



CITY OF DORAL Office of the City Manager Letter to Council

LTC No.: 008-2023

To: The Honorable Mayor and Members of the City Council

From: Barbara Hernandez, City Manager

Date: April 26, 2023

Subject: **Doral Parking Management Program**

The purpose of this Letter to Council (LTC) is to provide the Mayor and City Councilmembers information on the commencement of the City's Parking Management Program.

Implementation

On Monday, May 1, 2023, the City of Doral will be launching the new parking program in the City's urban core area. The program will be rolled out in phases, with Phase I focusing on the Downtown Doral area:

- North to South – NW 54th Street to south of NW 47th Street
- East to West – NW 79th Avenue to NW 87th Avenue

On May 1, 2023, the Miami Parking Authority (MPA) will be starting a one-month ambassador program, providing an educational campaign on the City's new Parking Management Program. Additionally, the Public Works Department (PWD) will start installing the Pay-by-Phone signs within the Phase I area. The Public Affairs Department will also be conducting a public information campaign to inform the public of the Parking Management Program via social media, the City's website, promotional video, email, and printed flyers.

During this one-month period, the Parking Enforcement Officers will not be citing for parking meter violations, but rather providing information on how to pay for on-street parking by downloading the PayByPhone app and showing how to register their vehicles. During this time, Parking Enforcement Officers will only be issuing citations for parking infractions, for example a vehicle parked in front of a fire hydrant. Parking customers will receive a courtesy note under their windshield from May 1, 2023 – June 4, 2023, at 11:59 PM. Paid parking will officially be in effect beginning on Monday, June 5, 2023, at 12:00 AM.

The metered parking rate is \$2.50 per hour with an enforcement time of 7:00 AM to 12:00 AM 7 days a week including holidays. However, Doral residents are eligible to register their vehicles in order to receive a discounted parking rate of \$1.50 per hour. On-street parking payments and vehicle registrations are to be made online at www.paybyphone.com or via the PayByPhone app.

The other aspects of the Parking Management Program will be rolled out at a later time and in phases. This includes:

1. Expansion of the Pay-by-Phone metered parking in other areas of the City
2. Residential Permit Program
3. Regulation of Valet Parking

Background

As a recap, at the October 2019 City Council meeting, the Mayor and City Councilmembers adopted Resolution No. 19-254 adopting the Citywide Parking Study to serve as the blueprint to implement short-term, mid-term, and long-term projects to maximize the use public parking to meet current and future parking demand. On February 19, 2020, the Public Works Department held a Council Workshop to present the findings of the Citywide Parking Study and garner feedback for the development of the Parking Ordinance.

At the February 2021 City Council meeting, the Mayor and City Councilmembers adopted Ordinance No. 2021-04 amending Chapter 44 of the City's Code of Ordinances, titled "Traffic and Vehicles" to include Article V, "Parking" to effectively manage public parking. The new language to the Code of Ordinance included the following:

1. Parking Management Administration
2. Parking Fund
3. Use of Pay Parking Technology for Curbside Management
4. Regulations for Parking Permits and Valet Parking
5. Penalties and Enforcement
6. Parking Replacement Assessment
7. Payment In Lieu of Parking

Pursuant to Section 8CC-11 and Section 30-389.4 of the Miami-Dade County Code of Ordinances, municipalities shall enter into an Interlocal Agreement with Miami-Dade County to

manage the Parking Violations Bureau for the collection and distribution of parking violations revenue. Therefore, at the October 2021 Council meeting, the Mayor and the City Councilmembers adopted Resolution No. 21-242 approving an Interlocal Agreement with Miami-Dade County for a two (2) year term which includes providing the City with the necessary handheld parking citation devices, including the maintenance and upgrades to the devices, collect and distribute the parking violations revenue, and maintaining the Countywide Digital Parking Citation System.

As the PWD was conducting due diligence with other municipalities on their parking operations, MPA proffered their expertise to manage the City's Parking Compliance and provide parking services citywide, specifically focused on Doral rights-of-way, on-street parking, parking garages and parking lots.

At the May 2022 Council Meeting, the Mayor and City Councilmembers adopted Resolution No. 22-79 approving the Interlocal Agreement with Miami Parking Authority for a five (5) year term with an optional one-time five (5) year extension. The Interlocal Agreement allows the Miami Parking Authority to implement the adopted elements of the Citywide Parking Study as directed by the PWD, while complying with the City's Parking Ordinance and any other applicable legal requirements. The Interlocal Agreement with Miami Parking Authority was executed on July 26, 2022, with an effective date of October 1, 2022.

The PWD built an office to house Miami Parking Authority at Government Center. At the April 2023 Council Meeting, the Mayor and City Councilmembers adopted Ordinance No. 2023-08 approving amending the Parking Ordinance to provide language to enforce valet violations, additional definitions, revising the payment in lieu of parking section, modifying the Parking Fee/Fine Sheet, and other general language clarifications.

The City Manager's Office will be keeping you informed along the way as the City expands the Parking Management Program.

If you have any questions on this matter, please do not hesitate to contact the City Manager's Office or Rita Carbonell, Assistant Public Works Director.

c: Carlos Arroyo, Public Works Director
Rita Carbonell, Assistant Public Works Director