

OFFICE OF THE CITY MANAGER
NO. LTC # 417-2014

LETTER TO COMMISSION
CITY CLERK

2014 DEC 16 AM 10:31

TO: Mayor Philip Levine and Members of the City Commission
FROM: Jimmy L. Morales, City Manager
DATE: December 15, 2014
SUBJECT: **Lincoln Road Bicycle Enforcement Blitz**

In response to complaints regarding the lack of enforcement of City Ordinance 70-67(a), RDA officers assigned to Lincoln Road were directed to plan and staff a targeted initiative. As a result, a two-week Bicycle Enforcement Blitz was implemented on Lincoln Road. The detail began on November 24, 2014 and ended on December 7, 2014. The goal was to positively influence public attitudes and change the behavior of those who continually ride bicycles on the mall. The initiative was broken down into two components and included education and enforcement.

Education:

In preface to the enforcement component, an education and awareness campaign was implemented on October 24, 2014. It began with two VMS signs being placed in high visibility areas along the mall, each notifying the public of the new ordinance and prohibited times for biking. One sign was placed at the intersection of Lincoln Road and Washington Avenue, the other at Lincoln Road and Meridian Avenue.

Many of the bicycle riders on Lincoln Road are also employees of the stores and restaurants on the mall. To ensure they were notified of the ordinance, RDA officers produced information flyers and delivered them to 37 different businesses. The date, time, and name of the person contacted at each location were documented. Also, each cyclist stopped was initially given a warning, verbally notified of the new ordinance, and provided the same information flyer previously given to the businesses. The following statistics were recorded during the educational awareness phase:

- 133 MBPD written warnings
- 838 flyers given to bike riders and pedestrians
- 949 verbal warnings

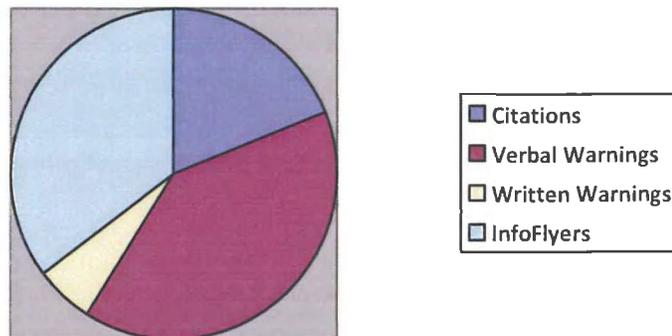
Additionally, social media was used by the Department's public information officer to provide information to the community through Facebook and Twitter.

Future educational outreach efforts will include broadcast media. Julia Yarbough is currently in the process of producing a piece to be aired on MBTV, Channel 77.

Enforcement:

The enforcement component of the initiative was implemented several weeks after the educational component. Violators were administered tickets on a Uniform Traffic Citation (UTC).

The enforcement blitz resulted in 402 citations being written. Supplement to this overtime detail, 45 citations were given out by on-duty RDA personnel. Thus, the total number of citations issued to date is 447. As indicated by the below chart, it is important to note the issuing of citations was only a small fraction of all action taken, as noted below.



Challenges

The processing of citations by the Miami-Dade County Clerk of Court was initially problematic, as the ordinance had not yet been coded into the court's computer system. Although remedied prior to the implementation of the enforcement blitz, a few citations issued shortly after the ordinance was passed were rejected by Clerk of Courts.

The majority of the citations issued were done during the blitz by overtime officers. However, competing priorities and limited resources make it extremely difficult for on-duty RDA personnel to maintain the level of enforcement conducted by these overtime officers. Therefore, the recommended long-term strategy includes continuous education through outreach, coupled with quarterly enforcement blitzes.

JLM:DO