

# Proposal

# Parking Consultant Services

City of Grass Valley  
October 2, 2024

## Proposal for Parking Consultant Services

**To:** City of Grass Valley  
**From:** Dixon Resources Unlimited  
**Date:** October 2, 2024  
**Subject:** Proposal for Parking Consultant Services – City of Grass Valley

Dixon Resources Unlimited (DIXON) is pleased to submit this proposal to provide parking consulting services to the City of Grass Valley (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.

### Proposed Scope of Services

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

#### Task 1. Operational Needs Assessment

DIXON has played a key role in evaluating and supporting all aspects of parking programs, including on-street and off-street parking operations, parking technology assessment and roadmaps, parking enforcement and citation management, wayfinding programs, parking demand and occupancy, the solicitation and implementation of new and emerging parking technologies, and the development of comprehensive, long-term parking management plans.

**Task 1.1 Project Management.** 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 stakeholders to our team. We will conduct bi-weekly project calls, throughout the project.

**Task 1.2 Review of Existing Materials.** Our team will review all relevant documents, maps, previous studies, and Municipal Code sections.

**Task 1.3 On-site Existing Conditions Review.** We will be on-site for one (1) day. During that time, our team will assess current parking areas, including on- and off-street public parking locations. We will tour facilities, conduct ride-alongs, and meet with key staff to address the City's immediate needs. We will document and review posted regulations and time limits, parking rates and hours, and observed utilization, compliance, enforcement, and congestion of parking areas.

**Task 1.4 Meter Placement.** While on-site, we will review the City's existing meter placement, particularly in the trouble spot areas identified by the City. We will review and provide meter placement recommendations and best practices within our Operational Memo.

**Task 1.5. Review of Off-Street Facilities** We will evaluate the two new public parking lots specifically identified by the City. We will evaluate opportunities and best practices to manage these lots, encourage employee parking, and consider the concerns voiced by the neighboring communities.

**Task 1.6 Operational Memo.** We will prepare an operational memo outlining key findings and our initial recommendations. We will focus on technology recommendations, specifically for parking availability applications, including opportunities to integrate with the City's existing vendor systems. Our recommendations and best practices for meter placement will also be outlined in the memo.

### **Task 1. Deliverables**

- Includes a virtual project kickoff meeting.
- Includes approximately three (3) months of project management and coordination.
- Review of existing materials and background documents.
- Includes one (1) day on-site, including meetings with City staff.
- Review of targeted meters to assess meter placement
- Evaluate two new off-street parking lots
- Prepare draft and final Operational Memo.

### **Task 2. Municipal Code Update**

DIXON will work with City staff to identify potential updates to the City's municipal code, based on industry best practices and our expertise. We will prepare draft language to future proof codes and policies and accommodate the growth and optimization of the City's parking and enforcement operations.

**Task 2.1 Draft Municipal Code Recommendations.** DIXON will conduct a review of the City's parking-related municipal codes and begin to outline initial recommendations for code language updates related to parking and enforcement operations, including but not limited to the use of technology and modern curb management practices. We will prepare a draft ordinance, with recommended policy and code updates, and virtually present those recommendations to City staff for review and comments. We will incorporate that feedback into a final set of municipal code language updates and submit them to the City for review and consideration.

**Task 2.2 In-Person Presentation to City Council.** DIXON is prepared to present the draft ordinance and code updates in-person at one City Council meeting.

### **Task 2. Deliverables**

- Conduct a review of the City's parking-related codes and policies.
- Develop a draft ordinance and present the recommended code updates to City staff during a virtual meeting.
- Incorporate staff feedback into a final set of recommended code updates and submit them to the City.
- In-person presentation to City Council.

## 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-in-Charge	\$245
Principal Consultant	\$225
Senior Associate	\$175
Associate / Data Analyst	\$155
Junior Associate	\$115
Data Collector	\$75

### Cost Estimate

The total estimated not to exceed costs per Task are detailed below:

Cost Estimate: DIXON Time & Materials Fee		
Task	Description	Estimated Cost (NTE)
1	<p><b>Operational Needs Assessment</b></p> <ul style="list-style-type: none"> <li>Includes a virtual project kickoff meeting.</li> <li>Includes approximately three (3) months of project management and coordination.</li> <li>Review of existing materials and background documents.</li> <li>Includes one (1) day on-site, including meetings with City staff.</li> <li>Targeted review of specific meter placement</li> <li>Evaluate two new off-street lots.</li> <li>Prepare draft and final Operational Memo</li> </ul>	<b>\$14,835</b>
2	<p><b>Municipal Code Update</b></p> <ul style="list-style-type: none"> <li>Conduct a review of the City’s parking-related codes and policies.</li> <li>Develop a draft ordinance and present the recommended code updates to City staff during a virtual meeting.</li> <li>Incorporate staff feedback into a final set of recommended code updates and submit them to the City.</li> <li>In-person presentation to City Council</li> </ul>	<b>\$8,105</b>
	<b>Total</b>	<b>\$22,940</b>