



**CITY OF POMONA
VEHICLE PARKING DISTRICT
BOARD OF PARKING PLACE COMMISSIONERS
AGENDA REPORT**

March 12, 2026

To: Vehicle Parking District Board of Parking Place Commissioners

From: Meg McWade, Public Works Director

Submitted By: Arnold Dichosa, City Engineer

SUBJECT: RECOMMENDATION TO THE CITY COUNCIL TO AWARD A COOPERATIVE PURCHASE AGREEMENT FOR A NEW PARKING APPLICATION TO LAZ GOVERNMENT SERVICES FOR THE VEHICLE PARKING DISTRICT

RECOMMENDATION:

Staff recommends that the Board of Parking Place Commissioners recommend to the City Council to award a cooperative purchase agreement for a new parking application to LAZ Government Services (LAZ) for the Vehicle Parking District (VPD) Lot Operations.

EXECUTIVE SUMMARY:

Approval of the recommendation to City Council will direct Staff to place on a City Council agenda the award of a cooperative purchase agreement with LAZ for the implementation of a new parking application to support the VPD Lot operations.

FISCAL IMPACT:

The Adopted FY 2025/26 Budget has a total of \$100,000 in FD 230, Vehicle Parking District | CC9200, Vehicle Parking District | Controllable Contract Services for as needed contracts, including a new permit application.

The agreement with LAZ is anticipated to cost \$28,000 annually. In addition, there will be one-time implementation costs associated with the design, procurement, and installation of new signage. LAZ can provide the required signage for a one-time cost of \$20,600.

LAZ also offers additional optional services such as parking enforcement and parking lot lease management that may be considered in the future and added through an amendment to the agreement for additional fees, subject to available revenue.

DISCUSSION:

VPD staff have been evaluating potential vendors to recommend a new parking permit application due to issues with our current application and meters. During this review process, on March 2,

2026, staff received notice from Arrive (Flowbird) that the platform will transition to ParkMobile effective June 30, 2026. As part of this transition, the transaction fee will increase from \$0.35 to \$0.45 per transaction. This fee is charged to each parking customer as part of the daily permit cost. Without action on this item, the VPD permit application will transition to ParkMobile.

Staff conducted a thorough evaluation to identify a new parking application to support parking lot operations and permit management. A total of seven permit application vendors with cooperative purchase agreements on Sourcewell and Omnia Partners were reviewed by the VPD Staff. From this review, the top three applications were invited to provide demos and were further evaluated by a cross-departmental team including IT, Finance, Administration, OEBA, and the Police Department, and included input from the Downtown Pomona Owners' Association Executive Director.

Each vendor was evaluated based on multiple factors critical to VPD operations, including end user ease of use, compatibility with City banking systems, and integration with enforcement operations. This comprehensive evaluation ensured the app being recommended would meet administrative and operational requirements, while providing a positive experience for the public.

Based on this evaluation the vendors were ranked accordingly:

Parking Application	Score
Hotspot	34.6
LAZ	34
ParkMobile	34

Given the minimal difference in the evaluation scores, VPD staff requested additional follow-up information from the three vendors. ParkMobile was subsequently determined to be non-responsive due to its inability to issue quarterly permits.

Topics included in the follow-up questionnaire included implementation time (10-week requirement), signage costs, references, merchant of record services, and vendor responsiveness. LAZ was the only vendor that guaranteed implementation within 10 weeks or less. References for LAZ, including both recent implementations and long-term municipal customers, were excellent, and the vendor committed to responding to City inquiries within 24 hours.

Based on the evaluation results, follow-up responses, and reference checks, staff recommends LAZ as the vendor for the parking permit application. LAZ was the only vendor that guaranteed implementation within the required 10-week timeframe, provided strong references from both recent implementations and long-term municipal customers, and committed to a 24-hour response time for customer service inquiries.

In addition to mobile app functionality, the new system will transition permits to a license plate-based format, allowing citations to be issued using license plate readers. This approach reflects the current industry standard in most municipalities and is expected to streamline enforcement and reduce administrative burden.

While approval of the recommendation to City Council to award a new agreement for a new permitting app represents an upfront cost, the new application is expected to significantly improve permit sales and revenue collected. Current challenges with the existing application and parking meters have limited the VPD's ability to collect permit revenue. By implementing the new permitting application alongside dedicated parking lot enforcement, especially during times when the Police Department Parking Enforcement Officers are unavailable, Staff anticipates increased compliance and revenue.

The full scope of services and the agreement with LAZ are still in draft form, but staff anticipates that they will be finalized in time for award at the April 6, 2026 City Council meeting.

Prepared by:

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ATTACHMENT(S):

Attachment No. 1 – LAZ Mobile Payment Solution and Permit Management Proposal
Attachment No. 2 – Transition to ParkMobile App Notice