

Proposal

Program Management Support Services (Revised)

Town of Los Gatos, CA
February 22, 2024

Proposal for Program Management Support

To: Nicolle Burnham, Parks & Public Works Director, Town of Los Gatos
From: Dixon Resources Unlimited
Date: February 22, 2024
Subject: Revised Proposal for Program Management Support Services

Dixon Resources Unlimited (DIXON) is pleased to submit this revised proposal to provide program management consulting services to the Town of Los Gatos (Town). 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.

We have direct, hands-on experience acting as interim parking manager and supporting municipal programs to manage the ongoing optimization of parking programs, including policy updates, permit management, use of technology, and community engagement and education.

For the City of Seal Beach, we assisted in the complete overhaul of the City's parking program as the interim Parking Manager, overseeing the transition of parking management between city departments, installation of turnkey parking technology, and ongoing community engagement, which resulted in the City being awarded Parking Today's 2019 "Innovative Use of Technology" Award.

In the City of Ventura, we have assisted as interim Parking Coordinator to assist the City through municipal code and parking policy updates, participating in regular meetings of the City's Downtown Parking Advisory Committee, and assisting the City as it contemplates the implementation of paid parking and congestion management strategies in their on- and off-street parking locations.

DIXON has provided on-call parking consulting for the City of Monterey since 2018. This project is a great example of how we personify the "Parking Coach" mentality, providing hands-on collaboration with the City to thoroughly evaluate staffing challenges, provide customized recommendations for parking technology and solutions, and offer full support in the installation and implementation of equipment and services.

We have the resources and experience to help the Town manage the assist with hiring qualified parking staff, optimizing the parking program and policies, implementing parking program adjustments and enhancements, and providing critical engagement with the community to provide education, build consensus on policy changes, and promote long-term success of the parking program.

Proposed Scope of Services

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

Task 1. Interim Parking Coordinator Services

DIXON will serve as the interim Parking Coordinator to support the Town's parking operations and program initiatives for a period of approximately seventeen (17) months, until August 31, 2025, with options to extend on a month-to-month basis.

We will assign a dedicated Project Manager and who will work directly with the Parks & Public Works Director and other assigned Town staff to provide program management support for the Town's parking programs and assist in implementing the Town's immediate parking initiatives, including but not limited to, on- and off-street parking operations, residential parking permit fees, employee parking permit policy and related signage, coordinate community outreach and public engagement as necessary, and perform related work as assigned.

DIXON is prepared to support, but not limited to, the following core services:

- Assisting with the hiring process for a full-time Parking Coordinator position.
- Optimization of the Town's residential parking permits processes and developing recommendations for permit fee adjustments.
- Employee permit program policy updates and related community outreach.
- Ongoing implementation of the wayfinding program, including related signage enhancements in Downtown and Olive Zone areas.
- Assessment of parking related signage, design, and painting and developing recommendations for adjustments or improvements as necessary.
- Participate in Town Council meetings, as requested.
- Coordinate public outreach, as required.

Additionally, our team is prepared to support, but not limited to, the following projects as budget allows:

- Evaluate the feasibility of alternative fees for residential parking permits, including low-income rates and potential discounts for households without off-street parking, as well as temporary visitor passes.
- Evaluate the parking conditions adjacent to Los Gatos High School, including the Olive Zone and nearby residential parking areas and prepare recommendations to optimize the use of existing parking supply.
- Assist with transition of parking permit management from the Police Department to Public Works.
- Coach City staff on how to develop an internal measurement tool to assess ongoing program performance and effectiveness.
- Implementation of parking congestion management strategies to manage parking demand.
- Assisting with public outreach and education related to parking program updates.

Task 1. Deliverables

- Assign a Project Manager to serve as the single point of contact for overall communications and project coordination with the Town.

- Conduct a virtual project kickoff meeting and bi-weekly calls.
- Assist in the hiring of a full-time Parking Coordinator.
- Provide support for the Town's overall parking program; our support will include the core services and will extend to the parking initiatives outlined in this proposal as budget allows.
- Includes up to two (2) site visits per month.
- Participate in Town Council meetings, as requested.

Cost Proposal

This cost proposal is based upon a program management model that will provide the Town with the direct support needed to ensure an efficient and optimized parking operation, especially for the long term. Our terms can be customized based upon the Town's priorities.

Our monthly program management pricing model is inclusive and adaptive. The rates presented below include all services necessary to accomplish the Town's objectives, incorporate DIXON staff costs, and any travel/incidental expenses required to produce the deliverables under the contract. The Town will be invoiced monthly at one consistent flat monthly rate.

We have supported many similar projects and understand the labor required to support your initial, ongoing, and developing parking program needs. This approach allows for flexibility, optimization, and convenience, regardless of the phase or task.

Program Management Pricing

The total, flat monthly rate is detailed below:

Cost Estimate: DIXON Program Management Pricing Model		
Task	Description	Monthly Fixed Fee
Interim Parking Coordinator Services		
1	<ul style="list-style-type: none"> • Assign a Project Manager • Virtual project kickoff meeting and bi-weekly calls • Assist in the hiring of a full-time Parking Coordinator • Provide support for the Town's overall parking program; our support will include the core services and will extend to the parking initiatives outlined in this proposal as budget allows • Includes up to two (2) site visits per month • Participate in Town Council meetings, as requested 	\$9,938.53
Total Cost		\$168,955
<i>17 months from Contract Date</i>		