of plastic straws to beachgoers by businesses providing food and beverage services to people on our beaches;
- illegal businesses,
- illegal signage,
- open container enforcement (business),
- side-walk cafes,
- promoter ordinance,
- noise,
- unauthorized sampling,
- special events without a permit,
- sanitation (early mornings), and
- short-term rentals.

CCOs will be working with Police to address Open Container law violations, as well as peddling and soliciting.

Emergency Management:

The Department of Emergency Management will have enhanced shifts throughout the weekend. DEM will monitor LifeRaft and social media, and assist in coordinating traffic monitoring and public safety communications out of the Command Post. The Emergency Operations Center (EOC) will be activated at a Level 2 (monitoring) during the entire event with on-call personnel prepared to support operations as needed. The City Warning Point will continue normal 24/7 operations. A Rehabilitation Tent will be set up and manned by public safety personnel in an effort to provide support and recovery services to field personnel. Emergency management will be coordinating with regional assets and personnel as needed.

Public Safety Communications

DEM will be supplementing the City's radios with the Regional Domestic Security Task Force (RDSTF) cache. The Communication on Wheels (COW) will be deployed in the area of the Miami Beach Convention Center. PSCU staff will work Alpha/Bravo shifts (7:00am-7:00pm and 7:00pm-7:00am) beginning Thursday, May 26, 2016, at 7:00am through Tuesday, May 31, 2016, at 7:00am. A dispatcher will be assigned to the Command Post for the duration of the operational period.

Contracted Security Services

Security services will be provided by Allied Barton and G4S. DEM will be expanding services at select city garages and beach/boardwalk patrols. Security guards will be supporting operations for the traffic loop, street closures, and mitigation patrols through the City. In addition, there will be enhanced staffing at parking garages impacted by MDW visitors. Two squads will be deployed to assist with traffic and

other public safety issues as needed. Security coordinator/dispatcher will be assigned to the command post at the Miami Beach Convention Center to facilitate radio communications and relay any calls for service to the PSCU Dispatcher.

Briefings:

Goodwill Ambassadors will assemble, receive assignments/equipment, and participate in a safety and informational briefing prior to each shift deployment at the Miami Beach Convention Center. Security guards will participate in an initial weekend briefing conducted at the Miami Beach Convention Center, after which the posts will be self-relieving.

Goodwill Ambassador Program (GWA):

This year the GWA program will be activated to assist in various functions throughout the weekend. Approximately 80-100 Miami Beach GWAs will be deployed Saturday & Sunday 10am - 8pm. Miami-Dade County will assist Thursday & Friday 6pm -2am, Saturday & Sunday 4pm-2am, and Monday 10am-8pm and has traditionally provided approximately 80 GWA. The GWAs will provide information and education to patrons, with experienced "event staff" secured to assist police in crowd monitoring/control. The City has also rebranded the GWA t-shirts to reinforce our "Respect the Scene" message.

- *Admin/Dispatch Teams:* GWA teams located at Miami Beach Convention Center to provide support for check in/out and resource needs. Dispatch Team will be located in the Command Post adjacent to PSCU Dispatcher to monitor GWA radio communications, maintain accountability of team locations/personnel, and request calls for service as needed.
- *Logistics Team:* GWA team will be located at Rehab Tent and Art Deco Museum Auditorium to support all field personnel, assist Logistics in securing and monitoring equipment, and provide information to patrons.
- *Beach Teams:* Team will monitor all entrances to the beach/sand (South Pointe to 10 Street). Team members will advise patrons of our "no containers" rules accordingly, including no Styrofoam, glass, or alcohol, and other City ordinances as appropriate.
- *Radio Station:* A local radio station will be set up and broadcasting live from 8 street and Ocean Drive. GWAs will be with other City personnel and will be distributing information regarding City ordinances and answering questions.
- *Roaming Teams:* There will also be roaming teams assigned to specific areas and monitor overflow garbage, bathrooms, vendors and crowd control.
- *Additional Teams:* Each team to monitor the City's parking lots, gas stations, nightclubs, Police Department Headquarters, and other key locations to advise patrons of City ordinances and to monitor crowds.
- *Ocean/Entertainment District Teams:* GWA Teams will be strategically placed on Ocean Drive, Collins Ave, and Washington Ave from Fifth Street to Lincoln Ave to inform and advise patrons of City ordinances and to monitor crowds.
- *Rapid Response Team:* Two GWAs teams will be staged at Miami Beach Convention Center and at the Rehab Tent to provide additional support as requested by public safety personnel.

Fire Department:

The Fire Department will add additional personnel to insure they can respond to normal call volume in addition to the anticipated increase in call volume. The additional staffing will be in the Entertainment District (5th to 23rd streets and Ocean Drive to Washington Avenue). If the call volume exceeds resources, the on-duty Division Chief may call in additional staffing to handle the increase, and the on-duty Division Chief has the ability to request mutual aid assistance and reassign Miami Beach units into the Entertainment District as needed.

Additional fire units will operate in the District from 6:30 pm May 26 through 6:30 am May 31. The shifts will run for 12 hours, 7:00am-7:00pm and 7:00pm-7:00am except for the shift on Sunday, May 24 (7:00pm-8:00am) which will be 13 hours in duration. During the day shift 7:00am-7:00pm, Engine

11/Gator 1 will be stationed at 10 and Ocean Court. The Ocean Court alley is to be free of traffic from 7:00pm-7:00am, but will be used for commercial vehicles from 7:00am-7:00pm. MBPD and Parking Enforcement have the responsibility of keeping the alley cleared for access. During the nighttime shifts (7:00pm-7:00am), Rescue 6 will be stationed at 7 street and Ocean Court; Rescue 7 will be at 14 and Ocean Court; and Rescue 8 will be at 20 and Collins Avenue; and Engine 11 and Gator 1 will be at 10 and Ocean Court. Rescue 6, Rescue 7 and Rescue 8 will do all hospital transports from the District.

A Firefighter/Paramedic (Medic 9) will evaluate all persons brought to MBPD jail and provide any needed treatment. If it is determined the patient needs to be transported to a medical facility, a Rescue Unit will be called for transport. There will be a firefighter/paramedic at the Miami Beach Police Department jail from 7:00pm-7:00am beginning on Friday, May 27 through Sunday, May 29. The Fire Prevention Division will also have night inspection teams out during the weekend from 11:00pm-5:00am. There will be two teams out on May 27 through May 30.

Police Department

The MBPD will mobilize into an Alpha/Bravo configuration beginning Friday, May 27, 2016 at 7:00 am, until Tuesday, May 31, 2016 at 7:00 am. During this time, MBPD will implement the Incident Command System (ICS) on both alpha and bravo shifts. The structure develops from the top down, identifying the staff's roles and responsibilities. As the incident escalates, additional elements are established. Only the elements required for the incident are established. As the incident subsides, the structure gradually shrinks back to the command function.

The Police Department will enhance staffing on Thursday, May 26, 2016 through Tuesday, May 31, 2016. They have enhanced the zones as well as created positions on posts throughout Collins Avenue, Ocean Drive, and Washington Avenue. They will also have the Rapid Response Units on the street during those days. In addition, they will have Motors, Strategic Investigations Unit, Criminal Investigation Unit, Robbery Intervention Detail, Multi-Agency Gang Task Force (Countywide Task Force), CST, and plain clothes officers on the streets.

The primary goal of the Police Department during this weekend is to maintain public safety for residents and visitors, and to proactively address issues as they are observed in order to reduce potential future problems. The traffic and crowd management plan developed for this MEP is designed to control the flow of vehicles into and around the City to ensure public safety personnel are able to respond to calls for service in the entertainment district. Traffic will be constantly monitored and assessed by ground and air assets. The Police Department will also focus their efforts on eliminating the "stampedes" experienced in previous years and will have a "zero" tolerance policy for anything that may cause one (i.e. exotic animals, alligator out of box toys, snakes, etc.). Plainclothes Officers will focus their efforts on gang activity, groups involved in criminal activity, and prostitution. A beach detail has also been created similar to the successful efforts during Spring Break to address daytime consumption of alcohol and to close, sweep and patrol the beach in the evenings.

In order to accomplish the proposed public safety and traffic plan, the Police Department has obtained mutual aid from Miami-Dade County, City of Miami, Florida Highway Patrol, as well as numerous other agencies. A detailed list of requested mutual aid support is provided as follows:

- Miami-Dade County
 - Countywide agencies*
 - Multi-Agency Gang Task Force
 - Robbery Intervention Detail
 - Immigration Customs Enforcement
- City of Miami
- Florida Highway Patrol
- Miami-Dade School Board

- Village of Biscayne Park
- Town of Surfside
- Bal Harbor
- City of Miami Gardens
- City of Coral Gables
- Village of Miami Shores
- Florida International University

Parking

The Parking Department will provide the following enhanced service levels between 6:00 am on Friday, May 27 to 7:00 am on Tuesday, May 31:

Parking Enforcement:

There will be enhanced staffing for parking enforcement throughout the Memorial Day Weekend in order to address life safety issues, including illegal parking in alleys, fire hydrants, obstruction of driveways, sidewalks, crosswalks, etc. In addition, enhanced staffing will enforce residential parking zone restrictions to ensure parking availability for residents and will maintain freight loading zone uses.

Parking and Code Dispatchers:

Enhanced staffing will be in place for call takers and dispatchers to handle increased call volumes for Code Compliance and Parking service calls.

Parking Meter (Pay Station) Maintenance and Collections:

Enhanced staffing will be scheduled to provide parking meter and pay station maintenance and additional collections throughout the long weekend. Typical issues addressed are bill jams and/or bill acceptors needing collection.

Valet Parking Plan:

The Parking Department has coordinated the relocation of valet services for Ocean Drive, Collins Avenue and Washington Avenue that have been impacted as a result of street closures and the "traffic loop" to the 100 and 200 blocks of the finger streets.

Shuttle parking:

City employees, mutual aid partners and Goodwill Ambassadors will park in the City Hall Garage (18th and Meridian) for access to shuttle and MBCC. Ocean Drive business and resident free parking location for shuttle use TBD (likely Miami Beach High lot from Friday night to Monday night).

PWD/Sanitation

Sanitation and litter control are key aspects of the MEP. The following is a summary of the Sanitation Plan, by area:

Ocean Drive: The Street Sweeper begins at 5:30 am each day from May 26 through May 31. The sweeper is accompanied by a Patrol Car in order to clear the street. Beginning at 6:30 am, two (2) six (6) person crews cover Ocean Drive: one (1) crew from 10 to 15 streets, and another crew from 10 to 5 streets. All sanitation crews clean Ocean Drive and side streets, as well as Lummus Park. From 4:30 pm – 2:00am, the City has continuous litter control crews. Twenty additional cardboard boxes will be distributed along the street and in the park. Twenty additional 32-gallon garbage cans will be distributed along the street and in the park in key areas (i.e Wet Willies, Mangos, Clevelander, etc.). Dumpsters are placed at 7, 9 and 12 streets to allow sanitation crews to continuously service all litter cans along Ocean Drive.

Beach Walk and Spoils areas: There will be one (1) five (5) person crew assigned to the Beachwalk and

spoil areas from 23 street to 14 street from May 22 through May 25. The sanitation crews provide service from 6:30 am – 12:00 am (midnight) each day. These crews will assist on Ocean Drive and Lincoln Road as needed. Ten (10) additional cardboard garbage boxes will be distributed along the Beach Walk and in the Spoils areas and at every major entrance to the beach.

Washington Ave. And South of 5 Street: Two (2) street sweepers begin each day at 5:30am one each end of Washington Avenue. The street sweepers are accompanied by a two (2) person crew moves barricades out of the sweepers. There will be two (2) six (6) person crew on Washington Avenue that begins at 6:30 am. Once crew covers from 16 to 11 streets, and the other crew from 11 to 5 streets and South Pointe. Sanitation has these two (2) crews working until 12:00am (midnight). Additional cardboard boxes will be placed along the Washington Avenue and a garbage truck will be placed at Washington and 12 street next to police station.

Collins Ave: There will be (2) six Person crews and (1) three person crew covering (Lincoln Road to 23 street, Lincoln Road to Espanola Way, and Espanola Way to 5 street. These crews will begin at 6:30am and cover this area until 12:00 am (midnight). Additional cardboard boxes will be placed along the street where needed. An additional six (6) person crew will work Friday, Saturday and Sunday from 11:00 pm – 7:00 am to address litter on Collins Avenue from 5th to 17th streets.

Lincoln Rd Mall: There will be (1) nine person crew on Lincoln Road 6:30 am to 12:00am (midnight) and a roll- off dumpster will be placed on N. Lincoln Lane to assist with litter control.

Miami-Dade Parks Department:

Miami-Dade County will increase staff during Memorial Day Weekend by adding a second shift of personnel operating the Load and Pack machine, which collects garbage from the trash receptacles on the beach. The second shift is added in the afternoon/early evening and expands their normal daytime coverage. The County also adds an additional ground crew on afternoon/evening shift on Sat and Sun. The added personnel provide a total of eight (8) people working the ground crew. This crew is specifically dedicated to South Beach. The County also has a three (3) person crew north of 29 street and another three (3) person crew north of 69 street. The County will also add an additional Load and Pack crew in the north end of the City (also covering Surfside and Bal Harbor) during the afternoon to ensure they can adequately cover both the northern and southern portions of the beach.

Public Restrooms: (Property Management) Dedicated restroom porters per restroom gender will work Saturday, May 28 through Monday, May 30 from 8:00 am until 12:00am (midnight) in Lummus Park and another crew maintains the remaining restrooms citywide. After 8:30pm the second restroom crew will return to ocean drive to provide extra service in Lummus Park until midnight. The public restrooms are serviced hourly. Additional (12) Port-o-lets to be placed behind existing bathrooms at 6 Street, 10 Street, and 14 Street and maintained by restroom crews. Port-o-lets will be serviced daily, each morning, by the contractor.

LOGISTICS:

Shuttle Service:

The City will be providing shuttle buses from the Miami Beach Convention Center area to the Miami Beach Police Department for City employees and Goodwill Ambassadors. Due to the implementation of the "traffic loop," the City has also made this service available to non-city employees of the entertainment district as a convenient way for those employees to park and get to their places of work. Non-city employees will be provided with a FREE parking voucher (location TBD – likely Miami Beach High Friday night to Monday night) and will have to sign a release to ride the shuttle.

Meals:

Meals will be provided for all City employees and partner agencies at the Miami Beach Convention Center West Food Court (Hall C entrance). The schedule is as follows:

Thursday, May 26, 2016

Lunch: N/A
Dinner: 5:00pm -10:00pm

Friday, May 27, 2016 and Saturday, May 28, 2016

Lunch: 11:00am - 2:00pm
Dinner: 5:00pm -11:00pm

Sunday, May 29, 2016 and Monday, May 30, 2016

Lunch: 11:00am - 2:00pm
Dinner: 5:00pm -10:00pm

NOTE: Dinner service will be restricted for Police Department only between 7pm – 8pm. All others should eat before or after this time period.

CROWD MANAGEMENT AND TRAFFIC MANAGEMENT/MOBILITY PLANS:

The Crowd Management and Traffic Management Plans are designed to address public safety by providing for the safe movement of pedestrians and vehicles during what is a high volume period in the City. The intent of this traffic plan is to secure areas of South Beach for the safe use of pedestrians and to expedite the movement of vehicles throughout the South Beach area. This plan has several contingency phases. The implementation of each phase is dependent on the volume of vehicular traffic as well emergency situations that may arise.

Crowd Management:

Pedestrian Sidewalk Expansion: The Collins Avenue sidewalk expansion will once again be implemented to provide the increased number of pedestrians with a safe path of travel. Parking along Collins Avenue from 7 to Espanola Way will be eliminated with barricades provide for protection between pedestrians and vehicles to accommodate wider pedestrian paths. Barricades on Collins Avenue from 15th to 21st streets will be placed adjacent to the sidewalk to prevent jaywalking. The City will also close Ocean Drive from 5 – 15 streets starting Friday, May 27 to address pedestrian overflow in this area of the entertainment district similar to what was done in past years. Traffic posts will be established at all cross streets (100 blocks), manned by Security Guards.

Enhanced Lighting: Many areas along Lummus Park and the beachwalk are generally dimly lit due to environmental regulations pertaining to turtle nesting. Historically, the City has placed light towers placed in Lummus Park south of 10 Street during Memorial Day Weekend. The City will be placing seventy (70) light towers in the following locations in an effort to make these areas safer for visitors and residents:

- Lummus Park from 5 – 15 streets
- East of Lummus Park between the Coral Rock Wall and Dune from 5 – 15 streets
- 21 Street east of the Coral Rock Wall
- Collins Park (east and west sides)
- Street ends along the Beachwalk from 15 street – 21 street.

Sky Watch Towers: The City borrowed one sky watch tower last year and it was helpful in monitoring crowd conditions. A total of two (2) towers will be deployed this year with capacity for additional lighting

and video monitoring. The towers are deployed on Ocean Drive (2); Collins and 16th street; and Lincoln Road at Washington Avenue.

Event Staff: The City will utilize security services and deploy them to assist with crowd management in key high volume locations. A total of 75 Event Staff will be deployed nightly starting Friday, May 27. The Event Staff will serve as a force multiplier to assist with crowd control in heavily traffic areas and at key locations such as popular bars and nightclubs. Each of these teams will have one supervisor who will coordinate directly with the City's Police Department.

Safety checkpoints on the MacArthur Causeway: The traffic management plan currently implements certain lane reductions to assist in managing flow of traffic into the city.

- License Plate recognition: From Friday to Sunday, license plate readers that use multi-angle scanners to record vehicle tags will be placed along the Julia Tuttle and MacArthur causeways to record almost every car that drives into South Beach. The Police Department will be using four (4) readers (2 stationary, 2 mobile). Recorded tags will be entered into a database that police will use to find outstanding warrants for the driver registered to that tag and stolen vehicles. Vehicles with tags that kick back violations to police will be stopped.

TRAFFIC MANAGEMENT/MOBILITY PLAN

"Cruising" represents one of the greatest traffic impacts during the MDW MEP. A cruising loop has been developed to route this type of traffic through and out of the City, while reducing impacts to residential neighborhoods. This is further described below and in the attached maps (Attachment). The following summarizes the cruising loop:

- Ocean Drive will be closed to vehicles from Friday, May 27 – Tuesday, May 31.
- Collins Avenue from 5 Street to Espanola Way will be one-way heading north from Friday, May 27 –Tuesday, May 31.
- Washington Avenue from 5 Street – 15 Street will be one-way heading south each evening beginning at 7:00pm from Friday, May 27 –Tuesday, May 31; the southbound lanes will be eastern most lanes of travel. Emergency vehicles will use the western (northbound) lanes, otherwise closed to vehicle traffic.
- Roadblocks will be erected on most of the cross streets off Fifth, Ocean, Collins and Washington.
- Additional restrictions will be in place on Alton Road (5 – 17 Street), Dade Blvd and along 41 Street to prevent visitors from entering the residential areas.
- Residents are encouraged to use the Venetian Causeway
- License plate readers will be deployed on the Julia Tuttle and MacArthur Causeways and other areas of the City to record tags and to find outstanding warrants, cars reported stolen, expired registrations and other potential violations.

Description of Traffic Changes:

Ocean Drive:

- Ocean Drive from 5 street – 15 Street will be closed Friday, May 27 through Sunday, May 31.
- Barricades will be deployed at 6 street / 10 street / 15 Street on Ocean Drive to prevent traffic from accessing Ocean Dr. Barricades will also be placed at 5 street to prevent northbound traffic from accessing Ocean Drive
- 5-15 Street between Ocean Drive and Collins Avenue (100 Blocks/Ocean Court) —Twelve (12) Traffic posts will be established (manned by Security Guards) to prohibit vehicular traffic from accessing all prohibited areas.
- 5 Street east of Ocean Drive will be the designated media staging area.
- Valet ramps will be relocated to the 100 and 200 Blocks (at Collins Avenue)

5 Street Corridor:

- Euclid Avenue to Alton Road (Including 6 Street and Lenox) – Sixteen (16) posts will be established (manned by Police Officers) to prohibit vehicular traffic from accessing all prohibited areas and to assist with the traffic flow. These sixteen posts will require Seventeen (17) Police Officers. Some of these posts will be manned by MDPD (TBA)
- Southbound Traffic will not be allowed from 5 Street for all avenues between Alton Road and Washington Avenue (i.e. Lenox, Michigan, Jefferson, Meridian, and Euclid Avenues.)
- Northbound Traffic will not be allowed from 5 Street for all avenues between Lenox Avenue and Euclid Avenue (i.e. Michigan, Jefferson, and Meridian Avenues.)
- Northbound traffic from 5 Street on Lenox Avenue will be allowed for access to Club Play and the 5 Street Station businesses.
- Northbound traffic on Lenox Avenue from 5 Street will be diverted West bound at 6 street.
- Eastbound traffic on 5 Street will only be allowed to turn Southbound at Alton Road (VIA RAMP ONLY), Washington Avenue and Collins Avenue
- 5 Street/ Collins Avenue Traffic Post Activated
 - Westbound Traffic will be prohibited from turning north onto Washington Avenue
 - Eastbound Traffic will have to turn north or south onto Collins Avenue
- 5 Street/Washington Avenue Traffic Post Activated
 - Westbound Traffic will be prohibited from turning north onto Washington Avenue
 - Eastbound Traffic can turn north or south onto Washington Avenue or continue east to Collins Avenue
 - Southbound traffic on Washington Avenue will be directed westbound on 5th Street.
 - Northbound Traffic on Washington Avenue can continue north on Washington Avenue or, make a left (West) or right (East) onto 5 Street
- 5 Street/Euclid Avenue Traffic Post Activated (barricades set up north of entrance/exit to CVS)
 - Westbound Traffic will be prohibited from turning north onto Euclid Avenue
 - Exception: CVS patrons
- 5 Street/Meridian Avenue Traffic Post Activated (barricades set up at intersection)
 - All Traffic will be prohibited from turning north or South onto Meridian Avenue
- 5 Street/Jefferson Avenue Traffic Post Activated (barricades set up north of entrance/exit to the Walgreens)
 - Westbound Traffic will be prohibited from turning north onto Jefferson Avenue
 - Exception: Walgreens/Shell patrons
- 5 Street/Michigan Avenue Traffic Post Activated (barricades set up north of entrance/exit to BP Gas Station)
 - Westbound Traffic will be prohibited from turning north onto Michigan Avenue
 - Exception: BP patrons
- 5 Street/Lenox Avenue Traffic Post Activated
 - This intersection will remain open to allow access into the Publix/Best Buy parking garage and Club Play (TBA)
 - However, all vehicles traveling northbound on Lenox Avenue will be directed to make a left turn on 6 Street (Westbound) to Alton Road
- 5 Street/Alton Road Traffic Post Activated
 - South bound Alton Road turns will be allowed
 - Exception: MDT Buses
 - North bound Alton Road turns will be allowed

This post will assist with the eastbound and westbound traffic flow

Collins Avenue:

Collins Avenue will remain open as a two-lane one-way street in a northbound direction from 5 Street to 16 Street.

- 5-17 Street on Collins Avenue – Fifteen (15) posts will be established (manned by Police Officers) to prohibit vehicular traffic from accessing all prohibited areas and to assist with the traffic flow. These fifteen posts will require Thirty-four (34) Police Officers. The remaining posts will be (manned by MDPD)
- There will be no Eastbound Traffic allowed from Collins Avenue between 5 Street and 15 Street
 - **Exception:** Residents that live in the 15 Street/Ocean Drive corridor, the only entry/exit for those residents will be at 15 Street (must have a placard)
 - **Exception:** 13 Street reference the parking garage, until capacity has been reached
- Eastbound traffic on 16 Street will be directed to turn left onto Northbound Collins Avenue
 - **Exception:** Residents that live in the 15 Street/Ocean Drive corridor. These residents will be allowed to travel Southbound on Collins Avenue through a designated single lane to make a left turn onto 15 Street. (French barricades will be deployed to this location to accomplish the set-up of the single lane task).
- The only Westbound Traffic that will be allowed is 8th Street and 16th Street. All other Westbound Traffic will be prohibited between 5 Street to 16 Street.
- 8/10 Street – The traffic lights will be placed on flash
- 7/9/11/13/16 – Five (5) Traffic posts (manned by MDPD) will be established at those cross streets to prohibit Westbound and Eastbound turns.
- Officers assigned to intersections with cross traffic are to ensure the intersections are not blocked during signal changes.
- Collins Avenue 16 Street to 23 Street will remain open as a north/south roadway.
- Traffic traveling Southbound on Collins Avenue from north of 17 Street will be directed to make a right turn onto Westbound 17 Street.
- Travel Southbound on Collins Avenue between 23 Street and 16 Street will be open in both directions. Southbound traffic will be allowed to turn Westbound on any intersection
- Northbound traffic on Collins Ave. between 16 Street and 23 Street will only be allowed to turn Westbound on 16 Street, 17 Street and 23 Street.

Washington Avenue:

Washington Avenue will remain open as a north/south roadway.

- Traffic signals will be left on-cycle to facilitate east-west traffic flow with the exception of 7th Street to facilitate movement of traffic into the 7th Street Parking Garage. However, on Friday and Saturday during Alpha Shift the traffic signals at 6, 9, 10, 11, 12, 13 and 15 streets will be placed on flash after the traffic posts are manned.
- The traffic signals at 16 Street and 17 Street will be left on cycle to facilitate the cross traffic flow on Washington Avenue
- 5^t Street to 17 Street – Fifteen (15) Traffic posts will be established at each of the cross streets to include a total of Thirty-Two (32) Police Officers.

100 - 500 Blocks Ocean Drive / Collins Avenue

- Will remain open as a north/south roadway

16 Street and 17 Street Corridor:

16 Street and 17 Street Corridor will remain open as an east/west roadway.

- Collins Avenue to Alton Road – Traffic Posts will be established at the major intersections at the discretion of the Shift Commander.
- The 17 Street garage entry/exit will be staffed by (2) Off-Duty Officers.
 - Entry will be restricted to vehicles approaching from eastbound lanes of 17 Street.
 - Vehicles exiting from the garage will be directed east on 17 Street.
 - Convention Center Drive traffic will be redirected as needed

MacArthur Causeway Eastbound Closure

If the traffic volume on 5 Street and MacArthur Causeway becomes untenable, the following plan will be implemented:

The Incident Commander will request the closure of the following:

- Eastbound I-395 (MacArthur Causeway) – Florida Highway Patrol **(305) 470-2500**
- The ramp from Biscayne Blvd. to the MacArthur Causeway -- Miami Police **(305) 579-3449**
- In the event Miami PD or FHP is unable to assist, the following posts will be covered:
 - Eastbound MacArthur Causeway at Watson Island
 - Four (4) officers

Emergency Vehicle Access:

- Ocean Court and Collins Court will be the primary roadways for emergencies.
 - Daytime Business hours – The alleys will be maintained by Police/Parking Departments.
 - Phase 2 activation – The following will be implemented:
 - Barricades will be placed at the extended north lateral lines of 5 Street at Ocean Court.

The 100 Block of 10 Street will be utilized by the fire department as a staging area for fire/rescue vehicles

Variable Message Signs (VMS):

Variable Message Signs will be placed throughout the entertainment district with various public safety and transportation messages. A minimum of 20 signs will be deployed. The VMS signs will be placed in the following locations:

- Julia Tuttle – 3 signs
- 5 Street Safety Zone just west of Collins Ave.
- McArthur Causeway - 3 Signs
- Alton Rd and 41 Street
- Alton & N. Michigan
- Alton Rd. & 11 Street (Facing West On SE Corner)
- Alton Rd. & Dade Blvd (Southbound)
- Alton Rd. & 17 Street (Northbound)
- Collins Ave & 700 Block (Northbound)
- Washington Ave & 700 Block (Northbound)
- 23 Street & Liberty (Westbound)
- 23 Street & Dade Blvd
- Dade Blvd & East of Washington Ave (Westbound)
- Dade Blvd Between Washington Ave & Conv. Center Drive (Westbound)
- 17 Street Garage
- 2100 Block Collins Ave Southbound
- Sunrise Plaza
- 10 Street Beach Entrance

Bus Transportation:

In light of the traffic loop, the City has worked with Miami-Dade Transit to alter their bus routes after 7pm in order to provide a better level of service for riders. The South Beach Local (Route 123) will circulate clockwise along their route after 7pm. They will also add additional buses and will use a shared lane with other authorized vehicles on Washington Avenue. The Airport Flyer (Route 150) will also use the dedicated lane on Washington Avenue after 7pm. All other South Beach routes (C, S, 120, M, and L) will have altered routes using Meridian Avenue after 7pm.

The City and Miami-Dade Transit have been advertising these changes on their websites and in other external communication. Additionally, Miami-Dade Transit posts notices at bus stops along each route that will be altered advising their riders of the changes. Attached are the altered routes.

Special Parking:

All city-owned parking lots and garages will have normal operations, with the exception of South Pointe Park, Nikki Beach, and 46 Street lots (\$25.00/visitors & \$6.00/residents).

Valet Ramp Relocations:

Valet ramps on Ocean Drive will be relocated to the 100 blocks of 7, 9, 12 and 14 streets; Collins Avenue to the 200 blocks of 9, 10, 12 and 13 streets; and Washington Avenue to the 600 and 1200 blocks of Washington Avenue

COMMUNICATIONS/COMMUNITY OUTREACH:

In previous years, the City has focused its communications efforts locally. This was primarily accomplished by partnering with local radio and television stations to communicate the City's key quality of life and safety messages. The City also produces a "Welcome Brochure" annually that is distributed through the hotels, Goodwill Ambassadors and Police Officers.

The 2016 plan recommends the incorporation of previous traditional media/community outreach strategies and enhancing them with purchased advertising and the increase use of social media. The objective of the advertising, marketing and public relations campaign is to educate visitors and Floridians of our quality of life laws, road closures, traffic patterns and other general public safety messages.

The plan includes a multilevel campaign that includes online ads, radio public service announcements, printing and distributing information/collaterals at hotels, restaurants, and other public areas relating to City Laws. Through the GMCVB's efforts, Dwayne Wade and Udonis Haslem of the Miami Heat agreed to be spokespersons for the City to help communicate key messages; this message for several years effectively. This message is "Respect the Scene" and reinforces key quality of life laws in a customer-friendly manner. Attached are examples of the collateral pieces that have been produced. The Communications/Community Outreach Plan was developed in conjunction with the GMVCB. It includes:

- Radio: general quality of life messages
- Online and Print: general quality of life messages

In light of the traffic management plan, information for residents is equally as important. The City has been hosting community meetings to educate the public about the MEP at 6pm on May 10 and 17. Additionally, the Administration has presented, or will be presenting, the plan to numerous community organizations.

SUMMARY:

The objective of the MEP is to address anticipated impacts expected during the holiday weekend, mitigate those impacts on the community and, above all, ensure the safety and welfare of residents and visitors. The Administration conducts two (2) daily conference calls with all departments to debrief from the previous operational period and to determine if any adjustments are necessary. Executive staff is working throughout the weekend and will advise the Mayor and Members of the City Commission of any issues that may arise.