

City of Coral Gables City Commission Meeting
Agenda Item F-6
March 11, 2025
Police and Fire Headquarters
2151 Salzedo Street, Coral Gables, FL

City Commission

Mayor Vince Lago
Vice Mayor Rhonda Anderson
Commissioner Melissa Castro
Commissioner Ariel Fernandez
Commissioner Kirk Menendez

City Staff

City Attorney, Cristina Suárez
City Manager, Alberto Parjus
City Clerk, Billy Urquia
Parking and Mobility Services Director, Monica Beltran

Public Speaker(s)

Agenda Item F-6

An update on the details of a residential parking rate pilot program to collect relevant data to determine the long-term feasibility of establishing a reduced resident parking rate. (Sponsored by Commissioner Castro).

Mayor Lago: Moving onto F-6.

Commissioner Castro: An update on the details of a residential parking rate pilot program to collect relevant data to determine the long-term feasibility of establishing a reduced resident parking rate. Thank you so much Monica. I'm very excited for this.

Parking Director Beltran: Good afternoon, Monica Beltran, Parking and Mobility Services Director. Good afternoon, Mayor, Vice Mayor, Commissioners. So, I'm happy to be here and give you an update on this. So, very quickly, I do have a quick presentation, but it's a 25 percent discount. It would be effective April 1st through July 6th. The residents currently registered for a parking permit zone do not need to reapply, that's about 384 folks, and I'd like to say at this point that we will register them, because we already have their documentation. We will communicate

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with them and when you get – I’m not making a decision for them, because when you get your discount should you wish not to activate the discount there’s a toggle that you go back to the regular rate. I don’t know why anybody wouldn’t want the discount, but they can always opt not to have it. So, the first step, you need to register to use Pay-by-Phone and that’s an App. So, you pick up your app and most people have an app for payment, mobile payment so that you don’t have to go back and forth to your car. Then you need to register as a resident and what we have done is with the help of our great IT team is that we went on our website under Parking-Frequently Asked Questions, and it says, how do I register for the discount. And it gives you instructions there, but I would urge anybody who would rather do it in person to come to our offices and we’ll be more than happy to do that for them. And how do you prove residency? – You need to have a Florida drivers license and a vehicle registration, because you are going to register your vehicle, and then any form of Coral Gables residents to see proof, which would include a deed or a lease, voter registration card with a local address, a utility bill, mail from a financial institution, insurance card with Coral Gables address; and that insurance card is very important because there are children who may not have a local address but are on their parents insurance because maybe they’re away at college, etc., but when they come here they want to enjoy the discount, and here’s an example, a snapshot of how to register – parking, frequently asked questions. First, how do I register for the residential reduced. And I have to say, not my favorite presentation, because this was plan B. We do have an upgrade scheduled for or rather a new permit system coming on board, and they weren’t quite ready, but the service is already available, and what we have here is a snapshot of one person that I registered yesterday and you will see where it has that little person at the bottom, it says there’s a 25 percent residential discount, so its noted right there. So, anytime once you register, if you want to verify that you have it, it will note it there, and it worked. We did it yesterday and it worked. So, here’s the most important part, I think, of this is that we’re working on technology improvements in the Parking Department. Thanks to Budget and Finance, and IT and everybody that’s helping with our initiatives. So, we have a new enforcement system, and that system is based primarily in license plate recognition and we are continuing to develop that. We have and I’m sorry it says new permit registration system, but it’s a parking permit registration system in which it will be totally automated, and it will help in ways that does not serve today, and payment option improvements. I want to bring an idea forward now and actually we’ve been investigating the possibility of bringing a second app to the city and that would be the Park Mobile App and there is a piggyback opportunity that has already been vetted through Procurement. The beauty of this is that currently we have a 27-cent transaction fee that everybody pays to use the Mobile App. That fee would go up to 35 cents. In any case, we needed a new contract because the Pay-by-Phone was a piggyback of the contract that no longer exists, and so, it would go up to 35 cents, 8 cents difference. The difference is that all fees would be waived for residents so that while visitors will pay 8 cents more, there will be no transaction fees for our residents, and the good thing about this as well is that if you already have a Park Mobile or Pay-by-Phone App, you need not download another app. And finally, this is a trend in the parking industry. The Miami Parking

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Authority is already doing that, Miami Beach has been doing it for a while, and there are many other cities that have at a minimum, two payment apps, mobile payment apps just for the convenience of everybody else. And that's basically it.

Commissioner Castro: Thank you so much. This is just an update, so we don't have to move it, but I hope everybody enjoyed that.

Parking Director Beltran: Thank you. And residents can start registering immediately, but the project becomes effective April 1st so that our data collection is solid for the prescribed period.

Commissioner Castro: I am going to ask Martha from the Communications Department to please help me out here and putting it out and any other, my colleagues if you have a newsletter, go ahead and put it out too, so we can have a better analysis when this period is over of what realistically its going to cost the city.

Parking Director Beltran: And one last thing. Vice Mayor asked last time when we discussed this item, when we were going to start enforcing payments here at the Minorca Garage. We are waiting for one last integration between our enforcement app and the pay stations, and then we'll be able to do it.

Commissioner Castro: Thank you.

Vice Mayor Anderson: Thank you.

Mayor Lago: Thank you.

Parking Director Beltran: Thank you.

City Clerk Urquia: Mr. Mayor, before you move forward, I have a member of the public requesting to speak.

Mayor Lago: Perfect.

[No speaker came forward]