



October 10, 2022

To: Members of the Board of Directors 

From: Darrell E. Johnson, Chief Executive Officer

Subject: Approval to Release Request for Proposals for Public Outreach for the State Route 91 Improvement Project

Overview

Staff is requesting Board of Directors' approval to release a request for proposals for public outreach consultant services for the State Route 91 Improvement Project from Acacia Street to Lakeview Avenue. These services are needed for community outreach efforts during the pre-construction and construction phases of the project. A draft request for proposals has been developed to initiate a competitive procurement process to retain a public outreach consultant.

Recommendations

- A. Approve the proposed evaluation criteria and weightings for Request for Proposals 2-2796 for public outreach consultant services for the State Route 91 Improvement Project from Acacia Street to Lakeview Avenue.
- B. Approve the release of Request for Proposals 2-2796 to select a firm to provide public outreach consultant services for the State Route 91 Improvement Project from Acacia Street to Lakeview Avenue.
- C. Authorize the use of up to \$1.9 million in 91 Express Lanes funds for public outreach consultant services for the State Route 91 Improvement Project from Acacia Street to Lakeview Avenue.
- D. Authorize staff to process all necessary amendments to the Federal Transportation Improvement Program and execute or amend all necessary agreements to facilitate the above actions.

Discussion

State Route 91 (SR-91) improvements between State Route 57 (SR-57) and State Route 55 (SR-55) (Project) are part of Project I in the M2 Freeway Program. The Project was approved through construction in the Next 10 Delivery Plan adopted by the Orange County Transportation Authority (OCTA) Board of Directors (Board) in November 2019.

SR-91 is a major east-west corridor connecting Riverside County with Orange and Los Angeles counties. The Project corridor includes the cities of Anaheim, Fullerton, Orange, and Placentia, and extends approximately 5.6 miles.

The Project is being constructed in three segments:

- Segment 1 extends from SR-55 to Lakeview Avenue
- Segment 2 extends from La Palma Avenue to SR-55
- Segment 3 extends from Acacia Street to La Palma Avenue

Construction on the first segment is currently scheduled to begin in early 2024, on the second segment in late 2024, and on the third segment in mid-2025. Project construction is anticipated to be completed by late 2028.

The \$426 million Project will provide improvements that include replacing four bridges and modifying several ramps to bring them up to the latest design standards where possible and make them safer for pedestrians, bicyclists, and motorists. A new on-ramp structure from Lakeview Avenue to southbound SR-55 will be constructed, reducing weaving, and merging on westbound SR-91 between Lakeview and southbound SR-55, and a new 12-foot general purpose lane will be constructed on eastbound SR-91 between SR-57 and SR-55. In addition, the westbound SR-91 connector to northbound and a portion of southbound SR-57 will be reconstructed, a new Orangethorpe bypass ramp will be constructed, multiple retaining walls and sound walls will be built, and new lighting, signage, and other safety features will be installed or improved.

The Project corridor consists of residential, commercial, and industrial land uses adjacent to the freeway. The corridor also crosses the Santa Ana River. SR-91 carries approximately 224,000 to 321,000 annual average daily traffic through the Project area, and that is projected to increase in the future. Studies show that population growth in the Project area through 2035 is expected to be approximately 12 percent, and employment growth is projected to be approximately 17 percent. Extensive outreach efforts are needed to communicate major activities to residents, business owners, motorists, and key

stakeholders such as local agencies, and the goods movement and tourism industries.

Given the Project scope, complexity, and relevance to the commuting public and major stakeholders, Board approval is requested to release a request for proposals (RFP) for consultant services to provide public outreach during the pre-construction and construction phases. These consultant services will aid OCTA and the California Department of Transportation with the development and delivery of communications on a day-to-day basis and provide advance public information messages that help the public understand the value and benefits of investments in Orange County's transportation network, as well as temporary construction impacts.

The selected consultant will implement a comprehensive SR-91 public outreach program that will engage with all stakeholders, including diverse and disadvantaged communities, using a variety of methods and tools, such as:

- Conduct one-on-one meetings with city representatives, key stakeholders, community-based organizations, and members of the business, ethnic, and faith communities
- Attend city council and speaker's bureau presentations
- Send email newsletters and automated notifications
- Host neighborhood meetings
- Develop interactive closures and detours map
- Build Project website and social media presence
- Develop a variety of print collateral
- Coordinate pre- and post-construction surveys
- Facilitate implementation of temporary construction easements

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. Staff is submitting for Board approval the draft RFP and 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:

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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 as the consulting firm must have public outreach experience on complex transportation projects during pre-construction and construction phases. Staffing and project organization is weighted at 25 percent as the proposing firm must demonstrate an experienced, well-rounded team consisting of senior and junior level staff having adequate availability, as well as demonstrating relevant experience performing outreach services on large construction projects. Work plan is weighted at 30 percent as the plan must consider the unique needs of a corridor composed of residential, commercial, and industrial businesses that also serves motorists commuting from the Inland Empire and Los Angeles County to and from Orange County, as well as the goods movement and tourism industries. Additionally, the proposed work plan must demonstrate an understanding of the Project scope and challenges, as well as level of effort required. Cost and price is weighted at 25 percent to ensure that OCTA receives value for the services provided.

The contract for this procurement will be for a six-year initial term with an option term of up to 36 months. The total cost for the initial term is anticipated to be approximately \$1,900,000.

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

Fiscal Impact

The Project was approved in OCTA's Fiscal Year 2022-23 Budget, People and Community Engagement Division, Account Nos. 0017-7519-FI104-16H, 0017-7519-FI105-16H, and 0017-7519-FI106-16E, and is proposed to be funded through net excess 91 Express Lanes (EL) revenue. This project is listed as Project I in the Measure M2 Next 10 Delivery Plan, and the use of 91 EL excess revenue is consistent with the OCTA Board-approved Capital Programming Policy regarding using the 91 EL funds for SR-91 improvement-related projects. The Capital Funding Program includes a summary of how OCTA's capital projects are currently funded along with the proposed changes in this item and is provided as Attachment B.

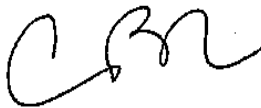
Summary

Board of Directors' approval is requested to release RFP 2-2796 for public outreach consultant services for the State Route 91 Improvement Project from Acacia Street to Lakeview Avenue, approval of the proposed evaluation criteria and weightings, as well as approval to use up to \$1.9 million in 91 Express Lanes funds for public outreach consulting services.

Attachments

- A. Draft Request for Proposals (RFP) 2-2796, Public Outreach for State Route 91 Improvement Project
- B. Capital Funding Program Report

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