

# Agenda Report

May 22, 2023

**TO:** Honorable Mayor and City Council

**FROM:** Department of Transportation

**SUBJECT: AUTHORIZATION TO AMEND CONTRACT 31699 WITH DIXON RESOURCES UNLIMITED TO CONDUCT MORE OUTREACH AS PART OF THE CREATION OF A PARKING STRATEGIC PLAN**

**RECOMMENDATION:**

It is recommended that the City Council:

1. Find that the proposed action is not a project subject to the California Environmental Quality Act (CEQA) pursuant to Section 21065 of CEQA and Sections 15060 (c)(2), 15060 (c)(3), and 15378 of the State CEQA Guidelines and, as such, no environmental document pursuant to CEQA is required for the project;
2. Authorize the City Manager to amend contract 31699 with Dixon Resources Unlimited to increase the contract amount by \$33,000, thereby increasing the total not to exceed amount from \$145,811 to \$178,811 and extending the contract through June 30, 2024; and
3. To the extent this transaction could be considered a separate procurement subject to the Competitive Selection Process, grant the proposed contract amendment with Dixon Resources Unlimited an exemption from the Competitive Selection Process set forth in the Competitive Bidding and Purchasing Ordinance pursuant to the Pasadena Municipal Code Section 4.08.049 (B), contracts for which the City's best interests are served.

**BACKGROUND:**

On March 30, 2020, City Council authorized staff to enter into a contract with Dixon Resources Unlimited (Dixon) following a competitive selection process. This contract provides a full review of all aspects of the City's parking operation, administration, and related ordinances to provide recommendations for improvements to the operation to be

compliant with audit recommendations and to align the program with industry best practices.

On September 12, 2022, City Council authorized an increase of \$14,064 to the contract to allow for additional work, including additional outreach efforts.

Work on the Parking Strategic Plan began in June of 2020 with initial internal and external stakeholder meetings. Outreach efforts have included the following:

- June – July 2020 – Internal and External Stakeholder Meetings
- June – July 2020 – Business Community Survey
- August 2020 – Neighborhood Association Meetings
- August 2020 – Citywide Pasadena Parking Survey
- April – June 2021 – Internal and External Stakeholder Meetings
- May – July 2021 – Commercial District and Business Association Meetings
- June 2021 – Business Community Site Visits
- February 2023 – Old Pasadena Management District Board
- March 2023 – Parking Strategic Plan Community Outreach Meetings (online and in-person at City Hall)

Parking Division staff have worked closely with Dixon to refine the Parking Strategic Plan through each round of outreach in order to address and incorporate feedback provided through the public engagement process. Since the release of the most recent draft of the Parking Strategic Plan in March of this year, staff has received a significant amount of feedback, mainly in relation to a recommendation regarding the overnight parking ordinance. This proposed contract increase will allow for additional outreach and updates to the final draft of the strategic plan based on any additional feedback that is received, with a goal of finalizing the document by fall of 2023.

#### **COUNCIL POLICY CONSIDERATION:**

This action is consistent with the City Council's goal to improve, maintain and enhance public facilities and infrastructure. It also supports and promotes the quality of life and the local economy.

#### **ENVIRONMENTAL ANALYSIS:**

The action proposed herein is not subject to the California Environmental Quality Act (CEQA) in accordance with Section 21065 of CEQA and State CEQA Guidelines Section 15378. The authorization to amend a contract with a vendor to provide consultant services is a continuing administrative activity. This action would not cause either a direct physical change in the environment or a reasonably foreseeable indirect physical change in the environment. Therefore, the proposed action is not a "project" subject to CEQA, as defined in Section 21065 of CEQA and Section 15378 of the State CEQA Guidelines. Since the action is not a project subject to CEQA, no environmental document is required.

**FISCAL IMPACT:**

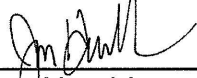
The cost of this action will be \$33,000 for a revised contract value not to exceed \$178,811. This action will not require additional budget appropriation. Funding will utilize FY 2023 budget appropriations of \$26,387 in On-Street Parking Funds, and \$6,613 in Off-Street Parking funds.

Respectfully submitted,



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Director  
Department of Transportation

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