



# City of Oceanside

300 North Coast Highway,  
Oceanside, California 92054

## Staff Report

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**File #:** 26-1356

**Agenda Date:** 4/22/2026

**Agenda #:** 9.

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**DATE:** April 22, 2026

**TO:** Honorable Mayor and City Councilmembers

**FROM:** Public Works Department

**TITLE: AMENDMENT 4 TO THE PROFESSIONAL SERVICES AGREEMENT WITH DIXON RESOURCES UNLIMITED FOR CONSULTING ASSISTANCE AND IMPLEMENTATION OF THE DOWNTOWN PARKING ACTION PLAN**

### **RECOMMENDATION**

Staff recommends that the City Council approve Amendment 4 to the Professional Services Agreement (PSA) with Dixon Resources Unlimited, in the amount of \$148,090 for a revised contract amount of \$341,592, for consulting assistance and implementation of the Downtown Parking Action Plan (DPAP); appropriate \$148,090 from the General Fund unassigned fund balance; and authorize the City Manager to execute the amendment upon receipt of all supporting documents.

### **BACKGROUND AND ANALYSIS**

On August 8, 2018, the City Council approved a Professional Services Agreement, in the amount of \$79,850, with Dixon Resources Unlimited to conduct parking data collection, facilitate community outreach and prepare a DPAP for the Downtown Study Area. The DPAP included a multi-year and phased implementation plan for recommended improvements. These improvements were intended to be implemented in phases as available funding allowed. On August 5, 2020, the City Council approved Amendment 1, in the amount of \$49,862, to provide support for the preparation of the revisions and updates to the Oceanside Traffic Code, assistance with the development of mobile payments for paid parking and development of virtual parking permits. These tasks were implemented as Phase 1. On August 9, 2023, the City Council approved Amendment 2, in the amount of \$25,000, to develop and complete an audit of on and off-street parking signage, continued support for the implementation of a mobile payment application and support with the procurement of parking revenue collection technology. These tasks were implemented as Phase 2. On August 5, 2025, the City Council approved Amendment 3, in the amount of \$38,790, to assist in the continuance of the DPAP, to perform a parking program and operational assessment, update and develop the Parking Enforcement Training Manual and Parking Operations Procedure Manual.

Since the development of the Downtown Parking Action Plan (DPAP) in 2019, the City has implemented several of the plan's initial recommendations through a phased approach. These efforts have included updates to the municipal traffic code, implementation of mobile parking payment options, development of virtual parking permits, auditing of parking signage, and improvements to parking enforcement and operational procedures. These actions have modernized elements of the

City's parking management program and provided a foundation for more effective management of parking resources in the Downtown Study Area.

At the January 21, 2026 City Council Workshop for the Downtown Specific Plan, the City Council provided direction to evaluate and update the Downtown Parking Action Plan to ensure that parking policies, management strategies, and parking data reflect current conditions and align with the long-term planning vision for downtown. As downtown Oceanside continues to experience growth, increased visitation, and evolving mobility patterns, an updated plan will help the City ensure that parking management strategies support economic activity, maintain accessibility for residents and visitors, and align with broader land use and transportation goals.

Amendment 4 to the Professional Services Agreement with Dixon Resources Unlimited would provide consulting services to prepare an updated Parking Action Plan and support technical analysis. The proposed scope of work builds on Dixon's previous work for the City and includes several key components intended to refresh the data, policies, and strategies that guide downtown parking management.

DPAP update will host a stakeholder engagement process to support transparency and community participation during the planning process. Engagement activities will include in-person meetings with City staff, residents, business owners, and other stakeholders to better understand parking challenges, priorities, and opportunities within the Downtown Study Area.

A key component of the update will be the collection and analysis of current parking utilization data within the Downtown Study Area. Dixon will update the parking inventory for both on-street and off-street parking facilities and conduct new data collection to assess parking demand, utilization patterns, and turnover. The study area is expected to include approximately 300 block faces and 21 off-street municipal parking facilities. Data collection will use modernized methods including license plate recognition (LPR) technology and aerial imagery collected via drone to capture parking activity. Data will be collected during both an off-peak period in spring 2026 and a peak summer season period to provide a comprehensive understanding of parking demand throughout the year.

Based on the updated data, policy review, and stakeholder input, Dixon will prepare a comprehensive update to the Downtown Parking Action Plan. The updated plan will include near-, mid- and long-term recommendations focused on improving parking management, supporting downtown economic activity, and enhancing access for residents, visitors, and businesses. Recommendations may address topics such as parking program goals and performance metrics, on and off-street management strategies, rate and time-limit structures, permit program refinements, enforcement and technology integration, parking wayfinding, and demand management approaches that support multimodal transportation options.

In addition to the parking data collection conducted within the Downtown Study Area, the scope of work includes a supplementary effort focused on a portion of the Seaside Neighborhood Area. This targeted data collection is intended to support potential future neighborhood parking strategies along this segment of South Coast Highway and adjacent residential areas. The expanded study area is bounded by Seagaze Drive to the north, Wisconsin Street to the south, Cleveland Street to the west,

and Nevada Street to the east. Data gathered within this defined area will be compiled as a standalone information package for future use and will not be incorporated into the Downtown Parking Action Plan.

The final delivery will be an updated Parking Action Plan that provides clear, actionable strategies for managing downtown parking resources and implementing improvements over time. The updated plan will help ensure that the City’s parking policies and programs are informed by current data, aligned with community priorities, and supportive of the broader goals associated with the Downtown Specific Plan update.

Approval of Amendment 4 will allow the City to continue building upon the work completed under previous phases of the DPAP and position the City to effectively manage downtown parking resources as Oceanside continues to grow and evolve.

**FISCAL IMPACT**

Amendment 4 to the PSA with Dixon is \$148,090 and will be charged to Parking Lot Maintenance & Enforcement account 600612101.5305. Staff is requesting use of General Fund Reserves in the amount of \$148,090 and appropriate to the Parking Maintenance and Enforcement account 600612101.5305. The funding source is the General Fund Unassigned account 101.3100.0001 which has an available balance of \$6.5M; therefore, sufficient funds are available.

Description	Appropriate	Funding Source	Account	Available Balance
Dixon Resources Unlimited	\$148,090	101.3100.0001 General Fund Unassigned	600612101.5305	\$6.5M

**COMMISSION OR COMMITTEE REPORT**

Does not apply.

**CITY ATTORNEY’S ANALYSIS**

The referenced documents have been reviewed by the City Attorney and approved as to form.

Prepared by: Nathan Mertz, Public Works Division Manager  
Reviewed by: Hamid Bahadori, Public Works Director  
Submitted by: Jonathan Borrego, City Manager

Attachments:

1. Amendment 4 with Dixon Resources Unlimited

2. Exhibit A - Dixon Resources Unlimited