

1 **WO**

2
3
4
5
6 **IN THE UNITED STATES DISTRICT COURT**
7 **FOR THE DISTRICT OF ARIZONA**

8
9 Teri Herrera, individually and on behalf of all
10 others similarly situated,

11 Plaintiff,

12 v.

13 Verra Mobility Corporation, et al.,

14 Defendants.

No. CV-20-00515-PHX-DWL

ORDER

15
16 In this putative class action, Plaintiff Teri Herrera (“Herrera”) alleges that
17 Defendants Verra Mobility Corporation (“Verra”), ATS Processing Services, LLC (“ATS
18 Processing”), and American Traffic Solutions Consolidated (“ATS Consolidated”) (collectively, “Defendants”) violated the Fair Debt Collection Practices Act (“FDCPA”) and state law through their actions to collect unpaid toll charges from rental car customers. Now pending before the Court is Defendants’ motion to compel arbitration and stay proceedings. (Doc. 24.) The motion is fully briefed and neither side requested oral argument. For the following reasons, the motion will be granted.

24 **BACKGROUND**

25 I. Underlying Facts

26 In October 2019, Herrera rented a car from Thrifty Car Rental (“Thrifty”) in Florida. (Doc. 12 ¶ 32.) Thrifty required her to pay the toll charges she incurred while driving the rental car. (*Id.* ¶ 33.) Herrera had two options for paying the tolls: (1) purchase

1 “PlatePass,” which covered all toll charges incurred; or (2) pay each toll charge directly.
2 (*Id.*) If Herrera chose the latter option but failed to pay any toll charges directly, she would
3 be charged for the tolls plus an administrative fee. (*Id.*) Herrera “chose to forgo the
4 PlatePass option and to pay tolls directly.” (*Id.*) While in Florida, Herrera failed to pay
5 “at least fourteen tolls,” totaling \$20.98. (*Id.* ¶ 36.)

6 In February 2020, Herrera rented a car from Fox Rent A Car (“Fox”) in California.
7 (*Id.* ¶ 50.) Herrera again declined to purchase PlatePass and agreed to pay any toll charges
8 directly. (*Id.*) Herrera ultimately failed to pay toll charges totaling \$7.00. (*Id.* ¶ 51.)

9 Thrifty and Fox contract with Defendants to recover unpaid tolls incurred by
10 customers. (*Id.* ¶¶ 18-20.) Pursuant to those contracts, Defendants attempted to collect
11 Herrera’s unpaid toll charges, along with administrative fees. (*Id.* ¶¶ 37-41, 52-58.)
12 Defendants charged \$150.25 on Herrera’s credit card for the Thrifty transaction. (*Id.* ¶ 49.)

13 II. The Arbitration Agreements

14 A. **Thrifty**

15 Herrera’s contract with Thrifty contained an arbitration clause (the “Thrifty
16 Agreement”) that provides in relevant part as follows:

17 Except for claims for property damage, personal injury or death, any disputes
18 between You and us (“us” and “we” for the purposes of this Arbitration
19 Provision means Thrifty Car Rental, (“Thrifty”) its parent and affiliate
20 corporations, and their respective officers, directors and employees and any
21 vendor or third party providing services for this rental transaction) must be
22 resolved only by arbitration or in a small claims court on an individual basis;
23 class arbitrations and class actions are not allowed. You and we each waive
the right to a trial by jury or to participate in a class action, either as a class
representative or class member. You and we remain free to bring any issues
to the attention of government agencies.

24 This Arbitration Provision’s scope is broad and includes, without limitation,
25 any claims arising from or relating to this Agreement or any aspect of the
26 relationship or communications between us, whether based in contract, tort,
27 statute, fraud, misrepresentation, equity, or any other legal theory. It is
governed by the Federal Arbitration Act, 9 U.S.C. §§ 1 et seq.

28 In any arbitration under this Arbitration Provision, all issues are for the
arbitrator to decide, including his or her own jurisdiction, and any objections
with respect to the existence, scope or validity of this Arbitration

1 Provision. . . . The American Arbitration Association (“AAA”) will
2 administer any arbitration pursuant to its Consumer Arbitration Rules.
3 (Doc. 24 at 23, capitalization omitted.) Additionally, the portion of the contract describing
4 the PlatePass program stated in relevant part that “[i]f you decline the optional PlatePass
5 All-Inclusive Service at the commencement of the rental, you will be liable for, and we
6 will charge you: (a) all tolls incurred . . . ; (b) a \$9.99 administrative fee for each toll
7 incurred . . . ; and (c) all other applicable toll charges or fees, if any. . . . You authorize us
8 to release your rental and payment card information to PlatePass LLC, ATS Processing
9 Services, LLC and American Traffic Solutions, Inc. (collectively, ‘ATS’) for processing
10 and billing purposes. If we or ATS pay a toll or citation on your behalf . . . you authorize
11 us or ATS to charge all such payments and related administrative fees . . . to the credit card
12 . . . used for this rental.” (*Id.* at 22.)

13 **B. Fox**

14 Herrera’s contract with Fox included an arbitration clause (the “Fox Agreement”)
15 that provides as follows:

16 Except for claims for property damage, personal injury, or death, any
17 disputes between or amongst Renter, Fox Rent A Car, Inc., ATS Processing
18 Services, LLC, PlatePass, LLC, and each of their respective affiliates must
19 be resolved only by arbitration or in a small claims court on an individual
20 basis; class arbitrations and class actions are not allowed. Renter and Fox
21 waive the right to a trial by jury or to participate in a class action either as a
22 class representative or a class member. Renter and FOX remain free to bring
23 any issues to the attention of government agencies. This Arbitration
24 Provision’s scope is broad and includes without limitation, any claims
25 relating to any aspect of the relationship between Renter and Fox. In any
26 arbitration, all issues are for the arbitrator to decide, including jurisdiction,
27 and any objections with respect to the existence, scope, or validity of this
28 Arbitration Provision. The arbitration will take place in the county of
Renter’s billing address unless otherwise agreed. The American Arbitration
Association will administer any arbitration pursuant to its Commercial
Dispute Resolution Procedures and the Supplementary Procedures for
Consumer-Related Disputes.

(*Id.* at 27, capitalization omitted).

...

DISCUSSION

I. Legal Standard

The Federal Arbitration Act (“FAA”) applies to contracts “evidencing a transaction involving commerce.” 9 U.S.C. § 2. It provides that written agreements to arbitrate disputes “shall be valid, irrevocable, and enforceable, save upon such grounds as exist at law or in equity for the revocation of any contract.” *Id.* Thus, absent a valid contractual defense, the FAA “leaves no place for the exercise of discretion by a district court, but instead mandates that district courts shall direct the parties to proceed to arbitration on issues as to which an arbitration agreement has been signed.” *Dean Witter Reynolds, Inc. v. Byrd*, 470 U.S. 213, 218 (1985) (emphasis omitted).

In general, a district court’s role under the FAA is “limited to determining (1) whether a valid agreement to arbitrate exists and, if it does, (2) whether the agreement encompasses the dispute at issue.” *Chiron Corp. v. Ortho Diagnostic Sys., Inc.*, 207 F.3d 1126, 1130 (9th Cir. 2000). These two issues are sometimes referred to as the “gateway” questions of arbitrability. *Rent-A-Center, West, Inc. v. Jackson*, 561 U.S. 63, 68-69 (2010). Although the gateway questions are ordinarily resolved by the court, parties may agree to arbitrate one or both of the gateway issues by including a delegation clause in the arbitration agreement: “An agreement to arbitrate a gateway issue is simply an additional, antecedent agreement the party seeking arbitration asks the federal court to enforce, and the FAA operates on this additional arbitration agreement just as it does on any other.” *Id.* at 70. The evidence of the parties’ intent to delegate such issues to the arbitrator must be “clear and unmistakable.” *Brennan v. Opus Bank*, 796 F.3d 1125, 1130 (9th Cir. 2015).

To the extent the first gateway issue has not been delegated, courts look to state law to determine whether a valid agreement to arbitrate exists. *Davis v. Nordstrom, Inc.*, 755 F.3d 1089, 1093 (9th Cir. 2014). *See also Blanton v. Domino’s Pizza Franchising LLC*, 962 F.3d 842, 846 (6th Cir. 2020) (noting that although “questions of contract formation and interpretation . . . generally involve state law . . . the question whether a particular agreement satisfies the ‘clear and unmistakable’ standard . . . seems to be one of federal

1 law”) (citing *Brennan*, 796 F.3d at 1128-30). Here, the parties agree the Thrifty Agreement
2 is governed by Florida law and the Fox Agreement is governed by California law.

3 **II. Analysis**

4 In many cases, disputes over arbitrability turn on whether the arbitration agreement
5 is unconscionable or whether the plaintiff’s claims fall within the scope of the agreement.
6 Those issues aren’t disputed here. Instead, the parties’ disagreement turns on the related
7 questions of (1) whether each Defendant has standing to enforce the arbitration clauses
8 appearing within the Thrifty and Fox contracts and (2) whether this Court or an arbitrator
9 should be the one to resolve the standing issue. Because the resolution of these issues is
10 Defendant- and contract-specific, they are broken into various sub-categories below.

11 **A. Thrifty Agreement**

12 As noted, the Thrifty Agreement provides that “any disputes between You and us
13 (‘us’ and ‘we’ for the purposes of this Arbitration Provision means Thrifty Car Rental,
14 (‘Thrifty’) its parent and affiliate corporations, and their respective officers, directors and
15 employees and any vendor or third party providing services for this rental transaction) must
16 be resolved only by arbitration or in a small claims court on an individual basis.” (Doc. 24
17 at 23, capitalization omitted.) The Thrifty Agreement also contains a delegation clause
18 providing that (1) “all issues are for the arbitrator to decide, including his or her own
19 jurisdiction, and any objections with respect to the existence, scope or validity of this
20 Arbitration Provision” and (2) “[t]he American Arbitration Association (‘AAA’) will
21 administer any arbitration pursuant to its Consumer Arbitration Rules.” (*Id.* at 23.) Finally,
22 the portion of the Thrifty contract describing the PlatePass program states in relevant part
23 that “[i]f you decline the optional PlatePass All-Inclusive Service at the commencement of
24 the rental, you will be liable for, and we will charge you: (a) all tolls incurred . . . ; (b) a
25 \$9.99 administrative fee for each toll incurred . . . ; and (c) all other applicable toll charges
26 or fees, if any. . . . You authorize us to release your rental and payment card information
27 to PlatePass LLC, ATS Processing Services, LLC and American Traffic Solutions, Inc.
28 (collectively, ‘ATS’) for processing and billing purposes. If we or ATS pay a toll or a

1 citation on your behalf . . . you authorize us or ATS to charge all such payments . . . to the
2 credit card . . . you used for this rental.” (*Id.* at 22.)

3 As discussed below, the parties advance somewhat different arguments concerning
4 whether ATS Processing and ATS Consolidated, on the one hand, and Verra, on the other,
5 may compel arbitration under the Thrifty Agreement.

6 1. ATS Processing And ATS Consolidated

7 Defendants contend that because Herrera “‘clearly and unmistakably’ agreed to
8 delegate gateway issues of arbitrability to the arbitrator,” this Court should “compel
9 [Herrera] to arbitrate her claims—including any disputes regarding arbitrability—in
10 Arizona.” (Doc. 24 at 7-9.) Alternatively, Defendants argue that, on the merits, ATS
11 Processing and ATS Consolidated may enforce the Thrifty Agreement because they qualify
12 as parties to (or, at a minimum, third-party beneficiaries under) that agreement. (*Id.* at 10-
13 11.) Herrera disagrees with all of these points—she argues that “the question of delegation
14 is inapposite until Defendants establish their right to invoke the arbitration agreements”
15 (Doc. 27 at 5-7) and that ATS Processing and ATS Consolidated aren’t parties or third-
16 party beneficiaries because they are “non-signatories” and because she declined PlatePass
17 (*id.* at 4-5, 12-16).

18 There is a strong argument that the delegation provision within the Thrifty
19 Agreement requires the arbitrator, rather than this Court, to resolve the gateway issue of
20 whether ATS Processing or ATS Consolidated have standing to compel Herrera to arbitrate
21 her claims against them. In *Brennan*, the Ninth Circuit held that the “incorporation of the
22 AAA rules” in an arbitration agreement may alone “constitute[] ‘clear and unmistakable’
23 evidence that the parties intended to delegate the arbitrability question to an arbitrator.”
24 796 F.3d at 1130. The Thrifty Agreement not only incorporates the AAA rules but also
25 expressly states that “all issues are for the arbitrator to decide, including his or her own
26 jurisdiction, and any objections with respect to the existence, scope or validity of this
27 Arbitration Provision.” (Doc. 24 at 23.) The presence of this additional language suggests
28 that the Thrifty Agreement provides even clearer and more unmistakable evidence of intent

1 to delegate the issue of arbitrability than the agreement in *Brennan*, which was deemed
2 enforceable.¹

3 Herrera seeks to distinguish *Brennan* by arguing that “both the plaintiff and
4 defendant in [that case] were signatories to the contract at issue,” whereas in this case,
5 “Defendants are not signatories to either of Plaintiffs’ rental car contracts.” (Doc. 27 at 4-
6 5 & n.1.) An initial problem with this argument—which blends together the question of
7 delegation with the merits of the standing issue—is that the concept of “signatories” is
8 something of a red herring here. The only party to affix a signature on the Thrifty
9 Agreement was Herrera. (Doc. 24 at 24.) It was not signed by a Thrifty representative.
10 Thus, to determine the identify of Herrera’s contractual counterparty (or counterparties), it
11 is necessary to go beyond a mere examination of the signature block. *Cf. Dorward v.*
12 *Macy’s, Inc.*, 2011 WL 2893118, *8 (M.D. Fla. 2011) (“Under both the Federal Arbitration
13 Act and the Florida Arbitration Code, an arbitration agreement need not be signed to be
14 enforceable.”) (citations omitted).

15 Under Florida law, “[c]ontract interpretation begins with a review of the plain
16 language of the agreement because the contract language is the best evidence of the parties’
17 intent at the time of the execution of the contract.” *Hirsch v. Jupiter Golf Club LLC*, 232
18 F. Supp. 3d 1243, 1252 (S.D. Fla. 2017). Likewise, under federal law, “the intent of the
19 parties must be ascertained from the contract itself” and, “[w]henever possible, the plain
20 language of the contract should be considered first.” *Klamath Water Users Protective*
21 *Ass’n v. Patterson*, 204 F.3d 1206, 1210 (9th Cir. 1999). The Thrifty Agreement expressly
22 defines the term “Thrifty” as encompassing not only Thrifty Car Rental but also certain
23 other entities and individuals, including “any vendor or third party providing services for
24 this rental transaction.” (Doc. 24 at 23.) In the Court’s view, ATS Processing and ATS

25
26 ¹ Although the *Brennan* court stated that “we limit our holding to the facts of the
27 present case, which . . . involve an arbitration agreement between sophisticated parties,”
28 the court also emphasized that “[o]ur holding today should not be interpreted to require
that the contracting parties be sophisticated or that the contract be commercial before a
court may conclude that incorporation of the AAA rules constitutes ‘clear and
unmistakable’ evidence of the parties’ intent.” *Id.* at 1130-31 (internal quotation marks
omitted).

1 Consolidated clearly and unmistakably qualify as “vendor[s] and third part[ies] providing
2 services for this rental transaction.” Although Herrera declined to use PlatePass, the
3 contractual definition of “us” isn’t limited to vendors and third parties providing services
4 to the *customer*. It also extends to vendors and third parties providing services to *Thrifty*
5 concerning the rental transaction. The contract specifically identifies ATS Processing and
6 ATS Consolidated as entities that would be providing such services to Thrifty, by paying
7 tolls and citations incurred by customers. (*Id.* at 22.)

8 Herrera also argues that *Kramer v. Toyota Motor Corp.*, 705 F.3d 1122 (9th Cir.
9 2013), supports her position. In *Kramer*, the plaintiffs were vehicle purchasers who signed
10 contracts “with their respective dealerships” that contained arbitration agreements. *Id.* at
11 1124. Toyota, in contrast, was “not a signatory to any of the” agreements. *Id.* at 1125.
12 Later, after the plaintiffs sued Toyota in a class action, Toyota moved to compel arbitration
13 and argued, among other things, that the district court lacked jurisdiction to decide whether
14 it had standing to compel arbitration due to the presence of a delegation clause. *Id.* at 1127
15 (“Toyota argues that because the [agreements] expressly provide that the arbitrator shall
16 decide issues of interpretation, scope, and applicability of the arbitration provision, the
17 arbitrator should decide the issue of whether a nonsignatory may compel Plaintiffs to
18 arbitrate.”). The district court rejected this argument, finding that it had authority to
19 address Toyota’s standing to compel arbitration, and the Ninth Circuit affirmed. *Id.* at
20 1127-28. When doing so, however, the Ninth Circuit didn’t announce a blanket rule that
21 questions concerning a non-signatory’s ability to compel arbitration must always be
22 resolved by the court. To the contrary, the Ninth Circuit’s fact-specific ruling was that
23 “because the arbitration clause is limited to claims between ‘you and us’—i.e. Plaintiffs
24 and the Dealerships,” “[t]he language of the contracts . . . evidences Plaintiffs’ intent to
25 arbitrate arbitrability with the Dealerships and no one else.” *Id.* Put another way, because
26 “the terms of the arbitration clauses are expressly limited to Plaintiffs and the Dealerships,”
27 there was no “clear and unmistakable evidence that Plaintiffs agreed to arbitrate
28 arbitrability with nonsignatories” such as Toyota. *Id.*

1 The key difference between *Kramer* and this case lies in the contractual language.
2 In *Kramer*, the arbitration clause narrowly defined “us” as the dealership. This approach
3 necessarily (if implicitly) excluded the manufacturer, Toyota. Here, the arbitration clause
4 broadly defines “us” as not only Thrifty, but also the vendors and third parties providing
5 services to Thrifty as part of the rental transaction. Thus, although the contractual language
6 in *Kramer* may not have provided “clear and unmistakable evidence that Plaintiffs agreed
7 to arbitrate arbitrability with” Toyota, *id.* at 1127, the contractual language in this case does
8 provide clear and unmistakable evidence of such intent with respect to ATS Processing and
9 ATS Consolidated.

10 In *Banh v. Am. Honda Motor Co., Inc.*, 2020 WL 5035095 (C.D. Cal. 2020), the
11 court confronted similar issues. There, the plaintiffs signed two different categories of
12 contracts with Acura. Both contained arbitration agreements with delegation clauses. *Id.*
13 at *5. Additionally, in the first set of contracts, “Acura [was] defined to include Honda,”
14 but the second set of contracts did “not define Acura to include Honda.” *Id.* After the
15 plaintiffs sued Honda in a class action, Honda moved to compel arbitration and argued that
16 the parties had “delegate[d] the threshold issue of . . . standing to an arbitrator.” *Id.* In
17 response, the plaintiffs argued that Honda’s status as a non-signatory precluded it from
18 invoking the delegation clauses in either contract. *Id.* Notably, the court held that Honda
19 could invoke the delegation clauses as to claims arising under the first set of contracts,
20 because Honda was “expressly included in the definition of Acura” in those contracts, but
21 could not invoke the delegation clauses as to claims arising under the second set of
22 contracts. *Id.* Here, because the Thrifty Agreement expressly defined “us” as
23 encompassing vendors and third parties providing rental-related services (and then
24 specifically identified ATS Processing and ATS Consolidated as two such service
25 providers), it follows that ATS Processing and ATS Consolidated “may invoke the right to
26 the benefits of the arbitration agreements—namely, the delegation provisions.” *Id.*

27 Finally, even if Herrera hadn’t agreed to delegate questions of arbitrability
28 pertaining to ATS Processing and ATS Consolidated, the Court would grant their motion

1 because it concludes they do, in fact, have standing to compel arbitration. As noted,
2 Herrera’s primary argument is that ATS Processing’s and ATS Consolidated’s status as
3 “non-signatories” means they don’t qualify as parties or third-party beneficiaries to the
4 Thrifty Agreement, but this argument is not supported by Florida law and is undermined
5 by the plain language of the contract itself, which defines “us” as encompassing vendors
6 and third-party service providers and specifically identifies ATS Processing and ATS
7 Consolidated as two such service providers. *See generally Henderson v. Idowu*, 828 So.2d
8 451, 452-53 (Fla. Dist. Ct. App. 2002) (“Notwithstanding appellant is a non-signatory to
9 the arbitration agreement, she is entitled to its benefits if she is a third party beneficiary.
10 The arbitration agreement here . . . was expressly intended to benefit an identified class of
11 persons, i.e., an employee of Tenet or one of its affiliated companies or entities. Appellant
12 fell within the identified class and, thus, she may benefit from the agreement as a third-
13 party beneficiary.”) (footnote omitted).²

14 2. Verra

15 In their motion, Defendants seem to argue that Herrera’s Thrifty-related claims
16 against Verra must be arbitrated for the same reasons as her Thrifty-related claims against
17 ATS Processing and ATS Consolidated. (Doc. 24.) Herrera responds that Verra’s
18 arbitration demand fails because (1) Verra’s name isn’t mentioned anywhere in the Thrifty
19 contract, and (2) Defendants have admitted in several filings in this case (and during email
20 correspondence between counsel) that Verra isn’t an “affiliate” of Thrifty, ATS Processing,

21 ² Herrera notes (Doc. 27 at 5-6) that the Court previously addressed whether a non-
22 signatory was *bound* by an arbitration agreement, such that a signatory could compel
23 arbitration, *Canady v. Bridgecrest Acceptance Corp.*, 2020 WL 1952566 (D. Ariz. 2020),
24 but the question whether a non-signatory may enforce an arbitration agreement against a
25 signatory is different. *Blanton*, 962 F.3d at 848-49 (“This court has treated the non-
26 signatory question differently when the non-signatory opposes arbitration.”) (emphasis
27 omitted); *Mobile Real Est., LLC v. NewPoint Media Grp., LLC*, 460 F. Supp. 3d 457, 479
28 (S.D.N.Y. 2020) (“While issues of arbitrability with respect to non-signatories seeking to
compel arbitration may be delegated to an arbitrator, the issue of whether a non-signatory
may be compelled to arbitrate is for the Court to decide.”). For this reason, Herrera’s
reliance on *Benaroya v. Willis*, 23 Cal.App.5th 462 (2018), is misplaced. There, the court
addressed whether a signatory could compel a non-signatory to participate in arbitration,
not the reverse. *Id.* at 467 (agreeing that the “decision whether a nonsignatory to an
arbitration agreement can be compelled to arbitrate is a matter solely within the authority
of the trial court, not the arbitrator”).

1 or ATS Consolidated and had no role in the rental transaction. (Doc. 27 at 11-12.) In reply,
2 Defendants argue, *inter alia*, that Herrera “is equitably estopped from attempting to split
3 apart her claims against Defendants to undermine arbitration.” (Doc. 28 at 10-11.)

4 The Court agrees that Herrera is equitably estopped from challenging Verra’s
5 arbitration demand.³ Under Florida law, a non-signatory may compel arbitration when,
6 *inter alia*, “there are allegations of concerted action by both a nonsignatory and one or
7 more of the signatories to the contract.” *Allscripts Healthcare Sols., Inc. v. Pain Clinic of*
8 *Nw. Fla., Inc.*, 158 So.3d 644, 646 (Fla. Dist. Ct. App. 2014) (internal quotation marks
9 omitted).⁴ *See also Armas v. Prudential Sec., Inc.*, 842 So.2d 210, 212 (Fla. Dist. Ct. App.
10 2003) (“Non-signatories can . . . compel arbitration based on the equitable estoppel
11 doctrine. Equitable estoppel is warranted when the signatory to the contract containing the
12 arbitration clause raises allegations of concerted conduct by both the non-signatory and
13 one or more of the signatories to the contract.”) (citation omitted).

14 Here, the FAC alleges concerted action by Verra, ATS Processing, and ATS
15 Consolidated. Most of the allegations are directed to Verra, ATS Processing, and ATS
16 Consolidated collectively. (Doc. 12 at 2 [referring to the three Defendants “collectively”
17 as “the Verra Mobility Defendants”].) The FAC alleges that ATS Processing and ATS
18 Consolidated are subsidiaries of Verra but otherwise largely does not distinguish between
19 the defendants. (*Id.* ¶ 22.) When allegations are leveled at Verra alone, most are in the
20 context of Verra’s alleged responsibility for the operations of ATS Processing and ATS
21 Consolidated. (*Id.* ¶¶ 60-65.) The FAC further alleges that Verra had a hand in the
22 challenged operations: “Verra . . . oversees and ensures compliance with [rental car

23
24 ³ Although new arguments in a reply brief are generally not permitted, the Court will
25 consider Defendants’ invocation of equitable estoppel because it responds to the arguments
26 Herrera raised in her response. *Collaborative Continuing Educ. Council, Inc. v. Starks*
27 *Realty Grp., Inc.*, 2017 WL 5714727, *1 (D. Ariz. 2017) (“Generally, this Court will not
28 consider arguments raised for the first time in a reply. There are some exceptions to this
general rule, including replies to arguments presented by opposing counsel in their
response.”) (citations omitted).

⁴ The terms “party” and “signatory” appear to be synonymous. *Marcus v. Fla.*
Bagels, LLC, 112 So.3d 631, 633 (Fla. Dist. Ct. App. 2013) (a “non-party” is also known
as a “non-signatory”); *id.* at 633-34 (using terms interchangeably).

1 company] contracts,” “maintains the call centers at which individuals will call,” “trains and
2 employs the individuals who work at those call centers,” “hires and trains the individuals
3 who send out” notices, and “designs and implements the software that it uses to process
4 the tolls that rental car company customers incur.” (*Id.* ¶¶ 62-65.) Indeed, the FAC lays
5 out extensive allegations that “[t]here is such unity between the Verra Mobility Defendants
6 that the separateness of those entities has ceased.” (*Id.* at 18, emphasis omitted.)

7 Because Herrera has alleged concerted action between Verra, ATS Processing, and
8 ATS Consolidated, and because Herrera’s claims against ATS Processing and ATS
9 Consolidated must be arbitrated, it follows that Herrera is equitably estopped from
10 opposing Verra’s arbitration demand. Florida courts have estopped signatories from
11 avoiding arbitration under analogous circumstances. *See, e.g., Armas*, 842 So.2d at 212
12 (“Prudential’s claims against Dole arise out of the same factual allegations of concerted
13 conduct by both the non-signatory . . . and the signatories . . . and equitable estoppel is
14 warranted.”); *Lash & Goldberg LLP v. Clarke*, 88 So.3d 426, 427 (Fla. Dist. Ct. App. 2012)
15 (reversing trial court’s decision to grant motion to compel arbitration as to some defendants
16 but deny motion to compel arbitration as to defendants who weren’t parties to the
17 underlying arbitration agreement: “Even though the Lash & Goldberg defendants were not
18 signatories or parties to the arbitration agreement, they may insist on arbitration because
19 the complaint alleges that the defendants engaged in concerted conduct that harmed
20 Clarke.”). This outcome makes it unnecessary to address the parties’ other arguments.

21 **B. Fox Agreement**

22 As noted, the Fox Agreement provides that any disputes between Herrera and Fox,
23 ATS Processing, PlatePass, and “each of their respective affiliates must be resolved only
24 by arbitration.” (Doc. 24 at 27, capitalization omitted.) Herrera concedes that ATS
25 Processing is a third-party beneficiary entitled to compel arbitration. (Doc. 27 at 8.)
26 Additionally, Herrera doesn’t respond to—and thus implicitly assents to—Defendants’
27 argument that ATS Consolidated is entitled to compel arbitration.

28 Herrera focuses only on whether Verra is entitled to compel arbitration. (Doc. 27

1 at 7-9.) Specifically, Herrera argues that Verra is not an “affiliate” of ATS Processing or
2 ATS Consolidated because ATS Processing’s and ATS Consolidated’s corporate
3 disclosure statements in this action did not identify Verra as an affiliate. (*Id.* at 9.)
4 Defendants reply that the corporate disclosure statements *do* identify Verra as an affiliate
5 and that the FAC alleges that ATS Processing and ATS Consolidated are subsidiaries of
6 Verra. (Doc. 28 at 7.) Defendants also contend that, because Herrera has alleged Verra is
7 an alter ego of ATS Processing and ATS Consolidated, Verra is subject to the same analysis
8 as the others. (*Id.* at 8.)

9 The Court agrees with Defendants that Verra can compel arbitration. Because
10 Herrera has alleged that Verra is an “alter ego for Defendants ATS Processing Services,
11 LLC and [ATS] Consolidated, LLC” (Doc. 12 at 16), Verra is entitled under California law
12 to invoke the arbitration provision in the Fox Agreement to the same extent as ATS
13 Processing and ATS Consolidated. *Rowe v. Exline*, 153 Cal.App.4th 1276, 1285 (2007)
14 (“By suing Exline and Trahan for breach of the Agreement on the ground that they are
15 Initiatek’s alter egos . . . Exline and Trahan are entitled to the benefit of the arbitration
16 provisions.”) (internal quotation marks omitted). *See also Altela Inc. v. Ariz. Sci. & Tech.*
17 *Enters. LLC*, 2016 WL 4539949, *7 (D. Ariz. 2016) (“It is well settled that the alter ego of
18 a signatory . . . can enforce[] the terms of an arbitration agreement to the same extent that
19 the signatory can.”).

20 ...
21 ...
22 ...
23 ...
24 ...
25 ...
26 ...
27 ...
28 ...

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28

Accordingly,

IT IS ORDERED that Defendants’ motion to compel arbitration in Arizona and stay proceedings (Doc. 24) is **granted**.⁵ This action is **stayed** pending arbitration.

IT IS FURTHER ORDERED that the parties file a joint notice every six months concerning the status of the arbitration proceeding and file a joint notice within 10 days of when the arbitration proceeding concludes. The first joint notice shall be filed six months from the date of this Order.

Dated this 18th day of November, 2020.



Dominic W. Lanza
United States District Judge

⁵ Defendants argue that Arizona is the appropriate forum for arbitration under the FAA. (Doc. 24 at 13.) Herrera does not dispute this claim, and the Court agrees. *Textile Unlimited, Inc. v. ABMH & Co.*, 240 F.3d 781, 785 (9th Cir. 2001) (“[B]y its terms, § 4 only confines the arbitration to the district in which the petition to compel is filed.”) (emphasis omitted).