



City of Oceanside

300 North Coast Highway,
Oceanside, California 92054

Staff Report

File #: 25-917

Agenda Date: 8/6/2025

Agenda #: 10.

DATE: August 6, 2025

TO: Honorable Mayor and City Councilmembers

FROM: Public Works Department

TITLE: AMENDMENT 3 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 3 to the Professional Services Agreement (PSA) with Dixon Resources Unlimited, in the amount of \$38,790 for a revised contract amount of \$193,502, for consulting assistance and implementation of the Downtown Parking Action Plan (DPAP); and authorize the City Manager to execute the amendment.

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 (Exhibit A) included a multi-year and phased implementation plan for recommended improvements. These improvements would be implemented in phases as allowed with available funding. The DPAP was completed and made available for use in January 2020.

On August 5, 2020, the City Council approved Amendment 1, in the amount of \$49,862, to provide support for the preparation of the major 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.

The proposed PSA Amendment 3 is for the continuance and implementation of the DPAP recommendations (Phase 3). In coordination with City staff the consultant will facilitate an assessment of current operating procedures, schedules, documents, equipment, devices and technology used within the parking program. The assessment will also include a review of parking-related municipal codes, policies and violation codes. Based on the findings and outcomes of the

parking program and operations assessment the consultant will develop a new Parking Enforcement Training Manual for new and future City staff. In addition, the consultant will develop a new Parking Operations Procedure Manual which is also based on the assessment findings. The Parking Operations and Procedure Manual will document current program aspects which include inventory asset management, reporting, technology, maintenance of parking revenue collection devices and infrastructure, revenue collections and reconciliation processes and customer support. The Parking Operations and Procedure Manual will serve as a comprehensive guide for existing, new and future City staff.

FISCAL IMPACT

Amendment 3 to the PSA with Dixon is \$38,790 and will be charged to Parking Lot Maintenance & Enforcement account 600612101.5305, which has a current available balance of \$202,541; therefore, sufficient funds are available.

Description	Account	Amount	Available Balance
Dixon Resources Unlimited	Parking Lot Maintenance & Enforcement. 600612101.5305	38,790	\$202,541

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. Staff Report
2. Exhibit A
3. PSA Amendment 3 Dixon
4. Dixon Proposal