



July 18, 2024

To: Legislative and Communications Committee

From: Darrell E. Johnson, Chief Executive Officer

Subject: Amendment to Agreement for the Safety Education and Public Awareness Program for the OC Streetcar Project

Overview

On July 25, 2022, the Orange County Transportation Authority Board of Directors approved an agreement with Katz & Associates, Inc. to plan and implement a safety education and public awareness program during the pre-operation phase of the OC Streetcar project for a two-year initial term with one, two-year option term, to provide a safety awareness and public education program for the OC Streetcar project.

Recommendation

Authorize the Chief Executive Officer to negotiate and execute Amendment No. 4 to Agreement No. C-2-2207 between the Orange County Transportation Authority and Katz & Associates, Inc., to exercise the option term, in the amount of \$150,000, to maintain and extend the safety education and public awareness program effective September 1, 2024, and continuing through August 31, 2026. This will increase the maximum obligation of the agreement to a total contract value of \$850,000.

Discussion

The Orange County Transportation Authority (OCTA) is implementing a modern streetcar operating between the Santa Ana Regional Transportation Center in the City of Santa Ana and at the intersection of Harbor Boulevard and Westminster Avenue in the City of Garden Grove (Project). The Safety Education and Public Awareness Program for the OC Streetcar Project is essential to introducing a new transit service to Orange County and is consistent with OCTA's core value of safety, which will prepare the community prior to and throughout the testing phase of the Project to ensure public safety. This effort includes safety education for pedestrians, cyclists, drivers, and the public at large as the new transit option is introduced to the community.

On July 25, 2022, the OCTA Board of Directors (Board) approved an agreement with Katz & Associates, Inc. (Katz) as the firm to provide a Safety Awareness and Public Education Program for the Project. The agreement is set to expire August 31, 2024. The team has developed a range of informational collateral communication instruments and has been engaging the public and distributing these materials at community events throughout the project area. An amendment is necessary to exercise the option term and allow Katz to continue the project efforts as the range of outreach efforts will intensify and broaden throughout the rest of the year in preparation for vehicle delivery and testing.

Procurement Approach

The procurement was originally handled in accordance with OCTA's Board-approved procedures for professional and technical services. On July 25, 2022, the Board approved the award of the agreement with Katz to provide safety education and public awareness services for the pre-operation phase of the Project. The original agreement was awarded on a competitive basis and includes a two-year initial term with one, two-year option term to provide a safety education and public awareness program in the amount of \$700,000. This agreement has been previously amended as shown in Attachment A.

The initial term of the agreement expires August 31, 2024. The proposed Amendment No. 4 is to exercise the option term through August 31, 2026, which will allow Katz to continue providing safety education and public awareness services. The budget for this amendment is \$150,000, which is based on current and anticipated usage for safety education and public awareness services. In accordance with the current agreement, the option term rates will remain the same as was originally negotiated.

Fiscal Impact

The project was approved in OCTA's Fiscal Year 2024-25 Budget, People and Community Engagement Division, Public Outreach Department, Account No. 0051-TS010-7519-Z84, and is funded through federal funds.

Summary

Staff is recommending the Board of Directors authorize the Chief Executive Officer to negotiate and execute Amendment No. 4 to Agreement No. C-2-2207 between the Orange County Transportation Authority and Katz and Associates, Inc. to exercise the option term, in the amount of \$150,000, effective September 1, 2024 through August 31, 2026, to continue providing safety education and public awareness services. This amendment will increase the maximum obligation of the agreement to a total contract value of \$850,000.

Attachment

- A. Katz and Associates, Inc., Agreement No. C-2-2207 Fact Sheet

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