

**AMENDMENT NUMBER THREE
TO PROFESSIONAL SERVICES AGREEMENT
WITH
DIXON RESOURCES UNLIMITED**

This Amendment Number Three (“Amendment”) is made and entered into this 21st day of June, 2022 (“Effective Date”), by and between the CITY OF COSTA MESA, a municipal corporation (“City”), and DIXON RESOURCES UNLIMITED, a California corporation (“Consultant”).

WHEREAS, City and Consultant entered into an agreement on January 21, 2020 for Consultant to provide parking consulting services (the “Agreement”); and

WHEREAS, Section 4.1 of the Agreement provides for a term of one (1) year, with the option to extend the term for one (1) additional one (1) year period; and

WHEREAS, City and Consultant extended the term of the Agreement through January 20, 2022 through Amendment Number One to the Agreement; and

WHEREAS, City and Consultant extended the term of the Agreement through January 20, 2023 through Amendment Number Two to the Agreement; and

WHEREAS, City and Consultant now desire to amend the Scope of Services to include additional services relating to implementation support services and solicitation and procurement support services as set forth in Exhibit “A,” attached hereto and incorporated herein; and

WHEREAS, City desires to increase Consultant’s maximum compensation accordingly.

NOW, THEREFORE, for valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties agree as follows:

1. The Scope of Services shall be amended to include the additional services set forth in Exhibit A.
2. Section 2.1 of the Agreement shall be amended to reflect that Consultant’s total compensation shall not exceed One Hundred Ninety-Two Thousand Nine Hundred Fifty Dollars (\$192,950.00).
3. All terms not defined herein shall have the same meaning and use as set forth in the Agreement.
4. All other terms, conditions, and provisions of the Agreement shall remain in full force and effect.
5. This Amendment may be executed in one or more counterparts, each of which shall be deemed an original. All counterparts shall be construed together and shall constitute one agreement.

[Signature page follows.]

IN WITNESS WHEREOF, the parties hereto have caused this Amendment to be executed by and through their respective authorized officers, as of the date indicated by each signature.

CITY OF COSTA MESA

Lori Ann Farrell Harrison
City Manager

Date: _____

CONSULTANT

Julie Dixon
President

Date: _____

ATTEST:

Brenda Green
City Clerk

APPROVED AS TO FORM:

Kimberly Hall Barlow
City Attorney

Date: _____

APPROVED AS TO INSURANCE:

Ruth Wang
Risk Management

Date: _____

APPROVED AS TO CONTENT:

Jennifer Rosales
Project Manager

Date: _____

DEPARTMENTAL APPROVAL:

Raja Sethuraman
Public Services Director

Date: _____

APPROVED AS TO PURCHASING:

Carol Molina
Finance Director

Date: _____

EXHIBIT A
ADDITIONAL SERVICES

Proposal for Parking Management Support Services

To: Jennifer Rosales, Transportation Services Manager
From: Dixon Resources Unlimited
Date: June 6, 2022
Subject: Implementation Support Services for the City of Costa Mesa

Proposed Scope of Work

Dixon Resources Unlimited (DIXON) is pleased to submit this proposal to continue to provide parking consultant services to the City of Costa Mesa (City). DIXON is currently finalizing a Residential Parking Action Plan for the City and is prepared to provide on-going parking management support as the City implements the updated residential permit parking program, transitions to a new Automated Permit Management System, and re-evaluates the existing permit parking zones. Our uniquely qualified firm specializes in supporting municipal 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.

Parking Management Support Services

DIXON will work at the City's direction to provide parking management support services to assist in implementing the updated residential permit parking program guidelines and deploying an automated permit management system (PMS). DIXON will support the transition of the permit process, assist in implementing the updated permit program guidelines, provide guidance for the new permit fee structure, and ensure seamless integration with existing parking technologies. DIXON will also manage an extensive public outreach and education campaign to ensure a smooth transition for the new residential permit program. DIXON will also provide additional on-call support for parking related tasks as required.

DIXON's support services will extend to the following core deliverables:

1. Vendor Selection and Contract Negotiation – DIXON will support the City during the vendor selection process. DIXON will evaluate the ability to leverage additional services from existing vendors and can coordinate product demonstrations. DIXON is available to review and negotiate contract agreements.
2. Municipal Code and Permit Guidance – DIXON will finalize updates to the municipal code to prepare the City for the implementation and management of the updated program guidelines, such as virtual permitting and the permit fee.

3. Automated Permit Management System and Virtual Permit Transition – DIXON will provide project management services to assist with the transition to virtual parking permits offered through an online portal allowing the permit to be purchased from a computer or smartphone. In coordination with municipal code updates, DIXON will ensure a smooth integration with existing License Plate Recognition (LPR) technology to support an optimized permit program. By establishing the residential parking permit as a virtual permit, the license plate number becomes the permit identifier for enforcement, removing the need for physical hangtags or stickers. Virtual permits will allow the City to efficiently enforce with the use of LPR technology.

4. Public Outreach and Support – Stakeholder engagement and communications are one of DIXON’s specialties and continued outreach and education will be critical during the implementation of the updated permit program and the re-evaluation of existing permit zones. DIXON will prepare outreach materials that will be used to communicate the re-evaluation process and the new permit parking program. Input from residents, merchants, advisory groups, and decision makers will be a vital part of successfully implementing the new program. DIXON will develop and finalize a public outreach engagement strategy with the City, conduct virtual one-on-one and small group meetings, and conduct formal public meetings, including City Council presentations as required.
 - DIXON will prepare outreach materials for the re-evaluation process and the new permit parking program education campaign. Materials will include social media posts, flyers, FAQs, and draft website language.
 - DIXON will prepare and conduct up to three public outreach meetings in coordination with City staff to solicit input from interested stakeholders throughout the implementation of the PMS program.

5. Solicitation and Procurement Support Services (Optional) – DIXON can work with the City to draft an RFP specification for technology equipment and services as required. The development of technical specifications will ensure that the scope of work set forth in the selected bids will integrate with current and future parking technology software. The specification will identify solicitation objectives and prioritize deliverables with defined Service-Level Agreements (SLAs) that are supported by liquidated damages, ensuring that RFP respondents remain accountable to their performance commitments. This exercise identifies the necessary financial penalties, compliance requirements, and corrective action process to safeguard the solution and ensure system uptime, access, and revenue accountability.

In collaboration with the City, DIXON will define the phasing and evolution of the procurement process, including recommendations for schedule, submission requirements, and procurement management tools. We will clarify agreement/business terms, which will be incorporated into SLAs and/or Key Performance Indicators (KPIs), draft procurement

documents in consultation with the City, and establish a framework through which to fairly evaluate respondents.

DIXON can provide support throughout the proposal evaluation process, including coaching reviewing proposals, preparing for interviews, and coordinating various vendor technology demonstrations.

DIXON will work at the City’s direction to provide implementation support and parking management services to address the City’s evolving priorities and ongoing needs regarding the implementation of virtual permits, management of vendor contracts and negotiation, and extensive public outreach.

Julie Dixon, President, will serve as the main point of contact/project manager for the City and will be directly assisted by Kellie Dugdale, Associate, and other project support staff as required by the individual task.

Cost Proposal

This cost proposal is based upon a Time & Materials (T&M) approach to ensure that the project is managed in the most cost-effective and efficient manner. There is a NTE amount, and we will deliver within that budget, customizing our solution to focus on what the project needs to achieve its objectives and adapting in order to ensure that the task is completed within the agreed upon budget and timing. The budget includes all required travel or related expenses, which are based upon GSA standards and will be billed per City requirements and guidelines. Our terms are negotiable and can be customized based upon the City’s priorities. The DIXON bill rate schedule for each job classification is provided below.

Classification	Labor Rate Per Hour
Principal Consultant	\$225/hour
Senior Associate	\$175/hour
Associate	\$145/hour
Junior Associate	\$105/hour

Description	Not to Exceed
Implementation Support Services	\$47,450
Solicitation and Procurement Support Services (Optional)	\$13,500 (per solicitation)