



City of Santa Ana
20 Civic Center Plaza, Santa Ana, CA 92701
Staff Report
June 3, 2025

TOPIC: Parking Enforcement Services Agreement

AGENDA TITLE

First Amendment to Agreement with LAZ Parking California LLC to Continue Providing Parking Enforcement Services

RECOMMENDED ACTION

Authorize the City Manager to execute the first amendment to the agreement with LAZ Parking California LLC to continue providing parking enforcement services with amended scope for an additional one-year term from July 1, 2025 through June 30, 2026 and increase the contract amount by \$1,010,855 covering the additional one year of service for a total aggregate amount not to exceed \$2,887,743 (Agreement No. A-2025-XXX). .

GOVERNMENT CODE §84308 APPLIES: Yes

DISCUSSION

The Santa Ana Police Department has been contracting for additional parking enforcement services for over a decade. The current parking enforcement model is comprised of full-time and part-time Police Department Parking Enforcement Personnel and through an agreement with LAZ Parking California LLC (LAZ). The LAZ parking enforcement agreement was entered into as a result of a competitive Request for Proposal process in 2023 for an annual amount not to exceed \$938,444 for a two-year period from July 1, 2023 through June 30, 2025, with options for three (3) additional one (1) year renewals.

The current parking enforcement agreement with LAZ provides parking enforcement consisting of one (1) supervisor and seven (7) Parking Ambassadors to supplement the enforcement of street sweeping violations, permit parking, parking-specific municipal codes, and abandoned vehicle complaints. LAZ Parking Ambassadors provide assistance in the enforcement of five street sweeping routes five days per week.

On March 4, 2025, staff presented a report to City Council regarding the LAZ contract, services provided, citations issued, and steps taken by the Police Department to address customer service complaints. Direction was provided to start a new procurement for contract parking enforcement services. However, the timing of the procurement process

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and vetting of the potential service providers will take time beyond the expiration of the current contract on June 30, 2025. A Request for Proposal (RFP) process of such an essential service can result in a lengthy procurement process and may take months to be finalized, including the transition and implementation plan with the selected contractor. The Police Department will be issuing a new RFP for parking enforcement services in July of 2025 to coincide with the start of FY 2025-26. The RFP process is expected to take approximately six months.

In the interim, to ensure continuity of enforcement services, staff recommends exercising the first one-year renewal option with LAZ for continued parking enforcement services with an allocation of \$1,010,855 covering LAZ's services for one additional year. The increase of \$72,411 in the annual cost is due to LAZ's increase in union labor wages and benefits and vehicle costs for the ambassadors.

While the renewal option is for one year, the termination section in the original agreement remains in effect. Upon the conclusion of a RFP process and selection of a suitable contractor, the City can terminate the LAZ agreement upon thirty days written notice.

The scope of services are also being amended to specify that LAZ Ambassadors function at the absolute direction of the Santa Ana Police Department. LAZ Ambassadors will continue to have the ability to enforce the Santa Ana Municipal Code as well as the California Vehicle Code sections, only at the approval and discretion of the Santa Ana Police Department. The Police Department, at any time, can limit LAZ Ambassadors to issuing citations for parking violations only (i.e. no citations for missing front or rear license plates).

The City Council also expressed concerns regarding a lack of an educational approach tailored to our Santa Ana stakeholders from LAZ Ambassadors. Steps have been taken to address these concerns. In March 2025, all LAZ Ambassadors were re-deployed from the Downtown area to conduct enforcement efforts in other areas of the city to address parking complaints. SAPD Parking Control Officers are now deployed throughout the Downtown area conducting enforcement efforts and will exercise discretion in enforcing the Santa Ana Municipal Code and the California Vehicle Code.

On April 23, 2025, all Santa Ana Police Department Parking Control Officers along with all LAZ Ambassadors received refresher training on the Community Engagement Enforcement Philosophy and customer service. The purpose of this refresher training was to ensure all parking control officers have the necessary customer service and communication skills when dealing with people who are in violation of parking laws. Additionally, we delivered enhanced communication and listening skills to be implemented during all contacts. Continuous training will be provided to all enforcement staff as necessary throughout the renewal period to mitigate complaints and improve customer service.

ENVIRONMENTAL IMPACT

There is no environmental impact associated with this action.

FISCAL IMPACT

Funds will be available upon City Council adoption of the FY 25-26 budget for expenditure as follows:

Fiscal Year	Accounting Unit – Account No.	Fund Description	Accounting Unit, Account Description	Amount
FY 25-26	01114405-62300	General Fund	Traffic, Contract Services-Professional	\$1,010,855

EXHIBIT(S)

1. First Amendment to Agreement with LAZ Parking

Submitted By: Robert Rodriguez, Police Chief

Approved By: Alvaro Nuñez, City Manager