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# CITY OF POMONA

## COUNCIL REPORT

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September 8, 2025

To: Honorable Mayor and Members of the City Council

From: Anita D. Scott, City Manager

Submitted By: Michael Ellis, Chief of Police

**SUBJECT: AWARD A CONTRACT TO LAZ PARKING CA, LLC FOR CITY-WIDE STREET SWEEPING ENFORCEMENT**

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### **RECOMMENDATION:**

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

- 1) Adopt the following resolution (Attachment No. 1):

**RESOLUTION NO. 2025-116 – A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF POMONA, CALIFORNIA, AMENDING THE FY 2025-26 OPERATING BUDGET BY INCREASING REVENUE ESTIMATES IN THE AMOUNT OF \$800,000 AND APPROPRIATIONS IN THE AMOUNT OF \$436,061 FOR STREET SWEEPING ENFORCEMENT CONTRACT**

- 2) Award a contract to LAZ Parking CA, LLC for city-wide street sweeping enforcement in the amount of \$1,337,065 for a three-year term from October 1, 2025, to September 30, 2028; and two (2), one (1) year extensions.
- 3) Authorize the City Manager to execute the street sweeping enforcement agreement and any amendments thereto, subject to review by the City Attorney.

### **EXECUTIVE SUMMARY:**

It is recommended that the City Council approve and award LAZ Parking CA, LLC, a three-year term contract including two (2), one (1) year extensions, exclusively for city-wide street sweeping enforcement.

### **SB1439/GOVERNMENT CODE §84308 APPLICABILITY:**

☐ When this box is checked, it indicates the agenda item is subject to the Levine Act SB1439 requirements. Council members are reminded to check their campaign contributions and determine whether they have received a campaign contribution of \$500 or more that would require

disclosure and/or recusal from discussing or acting on this agenda item. Campaign contributions of \$500 or more made 1) by any person or entity who is identified in the agenda report as the applicant or proposer or 2) on behalf of the applicant or participant, including a parent, subsidiary or otherwise related business entity, or 3) by any person who has a financial interest in the agenda item requires a councilmember to comply with SB1439.

### **FISCAL IMPACT:**

The cost for the first three years of the contract is \$1,337,065 and will be funded through the City's General Fund. The cost for year 1 of the contract in Fiscal Year 2025-26 is \$436,061 (101-2003-52285-00000). General Fund revenue from street sweeping enforcement for FY 2024-25 was \$765,585.46. It is anticipated that LAZ Parking CA, LLC street sweeping enforcement will generate an estimated revenue of \$800,000 - \$1,300,000 in FY 2025-26, with steady gains in Year 2 and Year 3 (Attachment No. 2). The revenue estimate for year 1 will be set at an amount of \$800,000 (101-2003-40237-00000).

### **DISCUSSION AND BACKGROUND:**

On May 1, 2025, a Request for Proposal (RFP) No. 2025-18 was issued on the City's electronic bidding platform. The solicitation notified 193 potential vendors, of which 43 downloaded the RFP, resulting in the city receiving 11 proposals. Of the 11 proposals received, six (6) failed to meet the minimum qualifications listed in the RFP. The following five (5) bidders met the minimum requirements listed in the RFP and were evaluated on a 300-point scale based on Overall Project Approach, Design and Methodology, Qualifications, and Experience. LAZ Parking CA, LLC's proposal was selected as the highest-ranking proposal by the Evaluation committee.

<b>Rank</b>	<b>Proposer</b>	<b>RFP &amp; Cost Evaluation Score</b>
1	LAZ Parking CA, LLC.	234
2	Ace Parking	228
3	Guard Systems, Inc	206
4	Diamond Parking Solutions	192
5	All American Security Solutions	101

The Traffic Services Bureau reviewed each proposal for completeness, qualifications, and professional experience. LAZ Parking CA, LLC was rated the highest of the final 5 bidders. LAZ demonstrated in their proposal an ability to effectively maintain and enforce all street sweeping routes across the City of Pomona, provide effective supervision and quality assurance, develop a comprehensive work schedule to meet the City's needs, and present cost-effective operational measures to ensure performance expectations (Attachment No. 2). Further, LAZ Parking CA, LLC, is a well-established parking enforcement services provider in the State of California.

Based on the Police Department's recent issuance levels of street sweep violations (11,500 citations in 2024; 5,700 citations Jan–Jun 2025) and a \$56.50 fee per citation, LAZ Parking CA, LLC projects gross citation revenue between ~\$0.81M and ~\$1.30M in Year 1, depending on ramp-up intensity, with steady gains in Year 2 as staffing remains consistent and routes mature. These projections reflect industry-observed uplifts when moving from under-resourced, police-managed programs to professionalized private enforcement. (Attachment No. 3).

In addition, the estimated contract cost for Year 1 is \$436,031. The costs for Year 2 and Year 3, \$443,859 and \$457,175, respectively, reflect a proposed 3% Cost of Living Adjustment (COLA), consistent with the average Consumer Price Index (CPI) for the Los Angeles, Orange, and Riverside County areas (Attachment No. 4).

Staff recommends awarding LAZ Parking CA, LLC a contract for a three-year term from October 1, 2025, to September 30, 2028; and two (2), one (1) year extensions, exclusively for city-wide street sweep enforcement. Any extensions to the agreements will be brought to the City Council for consideration at the appropriate time.

Prepared by:

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Maxwell Moya  
Police Sergeant

**ATTACHMENT(S):**

Attachment No. 1 – Resolution No. 2025-116  
Attachment No. 2 – LAZ Parking CA, LLC Contract  
Attachment No. 3 – LAZ Parking CA, LLC Three-Year Revenue Estimate  
Attachment No. 4 – LAZ Parking CA, LLC Three-Year Contract Cost Proposal  
Attachment No. 5 – PowerPoint Presentation