



MIAMI BEACH

City of Miami Beach, 1700 Convention Center Drive, Miami Beach, Florida 33139, www.miamibeachfl.gov

COMMITTEE MEMORANDUM

TO: Members, Finance & Citywide Projects Committee, Neighborhoods/Community Affairs Committee

FROM: Jorge M. Gonzalez, City Manager

DATE: January 19, 2012

SUBJECT: MEMORIAL DAY WEEKEND 2012 MAJOR EVENT PLAN UPDATE

BACKGROUND

Major Event Plan

Following events surrounding Memorial Day Weekend 2001, the Major Events Plan (MEP) process was created by the City of Miami Beach in conjunction with the City's partners, the Greater Miami and Convention Visitors Bureau (GMCVB), the Hotel Association, area hotels, nightclub and entertainment establishments, area merchants and community leaders. This plan was also developed with the assistance of the Community Relations Services (CRS) Agency of the Department of Justice.

The objective of the MEP process is to address the impacts of any event that is expected to bring an increased volume of visitors to the City. The MEP sets forth the action plan involved from a preparation and implementation perspective. The MEP provides the framework for the City to identify the resources necessary, and each Department's role and function for major community events, prior to their occurrence. Specific action plans are developed prior to each event by: Police, Fire, Public Works, Media Relations, Parks and Recreation, Sanitation, Code Compliance, and Tourism and Cultural Development (Special Events Division).

Components of the MEP include, among other things:

- Traffic and Mobility (e.g. street closures, etc)
- Crowd Management (e.g. pedestrian flow,
- Staffing Plans (e.g. Parking staffing to address illegal parking; Sanitation staffing to address cleanliness; Code staffing to address quality of life violations; Police and Fire staffing to address public safety needs, etc.)
- Communications/Community Outreach
- Parking

The MEP also addresses issues, such as mutual aid provided, known events in the community occurring during the MEP (private property, convention center, etc), and Hotel Occupancy levels to ascertain estimated attendance, etc.

Memorial Day Weekend

For the past 10 years, the Memorial Day Weekend (MDW) holiday weekend has been a destination for visitors from such markets as Brooklyn, NY; Chicago; Atlanta; Detroit and Washington, D.C. The City does not market itself to visitors for MDW. Tour operators and promoters have publicized South Beach as a Memorial Day Weekend destination, and attendance has been estimated to be in excess of 150,000 to 250,000 visitors during the weekend, causing City resources to be strained. The impact on South Beach, more specifically the entertainment district, continues to be extensive. The popularity of MDW in South Beach was first realized in 2001 when an estimated 250,000 visitors came to the City and the City was overwhelmed. MDW in Miami Beach is commonly referred to by promoters as Urban Beach Weekend.

Hotel occupancy during MDW has ranged from a low of 74.6% (2002) to a high of 89.2% (2004). Arrests have fluctuated, but have been as high as 1,010 in 2006; in recent years, arrests have ranged from 400 – 500 throughout the weekend. Two-thirds of people arrested are from Miami Beach, Miami-Dade County or the State of Florida; the balance have addresses from outside of Florida. These statistics appear to indicate that day-trippers or local (Floridians) cause the majority of crimes in the City during MDW.

The Administration has revised the MEP and attempted a variety of different approaches to MDW over the years. Over the course of the 10 years, the City has implemented a variety of different strategies to address the crowds and traffic, while also maintaining public safety, from the use of Police field forces and “zero tolerance” to a compliance-based approach. The City currently deploys rapid response bicycle units and plainclothes details as part of a comprehensive public safety plan. Meetings have been held with the local chapters of the ACLU and NAACP to discuss the City’s approach to enforcement this weekend, as compared to others. The City has maintained communications with both entities throughout the years.

The City also obtains mutual aid and in-kind support from Miami-Dade County to provide enhanced public safety resources, beach maintenance and the participation of members of the County’s Goodwill Ambassador Team, to assist the City of Miami Beach throughout the Memorial Day holiday weekend. In recent years, Miami-Dade County has cut back on their support due to budget constraints. Other jurisdictions in Dade and Broward counties also provide mutual aid. This support is critical as the City does not have sufficient resources, specifically public safety personnel, to manage the influx of people throughout the weekend.

SEPTEMBER 1, 2011 – JOINT MEETING OF NCAC AND FCWPC

Following the 2011 MDW, there were several meetings in the community regarding the events of the weekend, and concerns with issues relating to traffic, public safety, litter, etc. Many recommendations were made. The “debrief” of the MDW MEP by staff also resulted in the compiling of issues observed and potential actions to address them in the future.

On September 1, 2011, a joint meeting of the Neighborhoods and Community Affairs Committee and the Finance and Citywide Projects Committee was held to discuss planning approaches to address concerns experienced during MDW in 2011. The City Manager explained the history of MDW and distributed a matrix that provided a summary of the nature of the issues and potential solutions that had been identified by the community and staff. There were a total of **53 items** listed in the matrix, and they were grouped as follows:

- **General Conditions** – this includes general issues that might impact traffic, crowd management, etc. Included in this section were potential solutions/recommendations regarding: dance/entertainment establishments, alcohol sales, sidewalk cafes, promoter ordinance, open container laws/to-go cups, scooters, communications/information
- **Public Safety/Crowd Management** – this includes potential solutions/recommendations regarding lighting, sky watch towers, illegally parked vehicles, loitering, occupancy levels, juvenile curfew and the re-deployment of the Goodwill Ambassadors
- **Traffic/Mobility** – this includes cruising loops, extension of sidewalks, management of the MacArthur Causeway, DUI checkpoints, parking, etc.
- **Sanitation/Litter** – sidewalk Sweeping ordinance enforcement, street sweeping, beach cleanliness
- **Special Events** – issue of public/private property special events permits, permitting a large scale event (to honor military, etc)

The Committee reviewed the matrix briefly and it was decided that the Mayor and Commissioners would review the matrix individually and indicate which concepts they supported and/or wanted further developed. It was further concluded that there would be a follow up joint meeting to discuss the proposed plan. Please refer to the attached matrix reflecting the responses received from the Mayor/Commissioners (**ATTACHMENT A**). Those 31 concepts that had at least four responses (marked by a "Y" for yes or "M" for maybe) have been shaded for your easy reference, and any plan associated with those concepts having four or more responses are further described below.

1) Items requiring no ordinance amendment:

Nineteen (19) items selected require no ordinance amendment for implementation. These include:

General Conditions:

- *Establish a "high impact" designation in our MEP:* This is already underway, with additional responses implemented when an MEP includes particular traffic or visitor volume.
- *Strict Enforcement of Open Container Laws:* Attached for your reference are the particular sections of the City Code relating to current Open Container laws (**ATTACHMENT B**). The City's current Open Container Laws are as follows:
 - Requires package good stores to post a sign alerting customers that they cannot leave the premises with an open container of alcohol. Violations are enforced by Code Compliance and include a violation notice Section 70-87 (a)(2) of City Code).
 - Provides that individuals cannot have an open container of alcohol on public property. This is enforced by Police (Section 70-87 (a)(1) of City Code).
 - Provides that businesses that serve alcohol cannot "knowingly" permit a patron to leave their businesses with an open container of alcohol. Violations are enforced by Code Compliance and results in a fine to the business (Section 70-87 (a)(3) of City Code).

In early December, businesses on Ocean Drive, Washington Avenue, Collins Avenue and Lincoln Road were provided hand-delivered letters explaining the City's current Open Container Laws as it pertains to the businesses' obligations to prevent patrons from leaving their premises with an open container of alcohol, and advising them the City would be enforcing this provision. Further, in anticipation of the New Year's Eve holiday, the City offered free signage to the businesses to assist them in educating their patrons. Additional signage and other collaterals are under development as part of the Communications/Community Outreach Plan, and are further discussed below. Our objective is NOT to impose fines or penalties upon businesses or the public but, rather, to work in partnership with our businesses to curtail the public consumption of alcoholic beverages throughout our city, which sometimes results in negative and unwanted behavior.

- *Increase information/collaterals at hotels, restaurants, etc., relating to City Laws:* The Communications/Community Outreach Plan for the MDW MEP includes specific provisions for the development of collaterals for distribution to guests. This Plan, being developed in conjunction with the MBVCA and GMVCB, is intended to provide information on our laws and enforcement to visitors in a customer-friendly manner. In light of the proposed traffic management plan, information for residents is equally as important and the Communications/Community Outreach plan focuses on providing information to our residents in a timely and efficient manner.
- *Increase informational signage on street:* This has been part of the Communications/Community Outreach plan, but will be further enhanced with signage provided to businesses, as well as additional VMS signs.

Public Safety and Crowd Management:

- *Improve lighting in pedestrian areas:* This was identified by staff as a priority and the current MDW MEP plan includes the placement of portable lights in areas identified as requiring additional lighting (between 35-50 lights).

- *Add more Skywatch towers:* The City borrowed one tower last year and it was helpful in monitoring crowd conditions. A total of four (4) towers will be deployed this year, with capacity for additional lighting and video monitoring.
- *Increase enforcement of illegally parked cars in front of hotels:* This was identified by staff as a priority issue last year and was enforced; enforcement will continue to be a priority in the area north of 15th on Collins. The proposed traffic plan will also assist with this.
- *Re-deploy Goodwill Ambassadors (GWAs):* The GWAs provide an additional resource, in particular in providing information to visitors and identifying problem areas. This year the GWAs will be used primarily to provide information and education, with experienced “event staff” secured to assist police in crowd control.

Traffic/Mobility:

- *Implement traffic/cruising loop:* “Cruising” represents one of the greatest traffic impacts. 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 in **ATTACHMENT D**.
- *Create North/South Vehicular corridors:* Please refer to **ATTACHMENT D** for information on the traffic management plan.
- *Continue to Close Ocean Drive from 5th to 15th:* This has been included in the traffic management plan.
- *Expand the extended sidewalk concept on Collins Avenue north of 15th:* In lieu of the expanded sidewalk, there will be greater enforcement of pedestrian use of the existing wide sidewalk by enhanced police presence in that area.
- *Close MacArthur Causeway:* Management of the MacArthur Causeway is a major component of the traffic management plan (**ATTACHMENT D**).
- *Create safety checkpoints on the MacArthur Causeway:* The traffic management plan currently implements lane reductions to assist in managing flow of traffic into the city.
- *DUI Checkpoints:* The MBPD is working with the City of Miami to implement a DUI checkpoint on the MacArthur Causeway (Watson Island area) that meets all requirements during the evening hours at least on the peak weekend night.
- *License Plate recognition:* The City has tested this equipment during a recent high impact period and is looking at other options.
- *Enhance enforcement of obstruction of traffic:* There are already a significant number of moving violations issued during the MDW MEP. This will continue to be an area of focus, in particular in light of the proposed cruising loop.

Sanitation/Litter

- *Enforce Sidewalk Sweeping ordinance:* The City has worked with local businesses in the past to obtain their assistance in maintaining the sidewalks clear of trash without moving to enforce the City’s current code that requires them to do so. As part of the community outreach efforts with our local businesses, this will be emphasized, in particular where take-out food containers result in excess trash on their sidewalks.
- *Continue enforcement of beach cleanliness:* Enforcement will continue as in 2011.

2) Items requiring an ordinance amendment

Three (3) items were selected that require an ordinance amendment:

General Conditions:

- *Strengthen Promoter Ordinance:* Similar to the notification provided for open containers, establishments with Dance/Entertainment licenses are being sent letters reminding them of the current requirements of the City’s Promoter Ordinance, and advising them of enhanced enforcement during upcoming high impact periods. The City last amended the Promoter Ordinance in March 1999. Currently, Promoters doing business in the City are required to apply

for a license and requires the promoter to post a bond or cash in an amount ranging from a base amount of \$2,500 to \$10,000. Additional changes to the current Promoter Ordinance have been discussed with the NITE Task Force, and will be further discussed with the nightlife community prior to presentation to the Commission for ordinance amendment. These changes include: increasing the bond amount for events; providing for an increased bond amount for events during high impact periods; providing for an increased bond amount for promoters from out-of-town; and expanding the definition of a Promoter to include persons hiring celebrities, talent, entertainment and bands.

- *Prohibit "to-go" cups:* The City's open container laws are reactive and respond to violations that have occurred. While businesses have a responsibility to ensure that their patrons are not knowingly leaving their premises with an open container of alcohol, it has been suggested that prohibiting the use of plastic to-go cups for alcohol during high impact periods would reduce the frequency of patrons leaving with alcohol from their premises. This would require an ordinance amendment. Direction on this matter is requested.

Sanitation/Litter

- *Prohibit the distribution of handbills/flyers during high impact periods:*

3) Items unable to be implemented/implemented at this time

For a variety of reasons, explained below, nine (9) concepts cannot be implemented, or cannot be implemented for this MDW MEP:

General Conditions:

- *Require Safety measures for scooters:* The City is pre-empted by State Law from imposing requirements, such as helmets, for all scooter riders. However, we will continue to provide the safety notice to Scooter Rental Companies, which is provided to renters, and to enforce any moving violations relating to scooter use. We are also working with the City Attorney's in determining whether scooters can be restricted from certain streets in the City during High Impact Periods to address concerns with safety and traffic. Should this be permitted, an ordinance amendment is likely to be required.
- *Run Street Sweepers more frequently:* Our street sweepers generally begin cleanup in the early morning (5am). Given the volume of visitors on our busiest streets, the Administration does not recommend this activity at this time. However, to address the litter and trash issues that occur in the late evening/early morning hours, including overfilled cans, Sanitation staff has been augmented in the Entertainment District to provide continuous (uninterrupted) cleaning.

Public Safety and Crowd Management:

- *Prohibit loitering on public/private property:* Police will continue to enforce loitering under State Law. However, the provisions of the State law impose conditions for such enforcement, including that the loitering is associated with prowling. As such, while enforcement will continue for any individuals found in questionable circumstances on public/private property, individuals simply standing in the public right-of-way, in plain view and not engaged in questionable activities, would not be subject to enforcement under State law.
- *Strictly enforce occupancy levels:* The Fire Marshall has jurisdiction over occupancy levels in common areas of hotels, and will enforce such. However, there is no specific occupancy requirement for individual hotel rooms, and as such enforcement of hotel room occupancy is not possible.
- *Enforce juvenile curfew:* While the Police Department can enforce the County's Juvenile Curfew, and will do so as necessary, there is not a sufficient prevalence of juveniles subject to the curfew in the City that weekend to merit the impact on resources from strict enforcement (e.g. separate supervised holding areas, one-on-one supervision, etc.)

Special Events:

Since 2004, the City has NOT issued Special Event Permits for events on public property. Until last year, private properties (i.e hotels) were permitted to apply for and obtain Special Event Permits as long as the event was contained to private property and they were able to secure private security or an outside police agency. In 2011, only six such private property special events permits were issued, and they were for activities contained completely within a hotel (e.g. adding a DJ to a hotel lobby or pool deck). While it is unknown what, if any, impacts these handful of private property special events have had, and while they do not use any City resources, in light of concerns expressed, the Administration has already notified private property owners that the City will NOT issue Special Event Permits for private or public property this year.

In terms of public property special events, several members of the Joint Committee were in favor of working with an event producer to develop [alternative] programming for the weekend, but preferred to wait a year for the development of any public property special event to ensure that it is done correctly and can be properly managed. With regards to the items in the matrix:

- *Disperse public property special events, if allowed, throughout city:* At present, no public property special events are contemplated during this MDW MEP.
- *Create more activities; re-brand the weekend:* At present, no public property special events are contemplated during this MDW MEP. Events on private property (or the Convention Center/Fillmore) have not been contemplated to be developed for this year's MDW MEP.
- *Encourage/Seek event that honors the military:* The City produces a Memorial Day event on Monday, but it has been suggested that a large event be coordinated. However, at present and following previous discussions on the matter, no public property special events are contemplated during this MDW MEP.
- *Require that any major public event include hotel block, parking, etc.:* At present, no public property special events are contemplated during this MDW MEP. Should a large public event be considered for the future, this could be included as a component.

4) Items recommended for implementation (not indicated by four or more responses)

While not receiving four or more responses, the following items merit additional consideration, or are recommended for implementation:

General Conditions:

- *Promoter Ordinance:* Three proposed changes to the promoter ordinance are recommended to be pursued and require an ordinance amendment. These include
 - requiring higher bonds for promoted events occurring during high impact periods;
 - requiring higher bonds for out-of-state promoters; and
 - adding a defined fine schedule for violations.

As previously noted, these have been discussed with the nightlife industry and are recommended for inclusion in any amendment to the promoter ordinance.

5) Other recommendations not previously included in the Matrix

Since the planning of the MDW MEP began in early Fall, staff has identified other actions that are being further developed to address issues and concerns that have been raised. These include the following:

- *Solicitation/Illegal Vending:* Amend the current ordinance to address any enforcement limitations.
- *Segways:* Use of Segways continue to present increased safety issues for pedestrians. Over the years, use of Segways during major event periods, including Memorial Day Weekend, has increased. While legislation is pending in the State to address this issue more holistically, the Administration is working with the City Attorney's office in determining if the City can regulate Segway speeds to help minimize the potential impact to pedestrians. If this is permitted, we would recommend an ordinance to require this for any Segway available for rental in the City.
- *Animal Handling:* During Memorial Day Weekend 2011, the presence of exotic animals (reptiles)

in crowded areas resulted in stampedes, particularly on Ocean Drive, injuring people and causing damage to property. Ownership and handling of exotic animals is regulated by the State of Florida. However, the Administration has asked the City Attorney's Office to look at options that could address this problem in certain areas of the City during certain periods (high impact periods). If this type of local regulation is permitted, we would recommend an ordinance to allow for this regulation.

- *Handbill/Flyer distribution*: While other amendments to the litter ordinance are being proposed to address issues regarding handbill distribution on the beaches and to sidewalk cafes, staff has asked the City Attorney's office to advise if the City can impose a total ban on the distribution of handbills in certain areas during High Impact Periods. If this type of regulation is permitted, we would recommend an amendment to the litter ordinance.

Attached, please find the preliminary MDW MEP – 2012 (**ATTACHMENT C**).

CONCLUSION

The MDW MEP remains under development, and in particular the Traffic Management Plan and the Communications/Community Outreach Plan. However, the Administration seeks direction from the Finance and Citywide Projects Committee and Neighborhoods/Community Affairs Committee on the items identified in this memo. Further, in an effort to ensure the timely implementation of any ordinances that may be necessary to effectuate this plan, it is recommended that the Committee authorize staff to proceed, in coordination with the City Attorney's Office, in developing the following ordinances for first reading consideration by the full commission, should these be determined to be permitted:

- 1) Amendment to Solicitation/Peddling to permit for alternative enforcement and penalties
- 2) Amendment to Code to require that Segways made available for rental in the City be set to the lowest speed setting.
- 3) Amendment to the City Code to prohibit commercial handbill distribution in certain areas during high impact periods
- 4) Amendment to the City Code to prohibit exotic animals in certain areas during high impact periods to address public safety, health and welfare concerns
- 5) Amendment to the Promoter Ordinance to establish a new bond structure, including higher bonds for high impact periods and for out of state promoters, as well as a fine and penalty schedule

The administration requests direction on whether to proceed with drafting an amendment to City Code to restrict the use of "to go" cups during certain high impact periods.

ATTACHMENTS

H:\Tourism and Cultural Development\Entertainment Film Special Events\MEPMDW 2012\Joint FCWPC NCAC MDW MEP 2012 (2).doc

POTENTIAL OPTIONS - HIGH IMPACT PERIODS

ISSUE	SUGGESTIONS	JE	MG	JL	ET	DW	JW	MHB
General Conditions	1 Establish "High Impact Period" designation in our Major Event Plan to allow for the triggering of certain actions by City to address traffic, crowd management, alcohol, litter, etc.	Y	Y		Y	Y	Y	Y
	2 Prohibit all live entertainment in Dance/Entertainment venues during high-impact periods; re-define "Live Entertainment" in City Code;							
	3 Prohibit all live entertainment in Dance/Entertainment venues during high-impact periods except for those businesses that pay an "impact fee" to allow live entertainment; impact fee used to offset impacts to city (traffic, police, etc).		M					Y
	4 Require Dance/Entertainment venues to provide notification to City of any "live entertainment" booked during high impact periods.	Y	M		Y			Y
	5 End alcohol sales earlier (i.e. midnight or 2am) for Dance/Entertainment venues, except those businesses that pay an "impact fee" to be able to serve alcohol after midnight/2am.		M					Y
	6 Strengthen Promoter Ordinance: Change bond process (amt)	Y	?	Y	Y			Y
	7 Strengthen Promoter Ordinance: Require higher bond during high impact periods/days		?	Y	Y			Y
	8 Strengthen Promoter Ordinance: Require higher bonds for out-of-state promoters		?	Y	Y			Y
	9 Strengthen Promoter Ordinance: Add defined fine schedule (for promoters/businesses)		?	Y	Y			Y
	10 End alcohol sales earlier (i.e. midnight or 2am) Dance/Entertainment venues							M
	11 End alcohol sales earlier (i.e. 7-8pm) for package goods stores, convenience stores, etc. during high impact periods		M					Y
	12 Strict enforcement of Open Container Laws (pedestrians) & litter	Y	Y	Y		Y		Y
	13 Prohibit "to go" cups (including souvenir cups, etc) during high impact periods	Y	?	Y		Y		Y
	14 Modify alcohol beverage sales process for sidewalk cafes - no plastic cups	Y						Y
	15 Modify alcohol beverage sales process for sidewalk cafes - modify hours of sales							M
	16 Modify alcohol beverage sales process for sidewalk cafes - prohibit all alcoholic beverage sales to patrons of sidewalk cafes (sell only from enclosed premise/terrace)							
	17 no sidewalk cafes during high impact period along traffic streets (i.e. Collins, Ocean, Washington)							
	18 Prohibit scooters in high traffic areas (Washington, Collins)			Y				M
	19 Limit # of scooters that can be rented from businesses in the City			Y				M
	20 Require safety measures for scooter riders	Y		Y	Y		Y	M
	21 Prohibit double riders on scooters	Y					Y	M
	22 Increased information (collaterals) at hotels, restaurants, etc. re: City laws, etc.		Y	Y	Y			M
	23 Increased informational signage on streets (re: city laws, etc.) during high impact periods	Y	Y	Y	Y	Y	Y	M

POTENTIAL OPTIONS - HIGH IMPACT PERIODS

Public Safety and Crowd Management	24	Improve lighting in higher pedestrian traffic areas (Ocean; Collins north of 15th)		M		Y	Y	Y	Y
	25	Add more Sky Watch Towers (Ocean; Collins)		M		Y	Y	Y	Y
	26	Increased enforcement of illegally parked cars in front of hotels (i.e. Collins Ave, sidewalks, etc.)	Y	Y	Y	Y	Y	Y	Y
	27	Prohibit loitering on public property or private property (State loitering laws)	Y	Y		Y	Y	Y	Y
	28	Strictly enforce occupancy levels in hotel rooms during high impact periods	Y	Y	Y		Y	Y	Y
	29	Enforce juvenile curfew during high impact periods	Y	Y	Y		Y	Y	Y
	30	Re-deploy GWAs, as may be needed	Y	M			Y	Y	?
Traffic / Mobility	31	Implement traffic (cruising) loop (Alton - 17th - Wash - 5th, Tuttle - Alton - 17 - Wash - 5th)		M	Y	Y		Y	?
	32	Create North/South vehicular corridors: one-way traffic on Collins North, one-way traffic on Washington South	Y	M	Y		Y	Y	
	33	Continue to close Ocean Drive from 5th to 15th; create buffer for sidewalk cafes with alternative/better barricades	Y	M	Y	Y	Y	Y	Y
	34	Expand the extended sidewalk concept on Collins Ave to include 15th to 22nd through driving lane closure		M			Y	Y	Y
	35	Close MacArthur Causeway immediately when traffic becomes too heavy (e.g. once traffic backs up to a certain level)		M			Y	Y	Y
	36	Close MacArthur Causeway on scheduled (intermittent) closing times during high impact periods.		M				Y	Y
	37	Create safety checkpoints on MacArthur Causeway to better control traffic flow into the City; create alternative resident access mechanism and mechanism for tourist access (taxi, rental car, hotel reservation, etc)	Y	M		Y	Y	Y	Y
	38	Create DUI check points	Y	Y		Y		Y	Y
	39	Install license plate recognition cameras at entrance to City/Causeway	Y			Y	Y	Y	Y
	40	Enforce jaywalking		Y				Y	
	41	Prohibit/restrict taxi/limo parking						Y	Y
	42	Enhance enforcement of obstruction of traffic (vehicles and pedestrians)	Y	Y	Y	Y	Y	Y	Y
	43	Implement/increase resident and non-resident parking rates in lots/garages for major event periods		M			Y		
	44	Provide parking only to individuals with pre-purchased parking passes			Y				Y

POTENTIAL OPTIONS - HIGH IMPACT PERIODS

Sanitation / Litter	45	Prohibit the distribution of handbills/flyers during high impact periods			Y	Y	Y		Y
	46	Enforce Sidewalk Sweeping Ordinance		Y		Y	Y	Y	Y
	47	Run street sweepers more frequently	Y	Y		Y	Y	Y	Y
	48	Continue enforcement of beach cleanliness (bottles, litters, etc)	Y	Y	Y	Y	Y	Y	Y
Special Events	49	Prohibit issuance of Special Event Permits (private property) during high-impact periods		Y*					M
	50	If public property events are allowed during high impact periods, should be multiple events throughout the city (de-concentrate from South Beach)	Y	Y*			Y		M
	51	MDW: Work with marketers/high profile African Americans to create more activities for visitors (Film Festival, Fashion Shows, Commercial Product Displays), re-brand the weekend to attract higher end (more upscale) visitor	Y	Y*	Y				M
	52	MDW: Encourage/seek the implementation of an event that honors the Military (e.g. concert, parade, air show, etc)		Y*	Y	Y		Y	M
	53	Require that any major public event (as referenced above and/or during high impact periods) include hotel room blocks, parking, tickets, etc.	Y	Y*	Y		Y	Y	M

* *with proper benchmarks*

Sec. 70-87. - Consumption, service, sale and possession of open containers of alcoholic beverages on or in public places; warning signs required.

(a) *Violations.*

- (1) It shall be unlawful for any person to consume, serve, sell or possess an open container of any alcoholic beverage on or in any public place within the city except in those areas as designated and approved for such use by the city manager or the city commission, including but not limited to the following:
- a. Sidewalk cafes having a valid city sidewalk cafe permit.
 - b. Public property leased from the city by a private entity and licensed by the city for such use.
 - c. Areas temporarily designated for such use by the city by the issuance of a valid special event permit.
- (2) The owner or operator of any package store or foodstore selling alcoholic beverages shall prominently post, on the outside of each entrance and on the inside of the main customer exit of each package store or foodstore selling alcoholic beverages, a sign with contrasting letters at least one-half inch tall, stating the following:

IT IS UNLAWFUL FOR ANY PERSON TO CONSUME, SELL, SERVE, OR POSSESS AN OPEN CONTAINER OF ANY ALCOHOLIC BEVERAGE ON/IN ANY PUBLIC PLACE, ALLEY, STREET, SIDEWALK, PARK, BEACH, OR OTHER SUCH PLACE WITHIN THE CITY OF MIAMI BEACH UNLESS DESIGNATED FOR SUCH PURPOSE BY THE CITY. VIOLATORS ARE SUBJECT TO CRIMINAL PROSECUTION.

Failure to post this sign shall be deemed a violation of this section. This sign shall be exempt from permit requirements of [Chapter 138](#) of this Code.

- (3) It shall be unlawful for any owner, operator, agent or employee of any alcoholic beverage establishment licensed to sell, serve or dispense beer, wine, liquor or any other alcoholic beverage within the city, to knowingly allow any person to take from the licensed premises any opened beer, wine, liquor or other alcoholic beverage container, or to knowingly allow any person to take from the licensed premises any glass, metal, plastic, or other open or unsealed container of beer, wine, liquor or any other alcoholic beverage or any mixture thereof.

(b) *Penalties.*

- (1) Any person convicted of a violation of subsection (a)(1) of this section shall be punished by imposition of a fine not to exceed \$50.00 or by imprisonment not to exceed 10 days, or both, for a first offense. Upon any subsequent conviction for violation of subsection (a)(1) of this section, such person shall be punished by imposition of a fine not to exceed \$300.00, or by imprisonment not to exceed 30 days, or both.
- (2) Subsections (a)(2) and (a)(3) of this section shall be prosecuted in the city's special master system and punished by a per diem fine of up to \$250.00 or \$500.00 for repeat violations as provided in [chapter 30](#) of this Code. Any code inspector who has observed a violation of subsections (a)(2) or (a)(3) of this section shall issue a notice of violation to the operator and/or owner, as provided in [chapter 30](#) of this Code, requiring compliance within 24 hours.

(Code 1964, § 25-33.2; Ord. No. 95-2983, § 1, 4-5-95; Ord. No. 96-3042, § 1, 3-20-96; Ord. No. 99-3210, § 1, 10-6-99; Ord. No. 2000-3226-A, § 1, 1-26-00)

MDW MEP – 2012 (Rev. January 17, 2012)

Implementation Period:

Thursday, May 25, 2012 to Tuesday, May 29, 2012

Traffic Management:

Refer to Exhibit 1 for detailed traffic management plan

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 7th to Espanola Way will be eliminated with barricades provide for protection between pedestrians and vehicles to accommodate wider pedestrian paths. The City will also close Ocean Drive from 5th – 15th streets starting Friday, May 25th to address pedestrian overflow in this area of the entertainment district similar to what was done in 2011. Traffic posts will be established at all cross streets (100 blocks), manned by Security Guards.

Enhanced Lighting: In addition to the light towers placed in Lummus Park south of 10th Street, in 2012, the City will be adding light towers in the following locations:

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

Staffing Plans:

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 Enhanced Entertainment District (5th to 23rd streets and Ocean Drive to Washington Avenue). If the call volume exceeds our resources, the on-duty Division Chief may call in additional staffing to handle the increase, and as always the on-duty Division Chief has the ability to request mutual aid assistance and reassign Miami Beach units into the Entertainment District as needed. Enhanced Entertainment District- Additional fire units will operate in the District from 1900 May the 24th through 0800 May the 28th. The shifts will run for 12 hours, 0700-1900 and 1900-0700 except for the shift on Sunday, May the 27th (1900-0800) which will be 13 hours in duration. During the day shift 0700-1900, Engine 11/Gator 1 will be stationed at 10th and Ocean Court. The Ocean Court alley is to be free of traffic from 1900-0700 hours but will be used for commercial vehicle from 0700-1900 hours. MBPD and Parking Enforcement have the responsibility of keeping the alley cleared for access. During the nighttime shifts 1900-0700, Rescue 6 will be stationed at 7th street and Ocean Court, Rescue 7 will be at 14th and Ocean Court, and Rescue 8 will be at 20th and Collins Avenue. Engine 11 and Gator 1 will be at 10th and Ocean Court. Rescue 6, Rescue 7 and Rescue 8 will do all hospital transports from the District. Engine 22/Rescue 9 will be stationed at the 36th Street Parking Lot on Collins Avenue.

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 1900-0700 hours beginning on Friday, May 25th through Sunday, May 28th. The Fire Prevention Division will also have night inspection teams out during the weekend from 2300-0500 hours. There will be two teams out on May 24th through May 27th. Based on the plan presented in this memorandum and in the attached exhibits, the Fire Department budget is projected to be \$59,338.22

Police Department

The MBPD will mobilize into an Alpha/Bravo configuration beginning Friday, May 25, 2012 at 0700 hours, until Monday, May 28, 2011 at 2200 hours. During this time, MBPD will implement the Incident Command System (ICS) on both alpha and bravo shifts. The attached chart (Exhibit __) shows the fully expanded ICS organizational structure for this four (4) day period. 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 24, 2012 through Monday, May 28, 2012. 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.

Based on the plan presented in this memorandum and in the attached exhibits, the Police Department budget is projected to be \$1,438,389.09.

In order to accomplish the proposed public safety and traffic plan, the Police Department has assumed that, at a minimum, the same level of mutual aid will be provided 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
 - 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 Hialeah
- City of Miami Gardens
- City of Coral Gables
- United States Marshalls
- City of Hialeah Gardens
- Village of Miami Shores

Code Compliance

Following a similar pattern to previous years, Code Compliance will significantly enhance their staffing and mobilize into a hybrid Alpha/Bravo/Charlie configuration beginning on the afternoon of Thursday, May 24, 2012, through Monday, May 28, 2011; focusing their efforts and coverage on Friday, Saturday and Sunday. 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, flyers, illegal businesses, illegal signage, side-walk cafes, noise, unauthorized sampling, sanitation (early mornings) and short-term rentals. This year, CCOs will also team up with Police to address Open Container law violations as well as peddling and soliciting.

Parking

The Parking Department will provide the following enhanced service levels between 6pm on Thursday, May 24th to 7am on Tuesday, May 29th:

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.

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.

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: Street Sweeper begins at 5:30 am each day from May 24th through May 28th. 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 10th to 15th street, and another crew from 10th – 5th streets. All sanitation crews clean Ocean Drive and side streets, as well as Lummus Park. From 3:30pm – 12:00am (midnight) the City has continuous litter control crews. In 2012, an additional six (6) person crew will work Friday, Saturday and Sunday from 11:00 pm – 7:00 am to address litter on Ocean Drive from 5th to 15th streets.

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, Cleavelander, etc.). Dumpsters are placed at 7th, 9th and 12th 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 23rd street to 14th street from May 24th through May 28th. 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.

Restrooms: Two (2) restroom crews will work from 6:30am until 12:00am (midnight), one (1) crew will be dedicated to Lummus Park, and the other 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. In addition, Sanitation will contract with an outside vendor to provide an additional (12) Porto-lets to be placed behind existing bathrooms, 6th Street, 10th Street, and 14th Street and maintained by restroom crews. Porto lets will be serviced daily by the contractor.

Washington Ave. And South of 5th 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 16th to 11th street, and the other crew from 11th to 5th street 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 12th street next to police station.

Collins Ave: There will be (2) six Person crews and (1) three person crew covering (Lincoln Road to 23rd street, Lincoln Road to Espanola Way, and Espanola Way to 5th 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. In 2012, 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 roll-off dumpster will be placed on N. Lincoln Lane to assist with litter control.

Miami-Dade Parks Department:

Miami-Dade County will increase staffing 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 will add an additional ground crew on afternoon/evening shift on Sat and Sun and an additional Load and Pack crew in the north end of the City (also covering Surfside and Bal Harbour) during the afternoon to ensure they can adequately cover both the northern and southern portions of the beach.

Communications/Community Outreach

Refer to Exhibit 2 for the Communications/Community Outreach Plan.

Goodwill Ambassador Program (GWA):

This year the GWA program will be activated to assist in various functions throughout the weekend. Approximately 210 Miami Beach GWA will be deployed Friday 6pm – 3am, and Saturday & Sunday 10am - 6pm & 5pm - 3am. Miami-Dade County traditionally provides approximately 60 GWA.

- *Answer Center:* GWAs will staff an Answer Center in the Call Center, responding to phone calls and general inquiries, capturing types of calls and entering them in our Citizen Support Center. Daily reports will be generated detailing types of calls (noise, sanitation, traffic, street closures, parking info, transportation inquiries, etc). Schedule: Friday 6pm-2am; Saturday and Sunday 9am-6pm & 5pm-2am.
- *Information Booths:* GWAs will staff an Information Booth at 8th street and Ocean Drive with a large "INFO" balloon. Staff will be distributing informational material and answer questions. An additional location on 10th Street will be activated, as needed. Three staff members per shift will be assigned to the Information Booths.
- *Roaming Teams:* Roaming teams assigned to specific areas and monitor overflow garbage,

vendors and crowd control. Three members per team per shift (8 teams per shift).

- *Bathroom Teams:* Bathroom Detail with two members from Sanitation Division to monitor all public bathrooms along Ocean Drive.
- *Beach Teams:* Three GWA per team. Each team to monitor all entrances to the beach/sand (South Pointe to 21st). Team members will advise patrons of our “no containers” rules accordingly.
- *Parking Teams:* Three GWA per team. Each team to monitor the City’s parking lots for coolers and open containers. Team members will advise patrons of our “no containers” rules accordingly.
- *Water Team:* Two GWA from our Ocean rescue division to distribute water and info material as needed.

Community Meetings: the Communications/Community Outreach Plan includes staff participation at community meetings to share the details of the plan, including its impacts on residents. This process will begin in February/March.

Traffic and Mobility Plan – MDW MEP 2012

Option 1

The Option 1 traffic plan outlines a traffic loop, which primarily focuses on making Collins Avenue one-way northbound after 6pm Friday – Sunday.

Ocean Drive:

Ocean Drive from 5th street – 15th Street will be closed Friday, May 25th through Sunday, May 28. There will be additional traffic pattern alterations recommended for MDW.

5th Street Corridor:

- Euclid Avenue to Alton Road (Including 6th 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 5th 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 5th Street for all avenues between Lenox Avenue and Euclid Avenue (i.e. Michigan, Jefferson, and Meridian Avenues.)
- Northbound traffic from 5th Street on Lenox Avenue will be allowed for access to Club Play and the 5th Street Station businesses.
- Northbound traffic on Lenox Avenue from 5th Street will be diverted West bound at 6th street.
- Eastbound traffic on 5th Street will only be allowed to turn Southbound at Alton Road (VIA RAMP ONLY), Washington Avenue and Collins Avenue
- 5th 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
- 5th 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 5th Street
- 5th 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
- 5th Street/Meridian Avenue Traffic Post Activated (barricades set up at intersection)
 - All Traffic will be prohibited from turning north or South onto Meridian Avenue
- 5th 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
- 5th 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
- 5th 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 6th Street (Westbound) to Alton Road
- 5th 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 5th Street to 16th Street (FDOT approval pending).**

- 5th-23rd 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 5th Street and 15th Street
 - **Exception:** Residents that live in the 15th Street/Ocean Drive corridor, the only entry/exit for those residents will be at 15th Street
 - **Exception:** 13th Street for the parking garage until capacity has been reached
- Eastbound traffic on 16th Street will be directed to turn left onto Northbound Collins Avenue
 - **Exception:** Residents that live in the 15th 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 15th Street. (French barricades will be deployed to this location to accomplish the set-up of the single lane task).
- Westbound Traffic will ONLY be permitted at 8th Street and 16th Street. All other Westbound Traffic will be prohibited between 5th Street to 16th Street.
- 8th/10th Street – The traffic lights will be placed on flash
- 7th/9th/11th/13th/16th – 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 16th Street to 23rd Street will remain open as a north/south roadway.
- Traffic traveling Southbound on Collins Avenue from north of 23rd Street will be directed to make a right turn onto Westbound 23rd Street to Dade Blvd.
- Travel Southbound on Collins Avenue between 23rd Street and 16th Street will be open in both directions. Southbound traffic will be allowed to turn Westbound on any intersection
- Northbound traffic on Collins Ave. between 16th Street and 23rd Street will only be allowed to turn Westbound on 16th Street, 17th Street and 23rd Street.

23rd Street Corridor:

- Liberty Avenue and Park Avenue – Two (2) Traffic posts will be established to prohibit turns Southbound.
- Dade Blvd. – One (1) Traffic Post will be established to ensure a steady flow of traffic

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 6th, 9th, 10th, 11th, 12th, 13th and 15th Street will be placed on flash after the traffic posts are manned.

- **West bound from Washington Avenue North bound traffic will only be allowed**
- The traffic signals at 16th Street and 17th Street will be left on cycle to facilitate the cross traffic flow on Washington Avenue
- 5th Street to 17th 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

16th Street and 17th Street Corridor:

16th Street and 17th 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 17th Street.
 - Vehicles exiting from the garage will be directed east on 17th Street.
 - Convention Center Drive traffic will be redirected as needed

MacArthur Causeway Eastbound Closure

If the traffic volume on 5th 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 5th Street at Ocean Court.
- The 100 Block of 10th 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 Causeway
- MacArthur Causeway
- 5th Street
- Alton Road

- Collins Avenue
- 17th Street
- 41st Street
- 10th Street Beach Entrance
- 21st Street and Collins Avenue
- Sunrise Plaza

DUI enforcement:

DUI enforcement is a critical component of the public safety plan. The following outlines the DUI enforcement approach for MDW:

1. Coordination with City of Miami for staffing support, advertisement and management of a DUI checkpoint on MacArthur Causeway at Watson Island during the weekend (nights TBD). MBPD to request FDOT placement of VMS messages on electronic message boards on I-95 and the I-195.
2. DUI Saturation: MBPD will have a dedicated squad of DUI officers conducting saturation details all five (5) days in Area I (South Beach).