



City Commission Meeting After Action Report

Presented to the City Commission:
December 17, 2025

SECTION I.

December 3, 2025 - Meeting

A. CITY COMMISSION

- 1. Platting and Re-Platting Notification Procedures:** Staff to develop a standard notification process, ensuring that all platting and re-plating items include City Commission awareness and discussion before the second reading. The Planning and Zoning department shall work with the City Attorney's Office to include language in public hearing notices that clarifies Commission review requirements and ensures global policy consistency for land-use and development hearings. A procedural update outlining improvements to notifications will be provided for Commission approval. **Assigned to Department of Sustainable Development**

Staff are collaborating with the Legal Department to include a commission notice provision for new applications, as well as for application approvals and denials.

- 2. Traffic Sign Modifications and Sidewalk Agreement Review:** Staff to review the existing Interlocal Agreement (ILA) with Broward County regarding sidewalk maintenance and improvements along Atlantic Shores Boulevard. The Transportation and Mobility department shall also evaluate current traffic sign placements and identify any required modifications or updates in coordination with the County's ongoing study scheduled for September 2025. The review should consider the implications of special taxing districts and provide recommendations to the City Commission for potential amendments or cost-sharing adjustments.

Assigned to Transportation and Mobility

The Transportation and Mobility team has contacted the Public Works Department regarding the existing Interlocal Agreement with the County for sidewalk maintenance and improvements along Atlantic Shores Boulevard. Currently, there are ongoing Public Works projects on the corridor, and the County will not be involved in any signage placement or modifications at this location. Once all construction activities are completed and formally accepted by the County, we will review the segment for any necessary sign or pavement marking adjustments and submit requests to the County if needed.

B. COMMISSIONER ADAMS

None

C. COMMISSIONER BUTLER

None

D. COMMISSIONER LIMA-TAUB

None

E. VICE MAYOR LAZAROW

None

F. MAYOR COOPER

None

A. COMMISSIONER BUTLER

1. **Beach Concessions Program and Seasonal Promotion Program:** Staff will develop and implement a comprehensive Beach Concessions and Seasonal Promotion Program to reinvigorate activity at both the North and South Beach facilities. The initiative will include pop-up activities, seasonal concessions, concerts, and targeted marketing efforts to restore public engagement and draw both residents and visitors back to the beach. As part of this effort, staff will explore adding a temporary coffee concession or a similar vendor to signal the resumption of beach operations and enhance the visitor experience. This program will be launched during the January–March 2026 season, with a budget allocation of up to \$75,000. Assigned to PROS and HBCRA. **Assigned to Parks and Recreational, Open Spaces and HBCRA**

This initiative will require collaboration among multiple departments, including Parks, Police, and HBCRA, as well as coordination with marketing companies and vendors such as Uber and coffee bars, to plan the program and ensure effective promotion. Due to other City planning efforts, such as holiday programs, January events including the Dr. Martin Luther King Jr. parade, and the SDEROT street renaming on the 15th, staff anticipates hosting the first beach event between February and the end of March 2026.

2. **UBER Program Funding and Usage Tracking:** Staff to evaluate options for securing additional funding to sustain and expand the City's UBER transportation program. Staff to track program usage, including trip frequency, ridership demographics, and cost data, to determine funding needs and operational effectiveness. Findings and recommendations are to be presented to the City Commission for consideration of continued or expanded program support. **Assigned to HBCRA**

HBCRA Staff has already met with Uber multiple times regarding the expansion of the program. Uber indicated to us that there were some mistakes on their part, which they are rectifying.

3. **Regional Bike-Share Pilot Program:** Staff to explore a regional bike-share partnership with Aventura, Hollywood, and Dania Beach through a pilot program under a regional RFP. Discussions include potential collaboration with Deco Bike/CityBikes, cost-sharing, and alignment with neighboring municipalities for an integrated coastal mobility network. **Assigned to Transportation and Mobility**

Transportation and Mobility is actively coordinating with other cities to align best practices and gather insights. The Request for Proposal (RFP) form will be submitted to the Procurement Department to initiate the formal process.

4. **Freebee Service Grants and Citywide RFP:** Staff to research and pursue grant opportunities similar to those secured by the City of Aventura to support a citywide Freebee or micro-transit program. A Request for Proposals (RFP) will be developed to expand on-demand mobility service coverage throughout Hallandale Beach and explore regional partnerships to strengthen funding eligibility. **Assigned to Transportation and Mobility**

The requested RFP form for the Micro Transit program will be submitted to the Procurement Department on December 10, 2025. Additionally, the

Transportation and Mobility team is in the process of securing \$478,000 in surtax funds to support the citywide Micro Transit initiative.

B. VICE MAYOR LAZAROW

- 1. Website Banner Updates – Road Closure Notifications:** Staff to update the City website homepage banners to improve visibility of road closure alerts, particularly for Atlantic Shores Boulevard. Staff to ensure that up-to-date traffic and construction notices appear prominently at the top of the page, along with relevant links for resident updates and payment information. Consider adding a rotating banner or a dedicated section for Three Islands Safe Neighborhood District (TISND) updates to enhance accessibility and resident awareness. **Assigned to City Manager's Office.**

The City Manager's Office is working with the Public Works Department and our website vendor to implement changes that will enable more prominent notifications.

- 2. Customer Service Phone Etiquette Policy:** Staff to reaffirm and enforce the Customer Service Policy, requiring all City employees who answer telephones to state their name and department when greeting callers. This measure enhances professionalism, accountability, and public trust in City communications. The City Manager's Office and Human Resources shall reiterate the policy through staff training and internal reminders, ensuring consistent customer service standards across all departments. **Assigned to Human Resources**

A reminder email was sent to all HB employees regarding phone etiquette and the approved script for answering calls. The City has prioritized staff training in customer service and phone etiquette for nearly four years, and this training will continue as new staff members join. (Exhibit 1)

C. MAYOR COOPER

- 1. Hallandale Beach Boulevard Intersection Enforcement and Signal Timing:** Staff to evaluate traffic signal timing and lane congestion along Hallandale Beach Boulevard at Lane, Golden Isles, and Three Islands intersections. The initiative includes installing "Do Not Block" box pavement markings, assessing signal adjustments, and initiating targeted enforcement to reduce intersection gridlock. The Police Chief shall begin enforcement operations immediately, while the Transportation staff will report back with recommended timing and signage improvements to enhance safety and traffic flow. **Assigned to Transportation and Mobility and Police**

The City has submitted a request to the Broward County Traffic Engineering Division to improve signal timing at the specified intersections.

A. MAYOR COOPER

1. **Traffic Signal Evaluation Pembroke Road:** Staff to evaluate the traffic signal west of Pembroke Road at NW 2nd Avenue to determine necessity and functionality. The Transportation and Mobility Division shall conduct traffic and safety analyses and report findings to the City Commission. **Assigned to Transportation and Mobility**

Staff submitted a formal request to FDOT on November 16, 2025, to conduct a comprehensive traffic study at the identified location. The purpose of this study is to evaluate the feasibility and safety implications of removing the existing traffic signal to improve roadway efficiency and circulation.

2. **Hallandale Beach Boulevard Traffic Flow and Left-Turn Evaluation:** Staff to reevaluate traffic flow at Hallandale Beach Boulevard and Federal Highway, assessing the feasibility of implementing a three-lane left-turn configuration. Analyze traffic patterns and report recommendations to the City Commission. **Assigned to Transportation and Mobility**

Staff submitted a formal request to FDOT to conduct a comprehensive traffic study at the identified intersection. The study will evaluate traffic flow, safety conditions, and overall operational efficiency to determine whether signal adjustments or removal are warranted.

3. **National Endowment for the Arts Partnership:** Staff to partner with the National Endowment for the Arts and the U.S. Conference of Mayors to promote the 250th Anniversary City Art Project and encourage local artists and students to submit artwork. **Assigned to Parks, Recreation, and Open Spaces**

Staff are still working to meet the program requirements due to the short notice; additional options will be presented to Mayor Cooper.

4. **Seawall Program Research and Cost Recovery:** Staff, in coordination with the City Attorney, to research the feasibility of implementing a seawall improvement program for private properties along Golden Isles Drive. The study should assess whether property owners can be compelled to repair seawalls, explore mechanisms for cost recovery if the City undertakes the work, and determine whether exemptions can be granted to owners who have already completed upgrades. Findings and potential legislative options should be presented to the City Commission. **Assigned to Department of Sustainable Development**

Coordination started with City Attorney's Office and Department of Public Works. Staff will schedule a meeting to discuss potential strategies and report back to Commission with findings and potential legislative options.

A. CITY COMMISSION

1. **Exterior Lighting Complaint – 2000 Block:** Staff to verify exterior lighting compliance at the referenced property, addressing resident concerns about brightness and glare. Staff to inspect, document nighttime conditions, ensure adherence to City and County standards, and report findings with corrective actions to the City Commission. **Assigned to Department of Sustainable Development.**

Staff has revisited the site and issued new violations. The onsite coordination meeting with the Vice Mayor is still pending.

B. COMMISSIONER LIMA-TAUB

1. **Condominium Credit Requirements – Equitable Housing Access:** Staff to collaborate with the City Attorney to evaluate ordinance amendments addressing excessive condo credit score requirements impacting seniors. Coordinate with Realtor Associations and agencies to identify equitable housing solutions and present findings and recommendations to the City Commission. **Assigned to Department of Sustainable Development.**

Staff has begun the coordination effort with the City Attorney's office. Updates will be provided at a subsequent City Commission meeting.

C. MAYOR COOPER

1. **Property Tax Education and Public Awareness Initiative:** Staff to launch a public education initiative on property tax and homestead exemptions, hosting forums beginning January 2026. Identify key dates, prepare educational materials, and coordinate communications to inform residents before the upcoming election. **Assigned to the Finance and Budget Department.**

Staff will be reviewing all available options to approach this initiative best and determine the most effective ways to engage and inform residents. The Finance and Budget department will begin preliminary planning for potential workshops or community discussions to address this topic and explore how best to coordinate educational materials and communications. Staff is also reviewing current information from the Broward County Property Appraisers office. (Exhibit 2)

12/17/25 Update: The following is in progress and/or under consideration:

1) Webpage - In Progress – A dedicated landing page to serve as a central repository of education materials. 2) Public Workshop – In Progress - to be scheduled for late January/early February. The goal is to deliver this workshop in coordination with the Property Appraiser's Office. 3) Marketing Campaign – Under Consideration - to assist with a public information campaign once related legislation is confirmed.

2. **No Wake Zone Enforcement and Signage Implementation:** Staff to implement enforcement of the new state statute authorizing fines for drivers creating wakes in flooded areas. Determine maximum fine amounts, confirm City revenue eligibility, install “No Wake Zone” signage citywide, and launch enforcement alongside a public education campaign. **Assigned to Police.**

The Police Department is reviewing Mayor Cooper's request regarding No Wake Zone Enforcement and Signage Implementation. In response to Section 8

of CS/CS/CS/SB 462 — Transportation, which created Section 316.88, Florida Statutes, effective July 1, 2025, the law states:

“A person may not operate a motor vehicle, vessel, or any other conveyance at a speed that creates an excessive wake on a flooded or inundated street or highway.”

Information to Be Obtained

To complete the After-Action Report, the Department will gather:

- *Guidance from the Florida Department of Transportation and Department of Highway Safety and Motor Vehicles regarding enforcement standards for Section 316.88.*
- *Cost estimates and specifications for “No Wake Zone” signage compliant with state requirements.*
- *Input from Public Works to identify streets and intersections most vulnerable to flooding.*
- *Training requirements for officers to ensure consistent enforcement of the statute.*
- *Public awareness strategies to educate residents and visitors on the new law.*

Implementation Plan

The Department’s planned approach includes:

1. **Assessment & Mapping:** *Identify and prioritize flood-prone locations for signage installation.*
2. **Procurement & Installation:** *Acquire and install compliant signage.*
3. **Enforcement:** *Update protocols to allow officers to issue citations for violations of Section 316.88.*
4. **Training:** *Provide officer training on the application of the statute.*
5. **Public Education:** *Launch an awareness campaign through City communication channels.*

Next Steps

The After-Action Report will be finalized once guidance is obtained from state agencies and internal coordination with City stakeholders is complete. This will ensure that Hallandale Beach effectively implements Section 316.88 to protect residents, property, and infrastructure during flood conditions.

3. **Hallandale High School Redefinition and Resolution of Support:** Staff to collaborate with the City Attorney to draft a resolution supporting the Broward School Board’s plan to realign Hallandale High under the Pompano magnet model. Affirm City support for equitable education, collaboration, and community engagement, and present the item at the December 2025 Commission meeting. **Assigned to Department of Sustainable Development.**

Staff has begun the coordination effort with the City Attorney’s office. Updates will be provided at a subsequent City Commission meeting

A. MAYOR COOPER

1. **Flashing Signs:** Staff to evaluate a potential procurement opportunity regarding flashing traffic signs currently being advertised at a discounted rate of approximately \$12,000. Given the difficulty in sourcing these signs in the past, staff are directed to confirm availability, assess specifications, and determine whether the purchase aligns with the City's traffic safety and capital improvement needs.

Assigned to Police

Police have identified at least one location along A1A where speeding is an issue. They will review speeding data and reports to determine if there are additional locations where a flashing speed sign could be effective in calming traffic.

2. **Federal Lobbying & Grants Strategy:** Staff to evaluate the feasibility of supplementing the City's current federal lobbyist with a second firm dedicated primarily to grants identification, grant writing, and appropriations support. The review should: (1) compare scopes of work, deliverables, and costs (e.g., Keller Partners & Co. or similar grant-focused firms) against our existing representation.

Assigned to City Manager's Office and Finance Department.

Staff has begun evaluating whether to supplement our current representation (Alcalde & Fay at the federal level and Ballard Partners at the state level) with a firm that provides dedicated grant writing support alongside grants identification and appropriations assistance. We have initiated outreach to Keller Partners & Co. (KPC) and are awaiting a confirmed meeting time to understand their grant-writing capabilities, deliverables, and how they would coordinate with our existing firms to avoid overlap. In parallel, we are surveying additional Florida-capable firms that provide combined state and federal advocacy with grant application support; no outreach has been initiated at this time. After the KPC meeting, staff will define our grant-writing/appropriations needs and the coordination plan with Alcalde & Fay and Ballard, then request scopes and pricing. Based on the services they offer, we will determine whether adding KPC is in the City's best interest; if the added services are likely to improve grant award outcomes, we will move forward per the City Manager's direction.

12/17/25 Update: Following the intro meeting and follow up communication with Keller Partners & Co. (KPC) to determine alignment with City goals and needs, staff received the final proposal on December 9th for City Manager consideration and approval. If approved, anticipated start date of grant writing support services is January 1, 2026.

A. COMMISSIONER LIMA-TAUB

- 1. Crosswalk and Pedestrian Safety – TISND:** Staff to evaluate the feasibility of installing a crosswalk connecting Venetian East to Leslie Lane within the TISND area. This review should begin prior to the scheduled improvement phases to ensure timely consideration of pedestrian needs. Staff is directed to monitor the corridor, including the use of unmarked vehicles where appropriate, to assess pedestrian and vehicular safety conditions. Staff should also examine best practices from recent improvements, such as the crosswalk added on 14th Street (GISND), and identify additional measures to enhance safe pedestrian access into the City. **Assigned Department of Public Works and Transportation and Mobility.**

The original two traffic studies were conducted on January 13, 2020, and February 18, 2022, and were submitted to Broward County for consideration. The plans received final approval from the County on May 13, 2023; however, the request for a proposed crosswalk at Parkview Drive and Leslie Drive was denied. In its initial review, the County determined the intersection did not meet the required criteria for a crosswalk and failed to meet the necessary standards. On September 17, 2025, staff submitted a new request to the Broward County Traffic Engineering Division seeking approval for the installation of a pedestrian crosswalk on Parkview Boulevard at Leslie Drive. A response for the County is still pending as discussed at the December 3rd City Commission Meeting.

A. MAYOR COOPER

1. **City Properties:** Staff to research the City's transportation and parking needs, with specific attention to the potential use of eminent domain and the feasibility of purchasing properties to address these needs. **Assigned to City Manager.**

City manager still needs to submit an ISR to legal for review of the pertinent statutes that would allow for the City to use eminent domain.