



CITY OF POMONA COUNCIL REPORT

June 15, 2026

To: Honorable Mayor and Members of the City Council

From: Anita D. Scott, City Manager

Submitted By: Meg McWade, Public Works Director

SUBJECT: AWARD OF A COOPERATIVE PURCHASE AGREEMENT FOR A NEW PARKING APPLICATION TO LAZ PARKING CALIFORNIA, LLC FOR THE VEHICLE PARKING DISTRICT (VPD) PARKING LOTS

RECOMMENDATION:

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

- 1) Award a cooperative purchase agreement, with an initial three-year term and two optional one-year renewals, for a new parking application to LAZ Parking California, LLC (LAZ) initially for the Vehicle Parking District (VPD) Lot Operations in the annual amount of \$28,000, subject to future Consumer Price Index adjustments after the initial three-year term, plus a one-time payment of \$20,600 for signs; and
- 2) Authorize the City Manager to execute the agreement with LAZ, and any extensions or amendments thereto including use of the service Citywide, subject to review by the City Attorney

EXECUTIVE SUMMARY:

At its March 12, 2026, meeting, the Board of Parking Place Commissioners (VPD Commission) voted to recommend that the City Council approve the award of a cooperative purchase agreement with LAZ Parking California, LLC (Attachment No. 1) for the implementation of a new parking application to support VPD Lot operations. Award of this contract will ensure a working parking software system in alignment with the recommendation of the VPD Commission.

SB1439/GOVERNMENT CODE §84308 APPLICABILITY:

When this box is checked, it indicates the agenda item is subject to the Levine Act SB1439 requirements. Councilmembers 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 Adopted FY 2026/27 Operations Budget has a total of \$100,000 in FD230, 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, with future amendments subject to Consumer Price Index adjustments. In addition, LAZ offers a one-time allotment of \$10,000 for the City to use to purchase signage through the vendor. However, the City estimated that the total cost of new sign replacement to implement this new program throughout all the parking lots will cost \$30,600. With the \$10,000 allotment offered by LAZ, the City will be responsible for funding \$20,600 of the total cost of the sign implementation, which will be done within the existing VPD Budget. While the initial focus of the application will be VPD lots, there is the ability to utilize the software in other areas of the City, which may be activated based on City needs.

DISCUSSION:

To support the operational needs of the Vehicle Parking District (VPD), Staff researched parking permit application vendors available through cooperative purchasing agreements with OMNIA Partners Contract #159573. On March 2, 2026, Staff received notice from the current application vendor Arrive (Flowbird), that the platform will transition to ParkMobile effective June 30, 2026 (Attachment No. 2). As part of this transition, the transaction fee would 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.

Section 2-997 authorizes the Purchasing Officer to join with other units of government in cooperative purchasing plans so that the best interest of the city shall be served thereby. Cooperative purchasing agreements allow the City to utilize competitively awarded contracts that satisfy public procurement requirements, while reducing administrative time and costs associated with conducting a separate formal solicitation process. Through these cooperative purchasing programs, cities can access pre-negotiated pricing, standardized contract terms, and vendors that have already undergone a competitive procurement process. Staff have determined that LAZ Parking California, LLC offered a solution that best aligns with the City's operational requirements, implementation timeline, customer service expectations, permit management needs, and the administration of the City's quarterly parking permits through Passport Labs, Inc. LAZ is responsible for managing the agreement with Passport, which is awarded via OMNIA Partners Contract #158975.

The proposed parking permit application will modernize parking lot operations and permit management by providing enhanced mobile application functionality and transitioning permits to a license plate-based format. This will allow citations to be issued using license plate readers (LPR), which reflects the current industry standard utilized by many municipalities. The updated system is expected to streamline parking enforcement operations, improve administrative efficiency, and enhance customer experience for permit holders and visitors.

While the award of the new agreement for a permitting application represents an upfront cost, the system is expected to significantly improve permit sales and overall revenue collection. Current limitations associated with the existing application and parking meters have constrained VPD's ability to effectively capture permit-related revenue. The implementation of the new permitting application, combined with dedicated parking lot enforcement, is anticipated to enhance compliance and increase revenue.

Prepared by:

Sylvia Gonzales, Management Analyst

ATTACHMENT(S):

Attachment No. 1 – LAZ Agreement

Attachment No. 2 – Transition to ParkMobile App Notice