



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

April 9, 2026

To: Vehicle Parking District Board of Parking Place Commissioners

From: Meg McWade, Public Works Director

Submitted By: Arnold Dichosa, City Engineer

**SUBJECT: CONTINUED DISCUSSION OF VEHICLE PARKING DISTRICT (VPD)
FEES AND ONGOING CITYWIDE FEE STUDY**

RECOMMENDATION:

It is recommended that the Board of Parking Place Commissioners continue to discuss and review the current Vehicle Parking District (VPD) fee structure and provide input to staff regarding potential adjustments as part of the ongoing citywide fee study

EXECUTIVE SUMMARY:

The purpose of this item is to ensure ongoing Commission discussion regarding the VPD fees as part of the City of Pomona's (City) comprehensive fee analysis study. The VPD fund is currently operating at a structural deficit, with expenditures exceeding revenues, and is not financially sustainable under the existing fee structure. The City has retained a consultant to evaluate cost recovery levels and recommend updates to all City fees. Staff is seeking Commission input to help inform the consultant's analysis and guide future policy direction prior to the development and presentation of formal fee recommendations.

FISCAL IMPACT:

There is no fiscal impact associated with reviewing the VPD fees.

Future fiscal impact would occur only if the VPD Commission and City Council approve action to modify VPD fees, based on the findings of the citywide fee analysis study, and may result in increased revenues to the VPD fund. Any proposed fee adjustments will be analyzed and presented for formal consideration at a future meeting.

DISCUSSION:

VPD revenue sources include leases with Western University of Health Sciences, North-West College, the School of Arts and Enterprise (SAE), quarterly permit fees for residents and commuters, and daily parking permits issued via app or at a meter.

Over time, expenditures associated with maintenance, infrastructure repairs, technology upgrades, and administrative support have increased. However, VPD revenues have remained unchanged for two decades. As a result, the VPD fund is currently operating with recurring expenditures exceeding recurring revenues. Without changes to the fee structure and regular enforcement activity, the fund will continue to rely on limited reserves which is not sustainable.

The City has initiated a comprehensive citywide fee analysis study led by a consultant to evaluate the full cost of providing services, analyze current fee levels and cost recovery rates, compare fees with regional benchmarks, and develop recommendations across City fees. VPD fees are included in the scope of this study, and the consultant will assess the extent to which current VPD fees recover the cost of providing parking-related services and maintaining district infrastructure.

At the March 12, 2026 VPD Commission meeting, this item was presented for discussion and to solicit Commissioner input and recommendations. Commissioners provided recommendations including the establishment of standardized fees for filming and special event use of parking facilities, and the exploration of sponsorship opportunities, such as banner placements, to enhance revenue generation.

This agenda item is to continue seeking that Commission feedback. Topics for discussion may include:

- Balancing financial sustainability with community access
- Equity considerations for permit holders, businesses, and visitors
- Phasing strategies for any potential fee increases
- Communication strategies to ensure transparency with stakeholders

As noted previously, Commission feedback, along with public comment received during this discussion period, will be shared with the consultant to inform draft recommendations.

This item will return to the Commission at future meetings as the fee study progresses and additional analysis becomes available.

Prepared by:

Lindsay McElwain, Senior Management Analyst
Sylvia Gonzales, Management Analyst

ATTACHMENT(S):

Attachment No. 1 – Fiscal Year 2025-26 Master Fee Schedule (VPD Excerpt)