



Parking Management Services Proposal

• City of Pomona • October 17, 2025 •

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City of Pomona, CA

Parking Management Services Proposal

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2. EXECUTIVE SUMMARY

October 17, 2025

City of Pomona

Department of Public Works
505 S Garey Ave, Pomona, CA 91766
Attn: Ms. Sylvia Gonzales

Re: Proposal for Parking Management Services

Dear Sylvia,

On behalf of LAZ Parking California, LLC (LAZ), I am pleased to submit our proposal to provide comprehensive parking management services for the City of Pomona. LAZ recognizes that the City's parking program plays an essential role in supporting mobility, economic vitality, and community satisfaction. Our proposed solution is designed to accomplish the City's goals of enhancing the user experience, modernizing parking technology, and establishing a more efficient, coordinated enforcement program in partnership with the Pomona Police Department and Public Works Department.

As the largest privately held parking operator in the United States, LAZ brings extensive experience managing complex and evolving municipal parking programs across California and nationwide. Our team currently operates successful programs for cities including Los Angeles, San Francisco, Glendale, Burbank, Inglewood, Long Beach, Newport Beach, and Santa Ana—helping dozens of municipalities modernize their parking operations, improve compliance, and elevate the customer experience through digital transformation and operational excellence.

For Pomona, LAZ proposes an integrated, customer-focused solution that seamlessly combines technology, enforcement, and partnership:

- **Enhanced Customer Experience:** Through LAZGo, our proprietary mobile payment platform customizable and white-labeled for Pomona so drivers can pay, extend time, and manage their parking experience directly from their smartphones. This complements a fully integrated digital permitting solution, enabling residents and businesses to manage their permits online with ease and transparency.
- **Data-Driven Operations:** Our program delivers real-time data and analytics, giving the City full visibility into parking demand, occupancy trends, and revenue performance. This insight enables better policy decisions and continuous optimization of curbside management.
- **Collaborative Enforcement Approach:** LAZ proposes a shared enforcement framework partnering directly with the Pomona Police Department while working closely with Public Works. By jointly defining coverage, patrol areas, and enforcement priorities, the City can achieve stronger compliance outcomes, share operational costs efficiently, and provide a unified, consistent experience for residents and visitors.

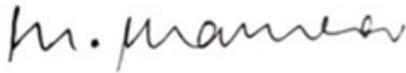
This partnership-oriented model creates synergies between LAZ, Pomona PD, and City departments, ensuring consistent messaging, improved responsiveness, and a seamless interface for the public. From digital payment to enforcement, every component is designed to foster trust, transparency, and accountability making the parking experience in Pomona simple, intuitive, and customer-friendly.

Our proposal builds on LAZ's proven success helping California cities implement innovative and equitable parking programs that balance convenience and compliance. For example, in Burbank, San Bruno, and the Ventura Port District, LAZ successfully launched modernized paid parking systems that

have already improved parking availability, reduced congestion, and increased revenue performance, all while maintaining high customer satisfaction scores.

We are excited about the opportunity to partner with the City of Pomona to deliver a best-in-class parking program that reflects innovation, operational reliability, and exceptional customer service. We look forward to building a strong foundation with the Pomona Police Department and Public Works Department to ensure a unified and sustainable program that benefits all stakeholders—residents, visitors, and businesses alike.

Sincerely,



Muhammad Mansoor, PTMP

Vice President, Government Services

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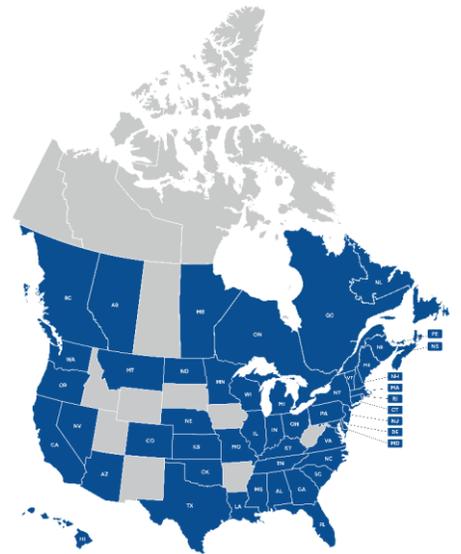
3. QUALIFICATIONS & EXPERIENCE

3.1 Company Overview

Over Four Decades of Experience

LAZ Parking was founded in 1981 and has been at the forefront of the parking industry ever since, constantly innovating and adapting to the dynamic needs of our customers. Although we employ over 15,000 parking professionals in 42 states, each of our operations is managed locally. With over three decades of municipal parking experience, with our every growing presence in the greater LA region, our local Los Angeles based team will be responsible for providing parking management for the City of Hawthorne parking program. This team is already integrated, experienced and ready to serve you.

- The **largest privately held parking company in North America** with a strong presence throughout California
- Recently awarded **multiple municipal contracts in the greater LA region**, adding resources and support
- Unique **municipal parking experience**, managing more than 600,000 parking spaces for over 150 government agencies, cities and counties
- **Local and regional leaders** dedicated to your success, many with decades of parking experience including hands on experience with municipal parking programs and coastal parking operations
- **Dedicated Government Services support** team for future program enhancements, effective research, rapid technology implementation and continuous municipal support



At the core of LAZ Parking’s business model is a commitment to its employees, customers, and the communities it serves. LAZ's unique culture fosters engagement, accountability, and continuous improvement, driving consistently high performance. Additionally, the company places an emphasis on environmental sustainability, diversity, and social responsibility, ensuring its impact extends beyond business operations. LAZ Parking’s ongoing growth, success, and commitment to serving its clients stem from its dedication to living its mission. The company’s independence; a defining advantage among large operators in the mobility industry empowers LAZ to stay true to its principles and focus on building long-term, mutually beneficial relationships.

Today, LAZ operates over 5,300 locations and manages 2 million parking spaces in 639 cities across 44 states. By adhering to its founding principles while embracing technological innovation and corporate responsibility, LAZ continues to set the standard in the mobility industry. Recently, we have managed some of the most complex and comparable municipal programs in the past 10 years. Within CA, we currently provide parking management for the cities of Inglewood, Malibu, Burbank, Long Beach, Newport Beach, Glendale, Santa Ana, West Hollywood, San Marcos, San Mateo, Palo Alto, Salinas, Sausalito, San Francisco, South San Francisco, Stockton, San Bruno and San Leandro and dozens of other comparable municipal programs across the U.S.

Government & Municipal Parking Services

LAZ Parking is a leading provider of parking management solutions, specializing in services tailored for municipalities, state, and federal government agencies nationwide. The company’s comprehensive approach is rooted in sustainability, aiming to enhance communities, streamline operations, and fortify the financial standing of its clients. LAZ Parking’s Government Services team has an unmatched track record in managing municipal parking facilities and on-street programs, overseeing more than 600,000 parking spaces and over 120,000 on-street meters for government entities. LAZ offers customized solutions for courthouses, public buildings, transit centers, and government offices, where security, compliance, and operational efficiency are critical. With a deep understanding of government operations, LAZ ensures strict adherence to government standards while delivering innovative parking solutions to improve accessibility and streamline operations.

The company’s services include turnkey parking management, enforcement, and the integration of advanced technology for parking access and payment systems. LAZ’s strategic focus on efficient operational procedures, dynamic marketing campaigns, robust revenue integrity systems, and customer service excellence sets the industry standard. With extensive expertise in managing government contracts, LAZ provides transparent reporting, effective cost control, and the efficient use of public resources—all while prioritizing sustainability, safety, and security.

LAZ Parking Fast Facts	
Founded:	1981
Number of Locations:	Over 5,300
Number of Parking Spaces:	Over 2 Million
Annual Managed Revenues:	\$2.5 Billion
Number of Employees:	Over 20,000
States / Cities:	44/ 639
Portfolio Mix:	Managed, Leased, and Owned
Service Lines:	Hospitality, Commercial, Healthcare, Airports, Transportation, Universities, Government, Retail, Events and Venues

Greater Los Angeles Regional Presence

LAZ Parking has established a significant footprint in the greater Los Angeles region, positioning us as a trusted partner to municipalities, public agencies, and private stakeholders throughout Southern California. Our operations in this market are not only extensive in scale but also deeply integrated with the mobility needs of diverse communities. With more than 150 managers and 4,100 employees locally, LAZ maintains its regional headquarters located right here in Los Angeles,

In the Los Angeles area, LAZ manages a wide range of municipal parking programs that span from dense urban centers to coastal destinations and residential neighborhoods. These programs include on-street paid parking, enforcement, mobile payment and permitting systems, surface lot and garage operations, and comprehensive revenue control services. Our regional portfolio includes partnerships with over a dozen cities in Southern CA. Each of these programs demonstrates our ability to deliver solutions tailored to the unique needs of the community, whether that means supporting downtown business districts, enhancing visitor experiences in entertainment corridors, or managing high-volume beach and recreation destinations.

Our presence in this market allows us to leverage dedicated local resources, including trained enforcement and operations staff, specialized maintenance crews, and a robust network of technology and equipment vendors. This regional depth ensures that we can mobilize quickly, respond effectively to service needs, and maintain the highest levels of reliability and customer service.

Equally important, our experience in Southern California provides us with a nuanced understanding of the regulatory environment, community expectations, and the challenges of implementing paid parking in areas transitioning from free systems. We have successfully partnered with cities across the region to introduce modern, technology-enabled programs that enhance compliance, support local businesses, and improve curbside management, all while prioritizing a positive customer experience. For the City of



Pomona, this strong local presence translates into an experienced, well-resourced partner who understands the dynamics of the greater Los Angeles market and can deliver a proven, scalable, and community-focused parking solution.

Unparalleled Municipal Parking Experience

Our experience, leadership and philosophy have made LAZ Parking one of the nation’s premier operators specializing in parking services for municipalities and government agencies. We have an unmatched track record operating municipal parking systems and currently manage more than 600,000 parking spaces for over 150 government agencies, cities and counties.

The following is provided as a sample of LAZ Parking’s public sector clients, including the approximate number of spaces for each:

California Partnerships

- City of Long Beach (10,300)
- Long Beach Municipal Airport (1,550)
- City of San Francisco On Street (28,800)
- City of Inglewood, (12,750)
- City of Stockton (6,145)
- City of Burbank (1,475)
- City of Malibu (1,950)
- City of Newport Beach (4,100)
- City of Glendale (3,008)
- City of Los Angeles / LADOT (38,000)
- City of West Hollywood (3,360)
- City of San Francisco Off Street (3,115)
- California State Parks (2,665)
- City of San Mateo (2,610)
- County of Alameda (2,500)
- City of Calabasas (1,100)
- LA Beaches & Harbors (10,000)
- LAX IT (1,500)
- City of San Bruno (1,820)
- City of San Leandro (1,450)
- City of San Marcos (1,200)
- City of South San Francisco (2,100)
- City of Santa Ana (2,500)

National Partnerships

- Washington Metro Area Transit Auth (59,000)
- City of Las Vegas (NV) (3,000)
- Volusia County, FL (2,100)
- City of Baton Rouge, LA (2,000)
- City of Coral Gables, FL (1,775)
- City of Baltimore, MD (1,440)
- City of South Miami, FL (1,400)
- City of Arvada, CO (1,100)
- Cobb County, GA (1,380)
- City of Chicago Meters System (36,000)
- Montgomery County, MD (21,500)
- NY City Housing Authority (20,000)
- NY Metro Transit Authority (16,600)
- City of Lincoln, NE (14,780)
- Rhode Island State Beaches (8,100)
- City of Kansas City, MO (6,600)
- City of Miami Beach, FL (6,000)
- City of New Rochelle, NY (5,868)
- City of Lowell, MA (5,566)
- Norwalk Parking Authority (4,233)
- City of Stamford, CT (3,400)
- Birmingham Jefferson Conv. Complex (2,700)
- City of Syracuse, NY (2,525)
- City of Westminster, CO (2,500)



Nationally Recognized

IPMI Accredited Parking Organization with Distinction



LAZ Parking earned the Accredited Parking Organization (APO) with Distinction status in March 2024, recognizing the company's excellence in financial and operational accountability, customer care, employee training, sustainability, and technological innovation. This certification, granted for three years, establishes LAZ as a leader in the parking and mobility industry.

PTMP Certification Program

LAZ Parking promotes the Parking, Transportation, and Mobility Professional (PTMP) program, enhancing the expertise of its leadership team. Many of LAZ's managers have earned or are working toward PTMP or CPP certifications, demonstrating a commitment to excellence in the parking industry.



Environmental, Social & Governance (ESG)

LAZ Parking launched an ESG Division in 2022, aligning with its mission to create opportunities for employees and value for clients. The division focuses on social awareness, wellness, diversity, and sustainable business practices. LAZ collaborates with Quinn+Partners to implement ESG frameworks and achieve Net Zero by 2036. The company's environmental goals include advancing electrification, embracing digitization, and supporting responsible suppliers.



Diversity, Equity & Inclusion

DEI is a central component of LAZ's ESG strategy. The company is focused on fostering an inclusive environment through diverse policies, performance monitoring, and accountability. LAZ supports small, minority-owned, and women-owned businesses through its Supplier Diversity and Inclusion Plan, promoting equity both within and outside the organization.



LAZ Charitable Foundation

The LAZ Charitable Foundation uplifts underserved communities by supporting housing, education, food security, mental health, and career development. Its mission, "Elevating Humanity," emphasizes empowering individuals, promoting social justice, and creating opportunities for everyone to thrive. Deeply rooted in our DNA, LAZ seeks opportunities to get involved in the communities we serve and are particularly proud of our partnership with Special Olympics Southern California, for whom we host an annual charitable golf tournament and participate in the annual Plane Pull at Long Beach Airport.



Recent Success in Similar Parking Programs

In California, LAZ Parking has consistently demonstrated its ability to design, implement, and manage comprehensive parking enforcement and revenue collection programs that deliver immediate and lasting results. Our turnkey solutions are tailored to the unique needs of each municipality, combining industry-leading technology, proven operating procedures, and highly trained personnel to create programs that are efficient, transparent, and customer-focused. Our recent success transitioning similar programs from free parking to paid parking in California reflect LAZ Parking's ability to partner with cities to manage the delicate transition from free to paid parking. Our approach balances operational excellence with community responsiveness, ensuring that residents and visitors embrace the new system while municipalities realize their policy, mobility, and financial objectives.

Our Core Capabilities Include:

- **Paid Parking Program Implementation:** Introducing modern pay stations and mobile payment platforms that provide customers with multiple convenient payment options while maximizing revenue capture for municipalities.
- **Parking Enforcement Operations:** Deploying professional enforcement personnel equipped with handheld citation technology and license plate recognition systems to ensure accuracy, compliance, and efficiency.
- **Secure Revenue Collection & Reconciliation:** Applying rigorous audit controls, proven cash-handling procedures, and transparent reporting tools that safeguard revenue and provide municipalities with full financial accountability.



Case Study: City of Burbank, CA

LAZ Parking partnered with the City of Burbank to design and implement a full-service parking program that introduced paid parking in busy commercial districts. The program integrated new pay stations, mobile payment options, and professional enforcement operations. Within the first year, the City experienced a **30 percent increase in compliance**, stronger turnover in high-demand curbside areas, and improved financial performance that generated sustainable revenue to reinvest in the community.



Case Study: Ventura Harbor, CA

The Ventura Port District engaged LAZ Parking to convert Ventura Harbor from a free-parking environment into a structured paid parking system. LAZ deployed modern multi-space pay stations, mobile payment platforms, and dedicated enforcement personnel. The transition achieved **over 50 percent customer adoption of mobile payments** within six months, while parking revenue exceeded projections by **20 percent**, providing critical funding for harbor operations and visitor amenities.



Case Study: City of San Bruno, CA

The City of San Bruno partnered with LAZ Parking to launch its first comprehensive parking management program. LAZ introduced a fully integrated system of pay stations, mobile payments, and enforcement operations, supported by public education and outreach to ensure a smooth rollout. The result was a **25 percent increase in paid occupancy** and a measurable reduction in parking violations, leading to improved curbside access for local businesses and visitors while strengthening long-term program sustainability.

Team Experience

Our Local Parking Experts



Muhammad Mansoor PTMP, Vice President, Municipal Operations

In his 22-year parking career, Muhammad has led the implementation of dozens of parking programs across the U.S. He started his parking career with Central Parking System. While at Central Parking, he was responsible for the management of multiple municipal parking management contracts including Newport Beach, Santa Ana, Long Beach, Anaheim, Carson, and Riverside. Since joining LAZ, Muhammad has spearheaded transitions of several notable California based programs including citywide parking systems for the cities of Los Angeles, San Francisco, Inglewood, South SF, Palo Alto, Salinas, Manhattan Beach, San Leandro, San Marcos, and San Mateo. As a subject matter expert across a broad range of parking programs, Muhammad is often called on to assess operational efficiencies and the application of new technologies. He will provide regional project oversight required to ensure City of Pomona, CA's needs are met throughout the life of the contract. Muhammad has access to all LAZ's parking contracts, bringing best practices and lessons learned to the City of Pomona parking program.



Nick Lapating, Senior General Manager

Nick Lapating brings over 16 years of progressive leadership experience with LAZ Parking, currently serving as General Manager for the region. In his role as Contract Administrator for the City of Pomona, Nick will provide strategic oversight and regional support to the on-site operations team, ensuring contract compliance, performance excellence, and client satisfaction.

Nick's expertise in municipal parking enforcement is reflected in his direct involvement with multiple city programs, including enforcement programs for cities of Santa Ana, Newport Beach and Palm Springs. His ability to launch, stabilize, and optimize enforcement operations makes him an invaluable resource for both LAZ Parking and its municipal partners. Nick will ensure the City of Pomona receives consistent, responsive, and high-performing enforcement services backed by regional knowledge and operational best practices.



Dane Nielson, Regional Vice President

Dane Nielsen serves as Regional Vice President for the OC/Inland Empire/San Gabriel region, where he oversees all aspects of regional operations, strategic development, and contract performance. With 18 years of experience in the parking industry, Dane provides executive leadership and high-level support to a wide range of municipal parking enforcement programs throughout Southern California. Dane has been directly involved in supporting several successful enforcement contracts, including programs for the Cities of Santa Ana, Newport Beach, Palm Springs, and San Jacinto. His expertise lies in guiding complex operations, ensuring compliance with municipal standards, and fostering strong city-partner relationships.

A graduate of Pepperdine University, Dane brings a unique blend of business acumen and a passion for workplace culture and team empowerment. His leadership ensures LAZ Parking delivers reliable, community-oriented parking management services that align with each client's goals.



Peter Cho, PTMP Transition Manager & Senior Operations Manager

During his 30 years of parking management experience, Peter has been instrumental in providing measured leadership and guidance to his operational team by implementing proven systems to achieve optimal efficiency. Peter has implemented multiple municipal programs including first-time outsourced enforcement and paid parking programs. He has worked closely with clients to develop policies and procedures that provide the operations with a consistent level of service. Peter has assisted in the transition of several municipal programs, most notably, Ventura Harbor, Santa Ana, Newport Beach, San Marcos, San Leandro and San Mateo. His local knowledge and in-depth experience working in similar environments make him a valuable resource to Pomona. Peter will serve in the dual role of a Transition Manager and then as the Operations Resource Manager for this program.



Conor Buckley, Vice President, Municipal Operations

Conor joins the LAZ Family from Passport where he was one of their most tenured and trusted Client Success and Sales Executives. Conor prides himself on adopting the client's perspective to secure a full analysis and delivery of enterprise solutions. Since 2015, Conor has worked closely with some of Passport's largest and most complex municipal clients, including the cities of Toronto, Portland, Boston, and Montreal. As an Account Executive, Conor has built lasting partnerships with public and private parking operators by offering innovative technology and scalable solutions that are focused on client success. His impact on the industry goes beyond helping cities adopt technologies that address their parking and mobility needs. Conor has worked directly with Parking Authorities and City Councils throughout North America to gain approval and support for modern curb management policies and practices aimed at improving accessibility, reducing congestion, and enhancing customer experience. Conor is from Chapel Hill, NC, and received his bachelor's degree from the University of North Carolina, Wilmington. Conor will provide an extra layer of technical support for the Pomona parking program with a main focus on ensuring the successful implementation of the citation management and permit systems.



Robert Maroney PTMP, EVP, Government Services

Rob Maroney joined LAZ Parking in 2015 as the Vice President of Government Services. Rob is responsible for overseeing and supporting our rapidly expanding Government Services market, which includes municipal agencies and public private partnerships. With over 20 years of experience, Rob brings extensive experience in government operations, management, and consulting. He started his career in municipal government, and during his 12+ year career with Norfolk, VA, he served as the Director of Parking. Rob was also the Director of Parking and Transportation for Virginia Commonwealth University, overseeing the university's parking, transportation, and fleet management programs. Rob has access to all municipal contracts currently managed by LAZ and will bring his expertise to Pomona parking program.

4. MOBILE PAYMENT SOLUTIONS

LAZ proposes our proprietary Mobile Pay solution, LAZgo. Our robust plan integrates seamlessly with the Passport enforcement platform and provides customers with an easy and quick way to pay for parking on the go. Our transaction fees are the lowest in the industry, charging customer only one fee even when the parking session is extended. LAZgo meets all the requirements set forth with the exception of the IVR option. If this is a firm requirement, LAZ Parking is agnostic and will work with any Mobile Pay provider the District is currently working with.

Diverse Mobile Payment Solution

The LAZ Parking commitment to innovation extends beyond conventional parking management, embracing the digital landscape with a proven track record of elevating mobile adoption rates. Through strategic and effective marketing initiatives, we've successfully implemented groundbreaking strategies that not only increase mobile adoption but also enhance the overall user experience. LAZ Parking has built a powerful mobile payment tool that allows parkers to search, view and pay for parking online, via phone, tablet or desktop. With LAZgo, your residents and visitors can find and pay for parking right from their phones.



This suite of solutions provides powerful and secure mobile, web and app-based search and payments for ungated and gated locations. Capabilities include:

- **LAZ Parking App:** The LAZ Parking app is free to download from the Apple or Android store and gives our customers the fastest, simplest and most secure way to get guaranteed parking at the best, direct prices.
- **Text to Park:** Text to Park is a quick, convenient cashless parking experience. At un-gated locations, the customer simply sends a text to start their session. No attendants, no cash, no kiosks, not even an app. They get a customizable return text, and their stay is checked by license plate.
- **Web Widget:** The LAZ Parking web widget is a simple, small and powerful add-on that turns virtually any website or app into an online sales driver for your parking spaces. This solution is fast, secure and direct, with no third party required.
- **Pay as You Go:** Customers scan in and out with their phone or license plate and we take care of everything else. Their registered payment method is only charged for the time they park. Our use of ticketless, touchless digital payments offers ultimate flexibility and convenience.

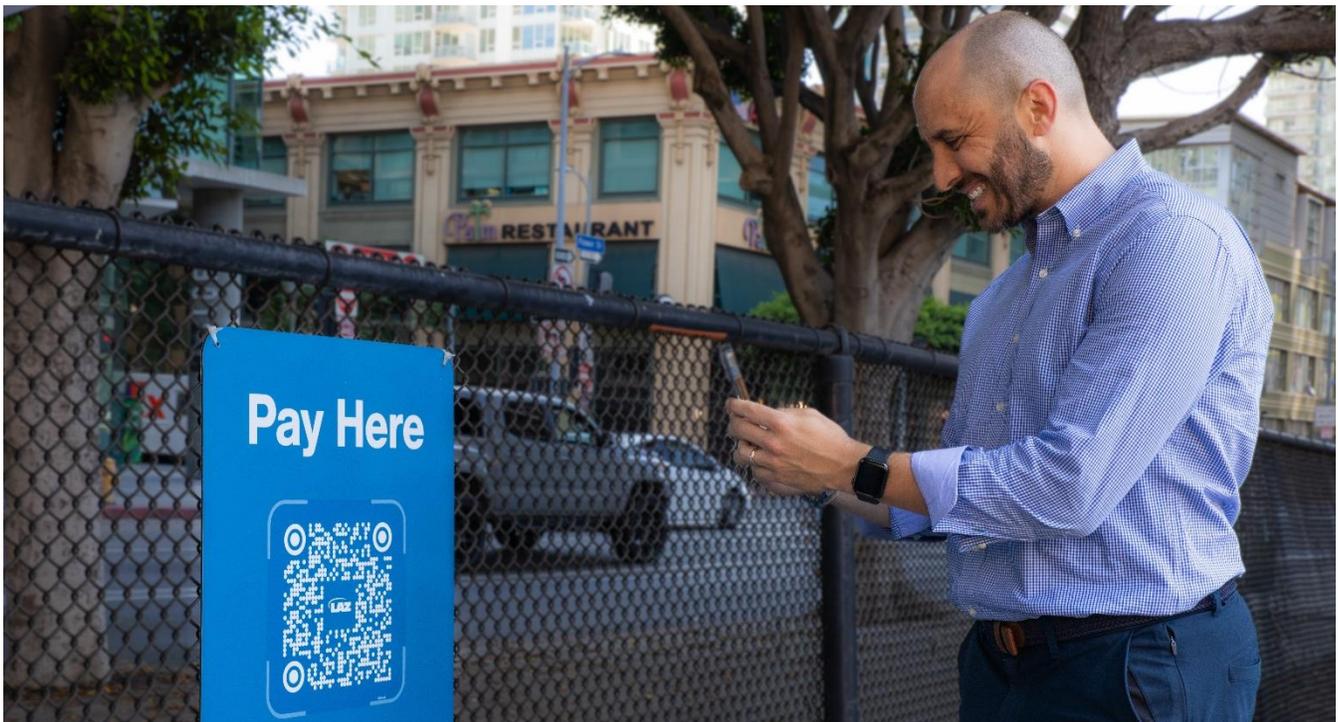
Success by the Numbers

- LAZgo at over 1900 locations and over 2200 sales channels
- While specific figures remain confidential, it's worth noting that LAZ Parking consistently achieves substantial annual parking sales through our platform, reaching tens of millions of dollars. This remarkable success is a testament to our commitment to providing unparalleled parking solutions and contributing significantly to the industry's digital landscape.
- While specific volume details are held confidential, it's noteworthy that LAZ Parking processes tens of millions of transactions annually through our platform. This substantial transaction volume underscores the widespread adoption of our parking solutions and the trust our clients place in our efficient and seamless transaction processes.
- LAZ Parking serves airports, stadiums, on-street, commercial garages, valet, residential and event parking with digital parking solutions and LAZgo technology.
- Customers can pay via Reserve Ahead or at most locations they can Park Now using LAZgo.



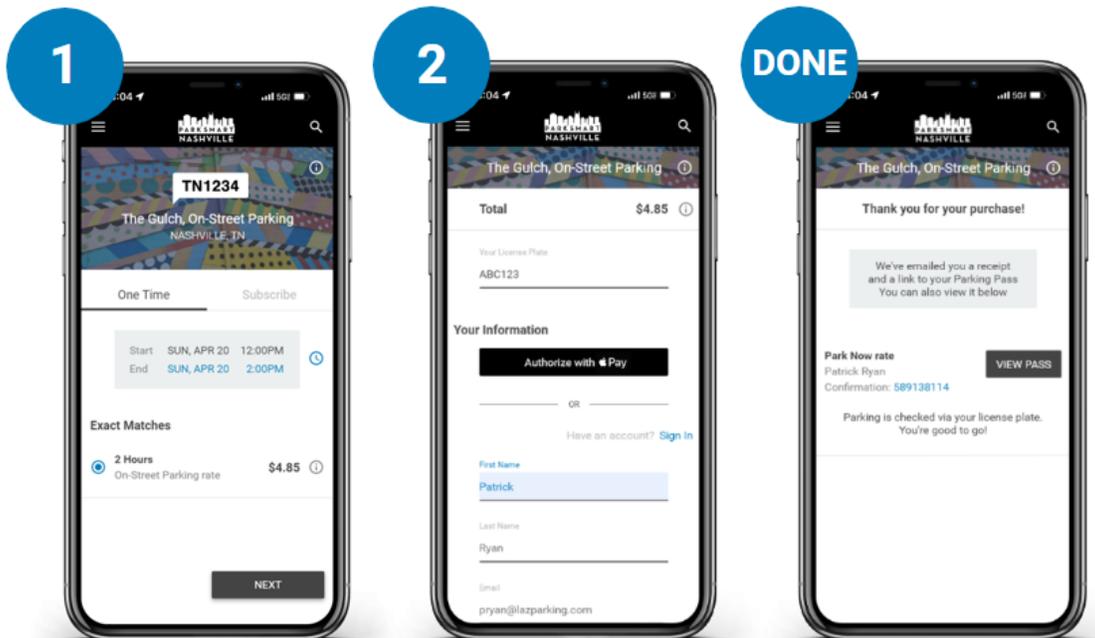
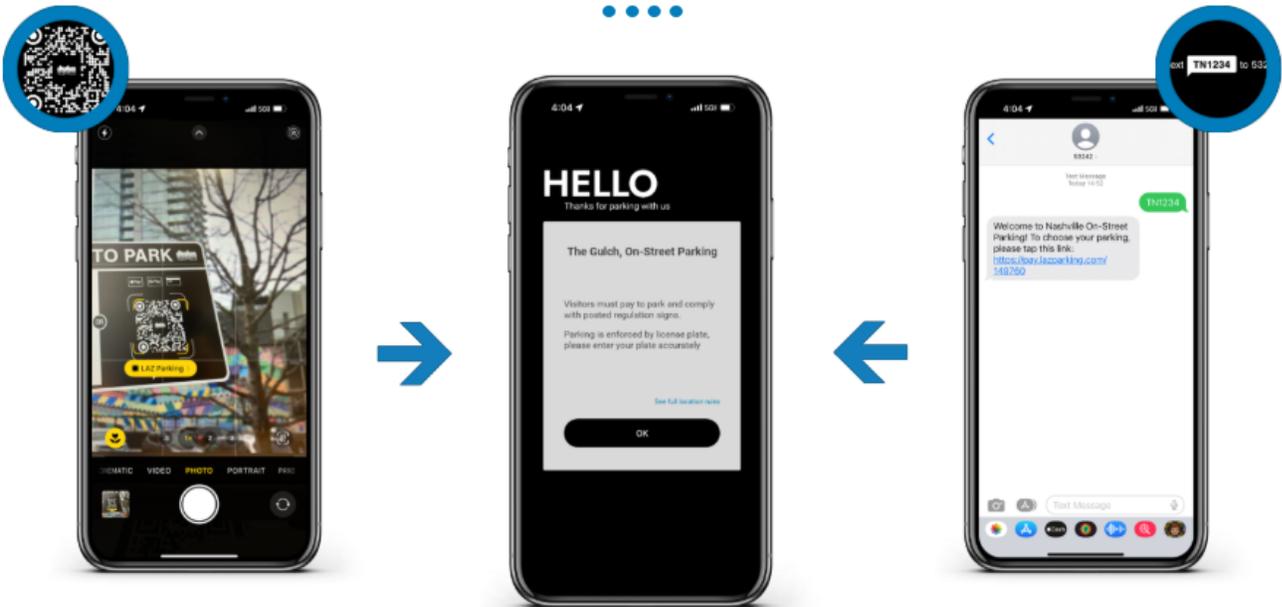
One Transaction. One Fee. Zero Stress!

Unlike 3rd party services, LAZ Parking won't bury your customers in multiple fees for each extension. There is only one transaction charge and one fee, that's it! Extensions are charged to the original payment method used to start the session (Apple Pay, Google Pay, or credit card). Payments will be finalized and collected at the end of the session.

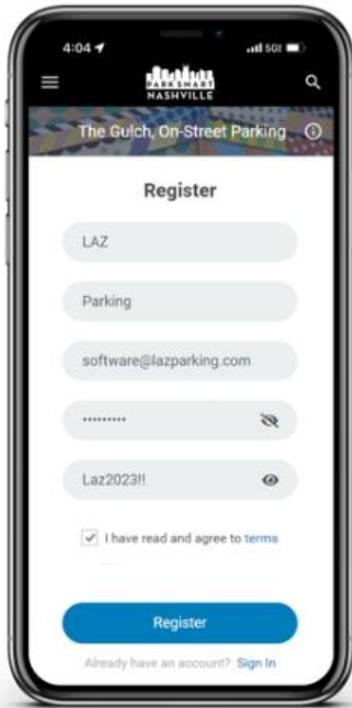


Customer Experience

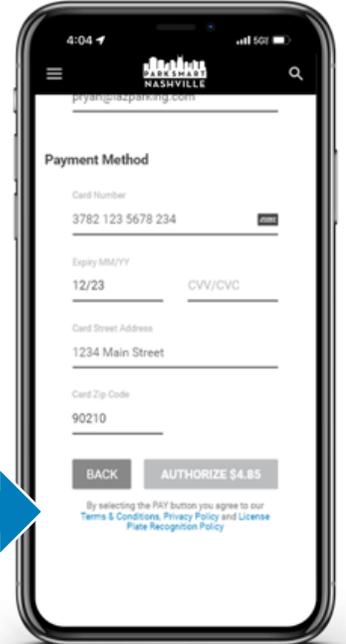
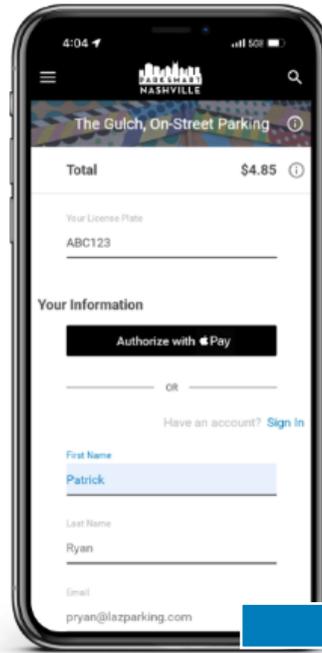
Two digital ways to pay



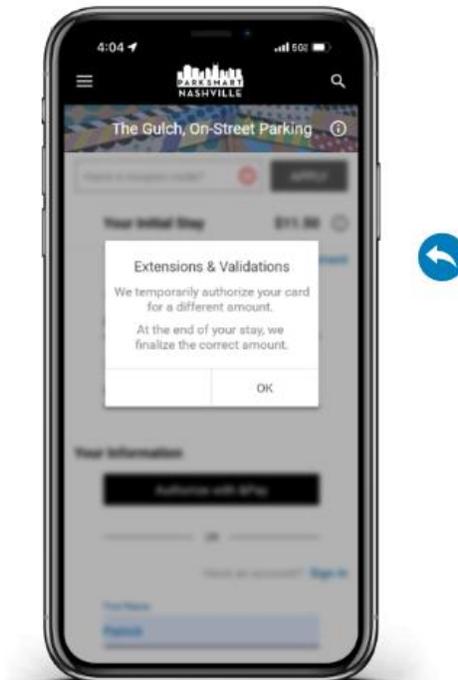
Registration (optional)



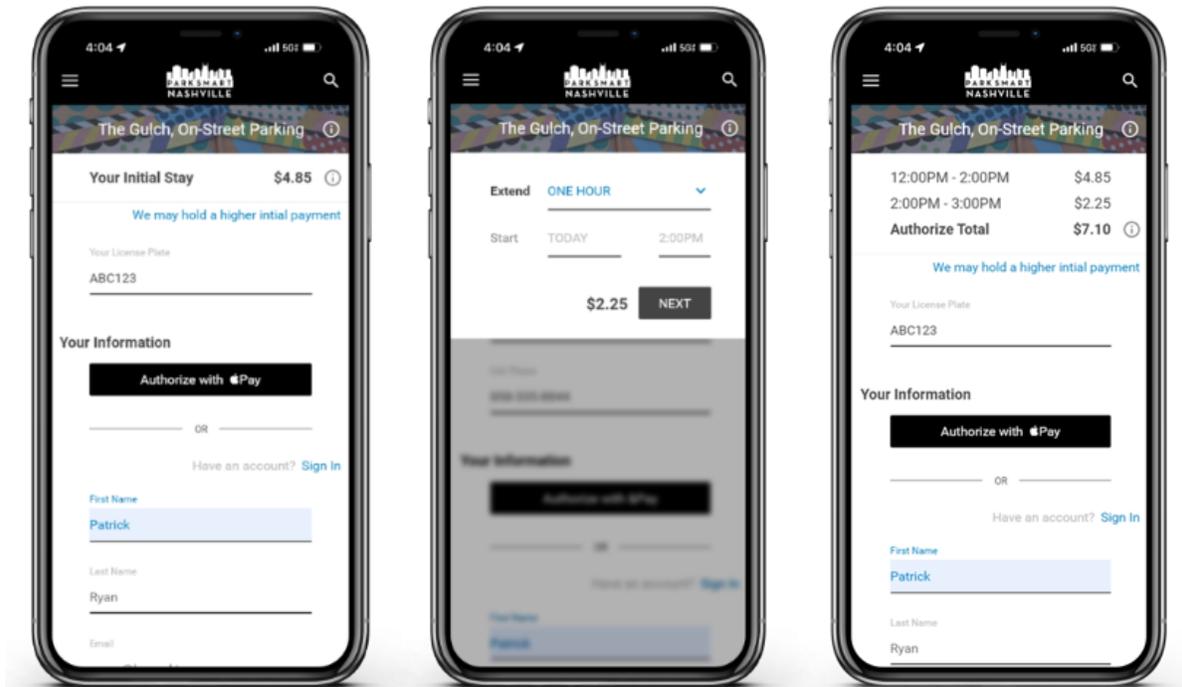
Checkout Screen Details



Extend Time – pre-authorizing card



Customer Journey – Extend Time



5. LAZ BUSINESS INTELLIGENCE

We also offer City of Pomona operation with our LAZ Business Intelligence (LAZ BI) platform, the parking industry's most powerful enterprise platform for delivering actionable data.

LAZ Parking will provide the City with a tailored BI dashboard built specifically for the City's parking program. This includes occupancy scoreboards, interactive visualizations, among others. Developed internally, this "LAZalytics" LAZ BI tool provides a single view of the most critical data points that drive your parking business. By creating custom KPIs, the City can monitor your assets as an entire unit or as a single property in real time. You also can drill down from high-level views, with granularly if needed. As a result, strategic, data-driven decisions can be made with regard to how to best manage parking operations and drive revenues to the bottom line.

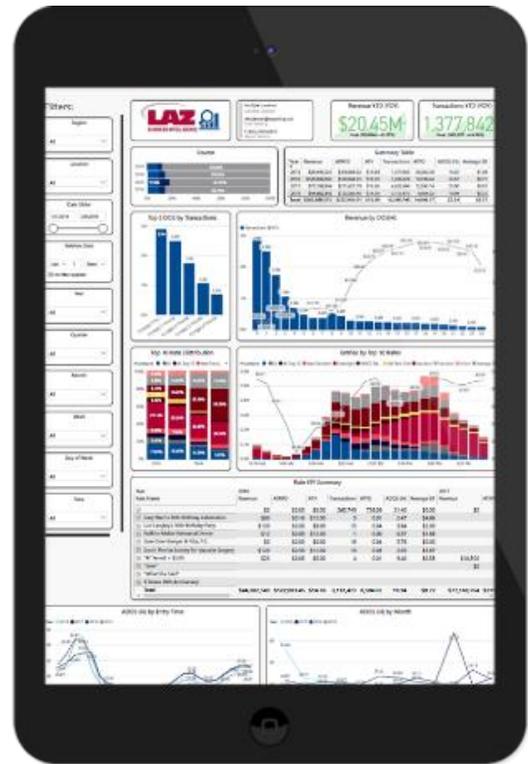
Power & Simplicity Combined

LAZ BI integrates with hundreds of custom, in-house data sources built using Azure Data Factory, leveraging the cloud computing power of Microsoft Power BI. The City will benefit from thousands of interactive dashboards, giving you instant access to KPIs and real-time reporting from any device. It's intuitive, easy to customize, and simple to use. You can visualize the "what-if" scenarios, drill down into the data, and model outcomes to guide your future strategy and decisions.

Its underlying "PowerBI" software used has long been an industry leading platform and it's used by organizations large and small, from multinational corporations to smaller companies and public sector agencies. This software has been fully customized for the parking industry. This is a tool we provide for our managers to manage their operations to maximize revenue and productivity.

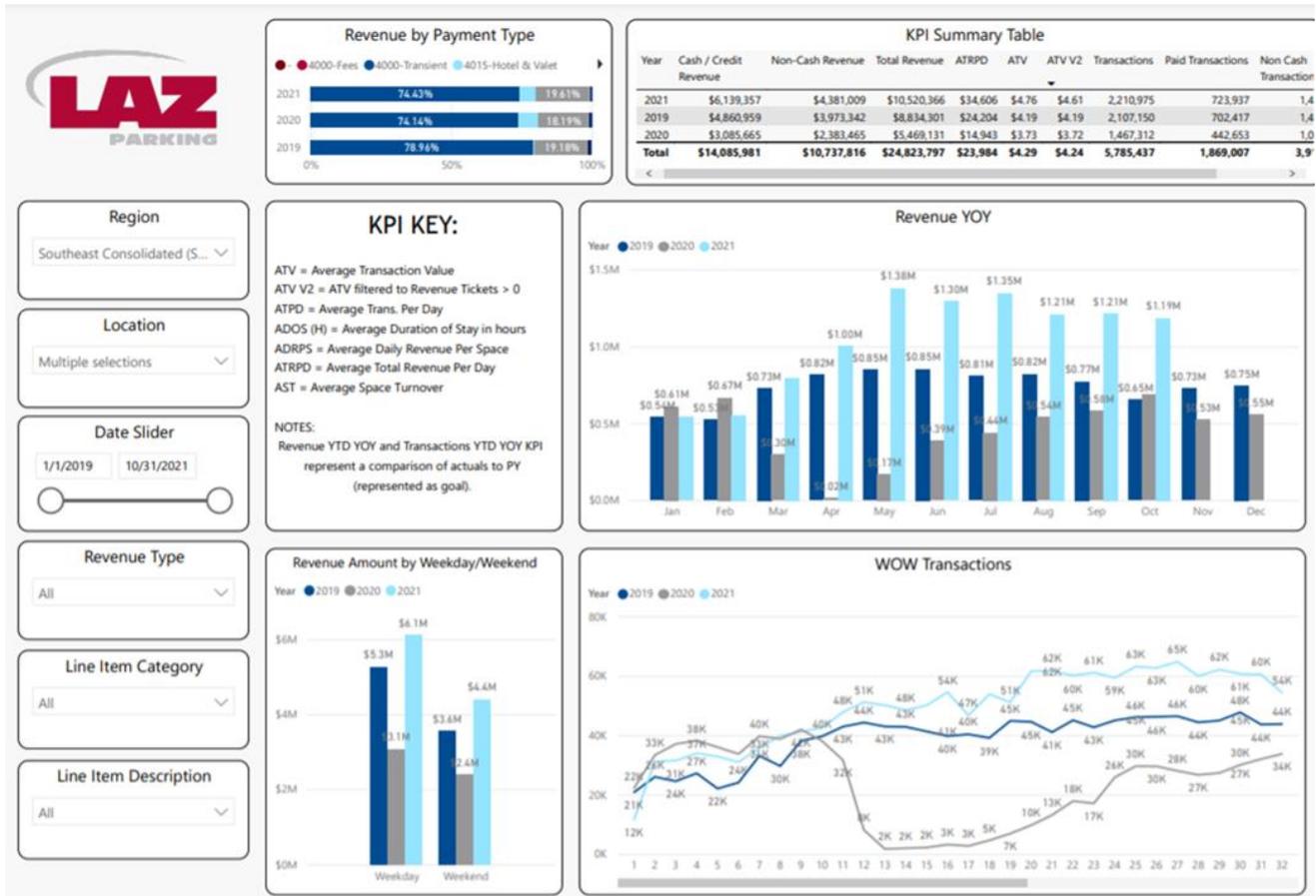
What You'll Receive

For the City, we propose custom dashboards with occupancy scoreboards, interactive visualizations, side-by-side performance comparisons, and powerful predictive analytics. Our integrations with all technologies in use



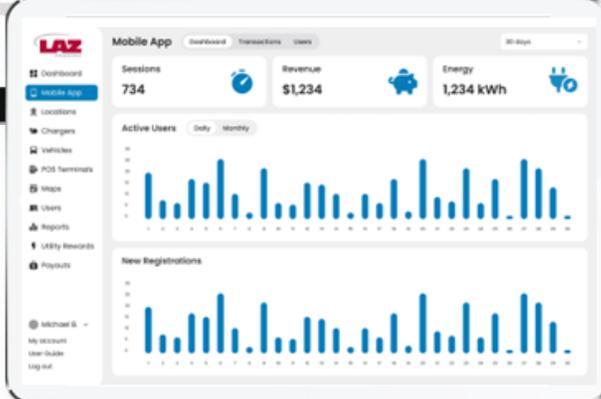
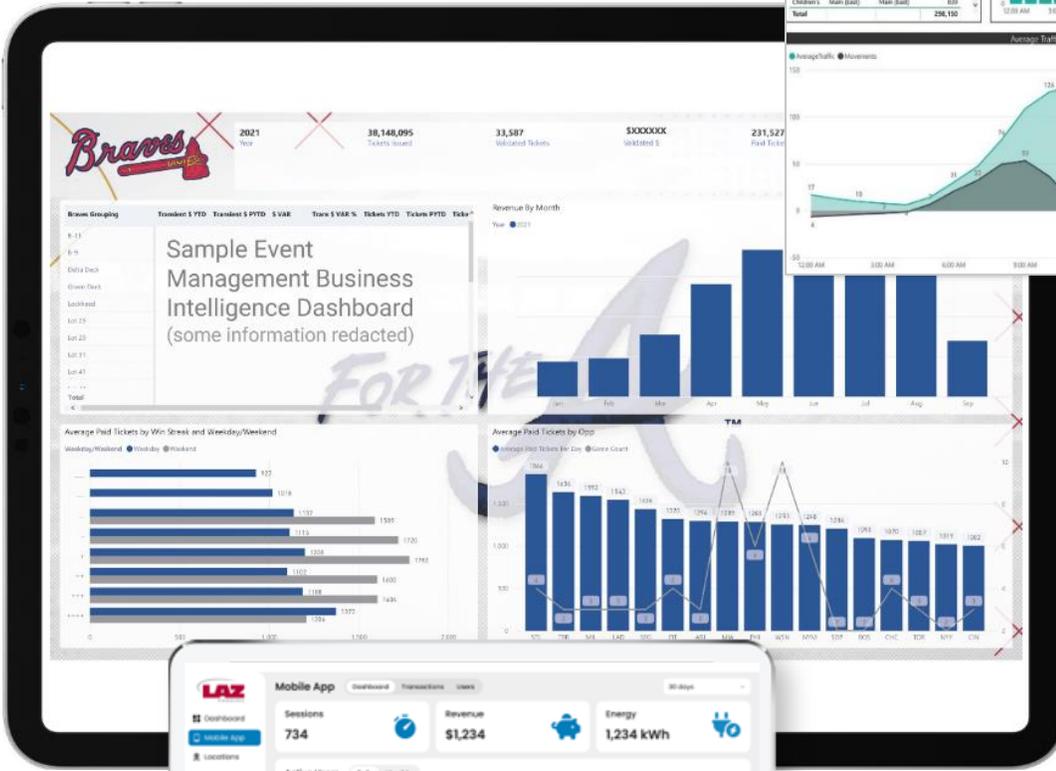
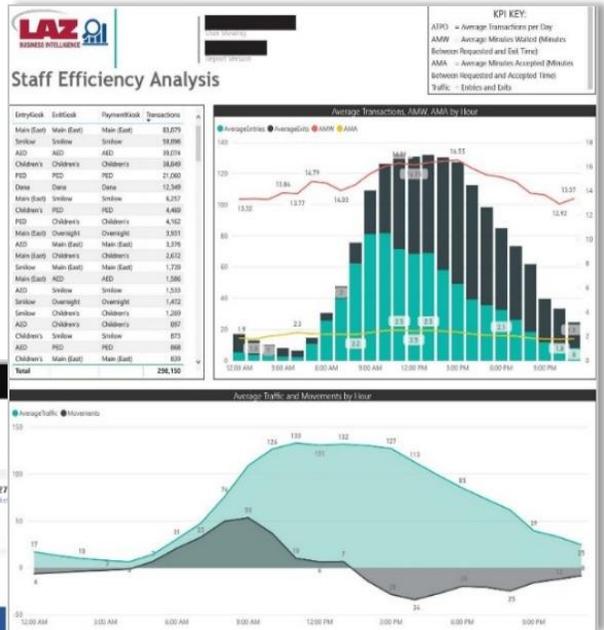
within the City's parking program will help maximize parking revenue without guesswork, ensuring that every decision is data-driven and optimized for your property's needs.

- **Multiple data sources consolidated under one roof**, across all assets (including integration with any future EV chargers for revenue metrics)
- **Customized, dynamic reporting** with dashboards and ad-hoc analysis
- **Advanced analytics** with industry-leading predictive / forecasting analytics
- **First-of-its-kind dynamic revenue and yield management optimization** tool for all products, including transient and monthly parking
- **Real-time performance tracking** for smarter decision-making
- **Historical data analysis** to improve financial forecasting
- **Financial performance metrics** to support stronger asset valuation
- **Time savings** by eliminating manual processes—one system for all parking data
- **Clear identification of demand for drivers**, maximizing revenue per space
- **Improved staffing efficiency** through transaction and payroll data integration
- **Proactive parking management** with key performance metrics at your fingertips
- **Advanced yield pricing** and dynamic occupancy variable pricing



Sample LAZ BI Data Visualization

We harness data from every single reporting point within our organization and are then able to analyze metrics from almost any angle. We look forward to working with the City to create your BI dashboards using metrics that matter to you.



Daily Breakdown of Key Metrics w/ Drill Down to Time of Day

Daily KPI Summary

Year	2020						Total						
	# - Day	Revenue	ATRPD	ATV	Transactio...	ATPD	ADOS	Revenue	ATRPD	ATV	Transactions	ATPD	ADOS
1 Monday	\$31,009.00	\$596.33	\$11.06	2,804	53.92	11.22	\$31,009.00	\$596.33	\$11.06	2,804	53.92	11.22	
2 Tuesday	\$34,969.00	\$672.48	\$11.15	3,136	60.31	11.11	\$34,969.00	\$672.48	\$11.15	3,136	60.31	11.11	
3 Wednesday	\$36,009.00	\$679.42	\$11.32	3,180	60.00	10.45	\$36,009.00	\$679.42	\$11.32	3,180	60.00	10.45	
4 Thursday	\$33,512.00	\$632.30	\$10.94	3,064	57.81	10.89	\$33,512.00	\$632.30	\$10.94	3,064	57.81	10.89	
5 Friday	\$33,800.00	\$650.00	\$9.51	3,553	68.33	10.96	\$33,800.00	\$650.00	\$9.51	3,553	68.33	10.96	
6 Saturday	\$18,569.00	\$357.10	\$6.03	3,081	59.25	12.04	\$18,569.00	\$357.10	\$6.03	3,081	59.25	12.04	
7 Sunday	\$11,407.00	\$219.37	\$6.28	1,817	34.94	13.45	\$11,407.00	\$219.37	\$6.28	1,817	34.94	13.45	
Total	\$199,275.00	\$544.47	\$9.66	20,635	56.38	11.31	\$199,275.00	\$544.47	\$9.66	20,635	56.38	11.31	

6. PERMIT MANAGEMENT SYSTEM

For residential and employee permits, our technology partner, Passport Labs provides a turnkey digital platform that eliminates paper-based processes. Residents and employees can apply, upload documents, and renew permits online, while City staff can manage zones, quotas, and approvals in real time. This system integrates with enforcement handhelds and license plate recognition technology, ensuring efficient compliance management across all zones.

With Passport’s scalable, online parking permit solution, the City will save time and money by providing an easy-to-use online system for its customers and enforcement officers. Passport’s Digital Parking Permits solution allows permit programs to be digitally transformed, reducing the number of in-office visits or phone calls and allowing operators to leverage further integrated solutions, such as enforcement.

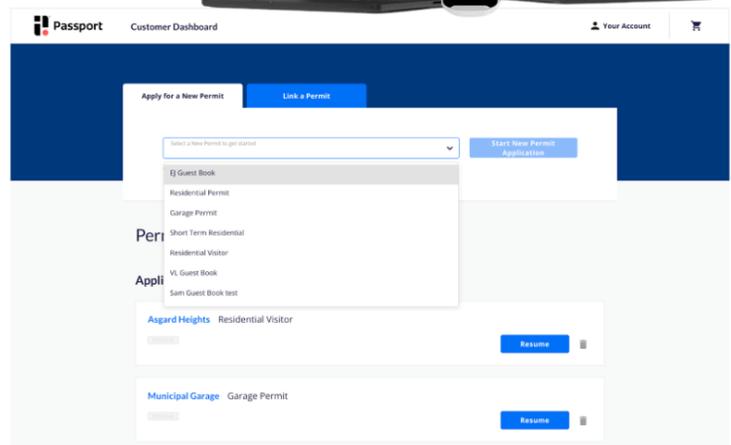
Passport’s technology portfolio includes an end-to-end internet-based parking permit solution, which comprises 2 different portals:

- **Front-end, online customer portal** where applicants/holders can securely apply, renew, purchase, and manage their permit(s).
- **Back-end, client-facing portal** manages the entire permitting environment, including permit approval, issuing, robust researching functions, dynamic reporting and configuring renewal notices.



Passport’s Customer Portal

The City will receive a user-friendly customer portal where customers can easily apply for, purchase, renew and manage their permits. The customer portal will be completely branded to the City with City colors and logos and will be configured with its specific permit types, permit cycles and permissions; the web-based customer portal can be linked to the City’s existing website.



Any modern browser can reach this customer portal, and it is mobile optimized for access by any smartphone with access to the internet.

Apply for Permit

Passport offers a streamlined application process that allows customers to easily apply for and purchase permits via any mobile or web-enabled device. Passport’s customer portal includes these key features:

- **Self-Service Account Management:** Permit accounts can be managed anytime from the customer portal. Once logged in, customers can view their current permits with options to renew, manage, or change their current permit, as well as add a new permit.
- **Flexible Application Process:** Customers can start and stop their permit application via the “Applications in Progress” option within their account online.

- **Address-Based Eligibility:** Address-based residential eligibility verification can be enabled to ensure that only permits available to that customer based on their specific address can be purchased.
- **Seamless Transition:** Passport enables a seamless transition from the City's previous permit management provider so that customers can "Link a Permit," using a City-provided link that pulls in the information from the customer's existing permit with the City's previous permit management provider.

Cashiering

Passport's customer portal can also support walk-in or mail-in permit applications via its "Issue Permit" module. The same restrictions and configurations that prevent purchases on the website will also apply to offline transactions. Regardless of the method of purchase, all permits are issued digitally and associated with the customer's License Plate Number (LPN) instead of physical hang tags or decals, eliminating the need to display a permit or interact with physical inventory.

Payment Options

Passport's digital parking permits solution allows convenient payment options and accepts credit and debit card payment options. Permit holders can pay using Visa, Mastercard, Discover, and AMEX cards as well as credit-card issuer-backed debit cards (i.e., the Visa/MasterCard logo is present on the card). Following payment, a confirmation receipt will be emailed. Please note that Passport's portal does not process payments; all in-person payments are recorded in the portal. Passport's customer portal can, however, process payments.

Passport's Portal

Permit Setup & Configuration

Passport's digital permit solution offers extensive configurations to meet the City's permitting needs and reflect the community using its permitted facilities. Permit configurations are defined and executed during implementation with the option for later edits by a main administrator, as needed. Within Passport's portal, City staff can establish Permit types (e.g., customer, staff, visitor), Cycles (e.g., daily, weekly, monthly, annually), Zones, Pricing and other prerequisites or limits to purchasing permits designated by the City.

Passport's portal also can support the following components of the City's permitting program:

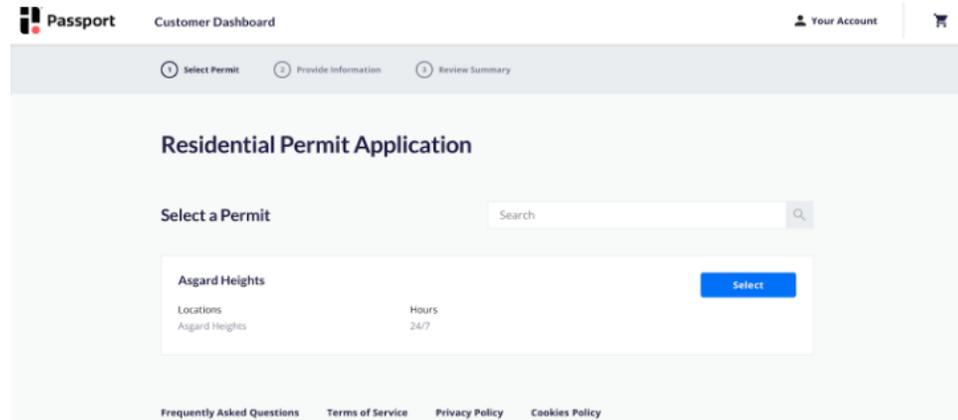
- **Configure Permit Eligibility Requirements:** City can implement a variety of eligibility requirements and prerequisites that must be met in order to purchase a permit; these can include proof of residence or employment status. The portal allows applicants to upload documentation as a requirement to submit their application.
- **Permit Issuance Limitations:** Limits can be set to control the number of permits issued according to specific parameters, such as permit types, cycles or zones. If an applicant reaches his/her limit, subsequent applicants will be added to a waitlist, which the City can set up to automatically add or remove applicants.
- **Rate Overrides:** Once a permit is set up according to the City's specifications, Passport can override the price in specific zones which allows the City to keep a single permit type but adjust the pricing in areas with higher demand.

- **Custom Fields:** Based on the permit type, custom fields can be created and designated as 'required.' The additional information gathered as a result of customizing fields enables the City to collect the information required to issue a specific permit and also provides additional customer insight.

Permit Issuance & Approval

As permit applications are received via the Passport customer portal, all information will flow in real time to Passport's portal "Permit Approval Queue," where new permit applications and renewals for all permit types are managed. Administrators will review the permit details (permit type, cost, permissions), application information (name, address, email, LPN) and any supplemental application documents (e.g., proof of residency, employment, etc.) that are submitted with the application.

From there, an administrator can choose to approve, deny or request more information for that application. All actions will email the contact on the application informing them of their permit status and any next steps.



Waitlisting

Passport's digital permit solution also offers automated waitlisting functionality, which automatically offers a permit to an applicant at the top of a waitlist based on availability. Authorized users can manually override the waitlist as needed, and the City will have full control over waitlist configurations, including the number of available spots and the applicant's length of time to complete a purchase. Applicants can view their position on the waitlist via the customer portal.

Permit Management

After permits are issued, Passport's portal provides the tools to manage active permit accounts.

- **Search Permits:** Quickly search permits by different parameters with the ability to drill down on specifics such as permit details, vehicles, payments, documents and notes.
- **Permit Reporting:** See details across the entire permit solution, including payments, refunds, permit zones and issuance data. All reports are exported to Microsoft Excel for further analysis.
- **Message Permit Holders:** Search for permit holders based on various filters and email a message to that group (e.g., permit lot construction or an event).
- **Automated Functions:** Functions such as automatically emailing renewal letters, auto-renewable permit types and changes to the waitlists can be automated to reduce burdensome management tasks for the City staff.

Communication with Permit Holders

Passport's system can notify customers via mail or email of an impending renewal cycle. Based on the expiration date for a particular permit type, the system can automatically generate a notification a few weeks before expiration, encouraging customers to renew their permit online with instructions on how to do so.

The City will also be able to communicate with permit holders via the Passport's portal "Message Permit Holders" functionality. Here, users can search for a particular permit holder(s) using filters for permit type, permissions, date, and status. Results will be returned, and users can select the users they wish to message, with an option to 'select all.' Once a permit population is selected, the user will select "Write Message" and input a Subject and a Message they wish to convey.

Digital Parking Permit Reporting

Passport designed its digital parking permit reporting to address most permitting situations, enabling the City to get insights into its permitted parking environment. City users will be fully trained on Passport's reporting module to optimize existing reporting to pull the information needed. Should the City require a data view that is not available through the system, Passport's Product Support team will work with the City to build additional custom reports, within reason. Several reports will allow City staff to report on system data, with the option to apply additional filters to drill down on granular details.

- Permit Detail Report
- Permit Issuance Report
- Trail Report
- Permit Type Sales Total Report

Branding, Wayfinding and Signage Plan Experience

LAZ has partnered with various municipalities to enhance urban mobility, optimize parking assets, and improve the customer experience. Our deep expertise in implementing parking wayfinding programs has helped cities across the country reduce congestion, increase parking utilization, and improve accessibility.

LAZ has successfully deployed integrated wayfinding systems in cities across the U.S., combining real-time data, dynamic signage, and mobile app integration to guide drivers to available parking. These programs have resulted in measurable improvements in traffic flow and user satisfaction. Our approach is rooted in collaboration with city stakeholders, leveraging smart technology and data analytics to tailor solutions to each community's unique needs.



With a proven track record of delivering innovative, scalable, and customer-focused parking solutions, LAZ is uniquely positioned to support the City of Pomona in enhancing its parking infrastructure and wayfinding capabilities. Shown here are a few examples of branding and signage examples from our recent projects.

PAID PARKING

Paid Parking in effect: 10 AM to 8 PM
Fridays • Saturdays • Sundays • Holidays
 Parking lot closed: 12 AM to 5 AM
 No camping or sleeping in vehicles.

PAY BY LICENSE PLATE

Per Hour (Up to 4 Hours): **\$1**

Por Hora (Hasta 4 Horas):

Day Pass: **\$10**

Pase de un Día:

PAGUE USANDO SU PLACA DE VEHÍCULO

ESTACIONAMIENTO DE PAGO

Estacionamiento de pago: 10 AM a 8 PM
Viernes • Sábados • Domingos • Días Festivos
 Estacionamiento cierra: 12 AM a 5 AM
 Prohibido acampar y dormir en vehículos.



P PAY HERE

DOWNTOWN NASHVILLE

HISTORIC CORE ATTRACTIONS
 • Utoper Aenean Dolor • Utoper Aenean Dolor
 • Purus Ultracorper • Purus Ultracorper
 • Justo Eit • Justo Eit
 • Sollicitudin Utoper Eges • Sollicitudin Utoper Eges

LOCAL EVENT CALENDAR
 SCAN QR CODE FOR UPCOMING EVENTS
Adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quisquam

P PAY HERE

DOWNTOWN NASHVILLE

GET READY TO BOOGIE!

You're a bona fide honky-tonk from the Music City Hall of Fame & Museum — and is short stroll from Nashville's most renowned nightclub district, Honky-Tonk Alley — where you can see (and hear) for yourself why they call this "Music City."

Of course, there's more to this part of town than meets the eye. For a quiet time, find a different kind of parking spot by the clubhouse at Theaters Place.

LOCAL EVENT CALENDAR
 SCAN QR CODE FOR UPCOMING EVENTS
Adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quisquam

PAY HERE P

DOWNTOWN NASHVILLE

HISTORIC CORE ATTRACTIONS
 • Utoper Aenean Dolor • Utoper Aenean Dolor
 • Purus Ultracorper • Purus Ultracorper
 • Justo Eit • Justo Eit
 • Sollicitudin Utoper Eges • Sollicitudin Utoper Eges

LOCAL EVENT CALENDAR
 SCAN QR CODE FOR UPCOMING EVENTS
Adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quisquam



7. REFERENCES

Similar Services & Operations

Municipal References

Agency:	City of Inglewood / Inglewood Police Department
Address:	1 West Manchester Blvd., Inglewood, CA 90301
Contract Value & Term:	\$54M – Continuously serving since May 2014
Scope of Services:	Turnkey parking enforcement services 24 hours/day-365 days/year (all MCs & CVCs), traffic control services, traffic & crowd control during special events, traffic dispatch services, front counter customer service representatives. Street Sweeping Enforcement, parking meters, permits, timed parking, posted signs, RPP, curb violations, scofflaw and school detail.
Contact:	Luis Atwell, Assistant City Manager
Phone:	310-412-5333
Email:	latwell@Cityofinglewood.org

Agency:	City of Santa Ana / Santa Police Department
Address:	20 Civic Center Plaza, Santa Ana, CA 92701
Contract Value & Term:	\$4.7M – Continuously serving since July 2018
Scope of Services:	Citywide parking enforcement services including all MCs and CVCs (Street Sweeping Enforcement, parking meters, RPP, alleys, blocked driveways, lawn parking, 24/7 operation with commercial street sweeping covered during graveyard).
Contact:	Yolanda Bautista
Phone:	714-245-8225
Email:	ybautista@santa-ana.org

Agency:	City of Burbank / Burbank Police Department
Address:	200 N. 3 rd Street, Burbank, CA 91502
Contract Value & Term:	\$6.5M – Continuously serving since April 2023
Scope of Services:	Citywide parking enforcement services including all MCs and CVCs (Street Sweeping Enforcement, RPP, timed zones and posted signs).
Contact:	Lieutenant John Pfrommer
Phone:	818-238-3106
Email:	jpfrommer@burbankca.gov

Agency:	City of West Hollywood
Address:	8300 Santa Monica Blvd., West Hollywood, CA 90069
Contract Value & Term:	\$14M – Continuously serving since July 2020
Scope of Services:	Turnkey Parking Enforcement Services 24 hours/day-365 days/year (all MCs & CVCs), Vehicle/Bike/Foot Patrol, Traffic Control, Dispatch Services, Front Counter Customer Service, Encroachment/Temp Permit Placement, Towing, Court Appearances. Street Sweeping Enforcement.
Contact:	Vince Guarino
Phone:	323-848-6426
Email:	vguarino@weho.org

Agency:	City of San Mateo / San Mateo Police Department
Address:	200 Franklin Parkway, San Mateo, CA 94403
Contract Value & Term:	\$7.1M – Continuously serving since November 2019
Scope of Services:	Citywide parking enforcement service including all MCs and CVCs. Street Sweeping & Citywide Parking Enforcement, including parking meters, RPP, timed zones, and posted signs.
Contact:	Sgt. Craig Collum
Phone:	650-522-7742
Email:	ccollom@cityofsanmateo.org

Agency:	City of Malibu
Address:	23825 Stuart Ranch Road Malibu, CA 90265
Contract Value & Term:	\$1.1M – Continuously serving since June 2024
Scope of Services:	Citywide parking enforcement service including all MCs and CVCs including timed zones and posted signs.
Contact:	Susan Duenas
Phone:	(310) 456-2489 ext. 313
Email:	sduenas@malibucity.org



people first

8. COST PROPOSAL

LAZ Parking is committed to providing the City of Pomona with a cost-effective, transparent, and value-driven parking management program that delivers measurable results while minimizing financial impact to the City. Our proposed pricing structure ensures flexibility and scalability as the City's program evolves and incorporates several **no-cost value-added services** provided by LAZ to support a successful launch.

1. Program Overview and Philosophy

Our proposed cost model is designed around three key principles:

- **Affordability and Shared Value:** Many program components can be structured for **shared cost** coverage between the Public Works Department and the Pomona Police Department, maximizing coverage while optimizing City resources.
- **Revenue-Neutral Foundations:** Mobile payment and permit management platforms are designed to operate **at no direct cost to the City**, with transaction-based fees covered by users or participating merchants.
- **Scalability and Transparency:** All recurring and capital costs are itemized to ensure predictable budgeting and simple program oversight.

LAZ's proven experience across California demonstrates our ability to deliver high mobile payment adoption rates and drive voluntary compliance through consistent, visible, and fair enforcement efforts. Within the first month of partnership with the Pomona Police Department, LAZ's data-driven approach has already shown measurable improvements in parking compliance and turnover—reducing citation disputes and improving the overall user experience. This partnership model, grounded in proactive communication and community engagement, establishes the foundation for long-term success and public trust in Pomona's parking program. By maintaining a strong field presence, communicating clearly with the community, and leveraging technology to simplify compliance, LAZ helps cities like Pomona foster a culture of cooperation and accountability that benefits residents, visitors, and local businesses alike.

Technology Platform and Transaction-Based Services

Service	Cost to City	Description
LAZGo Mobile Payment Platform	\$0 (No Cost)	Transaction fee of \$0.35 per session paid by the parker; plus applicable credit card fees also covered by parker. White-label option available for Pomona.
Digital Permit Management (Passport Labs)	\$10,000 (annual)	Comprehensive online permit issuance, renewal, and management system. Project Implementation Platform Setup, Project Management, and Training - Fee Waived Data Migration (Included) Custom Integrations (Included based on scope) Fee per permit \$3.00 (paid by permit holder)
Merchant Validation Program	\$0 (No Cost)	Merchants may subsidize customer parking sessions at \$0.35 per transaction —no cost to the City.

Value-Added Services (Provided at No Cost to the City)

Service	Value	Description
Signage Plan & Design	\$10,000	Design and placement plan for new on-street and off-street signage to support program rollout.
City Parking Webpage Redesign & Launch	\$8,500	Public-facing portal for parking info, payments, permits, and program updates—custom-branded for Pomona.
Public Outreach and Education Materials	Included	Development of brochures, FAQs, and communication templates to educate residents and visitors.

5. Optional Services (Available Upon Request)

Service	Cost	Description
Parking Program Analyst	Based on hourly rate	Advanced analytics, revenue modeling, and performance tracking.
Comprehensive Website Design (3rd Party)	\$25,000	Full digital redesign of Pomona parking web infrastructure.
LAZ Business Intelligence (BI) Dashboard	\$1,500/month	Live operational dashboard integrating payment, enforcement, and occupancy data.

Summary of Estimated Annual Program Costs Paid by the City

Component	Annual Cost
Digital Permit Management – Annual Subscription Fee	\$10,000
LAZ Business Intelligence Dashboard – Annual Subscription Fee	\$18,000
Signage Plan & Design (one-time)	Included
City Parking Webpage Redesign (one-time)	Included
Total Estimated Annual Cost	\$28,000

Note: LAZ recommends exploring a **shared cost model** between the Pomona Police Department and the Public Works Department for **enforcement coverage and resource utilization**.

7. Partnership Commitment

LAZ Parking’s proposed cost structure reflects our commitment to long-term partnership and financial stewardship. By combining no-cost technology deployment, shared operational costs, and measurable performance reporting, LAZ will help Pomona modernize its parking system while maintaining affordability, transparency, and accountability.

Our goal is to ensure the City’s parking program is sustainable, customer-friendly, and operationally efficient from day one.



9. ATTACHMENTS

A. Sample Certificate of Insurance 31

A. SAMPLE CERTIFICATE OF INSURANCE



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
7/30/2025

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER SterlingRisk P.O. Box 9017 Woodbury NY 11797	CONTACT NAME: PHONE (A/C, No, Ext): 800-767-7837 E-MAIL ADDRESS: request@sterlingrisk.com	FAX (A/C, No): 516-487-0372
	License#: BR-1418528 LAZPARKING	
INSURED LAZ Parking California, LLC 1200 Wilshire Boulevard Suite 100B Los Angeles CA 90017	INSURER(S) AFFORDING COVERAGE	NAIC #
	INSURER A: National Union Fire Ins Co of Pittsburgh, PA	19445
	INSURER B: Federal Insurance Company	20281
	INSURER C: AIU Insurance Company	19399
	INSURER D:	
	INSURER E:	
	INSURER F:	

COVERAGES **CERTIFICATE NUMBER:** 1624256535 **REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input checked="" type="checkbox"/> PRO-JECT <input checked="" type="checkbox"/> LOC OTHER:	Y	Y	3609369	7/31/2025	7/31/2026	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 1,000,000 MED EXP (Any one person) \$ PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COM/PO/AGG \$ 2,000,000 \$
A	AUTOMOBILE LIABILITY <input checked="" type="checkbox"/> ANY AUTO <input type="checkbox"/> OWNED AUTOS ONLY <input type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> NON-OWNED AUTOS ONLY	Y	Y	3135689	7/31/2025	7/31/2026	COMBINED SINGLE LIMIT (Ea accident) \$ 5,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
B	<input checked="" type="checkbox"/> UMBRELLA LIAB <input checked="" type="checkbox"/> OCCUR <input checked="" type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED RETENTION \$	Y	Y	See Schedule	7/31/2025	7/31/2026	EACH OCCURRENCE \$ 100,000,000 AGGREGATE \$ 100,000,000 \$
C	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below Y/N <input type="checkbox"/> N/A	Y		014111735	7/31/2025	7/31/2026	<input checked="" type="checkbox"/> PER STATUTE <input type="checkbox"/> OTH-ER E.L. EACH ACCIDENT \$ 1,000,000 E.L. DISEASE - EA EMPLOYEE \$ 1,000,000 E.L. DISEASE - POLICY LIMIT \$ 1,000,000
A	Garagekeepers Liability	Y	Y	3609369	7/31/2025	7/31/2026	Limit \$1,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)
 See Page 2 for Additional Information.

See Attached...

CERTIFICATE HOLDER LAZ Parking California LLC 1200 Wilshire Bld., Ste 100B Los Angeles CA 90017	CANCELLATION SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE
---	--

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ACORD 25 (2016/03)

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ADDITIONAL REMARKS SCHEDULE

AGENCY SterlingRisk		NAMED INSURED LAZ Parking California, LLC 1200 Wilshire Boulevard Suite 100B Los Angeles CA 90017	
POLICY NUMBER			
CARRIER	NAIC CODE		
		EFFECTIVE DATE:	

ADDITIONAL REMARKS

**THIS ADDITIONAL REMARKS FORM IS A SCHEDULE TO ACORD FORM,
FORM NUMBER: 25 FORM TITLE: CERTIFICATE OF LIABILITY INSURANCE**

Additional Insurers Affording Coverage:

- Insurer Letter C Allianz Global Risk US Insurance Company (NAIC 35300)
- Insurer Letter D Federal Insurance Company (Chubb) (NAIC 20281)
- Insurer Letter E Everest National Insurance Company (NAIC 10120)
- Insurer Letter F United Specialty Ins. Co. (NAIC 112537)
- Insurer Letter G RSUI Indemnity Company (NAIC 22314)
- Insurer Letter H Endurance American Insurance Company (NAIC 10641)
- Insurer Letter I American Guarantee and Liability Insurance Company (Zurich) (NAIC 26247)
- Insurer Letter J Westfield Specialty Insurance Company (NAIC 16992)
- Insurer Letter K Great American Assurance Company (NAIC 26344)
- Insurer Letter L Lexington Insurance Company (NAIC 19437)
- Insurer Letter M Westchester Surplus Lines Insurance (NAIC 10172)

- C: Excess General Liability --- USL03085025 --- 7/31/25-7/31/26 --- Aggregate \$4,000,000
- D: Primary Umbrella Liability --- 79863543 --- 7/31/25-7/31/26 --- Aggregate \$15,000,000
- E: Excess Liability --- XW5EX00131251 --- 7/31/25-7/31/26 --- Aggregate \$5,000,000
- F: Excess Liability --- BTM2513227 --- 7/31/25-7/31/26 --- Aggregate \$5,000,000
- G: Excess Liability --- NHA608117 --- 7/31/25-7/31/26 --- Aggregate \$7,500,000
- H: Excess Liability --- EXC30065353301 --- 7/31/25-7/31/26 --- Aggregate \$7,500,000
- I: Excess Liability --- AEC011173111 --- 7/31/25-7/31/26 --- Aggregate \$10,000,000
- J: Excess Liability --- XSL345214K02 --- 7/31/25-7/31/26 --- Aggregate \$10,000,000
- F: Excess Liability --- BTM2513226 --- 7/31/25-7/31/26 --- Aggregate \$5,000,000
- K: Excess Liability --- EXC 5867707 --- 7/31/25-7/31/26 --- Aggregate \$10,000,000
- L: Excess Liability --- 20744112 --- 7/31/25-7/31/26 --- Aggregate \$10,000,000
- M: Excess Liability --- G48749781001 --- 7/31/25-7/31/26 --- Aggregate \$15,000,000

30 Days' Notice of Cancellation provided, 10 days for non-payment of premium. . If agreed upon in a written contract or agreement, the certificate holder is included as an additional insured for general liability, but only with respect to the operations of the named insured. This insurance is primary and non-contributory to the additional insureds if agreed upon in a written contract or agreement. Waiver of subrogation applies in favor of the additional insureds if agreed upon in a written contract or agreement