



Hallandale Beach
COMMUNITY REDEVELOPMENT AGENCY

Hallandale Beach Community Redevelopment Agency Agenda Cover Memo

Meeting Date:	March 19, 2025		File No.	Item Type:	Resolution	Other	
			25-029	<i>(Enter X in box)</i>	X		
Fiscal Impact: <i>(Enter X in box)</i>	Yes	No	Ordinance Reading: <i>(Enter X in box)</i>		1st Reading		2nd Reading
	X		Public Hearing: <i>(Enter X in box)</i>		N/A	N/A	
					Yes	No	Yes
Funding Source:	5910-534010		Advertising Requirement: <i>(Enter X in box)</i>				X
Account Balance:	\$318,091.85		RFP/RFQ/Bid Number:		N/A		
Contract/P.O. Required: <i>(Enter X in box)</i>	Yes	No	Project Number:				
	X						
Redevelopment Goals: <i>(Enter X in box)</i>							
Compact & Urban Development Projects							
Goal 1 - Catalytic projects that support the growth of local economy <input checked="" type="checkbox"/>							
Goal 2 - Transit supportive Development <input checked="" type="checkbox"/>							
Goal 3 - Neighborhood-level enhancements <input type="checkbox"/>							
Improve Connectivity within community							
Goal 1 - Development of complete streets <input type="checkbox"/>							
Goal 2 - Facilitate & Identify safe access to multiple modes of transportation <input checked="" type="checkbox"/>							
Goal 3- Provide Strategic parking solutions <input type="checkbox"/>							
Create CRA Resiliency							
Goal 1- Utilize innovative means to create sense of place to attract residents & visitors <input checked="" type="checkbox"/>							
Goal 2- Use diverse architectural styles & messaging to create iconic buildings & destinations <input type="checkbox"/>							
Goal 3- Prepare for sustainable future through smart technology, social & economic development Programs and environmental measures <input type="checkbox"/>							
Sponsor Name:	Dr. Jeremy Earle, Executive Director		Department:		HBCRA		

SHORT TITLE:

A RESOLUTION OF THE CHAIR AND BOARD OF DIRECTORS OF THE HALLANDALE BEACH COMMUNITY REDEVELOPMENT AGENCY, HALLANDALE BEACH, FLORIDA; APPROVING THE INTERLOCAL AGREEMENT BETWEEN THE CITY OF HALLANDALE BEACH AND THE HALLANDALE BEACH COMMUNITY AGENCY RELATING TO THE ESTABLISHMENT AND ADMINISTRATION OF A RIDESHARING ASSISTANCE PROGRAM WITH UBER FOR THE BENEFIT OF CITY RESIDENTS WITH THE HBCRA CONTRIBUTING SEVENTY SIX PERCENT (76%) (ONE HUNDRED FOURTEEN THOUSAND AND 00/100 DOLLARS [\$114,000.00]) AND THE CITY CONTRIBUTING TWENTY FOUR PERCENT (24%) (THIRTY SIX THOUSAND AND 00/100 DOLLARS [\$36,000.00]) OF THE OVERALL BUDGET OF ONE HUNDRED FIFTY THOUSAND AND 00/100 DOLLARS (\$150,000.00); AUTHORIZING THE EXECUTIVE DIRECTOR TO EXECUTE THE INTERLOCAL AGREEMENT; AUTHORIZING THE EXECUTIVE DIRECTOR TO TAKE ALL STEPS NECESSARY AND APPROPRIATE TO IMPLEMENT THE TERMS AND CONDITIONS OF THE INTERLOCAL AGREEMENT; AND PROVIDING AN EFFECTIVE DATE.

STAFF SUMMARY:

Background:

The Hallandale Beach Community Redevelopment Agency (HBCRA) is dedicated to fostering economic development and improving the overall quality of life within our community. Through strategic partnerships and initiatives, the HBCRA strives to eliminate blight, prevent its recurrence, and enhance neighborhood vitality. Our mission encompasses the facilitation of community collaborations, fostering business growth, stimulating job creation, and revitalizing neighborhoods.

Furthermore, the HBCRA is committed to enhancing economic activity by promoting alternative modes of transportation throughout the city. By improving accessibility to various destinations, including restaurants, shopping areas, and essential services, the HBCRA aims to create a more efficient and convenient transportation network for both residents and visitors. This initiative aligns with our broader goal of promoting sustainable urban mobility and enhancing the overall connectivity of our community.

On December 15, 2021, the HBCRA Board of Directors approved the implementation of the Freebee 9-month pilot program to provide residents within the HBCRA boundaries with an environmentally friendly, door-to-door transportation service. This initiative aimed to enhance mobility and support local businesses, offering transportation to key destinations such as Gulfstream, Atlantic Village, and District 8. Freebee operated within the HBCRA boundaries from 2021 to 2024. However, on June 26, 2024, the HBCRA Board of Directors voted against continuing the Freebee service due to the high cost per ride. Instead, the Board directed staff to allocate the same level of funding toward a rideshare program

in partnership with Uber and Lyft, aligning with the HBCRA's objectives while optimizing cost efficiency and service accessibility.

Uber and Lyft are two of the largest rideshare platforms, providing on-demand transportation services through mobile applications that connect riders with drivers. Uber, founded in 2009, operates in over 10,000 cities worldwide and has expanded beyond basic ridesharing to include services such as UberX, UberXL, Uber Comfort, and Uber Black, catering to different passenger needs. Uber's technology is highly customizable, offering advanced geofencing capabilities that allow precise control over pick-up and drop-off locations, making it an ideal solution for structured transportation programs like the HBCRA initiative. The platform also provides a dedicated account management team, robust data analytics, and fraud prevention tools, ensuring smooth program administration. Lyft, founded in 2012, operates in fewer markets but maintains a strong presence across the United States and Canada, emphasizing affordability and community-driven service. Lyft also includes services such as LyftXL, Lux or Lux Black, and Lux Black XL. When comparing Uber and Lyft, user experiences vary. Some drivers and passengers prefer Uber's app interface, citing it as more robust and informative, with tools that maximize earnings and enhance user experience. On the other hand, some drivers appreciate Lyft for offering better pay in certain areas and having more agreeable passengers, though they note that Uber's app and navigation features are superior. Ultimately, the choice between Uber and Lyft may come down to individual preferences regarding app usability, pricing, and service availability in a given area.

Current Situation:

On July 15, 2024, under the direction of the HBCRA Board of Directors, staff adjusted the program hours to align with the previous Freebee service schedule: Sunday through Thursday from noon to 9:00 p.m. and Friday through Saturday from noon to midnight. This schedule was later expanded, and the service now operates daily from noon to 2:00 a.m. The program launched with an initial allocation of 1,250 Uber vouchers, which was increased by 250 within the first month due to high demand, bringing the total to 1,500 vouchers. By mid-August 2024, all vouchers had been claimed, generating approximately 970 transactions. Lyft, however, has recorded fewer than 1,000 transactions to date. Despite these challenges, total program expenditures have remained under \$10,000, demonstrating cost efficiency while expanding transportation options for the community.

Operationally, the HBCRA encountered some difficulties with Uber at the beginning due to a lack of a dedicated point of contact. At the start, staff had to navigate the program through outsourced call centers, and the dashboard used for program management was limited in functionality. The HBCRA also encountered challenges with Uber when vouchers were fraudulently used outside

of the country, likely due to unauthorized sharing of voucher links. Upon identifying the issue, Uber promptly conducted an internal review, assessed the fraudulent transactions, and issued a credit back to the HBCRA's account to mitigate any financial loss. This swift response allowed the program to continue without major disruptions. Staff was later provided with a government relations contact, facilitating a connection with regional representatives and securing a permanent Uber business account manager. Meetings have since been scheduled to upgrade to an advanced dashboard, which improves data access, enhances programming capabilities, and strengthens fraud prevention measures, such as mitigating the misuse of voucher links internationally. To ensure widespread awareness, the \$10 voucher program is actively promoted through the COHB and HBCRA websites, social media, and weekly newsletters. Additionally, in response to Board feedback, all promotional materials now include direct link codes alongside QR codes to improve accessibility. Staff is also implementing Search Engine Optimization (SEO) strategies to ensure the program ranks higher in online search results.

The HBCRA remains committed to increasing economic activity by providing alternative transportation solutions within its boundaries, ensuring easy access to key commercial areas such as Gulfstream, Atlantic Village, and District 8. Initially, the rideshare program with Uber and Lyft was designed exclusively for residents within the HBCRA district, but on September 25, 2024, the City of Hallandale Beach (COHB) City Commission explored expanding the initiative citywide. This expansion aimed to allow residents from outside the HBCRA area to visit businesses within its boundaries. However, implementing a broader coverage presented challenges, particularly in maintaining compliance with CRA statutes, which require HBCRA expenditures to remain separate from COHB funds. To address this, four distinct voucher codes were created: two for the COHB and two for the HBCRA (Uber and Lyft) leading to some user confusion. Additionally, the initial voucher structure provided only a one-way \$10 credit, limiting users to a single trip without a return option. Based on feedback and operational refinements, the program has since been updated to allow up to eight rides per participant, ensuring round-trip accessibility.

The Uber rideshare program has been successfully structured using geofencing technology to ensure compliance with HBCRA objectives. Within the HBCRA boundaries, users can be picked up from any location and dropped off at one of the three designated commercial hubs: Gulfstream, Atlantic Village, or District 8. Return trips must originate from one of these locations, but drop-offs can occur anywhere within the HBCRA district. The citywide Uber program follows the same structure, except the flexible portion of the voucher applies to all areas within the citywide limits. Uber's platform has allowed for precise customization of these parameters, ensuring seamless implementation. On the contrary, Lyft has presented significant challenges due to the absence of a dedicated account manager and the platform's reliance on radius-based service areas instead of

geofencing. Unlike Uber, Lyft's system lacks the ability to precisely restrict pick-up and drop-off points, limiting the program's flexibility. Despite assistance from the City's GIS Coordinator, the platform's constraints have made it less suitable for HBCRA's needs. While the HBCRA continues exploring ways to optimize Lyft's capabilities, Uber remains the more effective and customizable solution for meeting program goals.

Given the operational challenges and limitations experienced with Lyft, the HBCRA recommends moving forward exclusively with Uber for the rideshare assistance program. Uber's platform provides advanced geofencing capabilities, a dedicated account management team, better customization, and improved security measures, which have proven essential for program efficiency and fraud prevention. Additionally, Uber has demonstrated responsiveness in addressing issues, as seen when fraudulent international transactions were promptly identified and credited back to the HBCRA's account. By focusing on Uber, the HBCRA can ensure a more reliable and effective transportation solution that aligns with the City's broader mobility objectives while maintaining clear oversight and fiscal responsibility.

To streamline the ridership program and ensure compliance with CRA statutes, it is recommended that the HBCRA and the COHB enter into an Interlocal Agreement (ILA). This agreement would formalize the collaboration between both entities, aligning with their shared goal of enhancing residents' quality of life through improved transportation and mobility options. The partnership would support the expansion of multi-modal services, including the community shuttle, micro-transit, bike and pedestrian infrastructure, and a structured ridesharing assistance program. Under this arrangement, the HBCRA will establish and administer the Uber-based ridesharing program, with a total budget allocation of \$150,000.00, proportionally divided based on jurisdictional coverage: 76% (\$114,000) from the HBCRA and 24% (\$36,000) from the COHB. Additionally, the execution of the ILA will eliminate user confusion caused by the multiple voucher codes currently in place. By consolidating the program under a single citywide code, residents will experience a more seamless and efficient process, ensuring greater accessibility and ease of use.

Recommendation:

The HBCRA recommends the Board of Director approves the Interlocal Agreement (ILA) to ensure compliance with CRA statutes. Moving forward exclusively with Uber will enhance efficiency, improve oversight, and simplify the rideshare assistance program for residents.

Fiscal Impact:

\$150,000.00

Why Action is Necessary

Pursuant to the HBCRA Commercial Investment Program Policy all applications must be presented to the HBCRA Board of Directors for approval.

PROPOSED ACTION:

The HBCRA Board of Directors considers the attached Resolution.

ATTACHMENT(S):

Exhibit 1 - Resolution

Exhibit 2 – ILA Agreement

Exhibit 3 – 2024-09-25 Final Budget Hearing Minutes

Prepared By:

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