



## Legislation Details (With Text)

**File #:** 22-397      **Version:** 1      **Name:** SR for Dixon CSA for Parking Mgmt Services  
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**In control:** City Council  
**On agenda:** 6/21/2022      **Final action:** 6/21/2022  
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**Title:** Adopt a Resolution Approving and Authorizing the City Manager to Execute a Consulting Services Agreement with Dixon Resources Unlimited for Parking Program Management Services through June 30, 2023 for a Total Maximum Amount of Compensation of \$176,400.00.

**Sponsors:** Fran Robustelli

**Indexes:**

**Code sections:**

**Attachments:** 1. Att A - Reso Dixon CSA, 2. Att B - Dixon Scope of Work, 3. Att C - Dixon Comp Schedule

Date	Ver.	Action By	Action	Result
6/21/2022	1	City Council	Received and Filed	Pass

Adopt a Resolution Approving and Authorizing the City Manager to Execute a Consulting Services Agreement with Dixon Resources Unlimited for Parking Program Management Services through June 30, 2023 for a Total Maximum Amount of Compensation of \$176,400.00.

## COUNCIL PRIORITIES

- Public Safety
- Community & Business Development

## SUMMARY AND RECOMMENDATIONS

Staff recommends the City Council approve and authorize the City Manager to execute an agreement with Dixon Resources Unlimited for parking program management services through June 30, 2023 for an amount not to exceed \$176,400.00.

## BACKGROUND

On July 17, 2017, the City Council adopted the Downtown Parking Management Plan (DPMP) to guide policies and regulations for parking in Downtown San Leandro. Staff retained Dixon Resources Unlimited to help complete the work of the DPMP, which included a strategy to aid future land-use, economic development decisions, and increase the sustainability of Downtown San Leandro. In 2019, staff extended services with Dixon Resources, further engaging on-call services in support of the DPMP that continue today.

In 2021, the City Council directed staff to seek out expertise to assist in evaluating parking impacts of higher density residential and commercial development on surrounding on-street parking. According to the 2035 General Plan, San Leandro's population is expected to continue growing in size through

new residential development that is projected to meet the high demand for housing (particularly affordable housing). As a result, the potential loss of on-street parking due to growth is expected to be an issue of ongoing public concern.

During the course of the implementation and ongoing maintenance of the DPMP, the expertise and experience of Dixon Resources Unlimited has proven crucial to the ongoing success of the program, and Dixon has gained a thorough understanding of San Leandro's parking needs. Furthermore, Dixon possesses the knowledge and skill to comprehensively and effectively advise the City on the level to which a proposed development will affect nearby neighborhood parking, which can provide valuable insights for all project stakeholders.

In April 2022, the City released a Request for Proposals for Parking Enforcement Services because its current contract with SP Plus expires on June 30, 2022. Staff anticipates bringing that contract before City Council for approval. Dixon Resources assisted staff with the development and evaluation of the RFP, lending its expertise in managing a fully cost-recoverable parking program. Staff determined the current parking program was vital to downtown San Leandro economic vitality, but also required highly specialized knowledge and active management that current staff could not provide.

Dixon Resources Unlimited will manage the City's third-party parking enforcement staff to enforce parking violations as governed by the municipal and vehicle codes. Dixon will monitor and report back monthly all current revenues the program generates. Dixon will also provide a financial forecast of expenditures and revenues to bring the fund from its current negative balance into positive fund balance territory, thus relieving the support the Parking Fund currently receives from the General Fund.

Lastly, Dixon will begin updating the 2017 DPMP to ensure the City maximizes its current parking space inventory. Additionally, Dixon will be charged with better utilizing the Downtown parking garage-a critical resource for the scarcity of parking as more development occurs.

As needed, Dixon may also conduct multi-day and multi-week on-street parking area inventory and usage analysis using License Plate Reader (LPR) technology. The use of LPR technology will streamline the data gathering process and make it more cost-effective. Dixon will ensure data privacy and safety by implementing a tokenization process. Once license plate data is recorded via LPR, the data is transferred to a Genetec Server, which in turn transfers the data to a Dixon server. Here, the data is cleaned, transformed, tokenized, and the original data is deleted. This new data is then transferred to a Dixon Azure Server where the data is queried in a dashboard for analysis. This data can also be deleted almost instantaneously if necessary to ensure privacy.

The engagement of Dixon will not only help to streamline the entitlement processes of new developments in the coming year(s), but also ensure that existing parking requirements are addressed more pro-actively and with mitigated or minimal impact on project cost, neighborhood infractions or encroachments, and existing or proposed traffic and parking patterns.

Based upon these examples of consistently responsive and high quality service, staff recommends that the City Council authorize the City Manager to execute a consulting services agreement with Dixon Resources Unlimited, at the rate of \$8,450 per month (\$101,400 annually) for parking program management services. In January 2023, Dixon will begin work updating the 2017 DPMP, which is expected to take 12 months to complete. Dixon will present the updated plan to Council once

completed. The total not to exceed amount for this consulting services agreement with Dixon Resources Unlimited is \$176,400. Staff programmed this funding into the amended budget for Fiscal Year 2022-2023. The City Manager will present that amended budget for Council approval concurrent with this request.

The City and Dixon tentatively agreed to the terms of an agreement. Dixon provided a scope of work and compensation schedule, which staff attached for Council review and approval. The compensation schedule is for a three year term, but this approval is only for one year of services. Staff will return to the City Council for additional approval if staff recommends continued engagement beyond June 30, 2023. Staff will incorporate these documents as exhibits in the final, fully executed agreement pending Council approval of this staff recommendation.

### **Legal Analysis**

The City Attorney reviewed the content of this report and approved it as to form.

### **Applicable General Plan Policies**

- Policy T-1.7 Off-street Parking Standards. Implement variable parking standards that reflect such factors as proximity to transit, type of occupancy (seniors, etc.), number of bedrooms (for housing), and the expected level of parking demand. Parking requirements should reflect the City's goal of reducing vehicle miles traveled.
- Policy T-5.7 Technology and Roadway Efficiency. Use technology, including smart phone applications, roadway sensors, and real-time data on congestion, travel time, and parking supply to create a more efficient transportation system, and to maximize the benefits of the existing road system before investing in its expansion.
- Policy ED-4.5 Downtown San Leandro. Implement parking management strategies that ensure that convenient parking is available for shoppers and restaurant patrons in Downtown San Leandro.

### **Financial Impacts**

This Parking Fund program will cost \$176,400, which was included in the FY2022-2023 Amended Budget. This program's revenues are expected to off-set its expenditures in this fiscal year. The program will be funded as follows:

- |   |                  |
|---|------------------|
| • <u>Parking Fund-Administration, Account 132-35-008:</u> | <u>\$176,400</u> |
| • Total   | \$176,400        |

This Council action will not impact the Parking Fund's undesignated fund balance because there are funds available in the FY2022-2023 amended budget.

### **ATTACHMENT(S)**

#### **Attachment(s) to Staff Report**

- Attachment A: Resolution for a Consulting Services Agreement with Dixon Resources Unlimited
- Attachment B: Dixon Scope of Work
- Attachment C: Dixon Compensation Schedule

**PREPARED BY:** Scott Koll, Deputy City Manager, City Manager's Office

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