



CITY OF POMONA COUNCIL REPORT

November 17, 2025

To: Honorable Mayor and Members of the City Council

From: Anita D. Scott, City Manager

Submitted by: Michael Ellis, Chief of Police

Subject: **INTRODUCTION AND FIRST READING OF AN ORDINANCE
EXTENDING THE CURRENT NON-EXCLUSIVE TOWING
FRANCHISES FOR CITY-INITIATED TOWS**

RECOMMENDATION:

It is recommended that the City Council take the following actions:

- 1) Open the public hearing and after receiving testimony and public comment, close the hearing; and
- 2) Introduce and give first reading to the following ordinance:

**ORDINANCE NO. 4361 – AN ORDINANCE OF THE CITY
COUNCIL OF THE CITY OF POMONA, CALIFORNIA,
EXTENDING THE CURRENT NON-EXCLUSIVE TOWING
FRANCHISES FOR CITY-INITIATED TOWS TO SANDERS
TOWING INC., S & J TOWING SERVICE, INC., CARPE CARMA,
L.L.C., dba POMONA VALLEY TOWING, INC., AND AL & SON'S
TOWING, INC. FOR A TERM OF THREE YEARS**

EXECUTIVE SUMMARY:

It is recommended the City Council approve the three-year franchise agreement extension to the four identified tow companies for city-initiated tows.

FISCAL IMPACT:

General Fund revenue from Franchise Fees for Fiscal Year (FY) 2023-24 and 2024-25 was \$105,607.80 and \$109,552.20, respectively. It is anticipated that Franchise Fees for City initiated tows, at the rate of \$59.80 per tow, will generate an estimated \$125,000 in FY 2025-26.

PUBLIC NOTICING REQUIREMENTS:

A public hearing notice was submitted to the Inland Valley Bulletin to be published on October 13, 2025, noticing the November 17, 2025, Public Hearing (Attachment No. 1).

PREVIOUS RELATED COUNCIL ACTION:

On November 3, 2025, the City Council adopted Resolution No. 2025-126 (Attachment No. 2), declaring its intent to extend the current non-exclusive towing franchisees for city-initiated tows for a three-year term and setting the Public Hearing to introduce a Towing Franchise Ordinance on November 17, 2025. Additionally, City Council adopted a resolution approving the maximum allowable tow and storage rate schedule for City-initiated tows.

DISCUSSION:

Pursuant to Pomona City Code (“PCC”) section 58-678, the initial term of a towing franchise agreement is three years, which the City Council may extend for additional terms for a period of one year to three years. The initial three-year term of the current tow franchise agreements expires January 18, 2026. In accordance with the provisions of Chapter 58, Article VIII, and the term of the franchise agreements, the current franchises may be extended for a second three-year term. In 2022, franchise agreements were awarded to Sanders Towing, Inc., S & J Towing Service, Inc., Carpe Carma, L.L.C., dba Pomona Valley Towing, Inc., and Al & Son’s Towing, Inc., with agreement terms of January 19, 2023, through January 18, 2026.

Staff recommends adopting the proposed Ordinance No. 4361 (Attachment No. 3) extending the current franchise agreements with Sanders Towing, Inc., S & J Towing Service, Inc., Carpe Carma, L.L.C., dba Pomona Valley Towing, Inc., and Al & Son’s Towing, Inc. for an additional three-year term beginning on January 19, 2026 and expiring on January 18, 2029.

Prepared by:

Maxwell Moya
Police Sergeant

ATTACHMENT(S):

Attachment No. 1 – Notice of Public Hearing
Attachment No. 2 – Resolution No. 2025-126
Attachment No. 3 – Proposed Ordinance No. 4361
Attachment No. 4 – Sanders Towing Contract Amendment

Attachment No. 5 – S&J Towing Contract Amendment

Attachment No. 6 – Al & Son's Towing Contract Amendment

Attachment No. 7 – Pomona Valley Towing Contract Amendment

Exhibit A – Sanders Towing Contract

Exhibit A – S&J Towing Contract

Exhibit A – Al & Son's Towing Contract

Exhibit A – Pomona Valley Towing Contract