



CITY OF DORAL COUNCIL MEETING MEMORANDUM

ITEM TITLE:

A RESOLUTION OF THE MAYOR AND THE CITY COUNCIL OF THE CITY OF DORAL, FLORIDA, APPROVING A PILOT PROGRAM AGREEMENT WITH DYNAMIC TRACKERS CORP. FOR THE EVALUATION OF SMART PARKING AND DYNAMIC SIGNAGE TECHNOLOGY; AUTHORIZING THE CITY MANAGER TO EXECUTE THE PILOT PROGRAM AGREEMENT; AUTHORIZING THE CITY MANAGER TO EXECUTE ANY NECESSARY DOCUMENTS; PROVIDING FOR IMPLEMENTATION; PROVIDING FOR INCORPORATION OF RECITALS; AND PROVIDING FOR AN EFFECTIVE DATE

DEPARTMENT RECOMMENDATION:

Approval

BRIEF HISTORY:

The City of Doral continues to invest in innovative transportation and parking technologies that improve operational efficiency, public safety, mobility, and overall customer experience. As the City's residential, commercial, and mixed-use developments continue to expand, the demand for efficient parking management, real-time parking information, and dynamic traffic operations has increased significantly. In response, through the Public Works Department (PWD), the Parking Operations Division continues to evaluate emerging technologies that support data-driven decision-making and enhance parking management throughout the community.

The City currently utilizes a variety of parking management tools, including digital permitting systems, mobile payment platforms, parking enforcement technology, and license plate recognition systems. While these technologies have significantly improved parking operations, opportunities remain to evaluate intelligent parking guidance systems and dynamic signage capable of providing real-time information to motorists while enhancing operational flexibility.

Dynamic Trackers Corp. has offered to provide the City with a 90-day, no-cost Pilot Program to evaluate its Smart Parking and Dynamic Signage Technology System. The proposed Pilot Program includes dynamic electronic parking signage, AI-enabled camera and sensor technology, cloud-based management software, operational dashboards, and reporting tools designed to improve parking management, traffic operations, parking enforcement efficiency, and real-time communication with the public. The Pilot Program will allow City staff to evaluate the effectiveness of dynamic parking technologies under real-world operating conditions while collecting valuable operational and performance data.

Under the proposed Pilot Program Agreement, Dynamic Trackers Corp. will furnish, install, permit, operate, maintain, monitor, and remove all Pilot equipment at its sole expense. The City will incur no financial obligation associated with the Pilot Program, including equipment, software, installation, communications, maintenance, technical support, and/or equipment removal. The Agreement further provides that participation in the Pilot Program does not obligate the City to purchase or procure the technology following completion of the evaluation, and any future deployment would be subject to applicable City procurement policies and Florida law.

This Pilot Program was vetted through the City's Procurement Department and was publicly published on the City's Website to allow competitors to provide a comparative solution. The City did not receive any submissions.

The Pilot Program will enable City staff to evaluate system reliability, AI detection accuracy, operational responsiveness, parking utilization impacts, enforcement effectiveness, traffic flow improvements, and the effectiveness of dynamic parking and traffic messaging. City staff will have access to the Provider's cloud-based management platform and reporting dashboards throughout the Pilot Period to monitor system performance and evaluate potential applications for future City parking and transportation initiatives.

Additionally, the Pilot Program Agreement provides that the City shall retain approval authority over all public-facing messaging displayed through the dynamic signage system. The Provider is prohibited from displaying commercial advertising or unauthorized third-party messaging, ensuring that all displayed information remains consistent with City policies and applicable laws governing public communications and traffic operations.

Approval of the Pilot Program Agreement will provide the City with an opportunity to evaluate innovative smart parking and dynamic signage technology in a real-world environment while minimizing financial risk. The information gathered during the Pilot Program will assist staff in determining whether such technology could enhance parking availability, improve traffic circulation, support enforcement operations, and advance the City's long-term transportation and mobility objectives.

At this time, it is requested that the Pilot Program agreement with Dynamic Trackers, Corp. to provide the City with a 90-day, no-cost pilot deployment of its Smart Parking and Dynamic Signage Technology System be approved.

LEGISLATIVE ACTION: (IF APPLICABLE)

Date:	Resolution/Ordinance No.	Comments
10/08/2019	Res. No. 19-254	Approved
02/10/2021	Ord. No. 2021-04	Approved

FINANCIAL INFORMATION: (IF APPLICABLE)

No.	Amount	Account No.	Source of Funds
1.	\$0		
2.	\$0		
Total:	\$0		
Fiscal Impact Statement: There is no fiscal impact associated with approval of this item. The Pilot Program Agreement is provided entirely at no cost to the City.			

STRATEGIC PLAN ALIGNMENT:

This item follows the Transportation, Mobility, and Parking strategic initiative as a strategic investment that provides transportation and parking solutions.

ATTACHMENT(S):

- A. Pilot Agreement – Dynamic Trackers
- B. Draft Resolution
- C. Public Notice of Sole Source Procurement – Dynamic Trackers