CITY OF LONG BEACH

Public Works
411 West Ocean Boulevard, 5th Floor, Long Beach, CA 90802
(562) 570-6383

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June 16, 2026

Honorable Mayor and City Council
City of Long Beach
California

RECOMMENDATION:

Recommendation to adopt Specifications No. RFP PW-26-714 and award a contract to LAZ Parking California, LLC, of Los Angeles, CA, for providing citywide parking operations and management services, in an amount of $14,559,041, authorize a 10 percent contingency in the amount of $1,455,904, for a total contract amount not to exceed $16,014,945, for a period of three years, with the option to renew for two additional one-year periods, at the discretion of the City Manager; and, authorize the City Manager, or designee, to execute all documents necessary, including any subsequent amendments. (Citywide)

DISCUSSION

City Council approval is requested to enter into a contract with LAZ Parking California, LLC (LAZ), to provide comprehensive citywide parking operations and management services, including staffing, customer service, oversight and maintenance of the City's Parking Access and Revenue Control Systems (PARCS), management of annual and monthly pass programs, and operational maintenance of the City's 23 municipal parking facilities (Exhibit A), consisting of seven parking structures and 16 surface parking lots encompassing a total of 10,418 parking spaces. The contract will also support parking operations for special events conducted throughout the year. The City Manager, or designee, is authorized to add parking facilities to the contract, subject to the availability of funding and without further City Council action, during the term of the agreement, to ensure the City maintains the operational flexibility necessary to incorporate newly acquired or developed facilities into the parking management program consistent with the scope contemplated under RFP PW-26-714.

The Request for Proposals (RFP) was advertised in the Long Beach Press-Telegram on March 5, 2026, and 58 potential proposers specializing in citywide parking operations and management services were notified of the RFP opportunity. Of those proposers, 9 downloaded the RFP via the City's electronic bid system. The RFP document was made available from the Purchasing Division, located on the sixth floor of City Hall, and the Division's website at www.longbeach.gov/purchasing. An RFP announcement was also included in the Purchasing Division's weekly update of Open Bid Opportunities, which is sent to 44 local, minority-owned, and women-owned business groups. There were 4 proposals received on April 10, 2026. Of those 4 proposers, 1 was a Minority-owned Business Enterprise (MBE), none were Women-owned Business Enterprises (WBEs), none were certified Small Business Enterprises (SBEs), and none were Long Beach vendors (Local). The selection committee determined that LAZ Parking California, LLC, of Los Angeles, CA (not an MBE, WBE, SBE, or Local), was the most qualified firm to provide the services.

As the City's incumbent parking operator since March 2018, LAZ has brought more than eight years of direct operational knowledge of the City's facilities, stakeholder relationships, and revenue systems, eliminating transition risk and allowing the Public Works Department to build on the performance improvements achieved during the current contract term. Over the course of the current agreement, LAZ implemented new PARCS across multiple facilities, completed a comprehensive repainting of all parking garages, converted all facilities to energy-efficient LED lighting, and installed updated wayfinding signage incorporating the City's current branding standards.

LAZ also introduced Passport mobile payments and online annual beach pass sales, deployed the LAZgo reservation platform for pre-sell events and film production parking, launched the ParkLB.com parking website, and implemented Business Intelligence dashboards integrating data from on-street and off-street systems to provide City staff with actionable operational insights. LAZ promoted 80 percent of its supervisory staff from within the organization during the course of the partnership, reflecting a sustained commitment to employee development and operational continuity that directly supports the quality of service delivered to City patrons.

LAZ operates in more than 640 cities and manages over 1.6 million parking spaces. They provide hospitality driven customer experience, a comprehensive audit program, 24-hour customer support, and data-driven revenue optimization, all aligned with the City's goals of operating first-class facilities, maximizing revenue, and enhancing the user experience for residents and visitors.

This contract reflects a strategic restructuring of the City's parking service delivery model by separating parking operations from facility management, thereby aligning each function with the entity best equipped to perform and manage those responsibilities efficiently and effectively. Under the City's initial agreement, LAZ managed maintenance, landscaping, and capital improvement projects through a network of subcontracted vendors, with administrative fees layered onto each pass-through cost. Under the new contract, the Department of Public Works will perform facility management functions in-house and directly manage vendors performing the remaining work, eliminating contractor markup, consolidating vendor oversight under City staff, and providing the Department with direct control over project scope, schedule, budget and quality. LAZ will support special projects that may arise during the contract term, such as assisting in the process of adding new technology or parking areas and assisting with staffing and vehicle screening during the Olympics.

Local Business Outreach

In an effort to align with the City's outreach goal, Long Beach businesses are encouraged to submit proposals for City contracts, and the Purchasing Division assists businesses with registering on the Long Beach Buys platform to download RFP specifications. Through outreach, 13 Long Beach vendors were notified to submit proposals, of which none downloaded nor submitted a proposal. The Purchasing Division is committed to continuing to perform outreach to local vendors to expand the proposer pool.

This matter was reviewed by Deputy City Attorney Vanessa S. Ibarra on May 29, 2026, Procurement Analyst Tommy Ryan on May 28, 2026, and Budget Management Officer Nader Kaamoush on June 1, 2026.

TIMING CONSIDERATIONS

City Council action to adopt Specifications No. RFP PW-26-714 and award a contract concurrently is requested on June 16, 2026, to ensure the contract is in place expeditiously.

FISCAL IMPACT

The total amount of the contract will not exceed $16,014,945, inclusive of a 10 percent contingency. The funding for this contract is structurally budgeted in the General Fund Group, Tidelands Operating Fund Group, and the Civic Center Fund Group in the Public Works Department. No additional appropriation request is required at this time. This recommendation has no staffing impact beyond the normal budgeted scope of duties and is consistent with existing City Council priorities. The award of this contract will provide continued support to our local economy by assisting in the preservation of employment for 10 full-time employees residing in Long Beach.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,

Joshua Hickman
Director
Public Works

APPROVED:

THOMAS B. MODICA
CITY MANAGER

Attachment A - Map Parking Structures and Lots

CITY OF LONG BEACH
PUBLIC PARKING STRUCTURES & LOTS
RESPONSIBILITY OF VENDOR

SEE INSET DOWNTOWN MAP

ALAMITOS BEACH (143 spaces)

MARINA GREEN (388 spaces)

THE PIKE GARAGE (2398 spaces)

AQUARIUM-QUEENSWAY BAY /AOP GARAGE (1434 spaces)

CATALINA LOT (380 spaces)

PIER POINT LANDING (146 spaces)

JUNIPERO LOT (350 spaces)

BELMONT PIER (273 spaces)

GRANADA & OCEAN (708 spaces)

LA VERNE & OCEAN (128 spaces)

54TH/CLAREMONT & OCEAN (146 spaces)

BAYSHORE (83 spaces)

MARINE PARK/MOTHERS BEACH (158 spaces)

72ND PL & OCEAN BLVD OVERFLOW (44 spaces)

72ND PL & OCEAN BLVD (150 spaces)

DOWNTOWN MAP

CITY PLACE A (881 spaces)

CITY PLACE B (823 spaces)

CITY PLACE SURFACE LOT (54 spaces)

CITY PLACE C (590 spaces)

BROADWAY GARAGE/CIVIC CENTER (699 spaces)

LINCOLN GARAGE / EMPLOYEE PARKING (249 spaces)

NORTH LONG BEACH MAP

MARKET (16 spaces)

VIRGINIA VILLAGE (19 spaces)

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Feet

MAP FEATURES

City-owned Parking
Managed by LAZ
Schools
Parks
Waterways

CityParkingRFP.mxd 1/15/2026