



## **CITY OF SALINAS COUNCIL STAFF REPORT**

---

**DATE:** FEBRUARY 24, 2026  
**DEPARTMENT:** PUBLIC WORKS  
**FROM:** DAVID JACOBS, PUBLIC WORKS DIRECTOR  
**BY:** JENNY DAVILA, PUBLIC WORKS ADMIN. SUPERVISOR  
**TITLE:** CITY-WIDE PARKING ENFORCEMENT AGREEMENT

### RECOMMENDED MOTION:

A motion to approve a Resolution authorizing the City Manager to execute a services agreement with LAZ Parking California, LLC for City-Wide Parking Enforcement Services in an amount not to exceed \$1,949,175 through January 1, 2029 with and an option to extend the term for two (2) additional one-year periods.

### EXECUTIVE SUMMARY:

Following a competitive procurement process, two proposals were received. LAZ Parking California, LLC (“LAZ”) submitted the most cost-efficient proposal to meet the needs of the City. LAZ has partnered with the City for more than five years providing parking enforcement services and operational stability. LAZ has proposed the use of ALPR cameras that will improve current enforcement activities.

With the current process in place and the new proposed measures will enhance enforcement responsiveness allowing for more timely and accurate enforcement, expanded coverage in high-impact areas, and improve compliance, thus contributing to safer streets and improved access for residents, businesses, and visitors to the City of Salinas.

### BACKGROUND:

The City has progressively modernized its parking enforcement approach since 2016, when it contracted with Serco, Inc. to supplement Police Department activities. In 2018, the service model was expanded to include evening and weekend coverage, addressing community needs and incorporating more flexible scheduling to reflect real use patterns.

In 2020, Serco, Inc. was acquired by LAZ KARP Associates, LLC and the City transitioned to a new agreement under the updated provider. Throughout this period, the program has offered responsive, demand-driven enforcement that relieves the Police Department of routine duties – allowing sworn staff to focus on higher-priority safety issues.

Parking Enforcement remains one of the City’s most frequently requested services, particularly in areas experiencing significant residential and commercial activity. The previous contract with LAZ expired in December 2025, prompting the release of a Request for Proposals (RFP) on October 13, 2025, for continued City-Wide Parking Enforcement Services.

Two proposals were submitted: one from 4-Leaf, Inc and one from LAZ Parking California, LLC. After review of both proposals, City staff determined that LAZ submitted the most cost-efficient proposal while including new innovative approaches to the current parking enforcement structure offering strong value while maintaining established quality standards.

Currently under manual enforcement, officers generally review 30-50 license plates per hour, depending on zone layout and walking conditions. Vehicle-mounted ALPR systems typically scan 600-1,200 plates per hour, allowing for broader and more consistent coverage without increasing staffing levels. LAZ states that there may be an initial increase in citations per hour during first deployment of the new system due to the identification of existing non-compliance rather than a change in the enforcement policy. Overtime citation volume stabilizes as compliance improves. ALPR also improves accuracy and consistency. Automated plate capture reduces manual entry errors, which can lower citation void rates by 20-40%, and ensures every vehicle is reviewed using the same criteria. This supports a fair, uniform, and defensible enforcement approach across all zones. The primary goal of the added ALPR is to improve efficiency, accuracy, and consistency, allowing LAZ to spend more time on confirmed violations and not plate verification.

To maintain uninterrupted enforcement, preserve institutional knowledge, and continue integrating technology and data into operations, City staff recommend approval of the new agreement for City-Wide parking Enforcement Services with LAZ Parking California, LLC with an annual not-to-exceed amount of \$649,725.00.

CEQA CONSIDERATION:

**Not a Project.** The City of Salinas has determined that the proposed action is not a project as defined by the California Environmental Quality Act (CEQA) (CEQA Guidelines Section 15378). In addition, CEQA Guidelines Section 15061 includes the general rule that CEQA applies only to activities which have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA. Because the proposed action and this matter have no potential to cause any effect on the environment, or because it falls within a category of activities excluded as projects pursuant to CEQA Guidelines section 15378, this matter is not a project. Because the matter does not cause a direct or foreseeable indirect physical change on or in the environment, this matter is not a project.

CALIFORNIA GOVERNMENT CODE §84308 APPLIES:

“Yes”

**STRATEGIC PLAN INITIATIVE:**

The Agreement for City-Wide Parking Enforcement Services relates to the strategic goal of Public Safety.

**DEPARTMENTAL COORDINATION:**

The Public Works Department coordinates with Police parking enforcement staff. Parking Enforcement services include coordination with Code Enforcement activities as well as with Street Maintenance services in regard to curb markings and signs.

**FISCAL AND SUSTAINABILITY IMPACT:**

There is no impact to the General Fund. The Parking Enforcement Program is an enterprise account where the revenues offset the operating cost. Funding is appropriated and available for the remainder of the fiscal year. Future contract costs will be included in the upcoming budget development process.

<b>Fund</b>	<b>General Ledger Number (Operating/CIP)</b>	<b>General Ledger Account Name</b>	<b>Remaining Budget Appropriation</b>	<b>Amount Requested</b>
6803	50.5448-63.6010	Other Outside Services	\$702,086	\$324,863

**ATTACHMENTS:**

Resolution  
Agreement – LAZ Parking California, LLC  
Citywide Parking Enforcement RFP  
LAZ Parking California, LLC Proposal