

# Government and Municipal Services

LAZ Parking operates hundreds of thousands of parking spaces for government agencies, ranging from large, complex public garages and surface lots to some of the largest on-street parking systems in the world.

Our dedicated Government Services Division is led by a team with more than 200 years of collective government parking experience, working in both the public and private sectors. This affords us a nuanced understanding of the balance that agencies constantly strike between profit and public service.

We partner with municipalities and government entities throughout the country to manage, lease, or privatize parking projects, provide consulting services, and streamline parking operations.



# Solutions for Municipalities

LAZ provides customized solutions that help municipalities modernize operations, protect revenue, and deliver better experiences for the community. And not just for established programs, LAZ also specializes in helping cities monetize their parking assets and transition to managed parking environments.

## **CURB MANAGEMENT**

Turnkey programs for meters, loading zones, and dynamic curb uses, supported by data reporting that reduces congestion and improves turnover.

## **PARKING FACILITY MANAGEMENT**

Daily operation of municipal lots and garages, including access control, revenue reporting, maintenance, and gateless technology.

## **TECHNOLOGY AND DATA**

Integrated systems connect payments, enforcement, and access control with real-time dashboards for occupancy, revenue, and compliance; enabling informed, transparent decision-making.

## **ENFORCEMENT AND REVENUE PROTECTION**

End-to-end permit and citation management using License Plate Recognition and handheld tools to improve accuracy, boost collections, and ensure fiscal accountability.

## **EV AND SUSTAINABILITY**

Planning and deployment of EV charging and fleet electrification programs help cities meet climate goals and track utilization, savings, and emissions reductions.

## **TRANSITION AND PROGRAM SUPPORT**

Comprehensive onboarding and change management for new technology, staffing, and paid parking programs ensure smooth implementation and continuity. In addition to these services, support is provided to municipalities in the planning and execution of paid parking systems, helping local governments navigate operational, technical, and community engagement challenges. Through collaborative strategies, cities are empowered to modernize their parking infrastructure while enhancing compliance and customer experience.





# About LAZ

## OVER FOUR DECADES OF EXPERIENCE

LAZ is a people-first, customer-centric mobility company operating in more than 625 cities across the United States and Canada. Since its founding in 1981, LAZ has remained focused on hiring and developing amazing individuals who embody its employee-focused and service-driven culture, the very foundation that sets LAZ apart.

Purpose-driven and values-led, LAZ is committed to building a better organization – not just a larger one – by prioritizing the wellbeing of its employees, clients, and the communities it serves.

## CONTINUED SUCCESS

LAZ's mission is simple: to create opportunities for employees and deliver value for clients.

This commitment has fueled the company's growth into the largest independent parking and mobility operator in North America. Its independence – unique among large operators – enables LAZ to take a long-term view, prioritize mutually beneficial partnerships, and remain true to its core values.

## ENVIRONMENTAL, SOCIAL, AND GOVERNANCE (ESG)

LAZ integrates ESG principles into its operations, reflecting its commitment to environmental responsibility, social equity, and transparent governance.

Partnering with Quinn+Partners, a leading consultancy, LAZ completed the GRESB Assessment to benchmark progress and drive continual improvement.

## Our Products and Services



### PARKING FACILITY MANAGEMENT

- Monthly Parking Account Management
- Cashiering & Ambassador Services
- Facility Maintenance & Snow Removal
- Automation & Technology Improvements
- Valet Parking
- Security



### ON-STREET PARKING OPERATIONS

- Parking Enforcement
- Revenue Collections & Control
- Meter Maintenance & Repair
- Technology Implementation
- Equipment Acquisition & Financing



### SPECIAL EVENTS

- Traffic Control & Parking Directors
- Uniformed Attendants
- Pre-Sold Parking Reservations
- Shuttle Service for Large Events
- Wireless, Hand-Held Revenue Collection



### SHUTTLE SERVICES

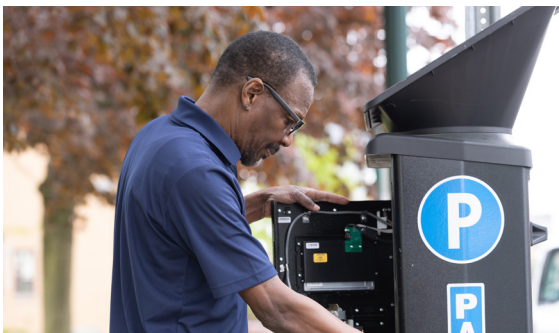
- Professionally Trained Drivers
- Service Planning & Route Scheduling
- Fleet Procurement & Financing
- Vehicle Maintenance
- Performance Management & Analytics





# The LAZ Difference

With unmatched expertise in government parking, LAZ delivers turnkey solutions that cut costs, boost revenue, and elevate customer experience—all with a commitment to service and accountability.



## Community Ambassadors

LAZ trains enforcement officers as friendly city ambassadors, focused on education over punishment. Through customer-first training and public outreach, we promote trust, fairness, and voluntary compliance.

## LAZgo Mobile Payments

LAZgo offers fast, contactless parking via QR code—no app or account needed. Built for on-street use, it enables cashless payments, remote extensions, and validations. Cities benefit from real-time data, seamless enforcement integration, and reduced infrastructure costs.



## LAZ Business Intelligence

LAZ BI turns complex data into clear insights through real-time dashboards and customizable KPIs. Fully integrated with PARCS and payment systems, it helps clients track performance, improve efficiency, and make data-driven decisions.

# Our Experience

## City of Nashville

Nashville, TN

In November 2022, LAZ partnered with the City and Davidson County to modernize the City's parking system, replacing outdated infrastructure with smart, locally inspired solutions across 2,000 paid on-street spaces. Through innovations like LAZgo, license plate recognition, and wireless solar-powered pay stations, the city saw a 520% revenue increase over the base year and 99.5% of transactions processed via credit card. LAZ also expanded enforcement hours, introduced real-time citation management, and enhanced customer experience citywide—aligning seamlessly with Nashville's smart city goals.



## City of Kansas City

Kansas City, MO

In 2018, LAZ began a transformative partnership with Kansas City, managing over 10,000 on- and off-street parking spaces and introducing advanced technologies like Flowbird pay stations, ParkC digital payments, and Text to Park. With a dedicated team of 30 employees, LAZ streamlined operations, integrated enforcement tools, and drove a 31% increase in on-street revenue while processing nearly 100,000 Text to Park transactions in its first year. Recognized for its innovation and operational excellence, LAZ's contract was expanded to include five municipal garages, generating an additional \$6.5M annually.



## San Francisco Municipal Transportation Agency

San Francisco, CA

Since 1994, San Francisco's on-street meter parking has been expertly managed by Serco Parking Services, now proudly operated by LAZ. In 2002, LAZ led a transformative project that included installing 23,000 single-space meters, 250 smart meters, a coin-counting facility, and launching a smart card program. LAZ continues to oversee revenue collection for the entire meter system, manage over \$40M in payments annually, and operate seven SFMTA off-street facilities. Most recently, LAZ has been involved in SFMTA's Citywide Parking Meter Replacement Project, a comprehensive technology refresh to replace the City's aging 27,000 parking meters with a mix of modern single-space meters and multi-space pay stations. A 10-year contract extension awarded in 2022 further affirms LAZ's long-standing partnership with SFMTA and its commitment to innovation and service excellence.



## OMNIA PARTNERS SUPPLIER

Following a competitive national RFP process completed in 2021, LAZ became a registered OMNIA Partners supplier, the only full-service parking and mobility operator in the network.

OMNIA Partners is one of the nation's largest cooperative purchasing organizations, leveraging the collective buying power of public and private sector members to secure pre-negotiated pricing and streamline procurement. Through this contract, organizations can partner directly with LAZ while saving time and reducing costs.

## ACCREDITED PARKING ORGANIZATION

In March 2024, LAZ earned Accredited Parking Organization (APO) with Distinction status from the International Parking & Mobility Institute. This recognition, granted for three years with ongoing compliance monitoring, signifies that LAZ meets or exceeds the rigorous standards of operational excellence, financial accountability, customer care, employee development, sustainability, and technological innovation.

Achieving APO with Distinction positions LAZ as a national leader and model for best practices in the parking and mobility industry.

# Let's Talk



### ROB

MARONEY, PTMP  
*EXECUTIVE VICE PRESIDENT*

p. 860.522.7641

e. RMaroney@LAZparking.com



### MUHAMMAD

MANSOOR, PTMP  
*VICE PRESIDENT-WEST COAST*

p. 714.290.4854

e. MMansoor@LAZparking.com



### CONOR

BUCKLEY  
*VICE PRESIDENT- EAST COAST*

p. 919.451.6189

e. CBuckley@LAZparking.com



### PETER

CHO, PTMP  
*NATIONAL OPERATIONS  
DIRECTOR, MUNICIPAL SERVICES*

p. 714.287.5095

e. PCho@LAZparking.com



### CARRIE ANN

VERGE  
*DIRECTOR OF FINANCE  
GOVERNMENT SERVICES*

p. 615.423.1753

e. CVerge@LAZparking.com