




July 14, 2025

To: Members of the Board of Directors

From: Darrell E. Johnson, Chief Executive Officer 

Subject: Approval to Issue Request for Proposals for Bus Stop Electronic Signage Expansion Project

Overview

The Orange County Transportation Authority has developed a request for proposals to initiate a competitive procurement process to select a firm for the development and implementation of real-time arrival signage at various bus stop locations.

Recommendations

- A. Approve the proposed evaluation criteria and weightings for Request for Proposals 5-4117 to select a firm to develop and implement real-time arrival signage at various bus stop locations.
- B. Approve the release of Request for Proposals 5-4117 for the development and implementation of real-time arrival signage at various bus stop locations.

Discussion

In 2022, Orange County Transportation Authority (OCTA) initiated a pilot project to implement 26 electronic signage (eSignage) devices at OC Bus Rapid 553 bus stops. These eSignage devices display near real-time arrival times, are powered by a solar battery, mounted on free-standing poles, Americans with Disabilities Act (ADA) compliant, managed via a hosted content management system, and receive updates via cellular service. Due to positive feedback from passengers, additional funding has been secured to expand the pilot along three more heavily traveled OC Bus Rapid routes. These routes are OCTA's version of Bus Rapid Transit (BRT) service, designed to offer faster, more efficient bus travel through high-ridership corridors with frequent service. By delivering real-time bus arrival information, the new signage will improve convenience for a larger number of riders and enhance the overall efficiency and visibility of service in OCTA's busiest transit corridors. Real-time arrival updates are a hallmark feature of BRT systems, and their continued expansion along OC Bus

Rapid routes reflects OCTA's commitment to providing reliable, high-quality transit experiences

The Bus Stop eSignage Expansion Project will be implemented in the following three phases:

1. Phase 1 will involve deploying 39 new devices along McFadden Avenue between Harbor Boulevard and Grand Avenue in the City of Santa Ana. This corridor is fully funded through a 2021 Regional Early Action Planning (REAP) grant to pilot Transit Signal Priority and implement street improvements for transit, such as new bus shelters, benches, and the 39 eSignage devices in this phase. In accordance with the grant requirements, all work must be completed and invoiced no later than June 20, 2026.
2. Phase 2 will involve deploying up to 99 new devices along the three OC Rapid routes, and additional bus stop locations based on the highest ridership and transfer activity. OCTA has secured \$2.5 million in State Transportation Improvement Program (STIP) funds to support the expansion of the eSignage devices. Phase 2 is anticipated to begin following the completion of Phase 1, though concurrent implementation may occur if Phase 1 remains unaffected.
3. Phase 3 will involve deploying 26 new devices to replace the existing eSignage devices currently installed at OC Bus Rapid 553 bus stops. This effort will also be funded through the \$2.5 million in STIP funds. Implementation is scheduled to begin after the current contract expires on May 24, 2027.

Procurement Approach

The OCTA Board of Directors (Board) approved procurement policies and procedures require Board approval for all request for proposals (RFP) over \$1,000,000, as well as the evaluation criteria and weightings. Staff is submitting the draft RFP and the proposed evaluation criteria and weightings for Board approval. These criteria will be used to evaluate the proposals received in response to the RFP.

The recommended evaluation criteria and weightings are as follows:

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|-------------------------------------|------------|
| • 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. Qualifications of the firm is weighted at 20 percent to ensure the firm has prior experience in developing and implementing eSignage devices for similar projects as outlined in the scope of work. Staffing and project organization is weighted at 25 percent to ensure the firm's staff have the requisite expertise for completing a project of similar size and technical scope. Work plan is weighted at 30 percent to ensure the firm demonstrates their understanding and approach to meeting all required tasks. Cost and price is weighted at 25 percent to ensure OCTA receives value for the services provided.

The contract term for this procurement will be for a five-year term. The total cost for the term is anticipated to be approximately \$3,065,000.

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

Fiscal Impact

These project expenditures are incorporated in OCTA's Proposed Fiscal Year 2025-26 Budget, pending Board approval, and will be fully funded with two different grant sources. Phase 1 (39 devices along the McFadden Avenue corridor) are funded with a 2021 REAP grant for \$565,500. Phases 2 and 3 (99 new and replacement of the existing 26 devices) are funded with \$2.5 million in STIP funds.

Summary

Board of Directors' approval is requested to release RFP 5-4117 to select a firm for the development and implementation of real-time arrival signage at various bus stop locations, as well as approval of the proposed evaluation criteria and weightings.

Attachment

- A. Draft Request for Proposals (RFP) 5-4117, Electronic Signage for Bus Stop Expansion Project

Prepared by:



Jeffrey Tatro
Section Manager I – Schedule and
Bus Operations Support
(714) 560-5865

Approved by:



Kimberly Tucker
Interim Director of Bus Operations
(714) 560-5715



Pia Veesper
Director, Contracts Administration and
Materials Management
(714) 560-5619



Johnny Dunning, Jr.
Chief Operating Officer, Operations
(714) 560-5710