



November 27, 2023

To: Members of the Board of Directors

From: Darrell E. Johnson, Chief Executive Officer

Subject: Approval to Release Request for Proposals for Harbor Boulevard Pilot Innovative Transit Signal Priority Study

Overview

Harbor Boulevard is a vital central Orange County multimodal corridor that serves over 10,000 daily passengers and 50,000 daily vehicles. The Orange County Transportation Authority has developed a request for proposals to initiate a competitive procurement process to retain consultant services for the preparation of a study that will focus on planning and testing transit signal priority solutions to enhance bus operations and reliability and improve the customer experience. Board of Directors' approval is requested for the evaluation criteria and release the request for proposals.

Recommendations

- A. Approve the proposed evaluation criteria and weightings for Request for Proposals 3-2944 for the selection of a consultant to perform the Harbor Boulevard Pilot Innovative Transit Signal Priority Study.
- B. Approve the release of Request for Proposals 3-2944 for consultant services to deliver the Harbor Boulevard Pilot Innovative Transit Signal Priority Study.

Discussion

Harbor Boulevard is a multimodal corridor in central Orange County spanning the cities of Anaheim, Fountain Valley, Fullerton, Garden Grove, and Santa Ana. The 12-mile Harbor Boulevard Bravo! 543 and 43 bus routes have a combined average of more than 10,000 daily boardings. Eight percent of all Orange County Transportation Authority (OCTA) bus ridership and over 50,000 vehicles travel this route each day. Harbor Boulevard connects key destinations including medical facilities, California State University, Fullerton, Disneyland, Santa Ana College, places of worship, and shopping.

The proposed project aims to enhance bus operations along Harbor Boulevard through a comprehensive study and sample implementation of innovative transit signal priority (TSP) and advanced detection solutions at nine intersections, with plans for wider deployment. The study will include data collection, field reviews, prototype deployment, technology assessment, and conceptual planning for future improvements. Improved bus reliability and predictability will allow commuters to reach their jobs, medical appointments, schools, and homes in a safe and timely manner. Additionally, expected users of transit will benefit from enhanced technology at signalized intersections focused on a safe system approach. Lastly, the project could allow OCTA to use buses more efficiently and improve the driving experience for OCTA coach operators.

Local jurisdictions or Cities, using local funds like OCTA's Measure M2, have invested in signal infrastructure and intelligent transportation systems (ITS). This, along with available OCTA real-time bus location information, enables the integration of systems for TSP operations and shared travel insights. Enhancements in safety and access for transit riders, who are pedestrians or bicyclists, will further improve their travel experience.

On November 18, 2022, OCTA applied for Strengthening Mobility and Revolutionizing Transportation (SMART) grants program for Stage 1 funds to pilot transit signal priority along Harbor Boulevard. On May 9, 2023, OCTA applied for matching funds from the Regional Early Action Planning Grants of 2021 (REAP 2.0) administered by the Southern California Association of Governments. On July 24, 2023, the OCTA Board of Directors (Board) approved the acceptance of grants funds to cover the \$1.8 million budget, for the pilot as an innovative TSP solution study.

Procurement Approach

OCTA's Board-approved procurement policies and procedures require that the Board approve all RFPs over \$1,000,000, as well as approve the evaluation criteria and weightings, which will be used to evaluate proposals received in response to the RFP.

The proposed evaluation criteria and weightings are as follows:

- Qualifications of the firm 20 percent
- Staffing and project organization 25 percent
- Work plan 30 percent
- Cost and price 25 percent

Several factors were considered in developing the evaluation criteria weightings. The qualifications of the firm criterion is weighted at 20 percent as the firm must demonstrate experience with TSP, ITS detection technology, and performance

measures of a similar scope and scale. Staffing and project organization is weighted at 25 percent as the firm must demonstrate the level of expertise, resource availability, and involvement for the roles of the proposed project team. The work plan is weighted at 30 percent as the firm's proposed technology solution must be able to meet the functional and technical requirements and challenges for a pilot implementation with plans to scale up on a corridor with multiple stakeholders. Cost and price is weighted at 25 percent to ensure that OCTA receives value for the services provided.

The budget for this project is \$1,800,000 for a two-year term.

This RFP will be released upon Board approval of these recommendations.

Fiscal Impact

This project was approved in OCTA's Fiscal Year 2023-2024 Budget, Planning Division, Account No. 0017-7519-SPT01-0Q7, and will be funded using the SMART and REAP 2.0 program funds.

Summary

Board of Directors' approval is requested to release RFP 3-2944 for consultant services to perform the Harbor Boulevard Pilot Innovative TSP Study, as well as approval of the proposed evaluation criteria and weightings.

Attachment

- A. Draft Request for Proposals (RFP) 3-2944, Harbor Boulevard Pilot Innovative Transit Signal Priority Study

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