Memorandum

MIAMI-DADE COUNTY

Date: November 3, 2009

Agenda Item No. 8(C)(1)(A)

To: Honorable Chairman Dennis C. Moss
and Members, Board of County Commissioners

From: George M. Burgess
County Manager

Subject: Resolution Amending Implementing Order 10-4: Standards for Producing a Visitor Information Map for Distribution by Any Rental Car Company in Miami-Dade County

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Recommendation
It is recommended that the Board approve the attached resolution amending Implementing Order 10-4 relating to the standards for producing a Visitor Information Map and Safety Tips distributed by rental car companies. The amendment updates the map criteria, incorporates information regarding the Sunpass prepaid toll program, and establishes a fee associated with the approval process.

Scope
The proposed amendments apply countywide.

Fiscal Impact/Funding Source
The fiscal impact of the proposed amendments is expected to be minimal. The cost for industry notification is estimated to be $500. The cost associated with reviewing and approving the maps will be covered by a proposed $250 application fee.

Track Record/Monitor
The administration of this Implementing Order is designated to the Consumer Services Department (CSD).

Background
On June 1, 1993, the Board adopted Ordinance 93-57 which required rental car companies to make a County-approved Visitor Information Map available to people renting cars. The Map was created as the result of crimes that had taken place involving visitors to Miami-Dade County. Administrative Order 10-4 set forth the standards for producing the map and the process for approval of such maps. The Visitor Information Map consists of a main map of the entire County featuring major roadways and points of interest; insets depicting the airport area, Downtown Miami, and the Beaches; and Safety Tips. The intent is to show persons renting cars how to safely reach their destinations. It is not intended to be comprehensive in nature.

The proposed amendment updates information regarding attractions, municipalities, and Safety Tips, incorporates information regarding the Sunpass program, reorganizes information under amended headings, and makes non-substantive corrections. The amendments were developed with input from the Greater Miami Convention and Visitors Bureau, Miami International Airport, Miami-Dade Police Department, and CSD.

Attachment

Assistant County Manager

MEMORANDUM
(Revised)

TO: Honorable Chairman Dennis C. Moss and Members, Board of County Commissioners

DATE: November 3, 2009

FROM: R. A. Cuevas, Jr. County Attorney

SUBJECT: Agenda Item No. 8(C)(1)(A)

Please note any items checked.

_____ **"3-Day Rule" for committees applicable if raised**

_____ **6 weeks required between first reading and public hearing**

_____ **4 weeks notification to municipal officials required prior to public hearing**

_____ **Decreases revenues or increases expenditures without balancing budget**

_____ **Budget required**

_____ **Statement of fiscal impact required**

_____ **Ordinance creating a new board requires detailed County Manager's report for public hearing**

√ **No committee review**

_____ **Applicable legislation requires more than a majority vote (i.e., 2/3's ____, 3/5's ____, unanimous _____) to approve**

_____ **Current information regarding funding source, index code and available balance, and available capacity (if debt is contemplated) required**

Approved _____ Mayor
Veto _____
Override _____

Agenda Item No. 8(C)(1)(A)
11-3-09

RESOLUTION NO. _____

RESOLUTION AMENDING IMPLEMENTING ORDER 10-4 RELATING TO STANDARDS FOR PRODUCING A VISITOR INFORMATION MAP BY ANY RENTAL CAR COMPANY IN MIAMI-DADE COUNTY

WHEREAS, this Board desires to accomplish the purposes outlined in the accompanying memorandum, a copy of which is incorporated herein by reference,

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA, that this Board approves amendments to Implementing Order 10-4: Standards for Producing a Visitor Information Map by any Rental Car Company in Miami-Dade County, in substantially the form attached hereto and made a part hereof.

The foregoing resolution was offered by Commissioner , who moved its adoption. The motion was seconded by Commissioner and upon being put to a vote, the vote was as follows:

Dennis C. Moss, Chairman
Jose "Pepe" Diaz, Vice-Chairman

Bruno A. Barreiro	Audrey M. Edmonson
Carlos A. Gimenez	Sally A. Heyman
Barbara J. Jordan	Joe A. Martinez
Dorrin D. Rolle	Natacha Seijas
Katy Sorenson	Rebeca Sosa
Sen. Javier D. Souto	

The Chairperson thereupon declared the resolution duly passed and adopted this 3rd day of November, 2009. This resolution shall become effective ten (10) days after the date of its adoption unless vetoed by the Mayor, and if vetoed, shall become effective only upon an override by this Board.

MIAMI-DADE COUNTY, FLORIDA
BY ITS BOARD OF COUNTY
COMMISSIONERS

HARVEY RUVIN, CLERK

Approved by County Attorney as
to form and legal sufficiency.

By:_____
Deputy Clerk

Thomas Goldstein

~~A.~~I.O. No.: 10-4
Ordered:
Effective:

~~ADMINISTRATIVE~~ IMPLEMENTING ORDER
MIAMI-DADE COUNTY

Standards for Producing a Visitor Information Map for Distribution by Any Rental Car Companies in Miami-Dade County

AUTHORITY: Section 4.02 of the Miami-Dade County Home Rule Amendment and Charter; and Sections 8A-1.1 and 8CC-10 of the Code of Miami-Dade County.

SUPERSEDES: This ~~Administrative~~ Implementing Order supersedes Administrative Order 10-4 ordered and effective ~~June 20, 1995.~~ December 17, 1999.

POLICY: This ~~Administrative~~ Implementing Order provides for the standards necessary for producing a Visitor Information Map (hereinafter referred to as Map except as formalized in Safety Tips Section as Visitor Information Map and Safety Tips) for distribution by the rental car industry; for establishing an administrative method of approving such a Map by Miami-Dade County to insure conformance to the standards; and for enforcing the regulations governing penalty assessments for violations. The intent of a Map is to show persons renting cars how to safely reach their destinations, and it is not intended to be comprehensive in nature. The Map consists of both Safety Tips and the Map (main and insets).

PROCEDURE: The administration of this ~~Administrative~~ Implementing Order is designated to the Director, Consumer Services Department. The Director shall be responsible for approving each Map prior to its distribution by rental car companies to those vehicle renters in Miami-Dade County who have a right under Section 8A-1.1 of the Code of Miami-Dade County to receive such a Map. All approved Maps shall be identified with an approval number issued by the Consumer Services Department. Any Map which has not been disapproved by the Director, in writing, to the applicant within thirty (30) business days after submission shall be considered County approved. In any event, for such Map to be used it must still bear an approval number issued by the Consumer Services Department. An applicant desiring approval of a Map shall submit two (2) copies of the proposed Map accompanied with a written request from such applicant~~.~~ and a nonrefundable processing fee of $250. The written request shall contain the name of the applicant and company, business address, telephone number, ~~and~~ fax number and email address. The date of receipt in the Consumer Services Department shall constitute the first day of the 30-day period referenced above. The Consumer Services Department approval of the Map shall be in writing as to substantially meeting the standards, pursuant to Section 8A-1.1 of the Code. Rental car companies shall place no other warnings, notices, alterations, or modifications on such Map~~s~~ once it has been approved. Rental companies at their option may add symbols or notations to show the location of their facilities. Additionally, advertisements may be added to or deleted from a Map so long as they do not project into the depiction of streets or any Safety Tips which the Map contains.

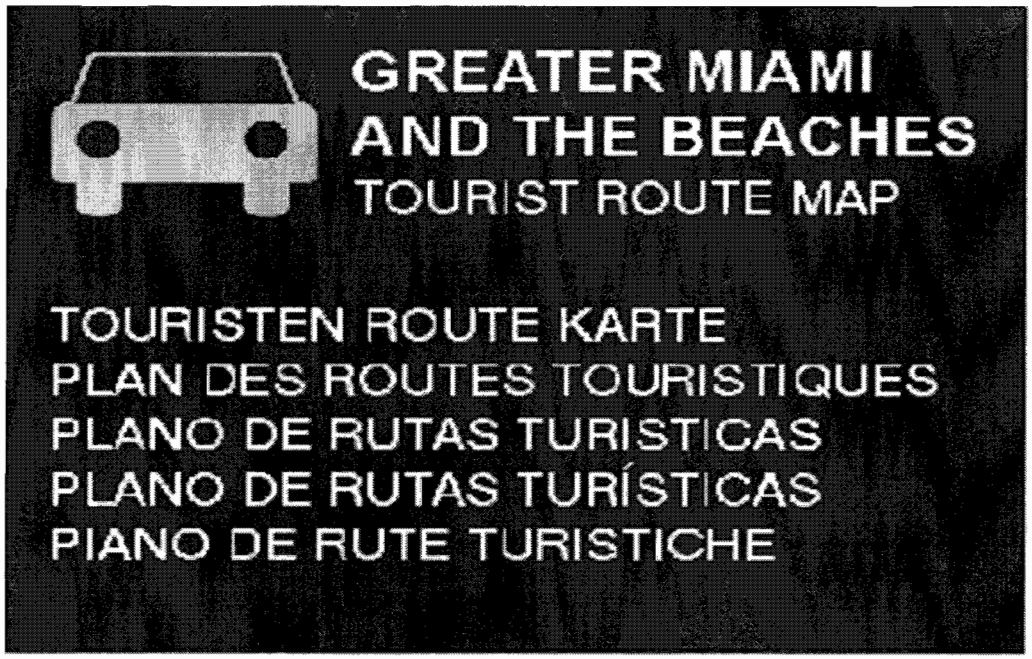
~~Upon request the County shall provide artwork for any or all components of a Map which are required by this Administrative Order. The County's components may be utilized as provided by any rental car company when preparing such a Map for distribution or by any business preparing such a Map for any rental car company. The County's components may alternatively be used as a guideline to prepare a Map.~~

The County shall make available all translations which are required by this ~~Administrative~~ Implementing Order.

STANDARDS: The standards necessary for a Map to be in conformance are listed below and must include, but not be limited to, the following:

A. ~~Sun Symbol~~ Tourist Routes

1. Create an area on the front panel, if folded, or if no front panel, prominently display the tourist route map logo so that it can be immediately viewed. The background of the area shall be depicted in blue (Pantone PMS 294; process c:100.0, M:56.0, Y:0.0, K:15.0). A sample representation of the required area follows:



Within the designated space:

- State GREATER MIAMI AND THE BEACHES in no less than 17 point Helvetica Bold upper case block letters.

- Below state TOURIST ROUTE MAP in no less than 14 point Helvetica upper case block letters.
- Depict the front of a car in light blue (Pantone PMS 305; process C:56.0, M:0.0, Y:6.0, K:0.0).

State, within the designated space, the following in no less than 14 point Helvetica Bold upper case block letters:

TOURISTEN ROUTE KARTE

PLAN DES ROUTES TOURISTIQUES

PLANO DE RUTAS TURISTICAS

PLANO DE RUTAS TURISTICAS

PIANO DE RUTE TURISTICHE

2. Designate the following roads on all Maps (main and insets) as Tourist Routes. Tourist Routes depicted on Airport insets (see Section C, below) shall contain white directional arrows. Tourist Routes shall be depicted in a solid orange color (Pantone PMS 137; process C:0.0, M:30.0, Y:76.0, K:0.0) or as an orange color (Pantone PMS 137C; process C:0.0, M:30.0, Y:76.0, K:0.0) bordering the roadway designation:

- Coral Way/SW 24 Street from SW 37 Avenue to SW 27 Avenue
- Douglas Road/NW 37 Avenue from NW 25 Street to SW 24 Street
- Florida's Turnpike
- I 95
- Julia Tuttle Causeway/I-195
- LeJeune Road/NW 42 Avenue from NW 36 Street to SW 40 Street
- MacArthur Causeway/I-395
- Rickenbacker Causeway
- SR 836
- SR 112
- SW 27 Avenue from Coral Way/SW 24 Street to South Bayshore Drive
- US 1

3. Roads not designated as Tourist Routes shall not be depicted with orange.

4. Depict graphically, either by photograph or realistic artistic rendering, one representative highway sign which displays the international airplane symbol and one representative rental return sign. The following are samples of the required images:

The following shall be stated in six languages -- English, Spanish, French, German, Portuguese~~,~~ and Italian. Miami-Dade County shall make available the translations:

> Look for the orange Tourist Routes on the Map which mark expressways and major avenues and streets that are popular routes to and from Miami International Airport.
>
> For return, use the same expressways, avenues or streets. Additionally, look for the Airport symbol. In the airport area, look for the rental return signs when returning your rental car.

B. Main Map

1. Entitle Map **Greater Miami and the Beaches**.

2. Create map coverage no less than 10 3/4" x 16 3/4" which includes a 1/4" border for the alpha-numeric grid system.

3. Use readable type which is not less than 6 point print type, upper and lower case, OR not less than 5 point print type, in all caps. Main Map shall show where Homestead/Florida City continues to the south in 8 point print type or larger.

4. Show all of Miami-Dade County from the beaches west to SW 177 Avenue (Krome Avenue), north to the Broward County line and south to the Homestead/Florida City indicator.

5. Identify or shade the four geographical quadrants comprising the land mass of Miami-Dade County (NW, SW, NE and SE) and boldly indicate that Flagler Street and Miami Avenue are the dividing points.

6. Denote, in writing on the Map, that streets and terraces traverse east and west, and that avenues, courts and places traverse north and south.

7. Identify all municipalities in Miami-Dade County. Following is a list of municipalities:

   - Aventura
   - Bal Harbour
   - Bay Harbor Islands
   - Biscayne Park
   - Coral Gables
   - <u>Cutler Bay</u>
   - <u>Doral</u>
   - El Portal
   - Florida City
   - Golden Beach

- Hialeah
- Hialeah Gardens
- Homestead
- Indian Creek Village
- Key Biscayne
- Medley
- Miami
- Miami Beach
- Miami Gardens
- Miami Lakes
- Miami Shores
- Miami Springs
- North Bay Village
- North Miami
- North Miami Beach
- Opa-locka
- Palmetto Bay
- Pinecrest
- South Miami
- Sunny Isles Beach
- Surfside
- Sweetwater
- Virginia Gardens
- West Miami

If any municipality is incorporated or unincorporated in Miami-Dade County, rental car companies shall have six months from the date of notification by Miami-Dade County of such incorporation or unincorporation to update their Map. No more than one notification of municipality changes shall be issued in any six month period.

8. Identify the following major thoroughfares, as well as toll roads, along with intersections, connections, interchange loops and exits (by symbol), including directions to points north, south, east and west of Miami-Dade County:

- Florida's Turnpike (State T**O ORLANDO** and **TO KEY WEST** in no less than 8 point uppercase block letters)
- Golden Glades Interchange (I-95, SR 826 and SR 441)
- Gratigny Parkway (I-75 at Palmetto Expressway or SR 826)
- I-195 (SR 112 at I-95)
- I-395 (MacArthur Causeway at I-95)
- I-75
- I-95 (State **TO FT. LAUDERDALE** in no less than 8 point upper case block letters)
- SR 112
- SR 441
- SR 826 (Palmetto Expressway)
- SR 836 (Dolphin Expressway)
- SR 874 (Homestead Extension from Florida's Turnpike -- Don Shula Expressway)
- SR 878
- SR 9 to NW 27 Avenue

9. Identify the following major streets/highways:

- A1A/Collins Avenue/Ocean Drive
- Bird Road/SW 40 Street
- Biscayne Boulevard/Brickell Avenue
- Coral Way/SW 24 Street
- County Line Road (SR 852/South 41 Street)
- Kendall Drive/SW 88 Street
- Ludlam Road/SW 67 Avenue/NW 67 Avenue/W 12 Avenue
- Milam Dairy Road
- NW 7 Avenue
- NW 22 Avenue
- NW 27 Avenue/SW 27 Avenue
- NW 37 Avenue/Douglas Road
- NW 42 Avenue/SW 42 Avenue/LeJeune Road/SR 953
- Old Crandon Park Boulevard (Key Biscayne)
- Old Cutler Road
- South Bayshore Drive
- Sunset Drive/SW 72 Street
- SW 8 Street/Tamiami Trail/US 41
- US 1/Dixie Highway (State **TO KEY WEST** in no less than 8 point uppercase block letters)
- US 27/Okeechobee Road

10. Identify the seven causeways linking Miami and Miami Beach:

- Broad Causeway (NE 125 Street/Kane Concourse/96 Street)
- John F. Kennedy Causeway (NE 79 Street/Normandy Drive)
- Julia Tuttle Causeway (I-195 to Arthur Godfrey Road/41 Street)
- Lehman Causeway (NE 192 Street)
- MacArthur Causeway (I-395)
- Sunny Isles Beach Causeway (NE 163 Street/NE 167 Street)
- Venetian Causeway (Dade Boulevard/23 Street)

11. Identify the Rickenbacker Causeway linking Downtown Miami and Key Biscayne (from I-95 and US1).

~~12. Indicate the major hotel areas:~~

- ~~Airport/Miami Springs/Doral~~
- ~~Coconut Grove~~
- ~~Coral Gables~~
- ~~Hialeah/Miami Lakes~~
- ~~Homestead/Florida City (if Homestead/Florida City is not on the Main Map, indicate this area on the Main Map by using arrows)~~
- ~~Key Biscayne~~
- ~~Miami Beach~~
- ~~Omni/Downtown Miami~~

- ~~South Beach/Art Deco District~~
- ~~South Miami/Kendall~~
- ~~Surfside/Bal Harbour~~
- ~~Turnberry/Sunny Isles Beach/Aventura~~

12. Identify the following neighborhoods and areas:

- Allapattah
- Coconut Grove
- Little Haiti
- Little Havana
- Morningside
- Overtown
- South Beach/Art Deco District
- Wynwood

13. Identify the Intracoastal Waterway, Miami River, Biscayne Bay and the Atlantic Ocean.

14. Prominently identify all Visitor Information Centers.

- 701 Brickell Avenue, Suite 2700, Miami
- 1920 Meridian Avenue, Miami Beach
- ~~17100~~ 18070 Collins Avenue, Sunny Isles Beach
- 160 U.S. Highway 1, Florida City
- Snapper Creek Service Plaza, Homestead Extension of Florida's Turnpike, Mile Marker 19
- 2820 McFarlane Road, Coconut Grove
- 88 W. McIntyre Street, Key Biscayne
- 510 Lincoln Road, Miami Beach
- 9293 Harding Avenue, Surfside

15. Identify Miami International Airport, Kendall Tamiami Executive Airport and Opa-locka Airport.

16. Identify the location of and roads leading to the Dante B. Fascell Port of Miami-Dade (hereinafter referred to as the Port of Miami).

17. Identify Amtrak, Metrorail, and Tri-Rail Station locations.

18. Designate the following attractions, ~~destinations, landmarks~~ and ~~areas~~ museums by legend number and identify the roads leading to them:

- ~~Allapattah Business District~~
- ~~American Police Hall of Fame & Museum~~
- Ancient Spanish Monastery
- Angels Cypress Airboat Tours
- ~~Aventura Mall~~
- ~~Bal Harbour Shops~~
- ~~Bayside Marketplace~~

- Barnacle Historic State Park
- Bass Museum of Art
- Bill Baggs/Cape Florida State Park
- Biscayne National Park (if this area is not located on the Main Map, indicate by using arrows)
- Calder Race ~~Track~~ Course
- Captain Jimmy's Fiesta Cruises
- ~~Charles Deering Estate~~
- ~~Coconut Grove Area~~
- ~~CocoWalk~~
- Coopertown Airboat Rides and Restaurants
- Coral Castle
- Coral Gables Merrick House
- ~~Dadeland Mall~~
- Deering Estate at Cutler
- Everglades Alligator Farm (if this area is not located on the Main Map, indicate by using arrows)
- Everglades National Park (if this area is not located on the Main Map, indicate by using arrows)
- Everglades Safari Park
- Fairchild Tropical Botanic Garden
- Flagler ~~Dog~~ Greyhound Track
- Fruit & Spice Park (if this area is not located on the Main Map, indicate by using arrows)
- Gold Coast Railroad Museum
- Grapeland Water Park
- Hialeah Race Track
- Historical Museum of Southern Florida
- Holocaust Memorial
- Island Queen Cruises
- Jewish Museum of Florida
- Jungle Island
- ~~Kendall Town & Country Mall~~
- ~~Lincoln Road~~
- ~~Little Haiti Area~~
- ~~Little Havana Area~~
- Lowe Art Museum
- ~~Martin Luther King Park~~
- Miami Art Museum
- Miami Beach Botanical Garden
- Miami Children's Museum
- Miami Duck Tours, LLC
- ~~Miami Design District~~
- ~~Miami International Mall~~
- Miami Jai-Alai
- Miami Metrozoo
- Miami Science Museum
- Miami Seaquarium
- Miami Springs Historical Museum
- Miami-Dade County Fair and Exposition/Tamiami Park
- Miccosukee Indian Village & Airboat Rides (if this area is not located on the Main Map, indicate by using arrows)

- MOCA at Goldman Warehouse
- Monkey Jungle
- ~~Morningside Historic District~~
- Museum of Contemporary Art
- ~~Opa-locka~~
- ~~Overtown Area~~
- ~~Parrot Jungle~~
- Pinecrest Gardens
- ~~Prime Outlet at Florida City~~
- Ruff'N Tuff Paintball Park
- Schnebly Redland's Winery
- ~~Shops at Sunset Place~~
- ~~South Beach Art Deco District~~
- ~~The Barnacle State Historic Site~~
- ~~The Falls~~
- ~~The Mall of the Americas~~
- ~~The Streets of Mayfair~~
- ~~Tropical Fun Center~~
- ~~Tropical Park~~
- Vizcaya Museum and Gardens
- Wings Over Miami Museum
- Wolfsonian – FIU
- World Erotic Art Museum
- ~~Wynwood Bakehouse Art Complex~~
- ~~Wynwood Fashion District~~
- Venetian Pool

~~19. Designate the following museums and identify the roads leading to them:~~

- ~~Bass Museum of Art~~
- ~~Gold Coast Railroad Museum~~
- ~~Historical Museum of Southern Florida~~
- ~~Lowe Art Museum~~
- ~~Miami Art Museum~~
- ~~Museum of Contemporary Art~~
- ~~Museum of Science & Space Transit Planetarium~~
- ~~Vizcaya Museum and Gardens~~
- ~~Weeks Air Museum~~
- ~~The Wolfsonian~~

19. Designate the following shopping malls and marketplaces and identify the roads leading to them:

- Aventura Mall
- Bal Harbour Shops
- Bayside Marketplace
- CocoWalk
- Collins Avenue/Ocean Drive
- Dadeland Mall
- Dolphin Mall

- Downtown Coral Gables & Miracle Mile
- Downtown Miami Shopping District
- Espanola Way
- The Falls
- Homestead Main Street
- Kendall Town & Country Mall
- Lincoln Road Shopping District
- The Mall of the Americas
- Mary Brickell Village
- Miami Design District
- Miami International Mall
- Prime Outlets - Florida City
- Shops at Midtown Miami
- Shops at Sunset Place
- Southland Mall
- Village of Merrick Park
- Westfield Westland Mall

20. Designate the following sports and entertainment facilities and identify the roads leading to them:

- American Airlines Arena
- BankUnited Center
- Landshark Stadium
- FIU Arena
- FIU Stadium
- ~~Homestead Sports Complex-Miami Speedway/Richard Petty Driving Experience (if this area is not located on the Main Map, indicate by using arrows)~~
- ~~Miami Arena~~
- ~~Miami-Dade~~ Homestead-Miami Speedway ~~Motor Sports Complex~~ (if this area is not located on the Main Map, indicate by using arrows)
- ~~Orange Bowl~~
- ~~Pro Player Stadium~~
- The Tennis Center at Crandon Park

21. Designate the following cultural centers and convention centers and identify the roads leading to them:

- Actors' Playhouse at the Miracle Theatre
- Adrienne Arsht Center for the Performing Arts
- African Heritage Cultural Arts Center
- ArtCenter/South Florida
- ArtSouth
- Bakehouse Art Complex
- Bayfront Park Amphitheater
- Britto Central, Inc.
- ~~Caleb Center~~
- Cisneros Fontanals Art Foundation
- Colony Theater
- ~~Caribbean Marketplace~~

- ~~Coconut Grove Playhouse~~
- ~~Coconut Grove Convention Center~~
- Fillmore Miami Beach at the Jackie Gleason Theater
- GableStage at The Biltmore
- ~~Gusman Hall~~
- ~~Jackie Gleason Theater of the Performing Arts~~
- Jerry Herman Ring Theater
- Joseph Caleb Auditorium
- Lincoln Theater
- Lyric Theater
- Margulies Collection at the Warehouse
- Miami Beach Convention Center
- Miami Convention Center/James L. Knight International Center
- Miami-Dade County Auditorium
- North Miami Beach Julius Littman Performing Arts Theater
- Olympia Theater at Gusman Center
- ~~Performing Arts Center (Opening 2002)~~
- Rubell Family Collection
- Tower Theater

C. Inset Maps

Include the following Map insets **From Airport, To Airport, Downtown Miami, The Beaches, Homestead/Florida City**. Inset maps may be, but need not be, next to the Main Map. However, no maps shall be separated by advertising. Inset maps shall include the following:

- **Airport Insets** Two Airport insets, one entitled **From Airport** in English, Spanish, French, German, Portuguese, and Italian and the other entitled **To Airport** in English, Spanish, French, German, Portuguese, and Italian (if Airport insets are not next to main Map, indicate on main Map in English, Spanish, French, German, Portuguese, and Italian where Airport insets can be found).

  The Airport inset maps shall each be no less than 5 1/4" X 6 1/4" in size which includes a 1/4" border for the alpha-numeric grid system. The roads on the **From Airport** inset shall have directional arrows clearly indicating directional egress from Miami International Airport. The roads on the **To Airport** inset shall have directional arrows clearly indicating directional ingress to Miami International Airport.

- Both Airport insets shall depict the issuing rental car location(s) by legend number or logo and the following roads and general information:

  - NW South River Drive
  - NW 33 Avenue
  - NW 34 Avenue
  - NW 35 Avenue
  - NW 36 Avenue
  - NW 37 Avenue/Douglas Road
  - NW 39 Avenue
  - NW 38 Court
  - NW 14 Street

- NW 21 Street
- NW 22 Street
- NW 22 Street Road
- NW 24 Street
- NW 24 Street Road
- NW 25 Street
- NW 26 Street
- NW 27 Street
- NW 28 Street
- NW 29 Street
- NW 36 Street
- All items from B.10 through B.21, above
- Miami International Airport with airplane symbol
- Miami River
- Tamiami Canal
- N/S/E/W star

Both Airport insets shall have a phone symbol designating the location within the "airport triangle" of each telephone with Tourist Oriented Police capabilities. The phones are located at:

- 3663 NW 21 Street
- 4058 NW 24 Street
- 3715 NW 25 Street
- 4121 NW 25 Street
- 3901 NW 28 Street
- 4199 NW 28 Street
- 4100 NW 29 Street
- 2301 NW 33 Avenue
- 2211 NW 39 Avenue
- 2525 NW 39 Avenue
- 2601 NW 42 Avenue
- 2701 NW 42 Avenue
- 3369 NW South River Drive
- 3615 NW South River Drive

On each Airport inset, next to a phone symbol, state the following as a legend in English, Spanish, French, German, Portuguese, and Italian and in no less than 8 point type:

> Dial *81 free of charge at these designated telephones for Tourist Oriented Police assistance.

<u>From Airport</u> The **From Airport** inset shall feature the following roads and general information:

- LeJeune Road/NW 42 Avenue South
- LeJeune Road/NW 42 Avenue North
- SR 112 shield, I-95 shield, I-195 shield with text To Miami Beach, Ft Lauderdale, Orlando on the SR 112 roadway

- SR 836 shield with the text **To Downtown Miami, Port of Miami, Miami Beach, Key Biscayne** on SR 836 roadway east of LeJeune Road
- SR 836 shield with the text **To Key West** on SR 836 roadway west of LeJeune Road
- Exit ramp from Airport onto LeJeune Road with the text **From Airport**
- Text **To Downtown Miami, Port of Miami, Miami Beach, Key Biscayne** next to Southbound Douglas Road/NW 37 Avenue roadway
- Text **To Coral Gables** next to southbound LeJeune Road/NW 42 Avenue roadway at bottom edge of inset
- Text **To Coral Gables, Coconut Grove** next to southbound Douglas Road/NW 37 Avenue roadway at bottom edge of inset
- Traffic signals on LeJeune Road at intersection of NW 25 Street and NW 27 Street
- Miami International Airport's Rental Car Return symbol located in "Triangle" rental car area and on LeJeune rental car area between NW 14 Street and Tamiami Canal

To Airport The **To Airport** inset shall feature the following roads and general information:

- LeJeune Road/NW 42 Avenue South to Rental Car Return
- Text T**o Airport** on extreme right lane exiting from SR 112 onto LeJeune Road
- LeJeune Road/NW 42 Avenue North
- SR 112 shield with text **From Miami Beach**, I-95 shield, I-195 shield on the SR 112 roadway
- SR 836 shield with the text **From Downtown Miami, Port of Miami, Miami Beach, Key Biscayne** on SR 836 roadway east of LeJeune Road
- SR 836 shield with the text **From Key West** on SR 836 roadway west of LeJeune Road
- Airport symbol and text **To Terminal** located on airport land mass
- Text **From Coral Gables** next to northbound LeJeune Road/NW 42 Avenue roadway at bottom edge of inset
- Text **From Coral Gables, Coconut Grove** next to northbound Douglas Road/NW 37 Avenue roadway at bottom edge of inset
- Miami International Airport's Rental Car Return symbol located in "Triangle" rental car area and on LeJeune rental car area between NW 14 Street and Tamiami Canal

Downtown Miami Downtown Miami, entitled **Downtown Miami**.

- All items from B.10 through B.21, above
- Metromover

The Beaches The Beaches from South Beach to County Line, entitled **The Beaches**.

- All items from B.10 through B.21, above

Homestead/Florida City Homestead/Florida City, entitled **Homestead and Florida City** unless these cities are included in the coverage of the main Map.

- All items from B.10 through B.21, above

D. Welcome

Next to the Main Map or the Airport insets, print the following in no less than 12 point type in English, Spanish, French, German, Portuguese, and Italian (translations may be obtained from Miami-Dade County):

> **Welcome to Greater Miami and the Beaches**
>
> To make your stay and driving easy, please follow the routes outlined on this map.
>
> Driving in Greater Miami and the Beaches can be easy if you take the time to read and follow the instructions found on this tourist route map. Identified for your convenience are ~~major~~ expressways and major avenues and streets (marked in orange) that are popular routes to and from Miami International Airport, as well as municipalities, hotel areas and attractions.

E. Safety Tips

Safety Tips will be published and revised ~~yearly, or~~ as necessary after review by the Greater Miami Convention & Visitors Bureau and the Miami-Dade Police Director, and shall be printed in English, Spanish, French, German, Portuguese and Italian, as well as other languages as required by the County. The following introduction and Safety Tips are to be included in no less than 10 point type size, either on the Map or as part of a separate brochure, which must simultaneously accompany the Map when distributed.

The Safety Tips shall read:

IMPORTANT VISITOR INFORMATION AND TIPS

Welcome to Greater Miami and the Beaches

As with any major metropolitan area throughout the world, there are standard precautions that can be taken to ensure a pleasant and safe stay. Miami-Dade County laws require: a) your rental car agency to ~~provide you with~~ make this Visitor Information Map and Safety Tips ~~unless you decline them in writing~~ available to you; b) your rental car to have no less than one-half tank of gas at the time you rent it; ~~and~~ c) your rental car must be free of stickers, advertisements, or other insignias that identify your vehicle as a rental car; ~~and d) your rental car agency must have a child restraint seat for rent if you need one.~~ ; and d) your rental car agency must have a child restraint seat for rent if you need one.

SunPass Prepaid Toll Program:

This automated program allows drivers to go through designated lanes at toll plazas rather than stopping to pay cash. The cost is typically 25 cents less than cash lanes. Ask your rental car agent about Etoll®, PlatePass® and Pass24®. For a daily fee plus the cost of actual toll usage, these programs enable rental car drivers to use SunPass lanes. Or, call 888-865-5352 for a list of locations where you can purchase a SunPass transponder.

The following safety tips should be carefully observed:

Vehicle Safety:

1. Review Map(s) and other visitor information before leaving rental car area or elsewhere.

2. If unsure of how to reach a destination, ask for directions prior to leaving your point of departure, be that a hotel, attraction, restaurant, shopping mall or place of business. **Do not ask for casual street corner directions.**

3. **Do not exit expressways to avoid tolls.** ~~Tolls do not exceed $1.50 US in South Florida and c~~ Change is available, if necessary, from a Toll Receipt and Change Booth. If you have questions, speak to a toll booth attendant.

4. If you are told by a passing motorist that something is wrong with your vehicle -- or if someone bumps you from behind -- ***do not stop***. Drive to the nearest well-~~lighted~~ lit public area and call for assistance (police emergencies -- dial 911).

5. Always keep doors locked and windows up when driving or parked. ~~Keep~~ Place valuables in the trunk or ~~locked~~ glove compartment~~.~~ prior to reaching your destination or stopping elsewhere.

6. Learn the signals of the emergency vehicles (police lights are blue or red). Do not stop for flashing headlights alone.

7. In the ~~rare~~ event that you are approached by a stranger who demands your valuables, do not resist. Your ~~well being~~ personal safety is more important than your belongings.

8. Always use seat belts. It is the law in Florida and may save your life in the event of an accident. Follow State Laws pertaining to age restrictions for the use of child safety restraints. (Children age 3 years old require a separate carrier must be used or a vehicle manufacturer's integrated child seat. Children 4 – 5 years old may use a separate carrier, integrated child seat, or a seat belt.) ~~Do not drink alcoholic beverages and drive. Open alcoholic beverages are prohibited in the vehicle.~~

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~~9~~ 10. Do not give strangers a ride under any circumstances. Always be aware of the pedestrian traffic around your vehicle.

~~11. If car trouble is experienced on a major thoroughfare, lock the doors, turn on flashers and await the arrival of a law enforcement officer or a Road Ranger Service Truck. If someone offers assistance, request that they call 911.~~

~~10~~11. Always park in well-~~lighted~~ lit areas and never leave your vehicle unattended with the motor running. ~~Have car keys in hand and check the surrounding areas and vehicle's interior before entering.~~

~~12. Never leave your vehicle unattended with the motor running.~~

12. Place all handbags, laptop computers and any other valuable items that must be in the passenger compartments on the floor board and not visible from outside when stopped.

~~13. Do not stop to assist someone with car trouble. Go to the nearest well-lighted pay phone and call police (dial 911).~~

13. Do not leave Global Position Satellite (GPS) units or brackets on the windshield or inside the passenger compartment when the vehicle is unattended. Place the unit in the trunk prior to parking the vehicle.

~~14. Consider using traveler's checks. Carry money and identification separately. If money is lost or stolen, you will still have your driver's license, passport, etc.~~

14. If car trouble is experienced on a major thoroughfare, lock the doors, turn on flashers and await the arrival of a law enforcement officer or a Road Ranger Service Truck. If someone offers assistance, request that they call 911.

~~15. Use automatic teller machines located in well-lighted areas. Retrieve money and count it later.~~

15. Do not stop to assist someone with car trouble. Go to the nearest well-lit public area and call for assistance (police emergencies -- dial 911).

16. When you are in the rental car area adjacent to the Airport and need assistance, locate a designated telephone and dial *81. The call is free.

Personal Safety:

1. Do not leave bags, briefcases, purses or luggage unattended.

2. Do not ever leave children unattended anywhere.

3. Be aware of your surroundings. Have car keys in your hand and check the surrounding areas before entering.

4. ~~Carry traveler's checks in place of cash.~~ Avoid carrying large sums of cash. Consider using traveler's checks or credit cards Carry money and identification separately. If money is lost or stolen, you will still have your driver's license and passport for identification purposes.

5. ~~Keep hotel and balcony room doors locked.~~ Avoid using an automated teller machine (ATM) during the evening hours or at isolated locations. If needed, locate a well-lit and highly visible area and do not count the currency until after leaving the location.

~~6. All members of your party should carry information with the name, address and telephone number of your hotel.~~

6. Keep hotel and balcony room doors locked.

~~7. Carry purses and waist packs across the front of your body. Be sure they are closed securely.~~

7. All members of your party should carry information with the name, address and telephone number of your hotel.

~~8. For all emergencies dial 911 on the telephone.~~

8. Carry purses and waist packs across the front of your body. Be sure they are closed securely.

~~9. For telephone number information dial 411 on the telephone.~~

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ACKNOWLEDGMENT: Unless the rental car company posts the prescribed sign indicating the availability of a Map or such information is on file with the Master Agreement for premium service for the frequent traveler, each rental car company shall obtain from the person renting the car a signed or initialed acknowledgment, in duplicate, printed in English only, indicating that a County approved Map was received when executing the rental contract or a signed or initialed acknowledgment waiving the right thereof. Where acknowledgment is contained in a Master Agreement for premium service for the frequent traveler, each such rental car in Miami-Dade County shall contain a Map.

The following information must be included either in the contract, in a separate acknowledgment, or a combination thereof:

1. The name and address of the rental car company;

2. A description of the vehicle by Vehicle Identification Number (VIN) or by license number;

3. The date of the contract;

4. The contract number;

5. The name of the party renting the vehicle; and

6. The following statement must either be signed or initialed:

This is to acknowledge that I have:

_____ Received the Visitor Information Map and Safety Tips.

_____ Waived the right to receive a Visitor Information Map and Safety Tips.

The acknowledgment instrument must be sequentially numbered. Records must be maintained for one year from the date of acknowledgment issuance, whereby the County shall monitor and make periodic site visits to ~~i~~ensure compliance.

ENFORCEMENT: The Director, Consumer Services Department, is charged with the administrative enforcement of the provisions cited in the Code of Miami-Dade County. ~~The proceeds of any penalties assessed for violation shall be deposited in the Miami-Dade Victims' Assistance Program by the Office of Management and Budget~~ Strategic and Budget ~~Management.~~

EFFECTIVE DATE: This ~~Administrative~~ Implementing Order shall take effect 10 days after the date of approval. However, rental car companies shall have 120 days after the date of enactment to produce a Map which complies with the standards set forth herein.

This ~~Administrative~~ Implementing Order is hereby submitted to the Board of County Commissioners of Miami-Dade County, Florida.

~~M.R. Stierheim~~ George M. Burgess
County Manager