



Carlos Alvarez, Mayor

Consumer Services Department
Consumer Protection Division
140 West Flagler Street, Suite 902
Miami, Florida 33130-1561
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www.miamidade.gov/csd
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JUL 09 2009

Dear Car Rental Operator:

This is being sent as a notification of a proposed amendment to Section 8A-1.1 and chapter 8CC of the Miami-Dade County Code.

On June 1, 1993, the Board of County Commissioners adopted Ordinance 93-57 which required rental car companies to make a County-approved Visitor Information Map available to visitor renters. 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 visitors renting cars how to safely reach their destinations.

Currently, the ordinance requires rental car companies to obtain a signed or initialed acknowledgment that a County approved Visitor Information Map was received by a visitor renter or a signed or initialed waiver of the right to receive such map by the visitor renter.

The proposed amendment is intended to alter the above stated regulations by allowing for the posting of a sign indicating the availability of Visitor Information Maps in lieu of obtaining the signed/initialed acknowledgement or waiver.

The following FAQ's are intended to clarify the requirements of the proposed amendment.

Does this amendment relieve rental car companies of the responsibility to provide Visitor Information Maps to visitor renters?

No. Upon request from a visitor renter, the rental car company will continue to be required to provide the Visitor Information Map.

Does this amendment require rental car companies to obtain a signed/initialed acknowledgement or waiver and post a sign?

No. Rental car companies will have the option to either post the sign or continue to obtain a signed/initialed acknowledgement or waiver.

Are there any specific requirements that pertain to the actual sign?

Yes. The sign must be posted in a clear and conspicuous area for customers and potential customers to view. The sign must include the following language, "You have the right to obtain a Visitor Information Map upon request," and must be in English, Spanish, French, German, Portuguese and Italian. The sign must be at least two (2) feet in width by three (3) feet in length.

Are there penalties associated with violating the new provisions of the Visitor Information Map Ordinance?

Yes. Failure of a rental car company to provide the Visitor Information Map, obtain a signed or initialed acknowledgement or waiver or to post the prescribed sign will result in the assessment of a civil fine in the amount of \$250.

If you have any questions, need clarification or require additional information regarding the Miami-Dade Visitor Information Map Ordinance, please do not hesitate to contact us via telephone at (305) 375-3677 or e-mail at consumer@miamidade.gov on or before July 31, 2009.

Sincerely,

Sheldon P. King
Director, Consumer Protection Division
Consumer Services Department





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SEP 29 2009

Dear Car Rental Operator:

This letter is being sent to notify you of an upcoming public hearing affecting the Car Rental Industry that is scheduled for the Government Operations Committee on October 13, 2009 at 10:00 am in the Commission Chambers at the Stephen P. Clark Government Center (111 NW 1 Street, Miami FL 33128). The Committee will consider proposed changes to the Ordinance and Implementing Order that require Car Rental Companies to provide visitors renting vehicles with a Visitor Information Map and Safety Tips. In a letter dated July 09, 2009, I provided you with a summary of the changes.

Currently, the Ordinance requires you to obtain a signed or initialed acknowledgment that a County approved Visitor Information Map was received or waived by a visitor renter. The proposed amendment allows for the option of posting of a sign indicating the availability of Visitor Information Maps in lieu of obtaining the signed/initialed acknowledgement or waiver.

On the same agenda, the Committee will review changes to Implementing Order 10-4 that establishes the standards for producing the Visitor Information Map. The changes update the points of interest that appear on the Map as well as the Safety Tips.

On June 1, 1993, the Board of County Commissioners adopted Ordinance 93-57 which required rental car companies to make a County-approved Visitor Information Map available to visitor renters. 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 visitors renting cars how to safely reach their destinations. The Visitor Information Map program was established following a series of violent crimes targeting visitors in rental cars.

Please forward to me any questions or concerns you may have regarding the proposed changes to my attention no later than October 5, 2009 by e-mailing consumer@miamidade.gov or by contacting (305) 375-3677.

Sincerely,

Handwritten signature of Sheldon P. King

Sheldon P. King
Director, Consumer Protection Division
Consumer Services Department

Delivering Excellence Every Day



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Carlos Alvarez, Mayor

NOV 24 2009

Dear Car Rental Industry Representative,

On November 3, 2009, the Board of County Commissioners approved Resolution number R-1243-09 affecting the Car Rental Industry. The approved legislation amends Section 8A-1.1 of the Code of Miami-Dade County and changes the standards for producing the Visitor Information Map that is distributed by car rental agencies doing business in Miami-Dade County.

The standards have been updated to provide new points of interest and eliminate obsolete language. The safety tips have also been updated. The Code requires rental car agencies to provide the safety tips in six (6) languages: English, Spanish, French, Italian, Portuguese, and German. The translations have been done for you by Miami-Dade County and are being provided to you for use.

The amendment also changes the requirements for ensuring that the customer renting a vehicle is notified of the availability of a Visitor Information Map. The amendment adds another option for notification. You may use one or both options, at your discretion. The first option allows the rental car agency to notify a customer by requiring the customers' initials on an acknowledgement accepting or declining a Visitor Information Map. A new second option allows a rental car agency to comply with notification by posting a sign, in a clear and conspicuous manner and that measures two (2) feet by three (3) feet; that states:

"YOU HAVE THE RIGHT TO OBTAIN A VISITOR INFORMATION MAP UPON REQUEST."

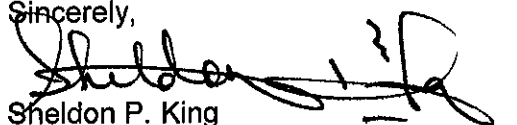
This sign must be in six (6) languages: English, Spanish, French, Italian, Portuguese, and German. The translations have been done for you by Miami-Dade County and are being provided to you for your use.

All of the new standards, including all translations, will be posted on our website at <http://www.miamidade.gov/csd/rental.asp#rental> in the near future.

The new maps and safety tips should be in circulation as soon as possible. You are required to submit your revised maps for approval by Consumer Services Department (CSD) prior to placing them in circulation. Please submit your revision to CSD at the above return address prior to January 1, 2010. Your submission must be accompanied by a \$250 application fee. Please make the check payable to: Board of County Commissioners.

If there are additional questions or concerns, or for an immediate copy of the required language, please feel free to contact us by e-mail consumer@miamidade.gov or by phone at (305) 375-3677.

Sincerely,


Sheldon P. King
Director, Consumer Protection Division
Consumer Services Department

Delivering Excellence Every Day