

MEMORANDUM

Agenda Item No. 11(A)(17)

TO: Honorable Chairman Anthony Rodriguez
and Members, Board of County Commissioners

DATE: October 9, 2025

FROM: Geri Bonzon-Keenan
County Attorney

SUBJECT: Resolution directing the County Mayor to conduct a feasibility study for the implementation of dynamic pricing and special schedules for Miami-Dade County transit services related to large-scale special events, to evaluate potential benefits to transit operations, revenue, and customer experience; and to provide a report

Resolution No. R-987-25

The accompanying resolution was prepared and placed on the agenda at the request of Prime Sponsor Commissioner Raquel A. Regalado.



Geri Bonzon-Keenan
County Attorney

GBK/ks



MEMORANDUM (Revised)

TO: Honorable Chairman Anthony Rodriguez
and Members, Board of County Commissioners

DATE: October 9, 2025

FROM: 
Glen Bonzon-Keenan
County Attorney

SUBJECT: Agenda Item No. 11(A)(17)

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**
- _____ **Statement of social equity required**
- _____ **Ordinance creating a new board requires detailed County Mayor's report for public hearing**
- _____ **No committee review**
- _____ **Applicable legislation requires more than a majority vote (i.e., 2/3's present ____, 2/3 membership ____, 3/5's ____, unanimous ____, majority plus one ____, CDMP 7 vote requirement per 2-116.1(3)(h) or (4)(c) ____, CDMP 2/3 vote requirement per 2-116.1(3) (h) or (4)(c) ____, CDMP 9 vote requirement per 2-116.1(4)(c) (2) ____)** 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. 11(A)(17)
10-9-25

RESOLUTION NO. R-987-25

RESOLUTION DIRECTING THE COUNTY MAYOR OR COUNTY MAYOR'S DESIGNEE TO CONDUCT A FEASIBILITY STUDY FOR THE IMPLEMENTATION OF DYNAMIC PRICING AND SPECIAL SCHEDULES FOR MIAMI-DADE COUNTY TRANSIT SERVICES RELATED TO LARGE-SCALE SPECIAL EVENTS, TO EVALUATE POTENTIAL BENEFITS TO TRANSIT OPERATIONS, REVENUE, AND CUSTOMER EXPERIENCE; AND TO PROVIDE A REPORT

WHEREAS, Miami-Dade County regularly hosts numerous large-scale special events that significantly increase demand on the County's transit system and transportation infrastructure—including Art Basel, the Ultra Music Festival, the upcoming FIFA World Cup 2026, Rolling Loud, Calle Ocho Festival, the Miami Open Tennis Tournament, Formula 1 Miami Grand Prix, Jazz in the Gardens, Miami Carnival, the South Beach Wine & Food Festival, the Miami International Boat Show, New Year's Eve at Bayfront Park, the Orange Bowl, and future major Inter Miami CF matches—each of which requires enhanced transit operations, potential service adjustments, and careful crowd management; and

WHEREAS, many of these special events occur on Thursday, Friday, and Saturday nights, often extending into late hours and drawing tens of thousands of attendees, resulting in elevated evening and late-night transit demand, increased traffic congestion, and service strain; as many of these events coincide with reduced weekend transit schedules, creating a mismatch between rider demand and service availability and underscoring the need for temporary service enhancements and flexible fare strategies; and

WHEREAS, dynamic pricing and special schedule models, which adjust fare prices based on variables such as demand, time of day, or specific event circumstances, have been implemented in various jurisdictions for large-scale special events to manage demand, increase operational efficiency, and generate additional revenue; and

WHEREAS, applying a dynamic pricing and special schedules strategy for the County's transit services, including but not limited to Metrobus, Metrorail, and contracted routes, during large-scale special events may encourage public transit use, manage rider flow, support event-related operational costs, enhance revenue collection, and improve the overall transit experience for both residents and visitors; and

WHEREAS, the County recognizes the importance of maintaining equitable and affordable access to public transportation services for all Miami-Dade County residents and visitors, and any consideration of dynamic pricing and special schedules during large-scale special events must include an evaluation of its potential effects on the public at large, as well as on low-income, transit-dependent, senior, and disabled riders, including the feasibility of fare caps, exemptions, or other mitigation strategies to ensure fairness and protect vulnerable populations; and

WHEREAS, the Miami-Dade Transportation Planning Organization (TPO) is undertaking a feasibility study to evaluate multimodal on-demand strategies for expanding first and last mile connectivity during major special events, and this County resolution complements that effort by focusing on fare policy and core transit system efficiency, together forming a coordinated toolkit to improve mobility and reduce congestion; and

WHEREAS, these parallel initiatives present an opportunity for interagency synergy, including coordinated pilot programs, shared data, and unified public messaging between the TPO and the Department of Transportation and Public Works (DTPW); and

WHEREAS, both efforts are pilot-ready and reflect a holistic approach to special event mobility—leveraging the TPO’s planning expertise and DTPW’s operational authority to implement responsive fare and service solutions; and

WHEREAS, this County resolution and the TPO’s complementary study may also position DTPW to pursue new funding opportunities, including federal and state mobility grants, pilot partnerships, and enhanced farebox recovery through dynamic pricing and special schedule models that align revenues with special event service demand; and

WHEREAS, the Board wishes to direct the County Mayor or County Mayor’s designee to conduct a feasibility study for the implementation of dynamic pricing and special schedules for the County’s transit services related to large-scale special events and recognizes that the implementation of dynamic pricing and special transit schedules aligns with broader efforts to modernize the County’s public transportation system and improve operational responsiveness,

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA, that this Board:

Section 1. Directs the County Mayor or County Mayor’s designee to conduct a feasibility study for the implementation of dynamic pricing and special schedules for the County’s transit services, including but not limited to Metrobus, Metrorail, and contracted routes, related to large-scale special events, to evaluate potential benefits to transit operations, revenue, and customer experience. At a minimum, such study shall include, but not be limited to, an assessment of: (a) transit demand patterns during the most recent large-scale special events in Miami-Dade

County; (b) projected revenue and operational impacts of dynamic pricing and special schedules for transit services related to such events; (c) the potential use of contracted transit services, at no cost to the County, to enhance connectivity, expand service capacity, and improve transit access during large-scale special events; (d) technological and fare system requirements related to the potential implementation of such a dynamic pricing and special schedule model; (e) legal and regulatory considerations; (f) potential effects of dynamic pricing and special schedules during large-scale special events on public access to the County's transit services, including an evaluation of its impact on the public at large as well as on low-income, transit-dependent, senior, and disabled riders, along with an evaluation of potential fare caps, exemptions, or other mitigation strategies to ensure fairness and accessibility; (g) the need for coordination with large-scale event organizers; (h) strategies for public outreach and input; and (i) existing event transportation operations at sites such as Hard Rock Stadium and other locations that host large-scale special events, including recurring high-attendance events such as professional sports games and annual festivals, as well as individual events such as major concerts, to identify current practices, service gaps, and opportunities for integration or improvement.

Section 2. Further directs the County Mayor or County Mayor's designee to identify potential pilot programs, funding sources, contract opportunities, and stakeholder partnerships that could facilitate the implementation of dynamic pricing and special schedules during a future special event, should the feasibility study support such action, and to include such findings in the report required by section 1.

Section 3. Directs the County Mayor or County Mayor's designee to provide a written report of the findings and recommendations of the feasibility study required by section 1, above, to this Board within 60 days of the effective date of this resolution and to place the completed resolution on agenda of the full Board without committee review pursuant to rule 5.06(j) of the Board's Rules of Procedure.

The Prime Sponsor of the foregoing resolution is Commissioner Raquel A. Regalado. It was offered by Commissioner **Raquel A. Regalado**, who moved its adoption. The motion was seconded by Commissioner **Marleine Bastien** and upon being put to a vote, the vote was as follows:

Anthony Rodriguez, Chairman	aye		
Kionne L. McGhee, Vice Chairman	aye		
Marleine Bastien	aye	Juan Carlos Bermudez	aye
Sen. René García	aye	Oliver G. Gilbert, III	aye
Roberto J. Gonzalez	aye	Keon Hardemon	aye
Danielle Cohen Higgins	aye	Eileen Higgins	aye
Natalie Milian Orbis	aye	Raquel A. Regalado	aye
Micky Steinberg	aye		

The Chairperson thereupon declared this resolution duly passed and adopted this 9th day of October, 2025. This resolution shall become effective upon the earlier of (1) 10 days after the date of its adoption unless vetoed by the County Mayor, and if vetoed, shall become effective only upon an override by this Board, or (2) approval by the County Mayor of this resolution and the filing of this approval with the Clerk of the Board.



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

JUAN FERNANDEZ-BARQUIN, CLERK

By: **Basia Pruna**
Deputy Clerk

Approved by County Attorney as
to form and legal sufficiency.

D.P.C

Dale P. Clarke