

# City of Pomona Parking Enforcement Services City Council Meeting

September 8, 2025



# Meet LAZ Leadership Team



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Vice President, Municipal Operations



**STEVE MOONEY**

General Manager, NorCal



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Regional Portfolio Manager



**CINDY HEFFNER**

Regional Vice President, NorCal

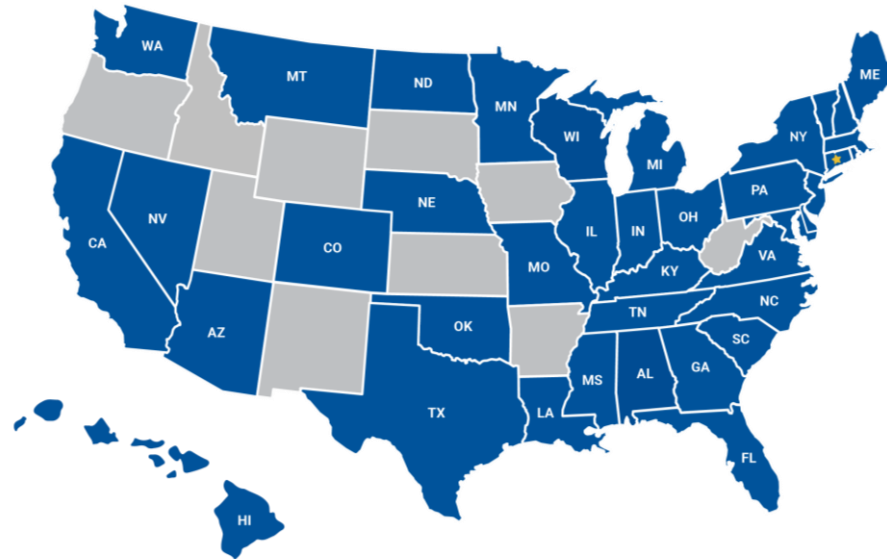
# Local Focus, National Strength

OUR HOMEGROWN TEAM HAS THE UNIQUE SUPPORT OF  
NATIONAL EXPERTS & FINANCIAL RESOURCES

## LAZ Parking Fast Facts

Founded:	1981
Number of Locations:	Over 4,250
Number of Parking Spaces:	Over 1.4 Million
Annual Managed Revenues:	\$1.4 Billion
Number of Employees:	14,637
States / Cities:	42/ 463
Portfolio Mix:	Managed, Leased, and Owned
Service Lines:	Hospitality, Commercial, Healthcare, Airports, Transportation, Universities, Government, Retail, and Events

11/13/23



40+

Years Serving  
California Region

400+

Parking Service Locations  
Throughout the Region

4,281

Team Members  
Live & Work in the Region



# Municipal Clients in California

## CALIFORNIA-BASED ENFORCEMENT CONTRACTS

West Hollywood (1992)  
Inglewood (2014)

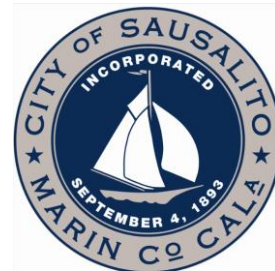
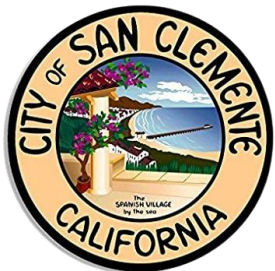
Burbank (2023)  
San Mateo (2019)

Santa Ana (2017)  
Palo Alto (2015)

San Marcos (2022)  
Newport Beach (2023)

San Leandro (2021)  
San Bruno (2023)

Palm Springs (2024)  
Salinas (2017)



# Methodology & Project Approach

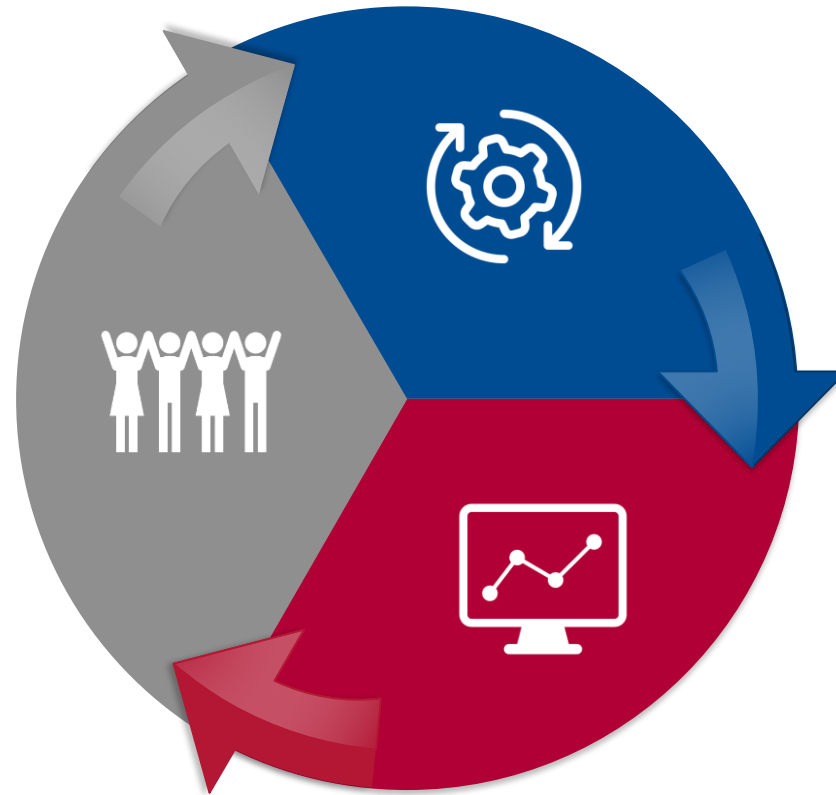
## PEOPLE

Respectful ambassadors & experienced local leaders

Intensive screening & hiring

Customized training

Enforcement staff operate with a culture of compliance



## PROCESS

Site Specific Manuals

Citation Data Management & Review

Quality Control (QC) & Quality Assurance (QA)

Community outreach

Stakeholder engagement

## TECHNOLOGY

Innovative & citizen focused

Data & Predictive Analytics

Unique transparency with LAZ Business Intelligence

# Request for Proposal (RFP) No. 2025-18

## SELECTION PROCESS

- May 1, 2025, an RFP was issued on the City's electronic bidding platform.
- Solicited to 193 potential vendors.
- 11 proposals received
  - Six (6) failed to meet minimum qualifications listed in RFP.
- Five (5) bidders met the minimum requirements listed in the RFP and were evaluated on a 300-point scale on Overall Project Approach, Design and Methodology, Qualifications, and Experience.

Rank	Proposer	RFP & Cost Evaluation Score
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

# Cost Proposal - \$1,337,065 / Three-Year Contract

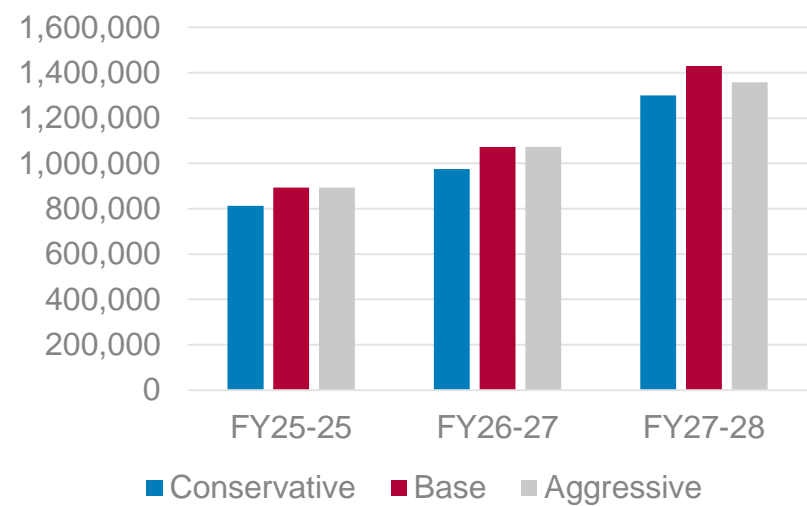
COST PROPOSAL												
Year 1					Year 2				Year 3			
Total Payroll Labor & Benefits*	Hourly Rate	Annual Hours	Monthly	Annually	Hourly Rate	Annual Hours	Monthly	Annually	Hourly Rate	Annual Hours	Monthly	Annually
Parking Enforcement Supervisor	\$44.26	2,080	\$7,672	\$92,061	\$45.59	2,080	\$7,902	\$94,823	\$46.96	2,080	\$8,139	\$97,667
Parking Enforcement Officer	\$30.18	6,240	\$15,694	\$188,323	\$31.09	6,240	\$16,164	\$193,973	\$32.02	6,240	\$16,649	\$199,792
			\$23,365	\$280,384			\$24,066	\$288,796			\$24,788	\$297,459
*Includes Labor, PTO, Taxes, Benefits, W/C, and 401k												
Other Direct Charges												
Professional Services (Audit, HR, IT, Payroll)			\$1,173	\$14,073			\$1,208	\$14,496			\$1,244	\$14,930
GKL - Liability Insurance			\$417	\$5,000			\$429	\$5,150			\$442	\$5,305
Management Fee			\$4,167	\$50,000			\$4,292	\$51,500			\$4,420	\$53,045
Communication/Cellular			\$100	\$1,200			\$103	\$1,236			\$106	\$1,273
Uniforms			\$200	\$2,400			\$206	\$2,472			\$212	\$2,546
Vehicle Lease			\$3,449	\$41,393			\$3,553	\$42,635			\$3,660	\$43,914
Vehicle Insurance			\$1,750	\$21,000			\$1,803	\$21,630			\$1,857	\$22,279
Vehicle M&O (fuel, wash, GPS)			\$1,240	\$14,880			\$1,277	\$15,326			\$1,316	\$15,786
Misc. Supplies			\$50	\$600			\$52	\$618			\$53	\$637
			\$12,546	\$150,547			\$12,922	\$155,063			\$13,310	\$159,715
One Time Start-up												
Vehicle Upfitting, HR Onboarding Costs (Background Checks, Drug Screen etc.)				\$5,100				\$0				\$0
				\$5,100				\$0				\$0
Total Labor and Other Costs			\$35,911	\$436,031			\$36,988	\$443,859			\$38,098	\$457,175

# Revenue Estimates

## PPD Gross Revenue

- FY2023-24: \$505,195
- FY2024-25: \$765,585

## LAZ Parking Gross Revenue



Scenario	Year	Projected Citations	Gross Revenue (@ \$56.50)
Conservative	Y1	14,375	\$812,188
	Y2	15,813	\$893,435
	Y3	15,813	\$893,435
Base	Y1	17,250	\$974,625
	Y2	18,975	\$1,072,088
	Y3	18,975	\$1,072,088
Aggressive	Y1	23,000	\$1,299,500
	Y2	25,300	\$1,429,450
	Y3	24,035	\$1,357,978

These are gross projections (issued × fee). Actual net depends on dismissal rates, collections performance, and amnesty/appeal outcomes. For planning, many cities assume 70–85% realization.

For example, the **Base** scenario at **80%** realization yields: **Y1 \$779,700, Y2 \$857,670, Y3 \$857,670.**



# Recommendation



# Questions & Comments

