



people first

5. COST & FEE SCHEDULE

Pricing Narrative

LAZ Parking has developed a detailed pricing proposal that is aligned with the City of Hawthorne's Scope of Work and reflects the resources, technology, and staffing required to successfully implement and manage the City's paid parking program. Our budget is based on a careful review of the RFP requirements and our proven experience operating comparable municipal programs across California and the United States.

We recognize that certain elements of the program are based on initial assumptions regarding transaction volumes, staffing levels, equipment quantities, and enforcement schedules. For this reason, LAZ's cost proposal is designed to be flexible and collaborative. We will work closely with the City during contract negotiations and program implementation to refine any expense items and ensure the final budget accurately reflects operational realities and City priorities.

Alignment with Scope of Work

Our pricing structure directly supports each major component of the Scope of Work outlined in the RFP:

1. Parking Pay Stations and Collections

- Costs include procurement, installation, and maintenance of Flowbird multi-space pay stations as the City's recommended hardware solution.
- Budget covers revenue collection services, routine servicing, and remote monitoring to ensure maximum uptime and customer convenience.

2. Mobile Payment Solution

- There is no added cost to the City for the deployment of LAZGo, our customer-friendly mobile payment solution.
- Deployment will include zone configuration, City branding, transaction processing, and ongoing customer support.

3. Permit Management

- Our budget accounts for Passport Labs' turnkey permit management system, including configuration of permit types, digital applications, renewals, and integrations with enforcement handhelds and license plate recognition systems.

4. Parking Enforcement

- Proposed costs include recruitment, training, and deployment of parking enforcement officers.
- Budget covers uniforms, vehicles, handheld enforcement devices, license plate recognition technology, and ongoing supervision to ensure consistent, customer-focused enforcement.

5. Customer Service and Outreach

- Budget includes development of educational materials, signage, and public outreach efforts to help the community transition into a paid parking environment.
- Our centralized LAZ Customer Care Center provides 24/7 support for parkers and permit holders.

6. Business Intelligence and Reporting

- Costs reflect deployment and configuration of the LAZ Business Intelligence dashboard, which consolidates data from pay stations, mobile payments, and permits into a unified reporting system.
- Pricing includes setup, City staff training, and ongoing support for dashboard reporting and analytics.

7. Program Management

- The proposed budget includes dedicated project management and City liaison services to oversee all aspects of program delivery.
- Costs cover labor and associated costs, contract administration, financial reconciliation, reporting, and regular meetings with City staff.

Flexibility and Partnership

We recognize that this is Hawthorne's first introduction of a comprehensive paid parking management program. As such, actual program activity may differ from initial projections. LAZ Parking is committed to maintaining flexibility in our cost structure and will collaborate with the City to adjust assumptions, right-size staffing, and refine equipment quantities as necessary. Our goal is to ensure that the program is financially sustainable while delivering maximum value to the community.

In summary, the pricing proposal submitted with this response reflects a comprehensive, scalable, and transparent budget that covers all elements of the City's Scope of Work. By combining advanced technology platforms, customer service resources, and experienced operations management, LAZ Parking ensures that Hawthorne will receive a best-in-class parking management solution at a cost that is both fair and adaptable. We welcome the opportunity to refine our assumptions with the City to finalize a mutually agreed upon budget that meets the City's financial and operational goals.

Cost Proposal: Revenue Collection & Pay Station Management Services

REVENUE COLLECTION AND PAY STATION MANAGEMENT SERVICES						
	Year 1		Year 2		Year 3	
	<u>Monthly</u>	<u>Annually</u>	<u>Monthly</u>	<u>Annually</u>	<u>Monthly</u>	<u>Annually</u>
Payroll Labor & Benefits*						
Labor	\$11,473	\$137,674	\$11,817	\$141,804	\$12,171	\$146,058
Load (Benefits & Taxes)	\$4,371	\$52,454	\$4,599	\$55,184	\$4,843	\$58,111
<i>*Includes PTO, Taxes, Benefits, W/C, and 401k</i>						
Total Payroll Labor & Benefits*	15,844	\$190,127	16,416	\$196,987	17,014	\$204,169
Other Direct Charges						
Professional Services (Audit, HR, IT, Payroll)	\$1,339	\$16,070	\$1,379	\$16,553	\$1,421	\$17,049
Business Intelligence Tool (BI)	\$250	\$3,000	\$258	\$3,090	\$265	\$3,183
GKL - Liability Insurance	\$850	\$10,200	\$876	\$10,506	\$902	\$10,821
Management Fee	\$2,500	\$30,000	\$2,500	\$30,000	\$2,500	\$30,000
Communication/Cellular	\$78	\$936	\$80	\$964	\$83	\$993
Uniforms	\$58	\$700	\$60	\$721	\$62	\$743
Vehicle Lease (with LPR)	\$1,097	\$13,159	\$1,097	\$13,159	\$1,097	\$13,159
Vehicle M&O (fuel, wash, GPS, insurance)	\$1,660	\$19,925	\$1,720	\$20,641	\$1,784	\$21,404
Armored Service	\$600	\$7,200	\$618	\$7,416	\$637	\$7,638
Paystation Operating Expenses (Backoffice)	\$4,800	\$57,600	\$4,944	\$59,328	\$5,092	\$61,108
Signage	\$42	\$500	\$42	\$500	\$42	\$500
Rent	\$1,600	\$19,200	\$1,680	\$20,160	\$1,764	\$21,168
Misc. Supplies	\$50	\$600	\$52	\$618	\$53	\$637
Total Other Direct Charges	\$14,924	\$179,091	\$15,305	\$183,655	\$15,700	\$188,403
CapEx						
Start-Up Costs (one time cost)		\$21,344		\$0		\$0
Paystations (48)		\$134,802		\$134,802		\$134,802
Total CapEx		\$156,146		\$134,802		\$134,802
Total Labor and Other Costs		\$525,364		\$515,445		\$527,375

Cost Proposal: Parking Enforcement Services

PARKING ENFORCEMENT SERVICES						
	Year 1		Year 2		Year 3	
	Monthly	Annually	Monthly	Annually	Monthly	Annually
Payroll Labor & Benefits*						
Labor	\$49,635	\$595,619	\$51,124	\$613,487	\$52,658	\$631,892
Load (Benefits & Taxes)	\$18,911	\$226,931	\$19,895	\$238,742	\$20,951	\$251,408
<i>*Includes PTO, Taxes, Benefits, W/C, and 401k</i>						
Total Payroll Labor & Benefits*	68,546	\$822,550	71,019	\$852,229	73,608	\$883,300
Other Direct Charges						
Professional Services (Audit, HR, IT, Payroll)	\$2,688	\$32,258	\$2,769	\$33,226	\$2,852	\$34,223
Business Intelligence Tool (BI)	\$1,000	\$12,000	\$1,030	\$12,360	\$1,061	\$12,731
GKL - Liability Insurance	\$1,275	\$15,300	\$1,313	\$15,759	\$1,353	\$16,232
Management Fee	\$3,750	\$45,000	\$3,750	\$45,000	\$3,750	\$45,000
Communication/Cellular	\$312	\$3,744	\$321	\$3,856	\$331	\$3,972
Uniforms	\$233	\$2,800	\$240	\$2,884	\$248	\$2,971
Vehicle Lease (with LPR)	\$1,916	\$22,998	\$1,916	\$22,998	\$1,916	\$22,998
Vehicle M&O (fuel, wash, GPS, insurance)	\$5,542	\$66,500	\$5,785	\$69,416	\$6,044	\$72,527
Website Miantenance	\$417	\$5,000	\$429	\$5,150	\$442	\$5,305
Subscription / Permits	\$833	\$10,000	\$833	\$10,000	\$833	\$10,000
Signage	\$167	\$2,000	\$167	\$2,000	\$167	\$2,000
Rent	\$2,400	\$28,800	\$2,520	\$30,240	\$2,646	\$31,752
Misc. Supplies	\$50	\$600	\$52	\$618	\$53	\$637
Total Other Direct Charges	\$20,583	\$247,000	\$21,126	\$253,507	\$21,695	\$260,345
CapEx						
Start-Up Costs (one time cost)		\$29,629		\$0		\$0
Total CapEx		\$29,629		\$0		\$0
Total Labor and Other Costs		\$1,099,179		\$1,105,736		\$1,143,645

Startup Costs: Revenue Collection & Pay Station Management Services

<u>Start-Up Collections</u>	<u>QTY</u>	<u>Unit</u>	<u>Extension</u>
Office Furniture	1	\$ 1,100.00	\$ 1,100.00
Computers / Laptops	1	\$ 2,100.00	\$ 2,100.00
Supplies / Printer	1	\$ 600.00	\$ 600.00
Time Clock	1	\$ 333.60	\$ 333.60
Security Cameras	1	\$ 140.00	\$ 140.00
Background checks	3	\$ 470.00	\$ 1,410.00
Coin Counter	1	\$13,500.00	\$13,500.00
Safe	1	\$ 1,200.00	\$ 1,200.00
Signage	1	\$ 960.00	\$ 960.00
Permit Implementation Passport	1		\$ -
Hand Held Device and Printer	5		\$ -
Sub Total			\$21,343.60

Startup Costs: Parking Enforcement Services

<u>Start-Up Enforcement</u>	<u>QTY</u>	<u>Unit</u>	<u>Extension</u>
Office Furniture	1	\$ 4,400.00	\$ 4,400.00
Computers / Laptops	3	\$ 2,100.00	\$ 6,300.00
Supplies / Printer	1	\$ 2,400.00	\$ 2,400.00
Time Clock	1	\$ 1,334.40	\$ 1,334.40
Security Cameras	1	\$ 560.00	\$ 560.00
Background checks	11	\$ 470.00	\$ 5,170.00
Coin Counter	1		\$ -
Safe	1		\$ -
Signage	1	\$ 3,840.00	\$ 3,840.00
Permit Implementation Passport	1	\$ 1,000.00	\$ 1,000.00
Hand Held Device and Printer	5	\$ 925.00	\$ 4,625.00
Sub Total			\$29,629.40

Additional Services Fee Schedule

LAZ Parking's Proposed Cost Proposal has been structured to cover all requirements outlined in the City of Hawthorne's Scope of Work. The City can be assured that no additional charges will be incurred for any services specifically included in the base scope.

To provide flexibility, LAZ has also developed an itemized hourly fee schedule for optional services that may be requested by the City beyond the defined scope. These rates are included solely to accommodate unanticipated needs or special projects and will only apply if such services are authorized by the City.

Proposed Hourly Rates by Job Classification

- Parking Enforcement Officer (PEO) **\$43.27 Per Hour**
- Meter Technician **\$41.84 Per Hour**
- Supervisor **\$50.95 Per Hour**
- Data Analyst **\$59.77 Per Hour**

