

Proposal

Expanded Parking Consultant Services

(Revised 3.31.25)

City of Oceanside, CA
March 31, 2025

Proposal for Expanded Parking Consultant Services

To: City of Oceanside
From: Dixon Resources Unlimited
Date: March 31, 2025
Subject: Proposal for Expanded Parking Consultant Services

Dixon Resources Unlimited (DIXON) is pleased to submit this proposal for Expanded Parking Consultant Services to the City of Oceanside (City). Our uniquely qualified firm specializes in supporting parking and mobility programs across the country, consistently proving our ability to identify and implement operations, management, and technology recommendations to transition municipal parking operations to long-term, sustainable programs. We have updated the proposal below to reflect the requested changes.

Proposed Scope of Services

The following work plan details the technical approach, methodology, specific tasks, and associated deliverables that our team will perform.

Task 1. Project Management

Our team will work closely with designated City staff to support a collaborative project management approach. The proposed budget includes all costs to support a virtual project kickoff and ongoing project management meetings. Our team plans to schedule bi-weekly calls with the designated City staff to provide project updates, collaborate, and address challenges.

Task 1.1 Kick-off Meeting. An initial virtual project kick-off meeting will allow our team to prioritize objectives and tasks, finalize the schedule and timeline for milestone deliverables, and introduce key internal City stakeholders to our team.

Task 1.2 Project Management and Bi-weekly Meetings. Our team will assign a Project Manager as the single point of contact for overall communications and project coordination with the City. We will conduct virtual bi-weekly project meetings with designated City staff for the project's duration. Our team will provide meeting agendas addressing the project schedule and budget status, highlighting opportunities and corrective measures, and presenting the project's next steps.

Task 1.3 Coordination and Document Sharing. During the kick-off meeting, our team will request and begin to review project-relevant documents. To facilitate document sharing, our team will establish a shared project folder (such as Dropbox, Google Drive, SharePoint, or similar) so that the City staff can easily provide the relevant documentation for our review. We will maintain this folder throughout the project to keep all project files organized and accessible.

Task 1. Deliverables

- Virtual project kickoff.

- Bi-weekly project meetings with ongoing project management and coordination.

Task 2. Operational Assessment

To support the development of a Parking Enforcement Training Manual (Task 3) and Parking Operations Procedure Manual (Task 4), DIXON will conduct an Operational Assessment that will include the following:

- In coordination with City staff, DIXON will obtain all relevant materials to assist with the project including, but not limited to, previously prepared reports and operational assessments, existing vendor agreements, City documents, and current procedures.
- DIXON will facilitate a one-day on-site assessment to conduct an operational assessment, including ride-alongs with parking enforcement staff and interviews of City staff. The interviews will help identify areas of improvement and DIXON will document processes and develop recommendations for future consideration. Meetings with internal City staff that manage elements of the parking program will allow DIXON to understand the variety of enforcement services and parking operational needs. DIXON will identify opportunities for enhancements and training including finetuning the violation codes that are being enforced.
- Based on our review of existing materials and the on-site assessment, DIXON will prepare and circulate to City staff an outline of assessment findings (Outline) that includes key takeaways and preliminary recommendations for review and consideration by the City. This information will later be incorporated into the Parking Enforcement Training Manual (Task 3) and Parking Operations Procedure Manual (Task 4).
- DIXON will schedule a virtual debrief meeting with the City to review the contents of the Outline. This meeting will be an opportunity to address any gaps, get clarification on certain topics, discuss any feedback or suggestions that City may have, collectively brainstorm about recommendations, and outline the components of the two manuals.

Task 2. Deliverables

- Review project-relevant background documents and materials.
- Conduct a targeted review of parking-related municipal codes, policies, and violation codes.
- Conduct a site visit (up to one day) for an operational assessment.
- Facilitate a debrief meeting with the City to discuss findings and review the next steps.

Task 3. Parking Enforcement Training Manual

Based upon the findings and outcomes of Task 2, DIXON will develop a Parking Enforcement Training Manual that will address the range of parking enforcement duties, training processes, expectations for conduct, uniform and equipment requirements, parking violation codes, and parking enforcement procedures. DIXON

will share an initial draft document with the City for review and then incorporate the City's feedback to develop a Final Parking Enforcement Training Manual.

Task 3. Deliverables

- Draft and Final versions of a Parking Enforcement Training Manual.

Task 4. Parking Operations Procedure Manual

Based upon the findings and outcomes of Task 2, DIXON will develop a Parking Operations Procedure Manual that will serve as a comprehensive guide for the City. It will address the various aspects of the City's parking operations including program structure, asset management, reporting, technology and support services, maintenance, revenue collections and reconciliation, customer support, and other operational factors and opportunities identified in the assessment. DIXON will leverage industry best practices and City staff feedback to guide the overall approach. DIXON will share an initial draft document with the City for review and then incorporate the City's feedback to develop a Final Parking Operations Procedure Manual.

Task 4. Deliverables

Draft and Final versions of a Parking Operations Procedure Manual.

Estimated Timeline

The following timeline outlines the estimated timing of each project task; however DIXON is flexible and can adapt the timeline depending on the City's needs:

Task	Description	Month 1	Month 2	Month 3	Month 4
1	Kickoff meeting	■			
	Bi-weekly project meetings	■	■	■	■
2	Review project materials	■	■		
	On-site assessment		■		
	Outline of assessment findings		■		
	Debrief meeting		■		
3	Draft Parking Enforcement Training Manual		■	■	■
	City review of draft			■	■
	Final Parking Enforcement Training Manual				■
4	Draft Parking Operations Procedure Manual		■	■	■
	City review of draft			■	■
	Final Parking Operations Procedure Manual				■

Cost Proposal

This cost proposal is based on a Time & Materials (T&M) approach. We are adaptive to the City's needs and will customize our solution to focus on what the City needs to achieve its objectives and to ensure that all deliverables are completed within the agreed-upon budget and timing to suit the City's evolving priorities. The budget includes all required travel or related expenses, which are based upon GSA standards and will be billed per City requirements.

DIXON Hourly Rates

The following table provides the hourly rates for all DIXON classification groups:

Classification	Labor Rate Per Hour
Principal Consultant	\$255
Principal Planner	\$235
Senior Associate	\$185
Associate / Data Analyst	\$165
Junior Associate	\$125

Project Cost Breakdown

The following table details the estimated project cost breakdown by Task:

Cost Estimate: DIXON Time & Materials Fee		
Task	Description	NTE Cost
1	Project Management	\$4,735
2	Operational Assessment	\$8,320
3	Parking Enforcement Training Manual	\$12,200
4	Parking Operations Procedure Manual	\$13,535
Total Cost		\$38,790