

1 EXHIBIT 1
2 RESOLUTION NO. 2025 -
3

4 A RESOLUTION OF THE MAYOR AND CITY COMMISSION
5 OF THE CITY OF HALLANDALE BEACH, FLORIDA,
6 AWARDED RFP # FY 2024-2025-13 PARKING MOBILE
7 PAYMENT SERVICES; AND PROVIDING FOR AN EFFECTIVE
8 DATE.
9

10
11 **WHEREAS**, Chapter 23, Section 23-4, of the City of Hallandale Beach Code of
12 Ordinances, Competitive Bidding Required, provides that all purchases of and contracts for
13 equipment, supplies and contractual services, when the estimated cost exceeds \$50,000,
14 shall be based on competitive bids, and pursuant to Chapter 23, Section 23-6, Award of
15 Contract, the City Manager shall have the authority to recommend to the City Commission
16 award of contracts; and
17

18 **WHEREAS**, since 2018, the City of Hallandale Beach has provided mobile parking
19 services to its residents, visitors and business community through downloaded mobile
20 applications (apps), and seeks to offer users the additional option to pay for parking without
21 the need to download a mobile app through a simple texting service; and
22

23 **WHEREAS**, on March 5, 2025, the City of Hallandale Beach released RFP # FY 2024-
24 2025-13 Parking Mobile Payment Services seeking multiple parking app providers, as
25 follows:

26 1. RESIDENT / PERMIT SERVICES: to provide a mobile app service to accept
27 payments for parking on an hourly & monthly basis. The same firm shall be used to
28 facilitate hourly & monthly discounts to Hallandale Beach residents and the
29 appropriate permit holders.

30 2. NON-RESIDENT SERVICES: to provide mobile app service to accept payments for
31 parking on an hourly basis to non-residents of Hallandale Beach.

32 3. PAY-BY-TEXT: to provide 'pay-by-text' service for parking on an hourly basis to
33 non-residents of Hallandale Beach.

WHEREAS, Staff recommend awarding Service Category #1 exclusively to PayByPhone, the second ranked bidder. This vendor is familiar to residents since August 2018. Given the minimal point differential between the top two rank, staff recommend avoiding the cost to the City of transitioning to a new service and avoids any potential interruption in service; and

WHEREAS, for Service Category #2 – Non-Resident Services, Staff recommend a shared award to both PayByPhone and ParkMobile, each of which currently serves non-resident users. PayByPhone has provided these services since August 2018 and ParkMobile since August 2024. Both platforms are familiar to the City’s visitors and business community, enabling a smooth transition to the new contracts without disruption to the user experience; and

WHEREAS, for Service Category #3 – Pay-by-Text Services, Staff recommend awarding this category to ParkMobile offering added convenience to users who prefer not to download a mobile app.

NOW, THEREFORE, BE IT RESOLVED BY THE MAYOR AND THE CITY COMMISSION OF THE CITY OF HALLANDALE BEACH, FLORIDA:

SECTION 1. Whereas Clauses. The foregoing “Whereas” clauses are incorporated herein.

SECTION 2. Authorization. The Mayor and City Commission hereby authorize award of RFP # FY 2024-2025-13 Parking Mobile Payment Services to the vendors as indicated herein and authorize the City Manager to negotiate and execute agreements consistent with the RFP and variance requests, if any, approved by the City, and should negotiations with the recommended firms be unsuccessful, authorize release of a new Request for Proposal.

Service Category #1 exclusively to PayByPhone.

Service Category #2 to both PayByPhone and ParkMobile.

Service Category #3 to ParkMobile.

SECTION 3. Effective Date. This Resolution shall take effect immediately upon its passage and adoption.

APPROVED AND ADOPTED this _____ day of _____ 20____.

JOY F. COOPER
MAYOR

SPONSORED BY: CITY ADMINISTRATION

ATTEST:

JENORGEN GUILLEN
CITY CLERK

APPROVED AS TO LEGAL SUFFICIENCY
AND FORM

JENNIFER MERINO
CITY ATTORNEY