

**City of Coral Gables City Commission Meeting**  
**Agenda Item F-1**  
**July 1, 2025**  
**City Commission Chambers**  
**405 Biltmore Way, Coral Gables, FL**

**City Commission**

**Mayor Vince Lago**

**Vice Mayor Rhonda Anderson**

**Commissioner Melissa Castro**

**Commissioner Ariel Fernandez (Absent)**

**Commissioner Richard D. Lara**

**City Staff**

**City Attorney, Cristina Suárez**

**City Manager, Peter Iglesias**

**City Clerk, Billy Urquia**

**Public Speaker(s)**

**Maria Cruz**

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Agenda Item F-1 [3:30 p.m.]

A Resolution of the City Commission directing City Staff to extend the Resident Parking Rate Pilot Program through the date of the first City Commission Meeting in January 2026 to collect additional data in order to better determine the long-term feasibility of a resident parking rate. (Sponsored by Commissioner Castro)

Mayor Lago: F-1.

City Attorney Suarez: F-1 is a Resolution of the City Commission directing City Staff to extend the Resident Parking Rate Pilot Program through the date of the first City Commission Meeting in January 2026 to collect additional data in order to better determine the long-term feasibility of a resident parking rate. Mayor and Commissioners, I'm excited to have our legal intern present this item.

Mayor Lago: Can you please state your name for the record.

Juliette Jorge: Yes. I'm Juliette Jorge and I'm an intern for the City Attorney's Office.

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Mayor Lago: Where do you go to school?

Ms. Jorge: UM – University of Miami.

Mayor Lago: What year are you in?

Ms. Jorge: IL – I’m going into 2L year.

Mayor Lago: Congratulations.

Ms. Jorge: Thank you.

Mayor Lago: How long have you been here in the city?

Ms. Jorge: About a month. Yes.

Mayor Lago: When?

Ms. Jorge: About a month.

Mayor Lago: How are you liking it?

Ms. Jorge: I love it.

Mayor Lago: We are blessed to have you.

Ms. Jorge: I love working and meeting everybody. I’ve learned so much already. So really grateful.

Mayor Lago: It’s a blessing to have you here.

Ms. Jorge: Thank you.

Commissioner Lara: Through the Mayor.

Mayor Lago: Yes.

Commissioner Lara: Quick question Juliette. Two questions, one, what was your favorite subject year one?

Ms. Jorge: I would say property.

Commissioner Lara: Least favorite subject.

Vice Mayor Anderson: Future zoning attorney.

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Commissioner Lara: I'm trying to calibrate the least favorite.

Ms. Jorge: That's a hard question. I would say maybe...just because that wasn't my favorite thing.

Commissioner Lara: Not feeling litigator in the future.

Ms. Jorge: In the future.

Commissioner Lara: Thank you and welcome.

Ms. Jorge: Thank you. So, as you may remember, on February 11, 2025, the City Commission adopted a resolution 2025-28, which directed staff to implement a pilot program, offering registered city residents a 25 percent discount for hourly rate street parking municipal lots and certain city owned parking garages. The program is scheduled to end on July 6<sup>th</sup>, but this resolution proposes extending the pilot through the date of the first Commission meeting in January 2026. This will allow staff to further collect additional data and analyze the impact of reduced parking rates for the city.

Commissioner Castro: Thank you for presenting it.

Ms. Jorge: Thank you. Thank you for your time.

Mayor Lago: Thank you. Commissioner.

Commissioner Castro: Monica, do you have anything to add to this item, to this resolution.

Parking Director Beltran: Monica Beltran, Director for Parking Sustainability and Mobility Services. So, I am happy to report that the program continues to grow. The waived revenue is very manageable. We now have 1,400 tags registered and I received positive comments about the program.

Mayor Lago: How much is it costing the city?

Parking Director Beltran: Its less than one percent. It's about 85 cents per transaction. It's a very minimal waiving of revenue.

Mayor Lago: And having changed the way that we accept funds, the credit card funds, does this become a net neutral when you reduce the 25 percent and you add the credit card fee on top of it, what does that equal to the resident?

Parking Director Beltran: Actually, because we now waive transaction fees per credit card transaction through mobile payments, such as pay-by-phone and soon park mobile, with the new

contract we waive the transaction fee which is 35 cents, and the credit card fee is 25. So actually, that more than neutralizes, it actually helps residents. So, this is separate and apart from...

Mayor Lago: So, there is no credit card fee anymore – zero.

Parking Director Beltran: The credit card fee exists, but it's 25 cents and the transaction fee when you use the mobile system, like pay-by-phone, which is 35 cents, is being waived for all residents. That's just part of the contract that we negotiated.

Mayor Lago: Alright. Anything else for the good of the order.

Commissioner Castro: I'll move it.

Vice Mayor Anderson: I'll second.

Mayor Lago: Okay.

City Clerk Urquia: Mr. Mayor, I have a member of the public requesting to speak on the item, Mrs. Maria Cruz.

Mrs. Cruz: Mrs. Maria Cruz, 1447 Miller Road. I guess I'm going to surprise the Mayor because I think this is very good what I hear. I haven't registered my car because usually my daughter drives and she doesn't live in the city and I didn't want to commit fraud and have her drive my car, so when she drives she pays the parking, but I have heard from so many people that said that they used to avoid coming downtown, coming to Miracle Mile and to restaurants here and this is an incentive. They are so happy that this is in place. As a matter of fact, the other day we had a meeting at church and there were three ladies that asked me, how do I go about it. I said, "I don't know, you go online or call Monica, and she'll tell you what to do. It is one of the things that we have done that people are very happy with.

Mayor Lago: Okay. Anything else.

City Clerk Urquia: No, Mr. Mayor.

Mayor Lago: Perfect. We have a motion. Do we have a second.

City Clerk Urquia: Yes sir, we do.

Mayor Lago: We have a second.

City Clerk Urquia: Yes sir.

Commissioner Lara: Yes

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Vice Mayor Anderson: Yes

Commissioner Castro: Yes

Mayor Lago: Yes

(Vote: 4-0)

(Commissioner Fernandez: Absent)