

# **PROPOSAL**

## **PROGRAM MANAGEMENT SUPPORT SERVICES**

City of San Leandro  
April 7, 2025

**Prepared By:** Dixon  
Resources Unlimited

# Proposal for Parking Consultant Services

**To:** Natalie Villaseñor, Parking Manager  
**From:** Dixon Resources Unlimited  
**Date:** April 7, 2025  
**Subject:** Proposal for Program Management Support Services

## Proposed Scope of Services

Dixon Resources Unlimited (DIXON) is pleased to submit this proposal to continue providing parking consulting services to the City of San Leandro. Since 2017, DIXON has worked closely with the City, advancing parking initiatives across multiple programs. Our team has direct, hands-on experience in San Leandro and is uniquely qualified to support the City's ongoing efforts to optimize its parking programs.

With a proven track record of enhancing parking and mobility programs nationwide, DIXON specializes in identifying and implementing operational, management, and technology solutions that transition municipal parking systems into long-term, sustainable programs. The following work plan outlines our technical approach, methodology, key tasks, and deliverables.

DIXON is prepared to provide the following parking program management support services:

### Task 1. Project Management

DIXON will assign a dedicated Project Manager as the primary point of contact for all communications and project coordination with the City. The Project Manager will work at the City's direction to provide project support, participate in up to eight (8) hours of regular virtual meetings with City staff per month, and virtually attend San Leandro City Council and Commission meetings, up to four times annually.

### Task 2. Parking Enforcement Program Management Support

DIXON will support the City in managing the implementation of an expanded scope of work, as negotiated with its current enforcement provider, LAZ Parking. This expanded scope is expected to include meter maintenance, repair, and may include parking meter revenue collection services. DIXON anticipates that LAZ's expanded responsibilities will take effect on July 1, 2025, and continue through June 30, 2027.

### Task 3. Meter & Pay Station Installation Support

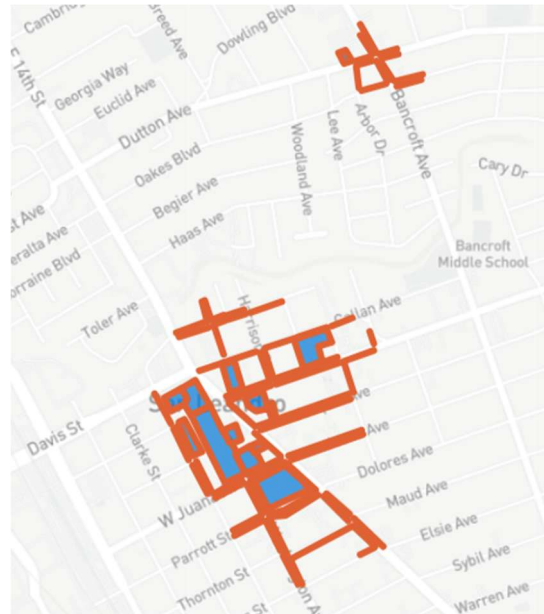
DIXON will assist the City in selecting and finalizing installation locations for parking meters and pay stations in Downtown San Leandro and other parking areas to support an incremental expansion of paid parking. DIXON will provide parking meter and pay station installation support and coordinate with City staff and contracted service providers to assist with implementation, including recommendations for signage locations and design, meter decals, and numbering.

## Task 4. Financial Revenue Forecasting

DIXON will maintain a parking program financial workbook to support the ongoing analysis and forecasting of parking revenues and expenses. This resource will assist City staff in the annual budget preparation process. Additionally, DIXON will provide the City with quarterly revenue reports of the City's paid parking, permit parking, and citation revenue collections.

## Task 5. Rapid LPR Tool

DIXON will maintain a project Study Area within the *DIXON Data Suite's® Rapid LPR Tool* for the duration of the project. The Study Area will include approximately 68 block faces and 12 off-street facilities in the Downtown and Bancroft/Dutton zones (see Figure 1). License Plate Recognition (LPR) data collected by LAZ Parking will be processed and analyzed in the online dashboard. DIXON will support data collection and processing for one week up to twice per year. The City will have access to this interactive web dashboard to view the results and analysis of the data collection, including parking occupancy, length of stay, repeat parking patterns, and enforcement coverage. Enforcement coverage analysis will provide a significant benefit to the enforcement team, identifying and addressing gaps in enforcement so they may be improved.



**Figure 1: San Leandro Downtown and Bancroft/Dutton Study Areas**

## Task 6. Parking Management Plan Update and Implementation Support

DIXON will assist the City in the ongoing implementation of parking management strategies to optimize its parking program. This will include approximately 10 hours of support per month. Support may include services such as:

- Preparation of an update to the City's 2017 Downtown Parking Management Plan, including analysis of paid parking expansion and developing related graphics and maps (referencing Figure 2 in the 2017 Downtown Parking Management Plan).
- Continued implementation of Priority List items from the Downtown Parking Management Plan related to the Downtown parking garage, parking meter collection and reconciliation, and improvements to the City's residential and employee permit parking programs.

## Timeline

A tentative project schedule is provided below.

Tasks: Year 1	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26
Weekly Meetings												
Parking Enforcement Implementation Support												
Meter and Pay Station Implementation Support												
Quarterly Revenue Reports												
Budget Development Support												
Data Collection and Analysis												
Quarterly Data Reports												
Parking Management Implementation Support												
Tasks: Year 2	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26	Jan-27	Feb-27	Mar-27	Apr-27	May-27	Jun-27
Weekly Meetings												
Quarterly Revenue Reports												
Budget Development Support												
Data Collection and Analysis												
Quarterly Data Reports												
Parking Management Implementation Support												

## Cost Proposal

DIXON will support the City as outlined above for an initial twelve (12) month term with the option to extend services for up to an additional twelve (12) months, up to a total of twenty-four (24) months from the contract date.

Our monthly program management pricing model is inclusive and adaptive. The costs presented below represent an average of approximately 30 hours of support per month, in addition to the support associated with ongoing data services and reports, in order to accomplish the City's objectives within the proposed budget. The City will be invoiced monthly at one consistent flat monthly rate which incorporates DIXON staff costs and any travel/incidental expenses required to produce the deliverables under the contract.

### Cost Estimate

Cost Estimate: DIXON Program Management Pricing Model		
Description	Monthly Fixed Fee	Annual Total
Year 1 (Months 1-12)	\$7,000	\$84,000
Year 2 (Months 13-24)	\$7,000	\$84,000
<b>Grand Total</b>		<b>\$168,000</b>
<i>24 Months from Contract Date</i>		