



Hallandale Beach Community Redevelopment Agency Agenda Cover Memo

Meeting Date:	September 29, 2025		File No. 25-385	Item Type: <i>(Enter X in box)</i>	Resolution X	Other		
Fiscal Impact: <i>(Enter X in box)</i>	Yes	No	Ordinance Reading: <i>(Enter X in box)</i>		1st Reading N/A		2nd Reading N/A	
	X				Public Hearing: <i>(Enter X in box)</i>		Yes	No
Funding Source:	5910-534010		Advertising Requirement: <i>(Enter X in box)</i>		Yes		No	
							X	
Account Balance:	\$285,714.50		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 ☒ Goal 2 – Transit supportive Development ☒ Goal 3 – Neighborhood-level enhancements ☐ Improve Connectivity within community Goal 1 – Development of complete streets ☐ Goal 2 – Facilitate & Identify safe access to multiple modes of transportation ☒ Goal 3- Provide Strategic parking solutions ☐ Create CRA Resiliency Goal 1- Utilize innovative means to create sense of place to attract residents & visitors ☒ Goal 2- Use diverse architectural styles & messaging to create iconic buildings & destinations ☐ Goal 3- Prepare for sustainable future through smart technology, social & economic development Programs and environmental measures ☐								
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.

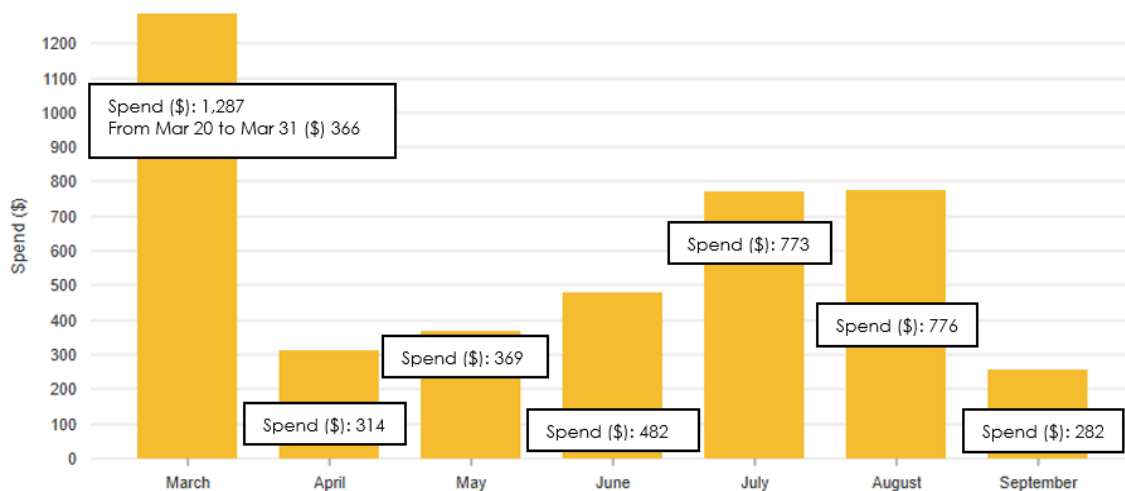
On March 19, 2025, the HBCRA Board of Directors approved entering into an Interlocal Agreement (ILA) with the City of Hallandale Beach (COHB) to implement a rideshare program through Uber. The program was designed to enhance mobility within the CRA boundaries, reduce congestion, and support local businesses by providing residents with reliable, environmentally conscious transportation to key destinations, including Gulfstream, Atlantic Village, and District 8.

Uber, founded in 2009, operates in more than 10,000 cities worldwide and is recognized as the leading rideshare platform for reliability, scalability, and innovation. Its technology offers advanced geofencing capabilities, allowing precise control over pick-up and drop-off locations. This makes Uber particularly well-suited for structured transportation programs such as the HBCRA initiative. Additionally, Uber provides dedicated account management, robust data analytics, and fraud prevention tools, which support effective program administration and accountability.

Current Situation:

On July 15, 2024, under the direction of the HBCRA Board of Directors, staff aligned the Uber program hours with community needs, initially operating Sunday through Thursday from noon to 9:00 p.m. and Friday through Saturday from noon to midnight. Service has since been expanded to operate daily from noon until 2:00 a.m., offering residents greater flexibility and access to affordable transportation. The program was launched with an allocation of 1,250 vouchers, and from March 20 to September 7, 2025, it has facilitated 425 rides at a total cost of \$3,362, averaging just \$8 per ride. While ridership has remained steady rather than sharply increasing, the results demonstrate that the program continues to provide reliable access to affordable transportation, fulfilling its intended role of supporting residents, reducing traffic impacts, and driving activity to key commercial hubs. By continuing to refine promotion strategies and raise awareness of the voucher system, the HBCRA is well positioned to expand participation, further alleviate traffic congestion, and drive additional economic activity within Hallandale Beach.

Total spend per month



The citywide Uber program is designed to allow users to be picked up from any location and dropped off at one of three designated commercial hubs,

Gulfstream, Atlantic Village, or District 8. Return trips must originate from one of these hubs, while drop-offs can occur anywhere within City boundaries. This structure ensures residents benefit from meaningful mobility options while maintaining compliance with CRA statutes.

To build awareness and strengthen participation, the HBCRA has implemented a marketing strategy that promotes the program through the HBCRA and COHB websites, social media platforms, newsletters, and direct outreach. Promotional materials feature both QR codes and direct links for ease of use, and staff continues to educate residents through calls and inquiries about how to use the vouchers effectively. As part of ongoing evaluation efforts, the HBCRA has also conducted surveys via social media to gather resident feedback. Residents have been asked whether they are aware that vouchers can be used multiple times, which locations they visit most often, and what they value most about the program. Preliminary responses show that residents particularly appreciate the affordability and convenience of accessing District 8 restaurants and businesses, with many expressing that the program encourages them to support local establishments they otherwise might not visit.

The budget allocation for the Uber program remains consistent at \$150,000, with contributions proportionally divided between the HBCRA (76%, or \$114,000) and the City of Hallandale Beach (24%, or \$36,000).

The proposed continuation of the Uber ILA ensures compliance with Florida Statute 163 Part III and formalizes collaboration between the HBCRA and the COHB. By doing so, both entities align with their shared goal of improving residents' quality of life through enhanced mobility, while reinforcing economic development within the redevelopment area. Continuing the Uber ILA represents a cost-efficient, sustainable solution that prioritizes accessibility, alleviates traffic congestion, and fosters community impact. This agreement positions the City and HBCRA to maintain consistent transportation options for residents, support local businesses, and strengthen Hallandale Beach's identity as a connected, livable, and economically vibrant city.

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

Prepared By:

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Reviewed By:

Kathleen Weekes
Redevelopment Manager

Reviewed By:

Faith Phinn
Deputy Executive Director