



400 S. Federal Hwy
Hallandale Beach, FL 33009
07162025

City of Hallandale Beach City Commission Agenda Cover Memo

Meeting Date:	File No.:	Item Type:		1 st Reading	2 nd Reading	
2/4/2026	26-021	<input checked="" type="checkbox"/> Resolution <input type="checkbox"/> Ordinance <input type="checkbox"/> Other	Ordinance Reading	N/A	N/A	
			Public Hearing	<input type="checkbox"/>	<input type="checkbox"/>	
			Advertising Required	<input type="checkbox"/>	<input type="checkbox"/>	
			Quasi-Judicial:	<input type="checkbox"/>	<input type="checkbox"/>	
Fiscal Impact (\$):	Account Balance (\$):			Funding Source:	Project Number:	
\$0	\$0			N/A	N/A	
Contract Required:	P.O. Required:	RFP/RFQ/Bid Number:	Sponsor Name:		Department:	
<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	Chief Michel Michel	Police Department	
Strategic Plan Focus Areas:						
<input type="checkbox"/> Fiscal Stability	<input type="checkbox"/> Resident Services	<input checked="" type="checkbox"/> Public Safety	<input type="checkbox"/> Infrastructure & Mobility	<input type="checkbox"/> Economic Development & Affordable Housing		
Implementation Timeline:						
Estimated Start Date: 8/1/2026			Estimated End Date: 7/31/2029			

SHORT TITLE:

RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF HALLANDALE BEACH, FLORIDA, AUTHORIZING UTILIZATION OF THE TOWN OF PEMBROKE PARK CONTRACT WITH BLUE LINE SOLUTIONS, LLC TO PURCHASE HALLANDALE BEACH SCHOOL ZONE SPEED CAMERA ENFORCEMENT AND COLLECTION SERVICES; AND PROVIDING FOR AN EFFECTIVE DATE.

STAFF SUMMARY:

Summary:

Staff request City Commission approval to use the competitively solicited contract with Blue Line Solutions, LLC (Town of Pembroke Park RFP No. 12-473-14) to implement a speed camera enforcement program in Hallandale Beach school zones.

Background:

Last year, the City conducted RFP No. FY 2024-2025-07, Speed Detection Camera System for School Zones, during FY 2024/2025 and ranked Jenoptik Smart Mobility Solutions, LLC ("Jenoptik") as the highest-ranked firm. The City Commission awarded the solicitation to Jenoptik; however, contract negotiations were unsuccessful after Jenoptik declined to honor the terms stated in its proposal.

Following the unsuccessful negotiations with Jenoptik, staff initiated negotiations with the second highest-ranked firm, Blue Line Solutions, LLC. Those negotiations were also unsuccessful due to the RFP terms.

Simultaneously, staff learned that the Town of Pembroke Park entered into a contract with Blue Line Solutions, LLC in July 2025 for similar speed detection camera services (Exhibit #2). Upon review, staff found that the terms of the Pembroke Park contract closely aligned with the terms sought by the City through its RFP, particularly with respect to the revenue-sharing structure between the City and the vendor.

Current Situation:

Staff seek to utilize the agreement between the Town of Pembroke Park and Blue Line Solutions, LLC for school zone speed camera enforcement services. The initial term of the agreement is effective from July 15, 2025 through July 14, 2028.

By utilizing this contract, the City will ensure that services are provided by a vetted company with extensive experience in the implementation and management of speed detection camera systems. Currently, Blue Line Solutions, LLC manages a similar program for the Town of Pembroke Park and the City of Hollywood, both of which border the City of Hallandale Beach. Both municipalities have recommended the services of Blue Line Solutions, LLC.

Blue Line Solutions, LLC has confirmed in writing that it will extend to the City of Hallandale Beach the same pricing, terms, and conditions as those provided under the Town of Pembroke Park contract (Exhibit #5).

Pursuant to Florida Statute, the fine amount for a school zone speed detection citation is limited to \$100 per violation. Of that amount, the maximum any municipality may retain is \$60 per citation. The statutory distribution of the \$100 fine is as follows:

- \$60 retained by the county or municipality where the violation occurred, to be used to administer school zone speed detection systems or other public safety initiatives;
- \$20 remitted to the State General Revenue Fund;
- \$12 remitted to the school district in which the violation occurred, to be used for school security, student transportation, or pedestrian safety, with charter schools sharing proportionally based on enrollment;
- \$3 remitted to the Department of Law Enforcement Criminal Justice Standards and Training Trust Fund; and

- \$5 retained by the county or municipality for the School Crossing Guard Recruitment and Retention Program.

From the \$60 retained by the City, the Contractor shall perform all collection activities and remit the balance of fines collected to the City after deducting the \$15.00 per citation contractor fee authorized under the contract. The City shall then forward all amounts required to be transmitted to other agencies in accordance with the agreement and applicable law.

Recipient	Percentage of \$100 Citation	Dollar Amount per Citation
Municipality Operation the Program	60%	\$60.00
• City of Hallandale Beach	75% (\$45)	\$45.00
• Blue Line Solutions (Vendor)	25% (\$15)	\$15.00

Why Action is Necessary:

Pursuant to Code of Ordinances, in accordance with Procurement Code Section 23-5 Competitive procurement required; Procurement Mechanisms, (4) Piggybacking. Procuring goods or services from vendors who have been selected as a result of a competitive selection process by another governmental entity. The selection process utilized by the contracting entity must be substantially similar to the requirements of the City. The goods or services procured by the City must be procured pursuant to the original contract scope and terms. Furthermore, Section 23-9, Award, (e) The City Manager may award procurements within the delegated spending authority. All other procurements, except emergency procurements, require commission approval for award.

Cost Benefit:

Blue Line Solutions, LLC will incur all costs associated with the installation of the required infrastructure, including equipment, cameras, and permits at all City locations, and will manage the majority of the speed enforcement program. This includes, without limitation, the initiation of citations, the mailing of required notices, and all collection activities. Further, based on staff's experience, the proposed revenue split is highly competitive for this type of program.

PROPOSED ACTION:

The City Commission approve this Resolution.

ATTACHMENT(S):

Exhibit 1 – Resolution

Exhibit 2 – Executed Contract Blue Line-Pembroke Park

Exhibit 3 – Pembroke Park Agenda for Special Commission Meeting - April 23, 2025

Exhibit 4 - Hallandale Beach Pricing Confirmation

Exhibit 5 - Operation Start Date Letter Blue Line-Pembroke Park

Prepared By: Raul E. Rivera

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