



CITY OF POMONA COUNCIL REPORT

December 2, 2019

To: Honorable Mayor and Members of the City Council

From: Linda Lowry, City Manager

Submitted By: Michael Olivieri, Police Chief

**SUBJECT: SECOND READING AND ADOPTION OF ORDINANCE NO. 4272
AWARDING NON-EXCLUSIVE TOWING FRANCHISES FOR CITY-
INITIATED TOWS TO THREE (3) FRANCHISES**

RECOMMENDATION:

It is recommended that the City Council adopt the following ordinance:

**ORDINANCE NO. 4272- AN ORDINANCE OF THE CITY COUNCIL OF THE
CITY OF POMONA, CALIFORNIA, AWARDING NON-EXCLUSIVE TOWING
FRANCHISES FOR CITY-INITIATED TOWS TO SANDERS TOWING INC., S &
J TOWING SERVICE, INC., AND CARPE CARMA, LLC, dba POMONA
VALLEY TOWING, FOR A TERM OF THREE YEARS**

DISCUSSION:

The ordinance was first introduced at the November 18, 2019 City Council Meeting (Attachment No. 1). On that same date, the Council also adopted Resolution No. 2019-181, approving the maximum allowable tow and storage rate schedule for city-initiated tows (Attachment No. 2). The purposes of the proposed Ordinance No. 4272 (Attachment No. 3) is to provide the best possible tow truck services to the City. Entering into Non-Exclusive Franchise agreements with qualified tow companies for city-initiated tows provides the Police Department with a reliable and orderly means for towing vehicles when required, such as; 1) when a vehicle is involved in a traffic collision and is non-operable, 2) a vehicle requires impoundment pursuant to State Law, and 3) other situations where leaving a vehicle unattended or unsecured on public rights-of-way could pose a hazard or public safety issue.

The ordinance will take effect 30 days after its adoption on December 2, 2019.

FISCAL IMPACT:

General Fund revenue from Franchise Fees for FY18/19 was \$143,700. It is estimated that the City will receive \$165,000 for Fiscal Year 2019/20. It is anticipated that Franchise Fees for City-initiated tows, at the rate of \$50 per tow, will generate an estimated \$178,000 in FY2020/21.

Prepared by:

Natalie Diaz, MPA
Management Analyst

ATTACHMENT(S):

Attachment No. 1 –Staff Report No. 19-2038 Dated November 18, 2019

Attachment No. 2 –Resolution No. 2019-181

Attachment No. 3- Ordinance No. 4272