



City of Hallandale Beach

City Commission Agenda Cover Memo

Meeting Date:	File No.:	Item Type:		1 st Reading	2 nd Reading
2/19/2025	25-024	<input type="checkbox"/> Resolution	Ordinance Reading	2/5/2025	2/19/2025
		<input checked="" type="checkbox"/> Ordinance	Public Hearing	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
		<input type="checkbox"/> Other	Advertising Required	<input type="checkbox"/>	<input checked="" type="checkbox"/>
			Quasi-Judicial:	<input type="checkbox"/>	<input type="checkbox"/>
Fiscal Impact (\$):	Account Balance (\$):	Funding Source:	Project Number:		
\$275,000	Pending Budget Appropriation	Fund 160 Transportation	N/A		
Contract/P.O. Required	RFP/RFQ/Bid Number:	Sponsor Name:	Department:		
<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	N/A	Dr. Jeremy Earle, City Manager	City Manager's Office		
Strategic Plan Focus Areas:					
<input type="checkbox"/> Fiscal Stability	<input type="checkbox"/> Resident Services	<input type="checkbox"/> Public Safety	<input checked="" type="checkbox"/> Infrastructure & Mobility	<input type="checkbox"/> Economic Development & Affordable Housing	
Implementation Timeline:					
Estimated Start Date: 2/19/2025			Estimated End Date: N/A		

SHORT TITLE:

AN ORDINANCE OF THE MAYOR AND CITY COMMISSION OF THE CITY OF HALLANDALE BEACH, FLORIDA, AMENDING CHAPTER 2, ARTICLE IV – “DEPARTMENTS” TO CREATE SECTION CODIFY EXISTING DEPARTMENTS AND CORRECT NAMING CONVENTIONS; ENACTING SECTION 2-342 CREATING THE TRANSPORTATION AND MOBILITY DEPARTMENT; PROVIDING FOR SEVERABILITY; PROVIDING FOR CONFLICTS; PROVIDING FOR CODIFICATION; AND PROVIDING FOR AN EFFECTIVE DATE.

STAFF SUMMARY:

Summary:

The proposed Ordinance creates a standalone Transportation and Mobility (TAM) Department. The creation of a standalone Transportation and Mobility (TAM) Department

is proposed to better address the City's growing transportation needs, including the expansion of electric buses, micro-transit, and bike services, and to tackle persistent traffic congestion. This new department will include key positions such as a Director, Manager, Engineer, Project Manager, Planner, and Administrative Assistant to provide dedicated leadership and expertise for transportation-related initiatives and projects. Staff recommends City Commission approval of the proposed Ordinance.

Background:

The Transportation and Mobility (TAM) Division currently exists within the Department of Sustainable Development (DSD) and is responsible for managing a wide range of critical transportation and mobility initiatives, including the introduction of electric buses, the development of micro-transit and bike services, transportation infrastructure improvements, and strategic planning efforts. The TAM Division has been instrumental in addressing the City's evolving transportation needs and has led efforts to improve transportation options for residents and visitors alike.

Current Situation:

Hallandale Beach continues to grow and face significant challenges related to traffic congestion, which consistently ranks as one of the top complaints from residents, and it has become clear that the City requires a dedicated, stand-alone department focused entirely on transportation and mobility. The growing demand for these services, combined with the City's long-term goals of improving mobility, reducing traffic congestion, and ensuring sustainability, necessitates the elevation of TAM to its own independent department. This department will allow for a more concentrated focus, dedicated resources, and the necessary leadership to address the City's pressing transportation challenges.

Main areas of responsibility include:

- Electric bus service
- Micro-transit and bike services
- Transportation Plans: Transportation Master Plan, Comprehensive Plan Transportation Element, Mobility Road Map, Basis of Design Report (BORD), etc.
- Grant opportunities for transportation projects
- Transportation and mobility projects for the City's Capital Improvement Plan
- Partnerships with various intergovernmental entities such as the Broward Metropolitan Planning Organization (BMPO), Broward County, Florida Department of Transportation (FDOT), Federal Transit Authority (FTA), South Florida Regional Transit Authority (SFRTA), and more
- Infrastructure improvements such as complete streets improvement projects, sidewalks, crosswalks, bus stop ADA compliance, bus shelter improvement and maintenance, in collaboration with the Department of Public Works
- Ridership enhancement strategies for the Cloud network.
- Traffic calming strategies
- Performance measures and evaluation of programs

The creation of the new Department requires the addition of a full-time equivalent (FTE) for the Department Director position. The estimated cost for the proposed position is approximately \$275,000 which includes base salary and the corresponding senior management benefits package. The approval of the position, FTE, and funding will be presented to the City Commission for approval via budget amendment.

Why Action is Necessary:

In accordance with Section 5.01(4) of the City's Code, the act of establishing, altering, or abolishing any city department or agency shall be by ordinance. Therefore, the creation of the TAM Department requires approval of this proposed Ordinance.

Cost Benefit:

Due to the City's growing transportation needs, the establishment of the standalone TAM Department, along with the corresponding investment, allows for a focused approach to transportation, enabling specialized staff and resources to address complex challenges like traffic, infrastructure development, and public transit improvements. It is estimated that this approach may also reduce the need for outside consultants in the near future once the Department is established and capacity has been expanded.

PROPOSED ACTION:

The City Commission considers the attached Ordinance.

ATTACHMENT(S):

Exhibit 1 – Ordinance

Prepared By: Noemy Sandoval
Noemy Sandoval
Assistant City Manager

Reviewed By: Jeremy Earle
Dr. Jeremy Earle
City Manager