



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 MUNICIPAL PARKING SERVICES, INC. FOR THE EVALUATION OF SAFETYSTICK PROHIBITED PARKING ENFORCEMENT 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 evaluate innovative technologies that improve transportation operations, parking management, public safety, and overall operational efficiency. As the City experiences continued growth and increased demand for curbside management and parking enforcement services, staff continually seeks opportunities to evaluate emerging technologies that can enhance parking enforcement practices while improving operational effectiveness.

Through the Public Works Department, the Parking Operations Division currently utilizes a combination of parking enforcement officers, license plate recognition technology, and data-driven parking management practices to support enforcement activities throughout the City. As parking demand continues to increase, particularly within high-activity commercial corridors, mixed-use developments, parks, schools, and special event locations, staff has identified the need to evaluate additional technologies that may improve prohibited parking detection, operational efficiency, and parking analytics.

Municipal Parking Services, Inc. ("MPS") has offered to provide the City with a 30-day, no-cost pilot deployment of its SafetyStick Prohibited Parking Enforcement Technology Platform. The proposed Pilot Program includes the installation and operation of high-definition camera systems, automated license plate recognition technology, cloud-based software, reporting dashboards, and related communications infrastructure for evaluation purposes only. The Pilot will allow City staff to assess the system's capabilities in monitoring prohibited parking activity (such as blocking driveways, blocking fire hydrants, and prohibited vehicle unloading, etc.), collecting operational data, and supporting future parking management decisions.

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.

Under the proposed Pilot Program Agreement, MPS will furnish, install, operate, maintain, monitor, and remove all equipment at its sole expense. The City will incur no financial obligation associated with the Pilot Program, including equipment, software, installation, maintenance, communications, technical support, training, and/or equipment removal. The Agreement expressly 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 procurement would be conducted in accordance with applicable City purchasing policies and Florida law.

The Pilot Program is intended solely for evaluation and testing purposes and will enable staff to assess system reliability, license plate recognition accuracy, prohibited parking detection capabilities, reporting functionality, operational responsiveness, and overall effectiveness in supporting parking enforcement operations. During the Pilot Program period, City staff will have access to the system's reporting dashboards and analytics tools to evaluate performance and identify potential operational benefits.

SafetyStick has the capability of issuing citations by mail, however, as part of the Pilot Program, MPS will not issue, mail, or process parking citations on behalf of the City. Any parking enforcement activities conducted during the Pilot Program will continue to be performed exclusively by authorized City personnel in accordance with existing City policies and procedures. The data collected of citations to be issued will be used to evaluate if there is a need for consistent enforcement due to the number of parking violations. In the event the City decides to move forward with this technology, an amendment to the Parking Ordinance will be required to allow the mailing of parking citations.

Approval of the Pilot Program Agreement will allow the City to evaluate innovative parking enforcement technology in a real-world environment while minimizing financial risk and providing valuable operational data that may assist the City in future transportation and parking planning initiatives.

At this time, it is requested that the Pilot Program agreement with Municipal Parking Services, Inc. ("MPS") to provide the City with a 30-day, no-cost pilot deployment of its SafetyStick Prohibited Parking Enforcement Technology Platform 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 – SafetyStick
- B. Draft Resolution
- C. Public Notice of Sole Source Procurement – SafetyStick