



AGENDA

Legislative and Communications Committee Agenda

Committee Members

Lisa A. Bartlett, Chairwoman
Gene Hernandez, Vice Chairman
Barbara Delgleize
Michael Hennessey
Mark A. Murphy
Donald P. Wagner

Orange County Transportation Authority
Board Room
550 South Main Street
Orange, California
Thursday, September 15, 2022 at 9:00 a.m.

Any person with a disability who requires a modification or accommodation in order to participate in this meeting should contact the OCTA Clerk of the Board's office at (714) 560-5676, no less than two business days prior to the meeting to enable OCTA to make reasonable arrangements to assure accessibility to this meeting.

Agenda Descriptions

Agenda descriptions are intended to give members of the public a general summary of items of business to be transacted or discussed. The posting of the recommended actions does not indicate what action will be taken. The Committee may take any action which it deems to be appropriate on the agenda item and is not limited in any way by the notice of the recommended action.

Public Availability of Agenda Materials

All documents relative to the items referenced in this agenda are available for public inspection at www.octa.net or through the Clerk of the Board's office at the OCTA Headquarters, 600 South Main Street, Orange, California.

Meeting Access and Public Comments on Agenda Items

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Members of the public may address the Board of Directors regarding any item two ways:

In-Person Comment

Members of the public may attend in-person (subject to OCTA's COVID-19 safety protocols) and address the Board regarding any item. Members of the public will be required to complete a COVID-19 symptom and temperature screening.



Please complete a speaker's card and submit it to the Clerk of the Board (or notify the Clerk of the Board the item number on which you wish to speak). Speakers will be recognized by the Chairman at the time the agenda item is to be considered. A speaker's comments shall be limited to three minutes.

Written Comment

Written public comments may also be submitted by emailing them to ClerkOffice@octa.net, and must be sent by **5:00 p.m. the day prior to the meeting**. If you wish to comment on a specific agenda Item, please identify the Item number in your email. All public comments that are timely received will be part of the public record and distributed to the Board. Public comments will be made available to the public upon request.

Call to Order

Pledge of Allegiance

Director Wagner

Special Calendar

- 1. Conference Call with State Legislative Advocate Moira Topp**
Moira Topp/Lance M. Larson

Overview

An update of Legislative items in Sacramento will be provided.

Consent Calendar (Items 2 and 3)

All items on the Consent Calendar are to be approved in one motion unless a Committee Member or a member of the public requests separate action or discussion on a specific item.

- 2. Approval of Minutes**

Recommendation

Approve the minutes of the Legislative and Communications Committee meeting of July 21, 2022.



3. Agreement For Express Lanes Marketing Program Services

Amelia Hsu/Maggie McJilton

Overview

The Orange County Transportation Authority requires the services of a firm to provide Express Lanes marketing program services. A competitive procurement has been conducted and proposals were received in accordance with the Orange County Transportation Authority's procurement procedures for professional and technical services. Board of Directors' approval is requested to execute an agreement to provide Express Lanes marketing program services.

Recommendations

- A. Approve the selection of Webb and Duffy, Inc., doing business as Truth and Advertising, as the firm to provide Express Lanes marketing program services.

- B. Authorize the Chief Executive Officer to negotiate and execute Agreement No. C-2-2392 between the Orange County Transportation Authority and Webb and Duffy, Inc., doing business as Truth and Advertising, in the amount of \$300,000, for a two-year initial term, with two, two-year option terms to provide Express Lanes marketing program services.

Regular Calendar

4. State Legislative Status Report

Alexis Leicht/Lance M. Larson

Overview

The Orange County Transportation Authority provides regular updates to the Legislative and Communications Committee on policy issues directly impacting its overall programs, projects, and operations. An update is given on the actions related to the end of session for the State Legislature. This includes status updates and summaries on bills the Orange County Transportation Authority has taken positions on or has been closely monitoring this session.

Recommendation

Receive and file as an information item.



5. Federal Legislative Status Report

Kristin Jacinto/Lance M. Larson

Overview

The Orange County Transportation Authority regularly updates the Legislative and Communications Committee on policy and regulatory issues directly impacting the agency's programs, projects, and operations. This report includes an overview of the recently signed budget reconciliation bill focused on climate change and healthcare policies, the Inflation Reduction Act, and its transportation-related provisions. An update is also provided on the fiscal year 2023 appropriations process.

Recommendation

Receive and file as an information item.

6. Update on Diversity Outreach and Inclusion Efforts

Ted P. Nguyen/Maggie McJilton

Overview

The Orange County Transportation Authority is continuing its effort to conduct comprehensive and meaningful outreach to Orange County's growing diverse communities. This report provides an annual update on the progress of the diversity and inclusion efforts that are part of milestones in the 2022 Board of Directors and Chief Executive Officer Strategic Initiatives and Action Plan as well as plans to meet the future needs of diverse community members.

Recommendation

Receive and file as an information item.

Discussion Items

7. Public Comments

8. Chief Executive Officer's Report

9. Committee Members' Reports

10. Closed Session

There are no Closed Session items scheduled.



11. Adjournment

The next regularly scheduled meeting of this Committee will be held at **9:00 a.m. on Thursday, October 20, 2022**, at the OCTA Headquarters, Board Room, 550 South Main Street, Orange, California.



Committee Members Present

Barbara Delgleize
Donald P. Wagner
Michael Hennessey
Mark A. Murphy

Staff Present

Jennifer L. Bergener, Acting Chief Executive Officer
Andrea West, Interim Clerk of the Board
Gina Ramirez, Clerk of the Board Specialist, Senior
Allison Cheshire, Clerk of the Board Specialist, Senior
Cassie Trapesonian, General Counsel
OCTA Staff

Committee Members Absent

Lisa A. Bartlett, Chairwoman
Gene Hernandez, Vice Chairman

Call to Order

The July 21, 2022, regular meeting of the Legislative and Communications Committee was called to order by Chairman Murphy at 9:02 a.m.

Pledge of Allegiance

Director Delgleize led in the Pledge of Allegiance.

Special Calendar

1. Conference Call with State Legislative Advocate Moira Topp

Moira Topp, State Legislative Advocate, provided an update on this item.

Consent Calendar (Items 2 through 8)

2. Approval of Minutes

A motion was made by Director Hennessey, seconded by Director Wagner, and declared passed by those present to approve the minutes of the Legislative and Communications Committee meeting of June 16, 2022.

3. Amendment to Agreement for State Legislative Advocacy and Consulting Services

A motion was made by Director Hennessey, seconded by Director Wagner, and declared passed by those present to, authorize the Chief Executive Officer to negotiate and execute Amendment No. 1 to Agreement No. C-0-2369 between the Orange County Transportation Authority and Topp Strategies, LLC, to exercise the first option term of the agreement, in the amount of \$420,000, for state legislative advocacy and consulting services. This will increase the maximum obligation of the agreement to a total contract value of \$840,000.



4. Amendment to Agreement for Federal Legislative Advocacy and Consulting Services

A motion was made by Director Hennessey, seconded by Director Wagner, and declared passed by those present to authorize the Chief Executive Officer to negotiate and execute Amendment No. 2 to Agreement No. C-8-1750 between the Orange County Transportation Authority and Potomac Partners DC, to exercise the second option term of the agreement, in the amount of \$480,000, for federal legislative advocacy and consulting services. This will increase the maximum obligation of the agreement to a total contract value of 1,440,000.

5. Amendment to Agreement for Public Outreach Services with TRC Solutions, Inc., for the Interstate 5 Improvement Project from State Route 73 to El Toro Road

A motion was made by Director Hennessey, seconded by Director Wagner, and declared passed by those present to authorize the Chief Executive Officer to negotiate and execute Amendment No. 3 to Agreement C-8-2086 between the Orange County Transportation Authority and TRC Solutions, Inc., in the amount of \$550,000 to provide ongoing public outreach consultant services for the Interstate 5 Improvement Project from State Route 73 to El Toro Road. Amending this agreement will increase the maximum cumulative obligation of the agreement to a total contract value of \$1,321,410.

6. Agreement for Public Information Marketing Program Services

A motion was made by Director Hennessey, seconded by Director Wagner, and declared passed by those present to:

- A. Approve the selection of Klein and Klein, Inc., as the firm to provide public information marketing program services.
- B. Authorize the Chief Executive Officer to negotiate and execute Agreement No. C-2-2313 between the Orange County Transportation Authority and Klein and Klein, Inc., in the amount of \$381,000, for a three-year initial term with two, two-year option terms to provide public information marketing program services.



7. Agreement for Bus Mural Application Services

A motion was made by Director Hennessey, seconded by Director Wagner, and declared passed by those present to:

- A. Approve the selection of JG Images, Inc., as the firm to provide bus mural application services.
- B. Authorize the Chief Executive Officer to negotiate and execute Agreement No. C-2-2317 between the Orange County Transportation Authority and JG Images, Inc., in the amount of \$350,000, for a three-year initial term with two, two-year option terms to provide bus mural application services.

8. Agreement for OC Streetcar Safety Awareness and Public Education Program

A motion was made by Director Hennessey, seconded by Director Wagner, and declared passed by those present to:

- A. Approve the selection of Katz & Associates, Inc., as the firm to provide a safety awareness and public education program for the OC Streetcar project.
- B. Authorize the Chief Executive Officer to negotiate and execute Agreement No. C-2-2207 between the Orange County Transportation Authority and Katz & Associates, Inc., in the amount of \$700,000, 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.

Regular Calendar

9. State Legislative Status Report

Alexis Leight, Government Relations Representative, and Kristin Jacinto, State and Federal Relations Manager, reported on this item.

No action was taken on this receive and file information item.



10. Federal Legislative Status Report

Kristin Jacinto, State and Federal Relations Manager, reported on this item.

No action was taken on this receive and file information item.

Discussion Items

11. Public Comments

There were no Public Comments received.

12. Chief Executive Officer's Report

Jennifer L. Bergener, Acting Chief Executive Officer, reported on the following:

Open Space Hiking Tour

- On Saturday, July 23, OCTA will host a hike at the Pacific Horizon Preserve in Laguna Beach at 9:00 a.m.
- OCTA regularly hosts these tours to give the special public access to OCTA's permanently protected open spaces. Staff created a social media push for this hike and received a great response with more than 60 RSVPs.
- OCTA has additional hikes and rides scheduled for September and November to give the public further opportunities to participate.

SR-55 Groundbreaking Event

- On Thursday, July 28, OCTA will host a groundbreaking event for the SR-55 Improvement Project, along with Caltrans. This event will take place at 10:00 a.m. on the southwest corner of Newport Avenue and Del Amo Avenue in Tustin.
- If you are planning on attending, but haven't RSVP'd, please email Sofia Perez at sperez@octa.net by the end of business today.

13. Committee Members' Reports

There were no Committee Members' Reports.



14. Closed Session

There were no Closed Session items scheduled.

15. Adjournment

The meeting adjourned at 9:26 a.m.

The next regularly scheduled meeting of this Committee will be held at **9:00 a.m. on Thursday, August 18, 2022**, at the Orange County Transportation Authority Headquarters, Board Room, 550 South Main Street, Orange, California.

ATTEST:

Gina Ramirez
Clerk of the Board Specialist, Senior



September 15, 2022

To: Legislative and Communications Committee 
From: Darrell E. Johnson, Chief Executive Officer
Subject: Agreement for Express Lanes Marketing Program Services

Overview

The Orange County Transportation Authority requires the services of a firm to provide Express Lanes marketing program services. A competitive procurement has been conducted and proposals were received in accordance with the Orange County Transportation Authority's procurement procedures for professional and technical services. Board of Directors' approval is requested to execute an agreement to provide Express Lanes marketing program services.

Recommendations

- A. Approve the selection of Webb and Duffy, Inc., doing business as Truth and Advertising, as the firm to provide Express Lanes marketing program services.
- B. Authorize the Chief Executive Officer to negotiate and execute Agreement No. C-2-2392 between the Orange County Transportation Authority and Webb and Duffy, Inc., doing business as Truth and Advertising, in the amount of \$300,000, for a two-year initial term, with two, two-year option terms to provide Express Lanes marketing program services.

Discussion

The Orange County Transportation Authority (OCTA) owns and operates the original 91 Express Lanes (91 EL), offering drivers a time-saving choice for trips between Orange County and the Inland Empire. OCTA took ownership of the ten-mile 91 EL in 2003 and has made improvements with innovations that enhance both safety and reliability for customers. In fiscal year 2021-22, customers took 19.8 trips on the 91 EL. In late 2023, OCTA will begin operating the 405 Express Lanes (405 EL), to offer drivers a similar time-saving choice for

traveling through west Orange County. The 405 EL is part of the 16-mile improvement project that is also creating general purpose lanes as promised to voters by Measure M2.

Ongoing marketing campaigns, educational programs, and customer communications are necessary to provide information on the 91 EL and the 405 EL services to create and enhance awareness of the lanes and how to use them, as well as to attract new customers and increase the levels of usage and satisfaction of existing customers.

For the 91 EL, the marketing and communications goals for the next few years are to develop and implement innovative campaigns and programs to reach potential and existing customers and enhance the overall value among high-frequency users.

When the 405 EL opens in late 2023, it will be essential to introduce the new facility to Orange County and surrounding areas with marketing and communications programs. Brand development is required to create a visual identity and messaging for the new lanes.

A marketing campaign is necessary to create awareness and introduce the lanes to target markets and new customers prior to and after the 405 EL opening. In addition, an education program is necessary to familiarize customers with 405 EL operations.

For the 91 EL and 405 EL, marketing and communications programs include:

- **405 EL Brand Development**
The selected consultant will provide creative design, messaging, and production support to create online and print materials and other campaign elements to help ensure a successful launch of the new 405 EL.
- **Marketing and Sales Program(s)**
A comprehensive awareness campaign will be developed to introduce the 405 EL through targeted marketing and communications programs to create awareness, promote usage, and generate accounts for the new facility. New targeted programs will also be developed and implemented for both express lanes facilities.
- **Customer Communications**
The selected consultant will create traditional public information and/or customer communications such as quarterly newsletters and other collateral.

- Cost and Price 20 percent

Several factors were considered in developing the evaluation criteria weightings. Qualifications of the firm was weighted at 25 percent as the firm had to demonstrate previous experience providing similar marketing program services. Staffing and project organization was also weighted at 25 percent as the firm needed to propose an experienced, well-rounded team with adequate staff availability, as well as experience and knowledge to create awareness and positive perceptions for increasing new customer accounts. Work plan was weighted highest at 30 percent as the firm needed to demonstrate its approach to implementing an express lanes marketing program. Additionally, the firm had to demonstrate an understanding of the project scope, challenges, and level of effort required. Cost and price was assigned a weight of 20 percent to ensure that OCTA receives value for the services provided.

On July 6, 2022, the evaluation committee reviewed the proposals based on the evaluation criteria and short-listed the two most qualified firms listed below in alphabetical order:

Firm and Location

We the Creative (WTC)
Irvine, California

Webb and Duffy, Inc., doing business as Truth and Advertising (Truth)
Santa Ana, California

On July 13, 2022, the evaluation committee conducted interviews with the two short-listed firms. The interviews consisted of a presentation by each firm to demonstrate the firms' understanding of OCTA's requirements. The firms' project managers and key team members had an opportunity to present each team's qualifications and respond to the evaluation committee's questions. Questions were related to anticipated marketing challenges in diverse communities, as well as experience related to express lanes and its significance in the current and future regional transportation infrastructure.

After considering responses to questions asked during the interviews, the evaluation committee reviewed the preliminary ranking and made adjustments to individual scores. However, Truth remained the higher-ranked firm with the higher overall score.

Based on the evaluation of written technical proposals and the information obtained from the interviews, as well as cost and price, the evaluation committee recommends Truth for consideration of award. The following is a brief summary of the proposal evaluation results.

Qualifications of the Firm

Truth was founded in 1996 and is headquartered in the City of Santa Ana with 21 employees. The firm demonstrated relevant experience providing marketing services to public agencies such as Irvine Ranch Conservancy, Orange County Parks, The Metropolitan Water District, and United States Forestry Service, as well as the OC Streetcar marketing launch plan. In addition, Truth demonstrated experience on transportation-related campaigns associated with freeways, express lanes projects, strategic planning, and media strategy for the Los Angeles-San Diego-San Luis Obispo Rail Corridor, OCTA's 91 Express Lanes, and the Pacific Surfliner. Truth received positive comments from its references and demonstrated relevant experience developing marketing programs for express lanes programs and a variety of transportation-related projects during the interview.

WTC was founded in 2007 and is headquartered in the City of Irvine with eight employees. The firm demonstrated relevant experience providing marketing services on various projects for public agencies, such as the City of Anaheim's annual social media plan and content strategy, City of Laguna Niguel's Free Summer Trolley, and City of Long Beach's print and digital report. Additionally, WTC provided marketing services for OCTA's rideshare marketing, vanpool, and Dump the Pump programs. The project engagements in WTC's proposal did not demonstrate direct experience on transportation-related campaigns associated with freeways, express lanes projects, or brand development as required in the scope of work; however, the firm provided information for efforts and messaging during the interviews. The firm received positive comments from its references.

Staffing and Project Organization

Truth's proposed account manager has been with the firm for three months and has over 20 years of account and marketing management experience, market campaigns, and brand building, as well as developing marketing plans, advertising, and social media strategy. The proposed creative director who will be responsible for images and concepts for the project has 28 years of experience and has been with the firm for 19 years. The firm proposed sufficient availability of key personnel. During the interview, the project team presented its roles and approach to ensure effective marketing efforts for the express lanes and provided detailed responses to the evaluation committee's questions.

WTC proposed an experienced and knowledgeable project team. The account manager has five years of experience and has worked with WTC for three years managing proprietary projects including marketing projects for OCTA and City of Long Beach. The proposed creative director has ten years of experience in marketing and advertising. The proposed staffing plan did not include availability of key personnel, and the firm responded to the evaluation

committee's questions during the interview. The information relative to availability of key personnel was acquired and considered reasonable.

Work Plan

Truth presented a comprehensive work plan that addressed all of the elements of the scope of work. The firm detailed its approach to providing the marketing program with a strategy that includes press outreach, media events, and influencer programs, as well as social media campaigns, email marketing, and partnership events. The campaign will involve leveraging strategic content that includes specific targeting, language, and informative calls to action. The firm proposed five specific strategies: email campaigns, banner ads, videos, artwork, and awareness campaigns using imagery and photography. The samples displayed in the firm's proposal were satisfactory, and they were created, designed, and produced by the key personnel proposed for assignment to this project. During the interview, the firm provided detailed responses to questions regarding its approach to implementing an express lanes marketing program.

WTC provided a general approach for the marketing requirements of the 91 EL. The firm provided a business process with a four-phase approach that includes discovery, design, development, and delivery. Additionally, the firm discussed methodologies for quality, budget, and schedule controls. The work plan did not provide details on the requirements of the 405 EL marketing program, such as branding development and creative design, messaging, and production support to create online and offline materials and campaigns to ensure a successful launch of the new 405 EL brand. During the interview, the firm provided responses regarding its approach to implementing an express lanes marketing program. The samples displayed in the firm's proposal were satisfactory.

Cost and Price

Pricing scores were based on a formula which assigned the highest score to the firm with the lowest weighted average hourly rate and scored the other proposals weighted average hourly rate based on its relation to the lowest weighted average hourly rate. Truth's weighted rates were slightly lower than WTC's rates and lower than the OCTA project manager's independent cost estimate. The firm's rates are deemed fair and reasonable.

Procurement Summary

Based on the evaluation of written proposals, the firms' qualifications, the information obtained from the interviews, as well as cost and price, the evaluation committee recommends the selection of Truth as the top-ranked firm to provide express lanes marketing program services. Truth delivered a thorough and comprehensive proposal and an interview that was responsive to all the requirements of the RFP.

Fiscal Impact

The project is approved in OCTA's Fiscal Year 2022-23 Budget, People and Community Engagement Division, Account Nos. 0036-7519-B0001-H2H, 0036-7519-B0001-H2F, 0037-7519-X2006-PV3, 0037-7519-X2006-PQ5, and 0037-7519-X2006-NB0, and is funded through federal funds.

Summary

Staff is recommending the Board of Directors authorize the Chief Executive Officer to negotiate and execute Agreement No. C-2-2392 between the Orange County Transportation Authority and Webb and Duffy, Inc., doing business as Truth and Advertising, in the amount of \$300,000, for a two-year initial term, with two, two-year option terms to provide express lanes marketing program services.

Attachments

- A. Review of Proposals, Request for Proposals 2-2392 Express Lanes Marketing Program Services
- B. Proposal Evaluation Criteria Matrix (Short-Listed Firms), Request for Proposals 2-2392 Express Lanes Marketing Program Services
- C. Contract History for the Past Two Years, Request for Proposals 2-2392 Express Lanes Marketing Program Services

Prepared by:



Amelia Hsu
Principal Marketing Specialist
Marketing Department
714-560-5358

Approved by:



Maggie McJilton
Executive Director,
People and Community Engagement
714-560-5824



Pia Veesapen
Director, Contracts Administration
and Materials Management
714-560-5619

ATTACHMENT A

Review of Proposals

Request for Proposals 2-2392 Express Lanes Marketing Program Services

Presented to the Legislative and Communications Committee - September 15, 2022

Four proposals were received, two firms were interviewed, one firm is being recommended

Overall Ranking	Proposal Score	Firm & Location	Subcontractors	Evaluation Committee Comments	Average Weighted Hourly Rate
1	88	Webb and Duffy, doing business as Truth and Advertising (Truth) Santa Ana, California	Barrios & Associates, LLC An Ideal World Campsite Media Department of Creative Services Lyon Studios The LanguageWorks, Inc. Shutterstock Images Masterfile iStockphoto Corbis Getty Images The ACE Agency Erik Isaacson Adwater Graphicx Main Graphics Direct Edge Precisions Services Group Imagic, Inc. Pace Lithographers, Inc. Graphics360 U.S. International Media Bumpercar	Founded in 1996, the firm specializes in strategic planning, content marketing, branding, media, and website design. The firm has 21 employees and is located in the City of Santa Ana. The firm provided an extensive list of public agency clients including Irvine Ranch Conservancy, Orange County Parks, and Orange County Transportation Authority (OCTA) for the OC Streetcar marketing launch plan. The proposed account manager has 20 years of account and marketing management experience. The proposed creative manager has 28 years of experience in the marketing and advertising industry. Truth presented a comprehensive work plan that addressed all the elements of the scope of work. The firm proposed five specific tactics; email campaigns, banner ads, videos, 91 and 405 Express Lanes awareness campaigns using imagery and photography, and artwork. Truth provided detailed responses to the evaluation committee's questions and demonstrated relevant experience with express lanes.	\$132.70

Overall Ranking	Proposal Score	Firm & Location	Subcontractors	Evaluation Committee Comments	Average Weighted Hourly Rate
2	80	We The Creative (WTC) Irvine, California	The ACE Agency Bos Communications, Inc. Cat n Mouse, LLCCommuno Envato Eusebio Ian Cabrera Photography iStock Lazar Translation and Interpreting MAB Digital Marketing Agency Modera, Inc. Naomi Pearson Red Hill Group Rhodri Lumba Photography Siro Solutions Shutterstovk Tadros 3D ThinkNow Working Not Working Advantage/Colorgraphics Charters Mailing Dun & Bradstreet Exact Data Main Graphics Select Graphics and Printing	Founded in 2007, the firm specializes in strategy, branding, marketing, media placement, and advertising. The firm has eight employees and is located in the City of Irvine. The firm demonstrated relevant experience providing marketing services on various projects for public agencies, such as OCTA's rideshare marketing, vanpool, and Dump the Pump programs. The proposed account manager has five years of experience in the marketing industry The proposed creative manager has ten years of experience in the marketing and advertising industry. WTC addressed the requirements of the 91 Express Lanes; however, the 405 Express Lanes were not incorporated into the work plan. The proposed time frame for the project seems appropriate with an adequate amount of time devoted to research and design, as well as development and implementation. The proposed staffing plan did not include availability of key personnel. The firm responded to all questions in the interviews.	\$132.87

Evaluation Committee

Contracts Administration and Materials Management (1)
Marketing and Customer Engagement (2)
Express Lanes Program (1)
Public Outreach (1)

Evaluation Criteria

Qualifications of the Firm
Staff and Project Organization
Work Plan
Cost and Price

Weight Factors

25 percent
25 percent
30 percent
20 percent

PROPOSAL EVALUATION CRITERIA MATRIX (SHORT-LISTED FIRMS)

Request For Proposals 2-2392 Express Lanes Marketing Program Services

Webb and Duffy, Inc., dba Truth and Advertising						Weights	Overall Score
Evaluator Number	1	2	3	4	5		
Qualifications of Firm	4.5	4.5	4.0	4.5	4.5	5	22.0
Staffing/Project Organization	4.0	4.5	4.0	4.0	4.0	5	20.5
Work Plan	4.0	4.5	4.0	4.5	4.5	6	25.8
Cost and Price	5.0	5.0	5.0	5.0	5.0	4	20.0
Overall Score	86.5	92.0	84.0	89.5	89.5		88
We the Creative						Weights	Overall Score
Evaluator Number	1	2	3	4	5		
Qualifications of Firm	4.0	4.0	4.0	4.0	4.0	5	20.0
Staffing/Project Organization	4.0	4.0	4.0	4.0	4.0	5	20.0
Work Plan	3.5	3.5	3.5	3.0	3.5	6	20.4
Cost and Price	4.9	4.9	4.9	4.9	4.9	4	19.6
Overall Score	80.6	80.6	80.6	77.6	80.6		80

Range of scores for non-short-listed firms was 62 to 69.

CONTRACT HISTORY FOR THE PAST TWO YEARS

Request for Proposals 2-2392 Express Lanes Marketing Program Services

Prime and Subconsultants	Contract No.	Description	Contract Start Date	Contract End Date	Subconsultant Amount	Total Contract Amount
Webb and Duffy, doing business as Truth and Advertising						
Contract Type: Time-and-Expense	C-7-1910	Public Outreach Consultant Services for the Measure M2 (M2) Freeway Environmental Mitigation Program.	November 8, 2017	October 14, 2021		\$120,000
<i>Subconsultants:</i>						
<i>Montgomery Productions, Inc.</i>						
<i>Walter Urie Photography</i>						
<i>Pace Lithographers, Inc.</i>						
<i>Akorn Entertainment LLC</i>						
<i>The Ace Agency</i>						
<i>Bumpercar, Inc.</i>						
<i>NRS Marketing</i>						
Contract Type: Time-and-Expense	C-1-3497	Public Outreach Consultant Services for M2 Freeway Environmental Mitigation Program.	October 25, 2021	October 31, 2024		\$90,000
<i>Subconsultants:</i>						
<i>Montgomery Productions, Inc.</i>						
<i>Precision Services Group</i>						
<i>Imagic</i>						
<i>Bonsey Photography</i>						
<i>Pace Lithographers, Inc.</i>						
<i>Lyon Studios Corporation</i>						
<i>Akorn Entertainment</i>						
<i>Campsite Media House</i>						
<i>The Ace Agency</i>						
<i>The Languageworks, Inc.</i>						
<i>Erik Isaacson Photographers</i>						
<i>Adwater Graphics</i>						
<i>Shutterstock Inc., dba Webcam</i>						
<i>An Ideal World</i>						

Prime and Subconsultants	Contract No.	Description	Contract Start Date	Contract End Date	Subconsultant Amount	Total Contract Amount
<i>Masterfile Corporation</i>						
<i>Graphics 360</i>						
Contract Type: Time-and-Expense	C-8-1610	91 Express Lanes Marketing Services	July 18, 2018	September 30, 2022		\$250,000
<i>Subconsultants:</i>						
<i>Montgomery Productions, LLC</i>						
<i>Main Graphics Group</i>						
<i>Imagic</i>						
<i>Direct Edge Media, Inc.</i>						
<i>Walter Urie Photography</i>						
<i>Bonsy Photography</i>						
<i>Pace Lithographers, Inc.</i>						
<i>Lyon Studios Corporation</i>						
<i>Akorn Entertainment, LLC</i>						
<i>Campsite Media House</i>						
<i>The Agency, Inc.</i>						
<i>The Languageworks, Inc.</i>						
<i>Bumpercar, Inc.</i>						
<i>Adwater Graphics</i>						
<i>Shutterstock, Inc., dba Webcam</i>						
<i>NRS Marketing Solutions</i>						
<i>An Idean World</i>						
<i>U.S. International Media, LLC</i>						
<i>Masterlife Corporation</i>						
Total						\$460,000
We The Creative						
Contract Type: Time and Expense	C-9-1036	Vanpool Marketing Services	June 6, 2019	October 31, 2020		\$120,000
<i>Subconsultants:</i>						
<i>Dun and Bradstreet</i>						
<i>BOS Communications</i>						
<i>Main Graphics</i>						
<i>Primary Color</i>						
<i>Web Advanced</i>						

Prime and Subconsultants	Contract No.	Description	Contract Start Date	Contract End Date	Subconsultant Amount	Total Contract Amount
Akorn Entertainment						
Rief Media, Inc.						
The Ace Agency						
Modera, Inc.						
Select Graphics and Printing						
Eusebio Photography						
Ink and Think						
Circle Graphics, Inc.						
Lazar and Associates						
Contract Type: Time-and-Expense	C-9-1341	Rideshare Marketing Services	August 23, 2019	November 30, 2020		\$200,000
Subconsultants:						
Dun and Bradstreet						
True North Research						
Total						\$320,000



September 15, 2022

To: Legislative and Communications Committee
From: Darrell E. Johnson, Chief Executive Officer
Subject: State Legislative Status Report

A handwritten signature in blue ink, appearing to read "Darrell E. Johnson", is written over the "From:" line of the header.

Overview

The Orange County Transportation Authority provides regular updates to the Legislative and Communications Committee on policy issues directly impacting its overall programs, projects, and operations. An update is given on the actions related to the end of session for the State Legislature. This includes status updates and summaries on bills the Orange County Transportation Authority has taken positions on or has been closely monitoring this session.

Recommendation

Receive and file as an information item.

Discussion

End of Session Update

The Legislature had until August 31, 2022, to approve legislation to be submitted to Governor Newsom. The Governor will have until September 30, 2022, to sign or veto bills that the Legislature passed this year. At the time of the writing this staff report, several bills of which the Orange County Transportation Authority (OCTA) had taken a position are pending with the Governor or were already signed into law. Below is the status of those bills:

Bills with an OCTA Position

AB 1919 (Holden, D-Pasadena): Youth Transit Pass Pilot Program: Free Youth Transit Passes

Position: Support

Status: Pending with Governor

Upon appropriation from the Legislature, AB 1919 would require the California Department of Transportation (Caltrans) to create the Youth Transit Pass Program. Guidelines for the program would be developed on or before

June 30, 2023, by Caltrans in collaboration with transit agencies, educational institutions, metropolitan planning organizations, and regional transportation planning agencies. AB 1919 would allow for transit agencies, on their own or in partnership with educational institutions, to submit grant applications for the costs of implementing free youth transit passes, maintaining an existing fare free program, the costs of providing free transit services, and more. These transit programs are a key part of the strategy to improve mobility options, reduce congestion, and reduce greenhouse gas (GHG) emissions. For agencies, such as OCTA, who already have programs to provide free transit passes for those 18 and under, funding for this program would be eligible for more expansive transit operations purposes.

Ultimately, the Legislature did not appropriate funding for this purpose within any of the state budget bills. While the bill can still be signed into law without the funding, it will not be effective until such appropriation takes place.

AB 1946 (Boerner Horvath, D-Encinitas): Electric Bicycles: Safety and Training Program

Position: Support

Status: Signed by Governor

AB 1946 will require the Department of California Highway Patrol to develop statewide safety standards and training programs for evidence-based practices for users of electric bicycles before September 1, 2023. In Orange County, many of the cities are seeing an increased use of electric bicycles. Electric bicycles provide a unique transportation option for individuals. However, there are also serious risks involved due to their increased speed, and many individuals do not know where it is safe to use an electric bicycle or how to handle the operation of such. While there are many rules and regulations that govern electric bicycles, AB 1946 will establish consistent safety standards and training programs to provide a guide to users for the safe operation of electric bicycles. This bill was signed into law by the Governor on August 15, 2022, and will take effect January 1, 2023.

AB 2028 (Davies, R-San Juan Capistrano): Pupil Instruction: Bicycle and Scooter Safety

Position: Support

Status: Signed by Governor

AB 2028 expands the authorization in existing statute that a governing board of any school district can provide time and facilities to any local law enforcement agency having jurisdiction over the schools of the district, for bicycle safety instruction to also include scooters, electric bicycles, motorized bicycles, and/or motorized scooters safety instruction. With new mobility technologies emerging, it is important to ensure safety practices improve simultaneously. Throughout the county, there is an increased use of electric bicycles and, unfortunately, a

correlation of increased accidents using these mobility devices. This bill provides an avenue to instruct individuals on what safety equipment and practices are not only protective, but required by law. Especially with electric bicycles, there are many rules and regulations – which can differ by city – on how to outfit the bicycle with appropriate safety features and where, when, and how a person can operate different classes of electric bicycles. With this legislation, school districts can partner with organizations, other than law enforcement, with a unique understanding of these types of transportation devices, which will promote safety throughout California. This bill was signed into law by the Governor on July 19, 2022, and will take effect January 1, 2023.

AB 2438 (Friedman, D-Glendale): Transportation Funding: Guidelines and Plans

Position: Oppose

Status: Pending with Governor

AB 2438 would integrate strategies identified in the Climate Action Plan for Transportation Infrastructure (CAPTI) into various transportation funding programs and require future iterations of the California Transportation Plan (CTP) to be fiscally constrained. Under AB 2438, the California State Transportation Agency (CalSTA), Caltrans, and the California Transportation Commission (CTC), would need to revise guidelines for their respective funding programs by January 1, 2024. These funding programs include the Trade Corridor Enhancement Program, Solutions for Congested Corridors Program, Local Partnership Program, Transit and Intercity Rail Capital Program (TIRCP), and the State Rail Assistance Program. These guidelines, at a minimum, would need to do all of the following: ensure project nominations are available for public review before a decision to award funding is made, ensure the project selection processes include the strategies established in CAPTI, allow funding recommendations to be released before the decision is made to award a project, and include best practices informed by a public process. To inform the guidelines, each agency must have public workshops to receive input to ensure the guidelines will provide the public with meaningful participation in actions resulting in the awarding of such funds.

Because CAPTI consists of recommendations for future actions, this could create uncertainty for funding programs as implementation of CAPTI occurs because a project that may be consistent now, may later be deemed inconsistent. However, statute would lock in the July 2021 CAPTI recommendations, regardless of how state policy priorities may change. Putting a document such as CAPTI in statute that, by its nature, evolves overtime is concerning precedent because it essentially codifies a policy that may quickly become outdated. While AB 2438 does require the CTP to be fiscally constrained and to consider the feasibility of various planning assumptions, there also has to be assurances that these determinations are not made in a manner that reallocates resources around the State, especially those related to local sales tax measures or funding from formula programs.

Several groups removed their opposition to AB 2438 with the last round of amendments which limited the scope of the bill to certain funding programs, and revised the language related to the CTP. Transportation California, the League of California Cities, the California State Association of Counties, and the Rural County Representatives of California all went neutral with these amendments. However, in addition to OCTA, several labor groups, the Self-Help Counties Coalition, California Association of Councils of Governments, Riverside County Transportation Commission, and the San Bernardino County Transportation Authority, all continued to oppose due to concerns about the potential for the bill to preclude state funding from being used for various transportation projects. It is unclear whether the Governor will sign this bill, with some signaling that this may be included as part of a larger environmental legislative package.

AB 2441 (Kalra, D-San Jose): Public Employment: Local Public Transit Agencies: Autonomous Transit Vehicle Technology

Position: Oppose Unless Amended

Status: Pending with Governor

AB 2441 would require transit agencies to disclose to their respective employee representatives any plans to introduce new autonomous transit vehicle technology for public transit services. Upon its determination to begin or make substantive progress toward initiating any procurement process or plan to acquire or deploy any new autonomous transit vehicle technology for public transit services, the employer would need to provide a written notice to the employee representative no less than 12 months before the process, plan, or deployment. Following the notification, the employee representative can request that the employer provide a comprehensive analysis of the effects of the new products, services, or type of operation on workers, the potential gaps in skills that may result, and the total amount budgeted for training and retraining programs for affected workers. If requested by the employee representative, a public transit employer must commence in collective bargaining with the union on specified areas related to the technology beyond workforce development plans, training, and transition plans.

While there were attempts to work with the author to narrow the scope of this legislation's effect, there are still significant concerns with how this bill will impact the use of new autonomous vehicle technology by transit agencies. Among the most immediate concerns, transit agencies are already engaged in collective bargaining procedures with employees, which renders the need for this bill redundant and unnecessary. The truncated timelines dictated in this legislation also do not provide enough time to agencies to provide the necessary comprehensive analysis for the effects associated with the new autonomous transit vehicle technology. It also remains unclear when this process would be triggered because it is not a certain time in the procurement process. Therefore, agencies would be hesitant to utilize technologies that could increase safety, productivity, and environmental benefits.

OCTA, along with coalition of stakeholders including the California Transit Association (CTA), worked with the author on a proposed series of amendments that would have maintained collective bargaining, narrowed the bill's focus, and established manageable timelines for meeting the bill's requirements. Ultimately, the amendments were not accepted in their entirety, and OCTA remains opposed.

AB 2594 (Ting, D-San Francisco): Vehicle Registration and Toll Charges

Position: Neutral (previously Oppose Unless Amended)

Status: Pending with Governor

AB 2594 would make significant changes to a variety of processes by toll agencies in the enforcement and collection of tolls and any associated penalties, the sale of transponders and other electronic toll collection device mechanisms, and how rental cars can use the toll facilities. The bill is largely informed by a report on perceived inequitable toll practices on facilities in the Bay Area, by the San Francisco Bay Area Planning and Urban Research Association (SPUR), a non-profit organization based in the Bay Area focused on advocating for increased equity and sustainability in urban planning and project design.

OCTA originally adopted an "oppose unless amended position" on AB 2594, due to concerns the bill in its original form would mandate the use of invoicing on all toll facilities, create new unfunded mandates, and conflict with statutory and financial governance rules for various facilities. Over several months, OCTA worked with the other toll agencies within the California Toll Operators Committee and the author's office, to come to agreement on several amendments that removed the opposition of all toll agencies within the State. As currently drafted, the bill would still enact several new requirements focused on creating added equity in the operation of toll facilities. This includes allowing for payment plans, revising state statutory limits on toll penalties, and allowing for more consistency in customer service across toll agencies.

As a result of these successful negotiations, the author of the bill has also agreed to explore the potential for future legislation to address concerns toll agencies have advocated about over the last few years related to interoperability requirements and communications.

AB 2622 (Mullin, D-San Mateo): Sales and Use Taxes: Exemptions: Zero-Emission: Transit

Position: Support

Status: Pending with Governor

Sponsored by CTA, AB 2622 would extend the sunset date on the sales tax exemption for the purchase of zero-emission transit buses (ZEB) from January 1, 2024, to January 1, 2026. By doing so, it would reduce the associated

upfront costs on public transit agencies' transition to zero-emission technologies. AB 2622 could provide much-needed financial assistance to facilitate the purchase of ZEBs, aiding the State in reaching its air quality and climate goals. More specifically, the sales tax exemption will help transit agencies reduce the costs of achieving the ZEB purchase requirements under the California Air Resources Board's Innovative Clean Transit regulation, which requires transit agencies to transition to a 100 percent zero-emission fleet by 2040. In the near term, it is expected this legislation could save OCTA approximately \$706,000 on the purchase of ten battery-electric buses approved by the OCTA Board of Directors (Board) in October 2020. OCTA could also experience cost savings on future ZEB purchases until 2026. By reducing zero-emission fleet costs, transit agencies can use savings toward maintaining operations and other capital expenditures.

SB 922 (Wiener, D-San Francisco): California Environmental Quality Act: Exemptions: Transportation-Related Projects

Position: Support

Status: Pending with Governor

Also sponsored by CTA, and several other organizations, SB 922 would extend and expand exemptions from the California Environmental Quality Act (CEQA) for certain clean transportation projects. SB 288 (Chapter 200, Statutes of 2020) created an exemption from CEQA, until January 1, 2023, for certain clean transportation projects, including projects for new bus rapid transit, bus, or light rail services on public rail or highway rights-of-way, transit prioritization projects, projects that improve customer information and wayfinding for transit riders, bicyclists, or pedestrians, projects to construct or maintain infrastructure to charge or refuel zero-emission buses, projects carried out by a city or county to reduce minimum parking requirements, and projects for pedestrian and bicycle facilities. SB 922 expands and extends the project eligibility until January 1, 2030, providing the opportunity to further expedite the delivery of clean transportation options and expand access to alternative modes of mobility. Projects now eligible for this exemption include transit stop and safety improvements, bus-only lanes, construction or maintenance of infrastructure or facilities to charge, refuel, or maintain zero-emission public transit buses, and more.

SB 942 (Newman, D-Fullerton): Low Carbon Transit Operations Program: Free Or Reduced Fare Transit Program

Position: Sponsor

Status: Pending with Governor

Co-sponsored by OCTA and CTA, SB 942 would provide California public transit agencies with the flexibility to utilize Low Carbon Transit Operations Program (LCTOP) funds for free- or reduced-fare transit programs on a continuous basis. Each year, five percent of cap-and-trade revenues are dedicated to LCTOP.

LCTOP is allocated pursuant to the State Transit Assistance formula, allowing each transit agency in the State the ability to dedicate funding towards innovative transit capital and operations projects. Approved projects eligible for LCTOP funds generally support new or expanded bus or rail services, including the initial use of such funds for reduced- or free-transit fare pilot programs. In order for this funding to be used for a project or program, transit agencies have to meet several requirements, including investment in disadvantaged communities, an ability to demonstrate a reduction in GHG emissions, assurance that expenditures do not supplant another source of funds, and that the funds will be used to support transit operations and capital programs. However, the program currently does not afford transit agencies the ability to fund operational programs, like free or reduced transit fare programs, on an ongoing basis.

OCTA successfully operated a Youth Ride Free program as a six-month promotional pass that allowed youth ages 18 and under to ride all Orange County fixed-route buses for free. Earlier this year, the Board unanimously voted to make this program permanent and expand it to include paratransit riders 18 and under. In taking this action, our Board identified LCTOP funding as necessary to ensure this program remains in place. This program has had over 2 million total boardings since the beginning of the program one year ago, and the number of unique youth riders has continued to increase since the program's inception. This program has helped support the economic recovery of Orange County and mitigate the financial impacts from the coronavirus pandemic on low-income and diverse populations.

SB 942 will clarify that ongoing use of LCTOP funding for these types of programs is authorized, allowing transit agencies such as OCTA, to sustain current programs. Without such clarity, transit agencies like OCTA do not have the funding to support these free- or reduced-fare transit programs long term. SB 942 will provide several benefits, including expanding public transit utilization by creating lifelong transit riders, reducing congestion on our streets and roads, and ultimately, bringing increased benefit to the environment, all of which are top priorities for the State.

SB 1121 (Gonzalez, D-Long Beach): State and Local Transportation System: Needs Assessment

Position: Support

Status: Pending with Governor

SB 1121 would require the CTC, in consultation with CalSTA and Caltrans, to create a needs assessment to analyze the costs over the next ten years to operate, maintain, and provide the necessary growth of the state and local transportation system. As part of this assessment, the CTC, with CalSTA and Caltrans, is to forecast the expected revenue, including federal, state, and local revenues to pay for the identified costs, any shortfall in revenue, and make recommendations on how any shortfall should be addressed. In determining the

cost of the necessary future growth of the system, the CTC is to include the costs of improvements included in the State Transportation Improvement Program and the State Highway System Management Plan. In addition, the assessment would evaluate the costs to address climate change impacts to provide for system resiliency. In developing the needs assessment, the CTC would consult with relevant stakeholders and would be required to submit an interim needs assessment to the Legislature by January 1, 2024, a completed needs assessment by January 1, 2025, and provide updates every five years thereafter. Importantly, this needs assessment would not only look at the capital needs of the transportation system, but also the costs of operating such a system, including transit. As the State seeks ways to expand transit accessibility, the costs of operating such expansion in a sustainable manner is often not factored into the overall costs. SB 1121 provides a critical means to ensure such costs are included in future estimates.

Overall, SB 1121 will provide a more comprehensive understanding of the costs to operate, maintain, and grow the transportation system going forward, including the costs to address climate change impacts and provide for system resiliency. This could then inform any future policy discussions and provide a critical means to allow for increased transparency in various areas, including funding for sustainable transit operations, transitioning to zero-emission technology, and increased costs of labor and materials.

Bills Pending Without an OCTA Position

OCTA did not take a position on the following bills, but they are of interest and may have impacts to OCTA projects, programs, or operations upon implementation:

AB 2449 (Rubio, D-Baldwin Park): Open Meetings: Local Agencies: Teleconferences

Status: Pending with Governor

Since the coronavirus pandemic changed the way in which people gather, there were various changes made to Ralph M. Brown Act (Brown Act) to facilitate virtual meetings. During the height of the pandemic, the Governor, by Executive Order, temporarily waived Brown Act requirements so that members could meet virtually. In 2021, AB 361 (Chapter 165, Statutes of 2021), allowed legislative bodies to hold a meeting by teleconference until January 1, 2024, so long as there is a proclaimed state of emergency and the Board has determined that as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees.

AB 2449 would create a teleconferencing option that does not require noticing a Board Member's location on the agenda or making their location available for public comment without a state of emergency until January 1, 2026, so long as

a quorum of Board Members participate in person. While utilizing this flexibility the Board must provide a means by which the public may remotely hear and visually observe the meeting and remotely address the legislative body. If utilized at OCTA, this would require the implementation of cameras for Board meetings since presently, the Board only utilized one-way audio streaming. If a meeting is disrupted in a way that prevents remote participants from being able to provide public comment, no further action can be taken by the Board. There are also additional requirements for a Board Member to participate remotely, including demonstrating “just cause” or “emergency circumstances.” A remote participant must disclose if there are any other adults in the room and must utilize both audio and visual technology to participate. Finally, a Board Member cannot participate in meetings by teleconference under these rules for more than three consecutive months or 20 percent of the regular meetings for the local agency within a calendar year.

SB 674 (Durazo, D-Los Angeles): Public contracts: Workforce Development: Covered Public Contracts

Status: Pending with Governor

SB 674 is a two-year bill OCTA staff has been monitoring as it relates to certain public contracts and workforce requirements. Staff successfully worked with CTA and other stakeholders to narrow the scope of this legislation. When this legislation was brought to the Board in previous iterations, it would have required a California Jobs Plan Program or a United States Jobs Plan Program be submitted by an applicant for a transportation infrastructure-related public contract over \$10 million, administered by the Department of General Services (DGS), Caltrans, and local school districts. Applicants would have had to include the following details: the minimum number of jobs to be retained and created, wage levels, amounts to be paid for fringe benefits and worker training, training programs for individuals facing barriers to employment, and whether the project results in reduction in GHG emissions, water pollution, or energy consumption.

After several rounds of amendments, the legislation now requires a covered public contract, defined as a public contract awarded by DGS or Caltrans for the acquisition of zero-emission transit vehicles or electric vehicle supply equipment valued at more than \$10 million, to incorporate high road job standards, as specified. These would be developed by DGS, in consultation with Caltrans and the Labor and Workforce Development Agency. There are associated requirements related to demonstrating compliance and penalties if these reports are not made. SB 674 would sunset on January 1, 2028.

If this were to be signed into law, SB 674 could potentially impact OCTA’s ability to work with DGS to bring the costs down for procuring ZEBs; however, this is yet to be determined and will become clearer based on its implementation.

SB 1161 (Min, D-Irvine): Transit operators: street harassment plans
Status: Pending with Governor

In its original form, SB 1161 would have required the ten largest transit districts in the state, of which OCTA is one of them, to undertake a process to reduce incidents of street harassment on their transit system. SB 1161 has been amended significantly since it was last brought to the Board for information. While OCTA did not take a position on this legislation, staff worked closely with the author and stakeholders to inform the bill in order to make it workable for the affected agencies. The language has been amended to require the Mineta Transportation Institute at San Jose State University (Institute) to, on or before December 31, 2023, develop and make available a survey for the purpose of promoting consistency in the collection of data to inform efforts to improve the safety of riders and reduce street harassment on public transit. The survey must include demographic information regarding riders and information regarding a rider's experience with safety while waiting at public transit stops and riding public transit. The Institute must consult with organizations representing subpopulations impacted by street harassment and with transit operators. Additionally, they must consider existing efforts by a transit operator to collect survey data. Following the completion of the survey, OCTA staff expects future discussions about street harassment as it pertains to public transportation. This bill is co-sponsored by the Los Angeles County Metropolitan Transportation Authority and several other transit agencies.

Summary

An update is provided on relevant legislation that the Orange County Transportation Authority has either taken a position on or is expected to have some impacts on its overall operations, programs, or projects.

Attachment

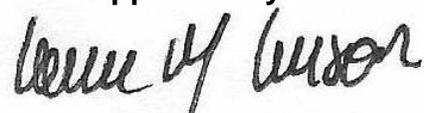
None.

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September 15, 2022

To: Legislative and Communications Committee

From: Darrell E. Johnson, Chief Executive Officer

Subject: Federal Legislative Status Report

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Overview

The Orange County Transportation Authority regularly updates the Legislative and Communications Committee on policy and regulatory issues directly impacting the agency's programs, projects, and operations. This report includes an overview of the recently signed budget reconciliation bill focused on climate change and healthcare policies, the Inflation Reduction Act, and its transportation-related provisions. An update is also provided on the fiscal year 2023 appropriations process.

Recommendation

Receive and file as an information item.

Discussion

Inflation Reduction Act Overview

After months of debate on the potential for a budget reconciliation package largely aimed at targeting climate change and healthcare issues, agreement was finally reached in August after another round of negotiations took place between Senator Chuck Schumer (D-NY) and Senator Joe Manchin (D-WV). The scale of a potential package has varied through the course of negotiations over the last year, with previous iterations proposing as much as \$3.5 trillion for various climate change, healthcare, and social welfare programs. While using the reconciliation process afforded the possibility for a party-line vote for passage, due to concerns about the size of the package, potential impacts on inflation trends, and other policy concerns, Senator Manchin signaled his inability to vote for a broader package back in December 2021.

This final agreement represents a streamlined version of initial iterations, no longer including several provisions related to universal pre-kindergarten, child

tax credits, and expanded family leave requirements. Also not included were previous proposals to provide funding for transportation improvements related to climate change and equity, and mandates that would have instituted greenhouse gas emission reduction requirements for highway programs.

The final bill signed by President Biden on August 16, 2022, known as the Inflation Reduction Act, is an approximately \$750 billion package, with about \$450 billion in spending and tax breaks that is largely focused on climate change. Revenues are primarily generated by a 15 percent corporate minimum tax and other tax reform measures. For the transportation sector, some of the most notable provisions include the following:

- The extension of the alternative fuels excise tax credit through 2024. The tax credit expired at the end of 2021. OCTA generally receives about \$4 million annually through use of this tax credit for the compressed natural gas fuel used for transit operations. These tax credit funds are then used to help support on-going transit operations services.
- A new tax credit for commercial zero-emission vehicles, up to \$40,000 for certain heavy-duty vehicles, starting in 2023 and expiring at the end of 2032. For tax-exempt entities, it is unclear if any benefit will be realized at this time.
- \$1 billion for a new Clean Heavy-Duty Vehicles Program, for vehicles with a gross vehicle weight between 19,501 and 33,000 pounds. \$400 million of this amount is set-aside for non-attainment areas. These grants could be used for vehicle replacement, zero-emission infrastructure, workforce development and training, and planning and technical activities. However, only states, municipalities, Indian tribes, and certain contractors are eligible for these grants. Therefore, it is unclear if many transit agencies like OCTA, who do not fall into one of those groups, will be able to compete for these funds despite transit buses clearly falling within this category.
- \$3.2 billion for Neighborhood Access and Equity Grants, administered by the Federal Highway Administration (FHWA), providing competitive grants to states, local governments, Indian tribes, public authorities with a transportation function, and metropolitan planning organizations. Eligible uses include projects that improve walkability, safety, and affordable transportation access, mitigation or remediation for impacts from surface transportation facilities that create an obstacle to connectivity within a community or a source of pollution or other burden to disadvantaged communities, and planning in disadvantaged communities. Projects that increase travel lanes for single-occupant vehicles are not eligible for funding.

- \$2 billion for a new Low-Carbon Transportation Materials grant program, administered by FHWA, to reimburse or provide incentives to states, local governments, Indian tribes, public authorities, and metropolitan planning organizations for the use of construction materials and products that have reduced greenhouse gas emissions. Projects that result in increased travel lanes for single-occupant passenger vehicles are not eligible for this funding.
- \$350 million for the Federal Permitting Improvement Steering Council Environmental Review Improvement Fund to help coordinate a more efficient and effective environmental review and permit authorization process for major infrastructure projects.
- \$100 million for FHWA development and review of environmental review documents for proposed surface transportation projects, including administrative expenses for FHWA. Eligible entities include states, unit of local government, political subdivisions of states, or metropolitan planning organizations. Eligible activities include funding to conduct environmental review processes, permitting activities, and outreach.

Beyond the aforementioned provisions, the package also includes significant tax credits for the purchase of electric vehicles with associated manufacturing requirements, investment in renewable fuel production, and caps on prescription pricing for those on Medicare. As part of the agreement between Senators Schumer and Manchin, future legislation is to be pursued to expedite permits for certain energy projects, including for fossil fuels. However, it is unclear whether consensus exists in Congress to allow for passage of such proposal.

Fiscal Year 2023 Senate Appropriations Update

Prior to the start of August recess, on July 28, 2022, the Senate Appropriations Committee released a draft fiscal year (FY) 2023 Transportation, and Housing and Urban Development (THUD) appropriations proposal. This proposal essentially represents the draft developed by the majority members of the committee. No markup was scheduled, and actual negotiations on the appropriations bill are likely not to occur until after the November election. The release of the draft Senate THUD proposal comes after the House took action on their THUD bill on July 20, 2022, passing it by a vote of 220-207. While both the House and Senate THUD proposals maintain contract authority for transportation programs, and do not adjust the advanced appropriations included in the Infrastructure Investment and Jobs Act (IIJA), there are some differences:

- The House proposed \$4.6 billion for the Capital Investment Grants (CIG) program, \$3 billion which would come from annual appropriations and \$1.6 billion from the IIJA advanced appropriations. Within the \$3 billion from the House appropriations bill, \$1.9 billion would be for New Starts projects, \$41 million for Core Capacity projects, \$94 million for Small Starts projects, and \$350 million for Expedited Project Delivery for the CIG Pilot Program. In addition, \$600 million is set aside for existing CIG projects with full funding agreements that received a FY 2022 allocation and have either a CIG share of 40 percent or less or a signed full funding agreement under the previous administration. The Senate THUD proposal, on the other hand, includes \$4.1 billion for CIG, including the \$1.6 billion from IIJA advanced appropriations. Notably absent is any set-aside for existing CIG projects and only \$100 million proposed for the Expedited Project Delivery for the CIG Pilot Program. Meanwhile, the Senate proposes increased resources for Core Capacity and Small Starts, at \$100 million and \$411 million respectively.
- The House bill includes \$2.3 billion for the Rebuilding American Infrastructure with Sustainability and Equity (RAISE) competitive grant program, including \$775 million from the proposed appropriations bill, and the remainder from IIJA advanced appropriations. The Senate increases the proposed funding for RAISE for a total of \$2.53 billion, \$1.09 billion which would come from the annual proposed appropriation.
- The Senate proposes \$535 million for Consolidated Rail Infrastructure and Safety Improvement (CRISI) grants, compared to \$630 million in the House bill. The Senate bill also includes language that allows CRISI grants to be used for commuter rail projects that implement or sustain positive train control projects.
- The Senate THUD proposal includes \$1.43 billion for Bus and Bus Facilities grants, more than the \$1.35 billion included in the House bill. This difference is due to \$110 million more being included in the Senate proposal for BBF formula grants and \$60 million more in Low or No Emission Bus competitive grants, with a slight reduction of \$30 million in BBF competitive grants.
- The Senate THUD proposal includes \$200 million for the Federal-State Partnership for Intercity Passenger Rail grants, compared to \$555 million in the House bill. This does not include the \$7.2 billion included in advanced appropriations this year from the IIJA.
- The Senate proposal, similar to the FY 2022 appropriations bill, includes significant funding for the Bridge formula program, at \$1.38 billion. The

House bill did not propose additional funding for this program. This does not include advanced appropriations included in the IIJA.

- The Senate THUD proposal includes \$628.7 million in proposed community project funding requests, compared to \$1.275 billion included in the House bill. Notably absent in the Senate THUD proposal are projects within Orange County proposed by Senator Feinstein (D-CA) and Senator Padilla (D-CA), including funding for zero-emission buses. However, the Senate proposal does not impact the projects included for Orange County in the House bill.

It is expected that when Congress returns in September, work will begin on a short-term continuing resolution to maintain current funding levels through the November election. At that point, negotiations will occur on the FY 2023 appropriations bill. OCTA staff will continue to provide updates as more information becomes available.

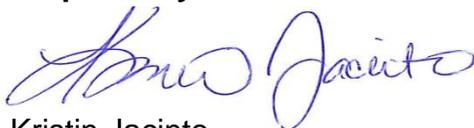
Summary

A summary is provided of the Inflation Reduction Act and an update on the fiscal year 2023 appropriations process.

Attachments

- A. Potomac Partners DC, Monthly Legislative Report – July 2022
- B. Potomac Partners DC, Monthly Legislative Report – August 2022

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Monthly Legislative Report – July 2022

July Advocacy Meetings

Congressman Lou Correa (D-CA) – We were in contact with Congressman Correa and his staff to discuss the Santa Ana-Garden Grove Rails to Trails earmark request included in the House Appropriations bill.

Congresswoman Young Kim (R-CA) – We worked with Congresswoman Kim's office to discuss the possible suspension to the Build America Bonds. We also discussed the OC Loop and the SR-91 earmark requests included in the House Appropriations bill.

Congressman Mike Levin (D-CA) - We were in contact with Congressman Levin's office to discuss the SR-74 improvements request that was included in the House Appropriations bill.

Congresswoman Judy Chu (D-CA) – We worked very closely with Congresswoman Chu's office to discuss developments in the Ways and Means committee regarding the possible provisions related to the Build America Bonds in the end of the year tax bill.

Congressman Pete Aguilar (D-CA) – We met with Congressman Aguilar and his staff this month to discuss support for the submitted earmark requests that were included in the House Appropriations bill.

Congresswoman Linda Sanchez (D-CA) – We met with Congresswoman Sanchez and her staff this month discuss ongoing grant programs and for support with the submitted earmark requests.

Congressman Ken Calvert (R-CA) – We met with Congressman Calvert to discuss the House Appropriations timelines for the six other bills not included in the minibus and plans for next year's congressional agenda.

Congressman Alan Lowenthal (D-CA) – We met with Congressman Lowenthal and his staff this month to discuss House T&I committee hearings this month and timing for the release of USDOT grant awards.

Senator Dianne Feinstein (D-CA) – We met with Senator Feinstein's staff multiple times this month to discuss the Congressionally Directed Spending requests for FY23. Senator Feinstein was able to secure less than 8% her submitted requests in the Senate THUD

appropriations bill. The Cutaway Bus Replacement earmark request was not included in the bill.

Senator Alex Padilla (D-CA) – We have been in communication with Senator Padilla’s staff this month to discuss possible alternatives, timelines, or prospects of the Inflation Reduction Act. We also discussed the Build America Bond’s possible suspension and FY23 appropriations. Senator Padilla was able to secure less than 5% his submitted requests in the Senate THUD appropriations bill. The Cutaway Bus Replacement and Harbor Boulevard earmark requests were not included in the bill. The Senator’s requests for the OC Loop and the Santa Ana-Garden Grove Rails to Trails were not included in the Senate bill, but they were included in the House bill by Congresswoman Kim and Congressman Correa respectively.

House Transportation and Infrastructure Committee – We met with staff from the Transportation and Infrastructure committee to discuss IIJA implementation. We also discussed IIJA projects for rail, the FAA reauthorization, and electrification plans within the region.

House Ways and Means Committee – We spoke with staff about the possible suspension of the Build America Bonds (BAB) subsidies with the elimination of the Pay As You Go Act (PAYGO) from 2023-2026. The timeline for determination on the suspension is most likely going to be reached in the end of the year tax bill.

Fiscal Year 2023 Appropriations

On July 20th, the House passed [H.R. 8294](#), a package of six fiscal year 2023 federal funding bills, on a 220 to 207 vote. The six-bill package consisted of the 2023 Transportation, and Housing and Urban Development, and Related Agencies; Agriculture, Rural Development, Food and Drug Administration, and Related Agencies; Energy and Water Development, and Related Agencies; Financial Services and General Government; Interior, Environment, and Related Agencies; and Military Construction, Veterans Affairs, and Related Agencies funding bills.

On July 28th, the Senate Appropriations Committee posted the “Chairman’s Mark” of the Committee’s twelve appropriations bills for Fiscal Year 2023 (FY23), essentially drafted by Committee Democrats without Republican support or involvement. These bills would provide nearly \$1.7 trillion in discretionary spending, including \$653 billion in non-defense spending, a 10.1% increase over FY 2022, and \$850 billion in defense spending, an 8.7% increase over FY 2022 and consistent with the amount included in the bipartisan National Defense Authorization Act (NDAA) recently passed by the House. Committee-prepared topline

summaries of the 12 bills are available [here](#). Chairman Leahy has confirmed the Committee will not hold formal markups of the spending bills and formal negotiations on the final spending bills are unlikely to begin in earnest until after the November elections. Below are the twelve Senate appropriations bills for Fiscal Year 2023.

- Agriculture:
 - [Bill Text](#)
 - [Explanatory Statement](#)
 - [Bill Summary](#)
- Commerce, Justice, Science, and Related Agencies:
 - [Bill Text](#)
 - [Explanatory Statement](#)
 - [Bill Summary](#)
- Defense:
 - [Bill Text](#)
 - [Explanatory Statement](#)
 - [Bill Summary](#)
- Energy and Water Development:
 - [Bill Text](#)
 - [Explanatory Statement](#)
 - [Bill Summary](#)
- Financial Services and General Government:
 - [Bill Text](#)
 - [Explanatory Statement](#)
 - [Bill Summary](#)
- Homeland Security:
 - [Bill Text](#)
 - [Explanatory Statement](#)
 - [Bill Summary](#)
- Interior, Environment, and Related Agencies:
 - [Bill Text](#)
 - [Explanatory Statement](#)
 - [Bill Summary](#)
- Labor, Health and Human Services, Education, and Related Agencies:
 - [Bill Text](#)
 - [Explanatory Statement](#)
 - [Bill Summary](#)
- Legislative Branch:
 - [Bill Text](#)
 - [Explanatory Statement](#)

- [Bill Summary](#)
- Military Construction, Veterans Affairs, and Related Agencies:
 - [Bill Text](#)
 - [Explanatory Statement](#)
 - [Bill Summary](#)
- State, Foreign Operations, and Related Programs (UPDATED at 3 p.m. 07/28):
 - [Bill Text](#)
 - [Explanatory Statement](#)
 - [Bill Summary](#)
- Transportation, Housing and Urban Development, and Related Agencies:
 - [Bill Text](#)
 - [Explanatory Statement](#)
 - [Bill Summary](#)

FTA Changes to Deadlines and Programs

On July 13th, the FTA had changes to the Authorized Funding Levels and Implementation of the Infrastructure Investment and Jobs Act and the FTA Fiscal Year 2022 Apportionments, Allocations, Program Information, and Interim Guidance. Below are the changes and corrections.

1. FY 2015 Transportation Investment Generating Economic Recovery (TIGER VII) Discretionary Grants Deadline
 - Recipients of open TIGER, BUILD and RAISE grants should be aware that, as matter of law, all remaining TIGER funds must be disbursed from grants by the end of the fifth fiscal year after the Expiration of Obligation Authority. (See [31 U.S.C. 1552](#).)
 - For FTA TIGER VII projects, Section 105—Administrative Provisions—Office of the Secretary of Transportation of the Consolidated Appropriations Act, 2022 ([Pub. L. 117-103](#), March 15, 2022), extended the availability of remaining TIGER VII funds for one year, through **September 30, 2023**. Recipients of open TIGER VII projects are encouraged to contact the appropriate FTA Regional Office with questions about the extension.

2. The IIJA authorizes funds over five years to provide financial assistance for rural areas under section 5311. The funding amounts per fiscal year have been changed. They include:
 - The Rural Transit Assistance Program (RTAP)
 - The Appalachian Development Public Transportation Assistance Program
 - The Tribal Transit Program

Previous Amounts					
Fiscal Year	2022	2023	2024	2025	2026
Funds Authorized	\$785,148,545	\$801,551,125	\$822,480,580	\$839,471,067	\$860,812,057

Updated Amounts					
Fiscal Year	2022	2023	2024	2025	2026
Funds Authorized	\$787,760,599	\$804,217,747	\$825,216,831	\$842,263,841	\$863,675,829

3. Formula Grants for Rural Areas changes to Total Amounts Apportioned for FY 2022.

Previous FY22 Amounts	
Total Appropriation	\$785,148,545
Total Apportioned	\$893,663,711

Updated FY22 Amounts	
Total Appropriation	\$787,760,599
Total Apportioned	896,275,765

4. Rural Transportation Assistance Program (49 U.S.C. 5311(b)(3)) changes in Authorized Amounts.

Previous Amounts					
Fiscal Year	2022	2023	2024	2025	2026
Funds Authorized	\$20,117,845	\$20,538,128	\$21,074,403	\$21,509,749	\$22,056,569

Updated Amounts					
Fiscal Year	2022	2023	2024	2025	2026
Funds Authorized	\$17,505,791	\$17,871,506	\$18,338,152	\$18,716,974	\$19,192,796

5. Changes in Rural Transportation Assistance Program Total Amounts Apportioned for FY 2022.

Previous FY22 Amounts	
Total Appropriation	\$20,117,845
Total Apportioned	\$17,563,773

Updated FY22 Amounts	
Total Appropriation	\$17,505,791
Total Apportioned	\$14,951,719

6. FTA Policy for FY 2022 Grant Changes

Previous Language: “In this notice, FTA provides pre-award authority through the authorization period of the IIJA (October 1, 2022, through September 30, 2026) for capital assistance under all formula programs, so long as the conditions described below are met.”

Updated Language: “In this notice, FTA provides pre-award authority through the authorization period of the IIJA (October 1, 2021, through September 30, 2026) for capital assistance under all formula programs, so long as the conditions described below are met. Previous notices provided pre-award authority applicable through September 30, 2021.”

To view the Federal Register Notice click [here](#).

Notice of Funding Opportunities for 2022

Past Programs:

RAISE Grants - Selections will be announced no later than August 12, 2022.

Infra Grants – Selections will be announced in fall of 2022

Mega Grants – Selections will be announced in fall of 2022

Port Infrastructure Development Program Grants – Fall 2022

Recently Opened Programs:

- Bridge Investment Program - Federal Highway Administration
- Railroad Crossing Elimination Program - Federal Railroad Administration
- Reconnecting Communities Pilot Program - Office of the Secretary

Upcoming Programs:

Summer:

- National Culvert Removal, Replacement, and Restoration Grant Program - Federal Highway Administration
- Thriving Communities - Office of the Secretary

August:

- Consolidated Rail Infrastructure & Safety Improvements Grant Program- Federal Railroad Administration

September:

- Strengthening Mobility and Revolutionizing Transportation (SMART) Grant Program Office of the Secretary

October:

- Fiscal year 2022 Federal-state Partnership (National) - Federal Railroad Administration

December:

Fiscal year 2022 Federal-state Partnership

Hearing: Implementing the Infrastructure Investment and Jobs Act

On July 19th, the House Transportation and Infrastructure Committee held the hearing entitled “Implementing the Infrastructure Investment and Jobs Act” with USDOT Secretary Buttigieg. Chairman DeFazio (D-OR) spoke on the IIJA and how it has apportioned to date nearly \$75 billion in highway, transit, and airport formula funds as well as 22 competitive grant programs rolled out in 2022. The Chairman commended the climate programs such as the CHG emissions tracker, the National Roadway Safety Strategy provisions, and the overall efforts by the administration to implement the IIJA. Ranking Member Graves (R-MO) spoke about the IIJA implementation and need to use the federal dollars properly. He said as it is the “law of the land” it is important to create less inflationary pressure by using the funds for projects that increase mobility around the country. The Ranking Member then expressed concerns that the IIJA is shaping up to be a different bill than originally introduced by prioritizing projects in the administration’s agenda.

Republicans generally focused on inflationary issues and possible future costs of implementing IIJA projects at higher than proposed levels. The other Republican concerns were the equity and “social programs” included in the bill. Some GOP Members claimed that the high costs of energy and fuel affect the targeted communities negatively far more than the proposed solutions of those programs such as the “Justice 40” program included in the IIJA. The disagreement with the Secretary on electric vehicle costs and costs of charging an

electric vehicle was also expressed by most Republicans during the hearing. The Democrats commended the Secretary for the Rural grants program in which the Secretary said the goal for this program was for entities that do not have enough resources are able find the grant opportunity and apply for it in a more streamlined way than the past. Most Democrats supported the electric vehicle charging initiatives that the IIJA includes. Most Congressmembers asked about specific projects within their districts referring to RAISE grants, INFRA applications, PIDP program, electrification, and electric vehicle incentives, among other projects that would reduce traffic congestion within their districts.

Rep. Napolitano (D-CA) mentioned the Railroad Crossing Elimination program and the issues it could solve in her district. The Secretary responded saying CRISI grants and Railroad Crossing Elimination programs are the ones to directly target further explaining that the FRA is meeting with stakeholders whether it is the City that operates the rail system or the specific entity that owns the railway line. The Secretary emphasized that improving communication between the stakeholders is the best way to implement the Railroad Crossing Elimination program. Rep. Napolitano then explained that her district needs more funding for this program and kindly invited the Secretary to see the zero emission buses in her district.

Rep. Lowenthal (D-CA) spoke on the Port of Long Beach to the Secretary explaining the need to implement part of the Port Infrastructure Development program's related to reducing truck emissions caused by idling at ports and electrification at the port. The Secretary responded saying that the 2022 funding is being moved as quickly as possible with an award date expected by early fall. The Secretary also recommended contacting the Port Envoy of the administration, Stephen Lyons that can help and visit ports around the country to discuss the implementation.

Rep. Steele (R-CA) focused her questions on the shortage of truck drivers, more specifically independent truck drivers in the state of California. She explained that the same laws that apply to company truck drivers do not apply for independent drivers, asking the Secretary to find a way to fix this as truck drivers are needed to reduce the supply chain backlog in the state. The Secretary acknowledged the problem of truck drivers leaving their jobs at fast rates but said there will be no interference with the state as it is a state law and he respects it.

To view the complete hearing click [here](#).

Inflation Reduction Act

On Wednesday July 27th, Senate Majority Leader Chuck Schumer (D-NY) and Senator Joe Manchin (D-WV) announced an agreement on a legislative package to provide more than \$369 billion for climate/energy investments, while lowering deficits by more than \$300 billion. The *Inflation Reduction Act of 2022, or IRA*, (bill text [here](#), one page summary [here](#)), closes several tax loopholes and includes prescription drug pricing reforms (among other provisions) to provide the necessary “pay-fors.”

Included below is a chart released by Senate Democrats that outlines both the primary sources of revenue-raisers that will be used to pay for the programs and investments included in the bill while also significantly contributing to deficit reduction:

TOTAL REVENUE RAISED	\$739 billion
15% Corporate Minimum Tax	313 billion*
Prescription Drug Pricing Reform	288 billion**
IRS Tax Enforcement	124 billion**
Carried Interest Loophole	14 billion*
TOTAL INVESTMENTS	\$433 billion
Energy Security and Climate Change	369 billion***
Affordable Care Act Extension	64 billion**
TOTAL DEFICIT REDUCTION	\$300+ billion

* = *Joint Committee on Taxation estimate*

** = *Congressional Budget Office estimate*

Shortly after Senators Schumer and Manchin announced the agreement, President Biden similarly announced he had spoken with them and strongly supported the proposal. Of note, Senator Manchin’s announcement references a deal with Democratic Leadership, including House Speaker Nancy Pelosi (D-CA), to advance permitting reform legislation in September when Congress returns from the August recess.

Senate Democrats are expected to advance the IRA via the Budget Reconciliation process, which will allow it pass with a simple majority to avoid a likely Republican filibuster. The surprise announcement comes after several failed attempts by Senate Democrats to advance similar (albeit much larger) packages, due in large part to Senator Manchin’s concerns about the impact of the previous proposals on inflation and the economy. Unified support among Senate Democrats will be required to ensure passage and Senator Kyrsten Sinema (D-AZ), who previously opposed efforts to include tax raising provisions in similar bills, has yet to comment on the proposed bill.

Also of note, several Democrats (particularly from New York and New Jersey) in both the House and Senate have also already expressed concern over the bill's lack of relief from the current cap on state and local tax deductions (SALT cap), and with no Republicans expected to support the bill in either chamber Democrats will need unified support in the Senate and could only afford a handful of defections in the House. Further complicating these matters, Senate Democrats are facing an increasing number of members contracting COVID-19, which will make scheduling a vote on this legislation more difficult. Despite this, Majority Leader Schumer indicated that he intends to put the bill on the floor this week before the Senate leaves for the August recess period. House Leadership has suggested the chamber could return early from their own August recess to consider the bill.

Please find below an overview of the legislative package based on the summaries provided by Senate Democrats:

Revenue Raising Proposals

- 15% Corporate Minimum Tax (raises \$313 billion):
 - Imposes a mandatory 15% corporate minimum tax on corporations with profits exceeding \$1 billion; Senate Democrats argue that while the current statutory corporate tax is 21%, many large corporations use tax “loopholes” to avoid paying that rate and in fact pay below 15%.

- Prescription Drug Pricing Reform (raises \$288 billion):
 - Will allow Medicare to begin negotiating with drug companies to ensure patients with Medicare get the best deal possible on high-cost drugs beginning in 2023. Also caps out of pocket expenses at \$2,000 per year for Medicare patients, institutes an “inflation rebate” requiring drug companies to rebate back the difference to Medicare if they raise the price higher than the rate of inflation. Also makes all vaccines free for seniors enrolled in Medicare.

- IRS Tax Enforcement (raises \$203 billion):
 - Invests \$80 billion over ten years to improve tax enforcement and compliance, which is expected to result in the IRS securing an additional \$203 billion it would otherwise be unable to collect.

- Carried Interest Loophole (raises \$14 billion):
 - Closes the so-called “Carried Interest loophole”, whereby investment managers are allowed to utilize the lower 20% long-term capital gains tax on income received as compensation, rather than the ordinary tax rate (37%) they would pay for the same amount of wage income.

Federal Investments

- *Energy Security and Climate Change*: Provides the following investments into the American energy sector aimed at bringing down consumer energy costs, increase energy security, and reduce greenhouse gas emissions, with the goal of reducing roughly 40% of emissions by 2030:
 1. **Lower Consumer Energy Costs**: Includes direct consumer incentives to buy energy efficient and electric appliances, clean vehicles, and rooftop-solar, with significant funding for lower-income households and disadvantaged communities. Funding programs include, but are not limited to, the following:
 - \$9 billion in home energy rebate programs.
 - 10 years of consumer tax credits to make homes energy efficient by making rooftop solar, electric HVAC and water heaters more affordable.
 - \$4,000 in consumer tax credits for individuals to buy used-clean vehicles, and up to \$7,500 in tax credits to buy a new clean vehicle.
 - \$1 billion in grants to make affordable housing more energy efficient.
 2. **American Energy Security and Domestic Manufacturing**: Provides significant investments in on-shore clean energy manufacturing in the United States across the entire supply chain spectrum for clean energy and transportation technologies, including, but not limited to, the following investments:
 - \$30 billion in tax credits to accelerate the manufacturing of solar panels, wind turbines, batteries, and the minerals necessary for their production within the United States.
 - \$20 billion in loans to build new clean vehicle manufacturing facilities in the United States.
 - \$10 billion in investment tax credits to build clean technology manufacturing facilities.
 - \$2 billion in grants to retrofit auto manufacturing facilities to transition to clean vehicle manufacturing.
 - \$2 billion for the National Labs to perform accelerated groundbreaking energy research.
 - \$500 million for the Defense Production Act to produce heat pumps and critical mineral processing capabilities.
 3. **Decarbonize the Economy**: The IRA aims to reduce emissions in every sector of the economy through tax credits for the sourcing of clean electricity and energy storage, including:

- \$30 billion in grants for states and electric utilities to accelerate the transition to clean electricity.
 - Tax credits and grants to incentivize the transition to clean fuels and clean commercial vehicles to reduce emissions in the transportation sector and reduce emissions in the industrial manufacturing process.
 - Over \$9 billion for the Federal procurement of American-made clean technologies to build a stable market for eco-friendly products, including \$3 billion for the United States Postal Service to purchase zero-emission vehicles; a methane emissions reduction program to reduce leaks from natural gas production and distribution.
 - \$27 billion in the clean energy technology accelerator to support the deployment of emission reduction technologies.
4. **Invest in Communities and Environmental Justice:** More than \$60 billion in environmental justice initiatives to drive investment into historically disadvantaged communities, which includes:
- \$3 billion in Environmental and Climate Justice Block Grants to address environmental and public health harms related to pollution and climate change.
 - \$3 billion in the Neighborhood Access and Equity Grants Program to improve equitable, safe, and affordable access to transportation with grants to reconnect communities divided by existing infrastructure and support equitable transportation planning and community engagement.
 - \$3 billion in Grants to Reduce Air Pollution at Ports to support the purchase and installation of zero-emission technologies.
 - \$1 billion to purchase clean heavy-duty vehicles such as school buses, transit buses and garbage trucks.
5. **Farmers, Forestland Owners, and Resilient Rural Communities:** Invests billions of dollars into rural communities, including clean energy development in these communities by providing more than \$20 billion to support climate-smart agricultural practices; \$5 billion to support healthy forests; \$2.6 billion in grants to conserve and restore coastal habitats; and tax credits and grants to support the domestic production of biofuels.
- *Affordable Care Act Extension:* The *Inflation Reduction Act of 2022* will extend the expanded Affordable Care Act health insurance subsidies program for three years, through 2025.

WRDA Passes the Senate

On July 28th, the Senate passed an amended House version of the House Water Resources Development Act in a 93-1 vote. This bill would authorize more than 100 USACE construction projects, programs and studies. There are also 30 new projects for USACE worth \$34 billion focused on navigation, flood control, ecosystem restoration and disaster risk management. It would authorize 36 new feasibility studies between new projects and modifications while also authorizing \$1 billion for 34 new infrastructure projects. \$85 million is also provided each year through FY27 for new financial account dedicated to research and development. The bill now will go back to the House for conferencing.

Wildfire Bill Passes House Before August Recess

On July 29th, the House passed the bill [H. R. 5118](#) in a 218-199 vote. The 49-bill wildfire package includes provisions that authorize additional funding from the IIJA, set the federal firefighter pay at a minimum of \$20 per hour, build drought resilient infrastructure, increase hiring at the Forest Service agency, and implements a 10-year strategy for wildfire mitigation and prevention. Senator Feinstein applauded the House passage and stated, “droughts are wildfires are my top priority”. The Senator said she will ensure the Senate Energy and Natural Resources Committee passes similar legislation later this year.

To view the bill text, click [here](#).

For a one-page summary of the bill click [here](#).

For Senator Feinstein’s press release click [here](#)

For the House voting record click [here](#).

Fiscal Year 2022 Railroad Crossing Elimination Grant Program

The Federal Railroad Administration (FRA) Office of Passenger and Freight Programs is now accepting applications for the FY22 Railroad Crossing Elimination Grant Program, which will aim to fund highway-rail or pathway-rail grade crossing improvement projects that focus on improving the safety and mobility of people and goods. Recipients will focus their programs on improving infrastructure to enhance rail safety, improving the health and safety of communities, eliminating highway-rail and pathway-rail grade crossings that are frequently blocked by trains, and reducing the impacts these inefficiencies have on underserved communities. The program will also seek to fund projects that reduce greenhouse gas emissions, address environmental injustice and racial inequities, and help produce union-supported jobs.

Eligible Entities: State, including the District of Columbia, Puerto Rico, and other United States territories and possessions; A political subdivision of a State; A federally recognized

Indian Tribe; A unit of local government or a group of local governments; A public port authority; A metropolitan planning organization; A group of any of these entities.

Total Program Funding Available: \$573.26 million.

Required Cost Sharing or Match: This solicitation requires a cost match of at least 20% of the total project cost.

Application Deadlines: October 4th, 2022 at 5:00 PM EST.

Additional program information available [here](#).

Reconnecting Communities Pilot Discretionary Grant Program

The Department of Transportation is now accepting applications for the Reconnecting Communities Pilot Discretionary Grant Program that aims to reduce inequities across the transportation systems and the communities they effect by addressing the legacy of harm caused by transportation infrastructure, including barriers to opportunity, displacement, damage to the environment and public health, limited access, and other hardships.

The program will provide technical assistance and funding to communities interested in addressing infrastructure barriers, restoring community connectivity and improving peoples' lives by removing, retrofitting, or mitigating transportation facilities such as highways and rail lines that create barriers to community connectivity. DOT will engage economically disadvantaged communities to increase access to affordable and multimodal forms of transportation to daily destinations like jobs, healthcare, grocery stores, schools, places of worship, recreation, and public parks. Grants will be made through two categories: \$50 million for Planning Grants, which will fund the study of removing, retrofitting, or mitigating an existing facility to restore community connectivity and improve public engagement within that community; and \$145 million for Capital Construction Grants, which will carry out a project to destroy, renovate, or replace existing eligible facilities with a new facility that meets the program requirements.

Eligible Entities: State governments; Local governments; Federally recognized Tribal governments; Metropolitan Planning Organizations; and Non-Profit organizations.

Total Program Funding Available: \$195 million

Required Cost Sharing or Match: This solicitation requires a cost match of 20% for planning grants and 50% for capital construction grants.

Application Deadlines: October 13th, 2022 at 11:59 PM EST.

Additional program information available [here](#).



Monthly Legislative Report – August 2022

August Advocacy Meetings

Congressman Lou Correa (D-CA) – We have been in close contact with Congressman Correa and his staff to discuss the Santa Ana-Garden Grove Rails to Trails earmark request included in the House Appropriations bill for \$750,000. We discussed support for OCTA's RAISE and Low- and No-Emission grant applications. We also transmitted an invitation to Congressman Correa to attend the 50th Anniversary of providing bus service in Orange County and discussed scheduling with his DC staff.

Congresswoman Young Kim (R-CA) – We have been in contact with Congresswoman Kim's senior staff this month to discuss support for OCTA's RAISE and the FY22 Low- and No-Emission grant applications. We also discussed the next steps for the OC Loop – Segment A and B (La Habra and Brea) and SR-91 (Lakeview to SR-55) Community Project Funding requests.

Congressman Mike Levin (D-CA) – We were in contact with Congressman Levin's office to discuss the next steps for the SR-74 Improvements earmark request included in the House Appropriations bill. We also discussed support for OCTA's RAISE and Low- and No-Emissions grant application.

Congresswoman Judy Chu (D-CA) – We have been on contact with Congresswoman Chu's office to continue discussions on a possible end of the year tax bill and/or tax extenders bill. We have also been discussing the continuation of the BAB subsidy that was included in the ARPA legislation. At the end of the 2021, Congress moved to prevent PAYGO from applying to ARPA in 2022 but failed to provide a permanent fix to the problem. The Congresswoman's Ways and Means staff indicated that there are ongoing negotiations with House and Senate Leadership regarding the possibility of extending this subsidy for another year.

Congresswoman Michelle Steel (R-CA) – We were in contact with Congresswoman Steel's staff to discuss the Build America Bonds and the possible elimination of payments to issuers on direct pay bonds if Congress does not act to extend the subsidy for another year in the possible end of the year tax bill. We also transmitted an invitation to Congresswoman Steel to attend the 50th Anniversary of providing bus service in Orange County.

Congresswoman Katie Porter (D-CA) – We were in contact with the Congresswoman's staff to discuss transportation programs included in the Inflation Reduction Act and the

possible eligibility of OCTA as a direct recipient for the zero-emission vehicle grant programs.

Congresswoman Linda Sanchez (D-CA) – We met with Congresswoman Sanchez and her staff this month discuss the Build America Bonds and the inclusion of possible language to extend the BAB subsidy in the end of the year tax bill.

Congressman Alan Lowenthal (D-CA) – We met with Congressman Lowenthal and his staff this month to discuss support for the RAISE and Low- and No-Emissions grants. We also discussed with his staff a provision in the IRA legislation (SEC. 60101. CLEAN HEAVY-DUTY VEHICLES) that would provide \$600M in grants for the following: (1) the incremental costs of replacing an eligible vehicle that is not a zero-emission vehicle with a zero -emission vehicle, as determined by the Administrator based on the market value of the vehicles; (2) purchasing, installing, operating, and maintaining infrastructure needed to charge, fuel, or maintain zero-emission vehicles.; (3) workforce development and training to support the maintenance, charging, fueling, and operation of zero-emission vehicles; and (4) planning and technical activities to support the adoption and deployment of zero-emission vehicles. Because there were no amendment opportunities for IRA legislation to expand eligibility, we discussed other ways to make OCTA an eligible entity for this grant program as it is further developed and/or amended in future legislation.

Senator Dianne Feinstein (D-CA) – We met with Senator Feinstein’s staff multiple times this month to discuss support for RAISE grants and FY22 Low- and No-Emission grants and transportation programs that are included in the Inflation Reduction Act.

Senator Alex Padilla (D-CA) – We have been in communication with Senator Padilla’s staff this month to discuss RAISE grants that the U.S. DOT released this month. We also discussed OC Loop and the Santa Ana-Garden Grove Rails to Trails requests that were not included in the Senate bill, but they were included in the House bill. We discussed the next steps for the appropriations requests.

Inflation Reduction Act of 2022 (Budget Reconciliation)

On August 12th, the House returned to Washington briefly to vote on the Senate-passed [H.R. 5376](#) - *Inflation Reduction Act of 2022*. The bill, which passed both chambers without any Republican support, aims at reducing Medicare costs, expanding and creating tax credits and grants for investments in renewable energy infrastructure and R&D. Notably, the bill included funding for zero emission truck programs, and port emission reduction investments. An updated one-page factsheet can be found [HERE](#). The full text of the bill can be found [HERE](#).

FY22 Low- and No-Emission and Bus and Bus Facilities Awards

On August 16th, the Department of Transportation fully announced the award recipients for the FY22 Low- and No-Emission and Bus and Bus Facilities programs. The program provided \$1.66 billion in grants to transit agencies, territories, and states to invest in bus fleets and facilities. The Orange County Transportation Authority received \$2,507,895 to buy zero-emission buses to improve air quality and paratransit service for riders with disabilities. To view the award announcement click [HERE](#).

Advanced Transportation and Congestion Management Technologies Deployment (ATCMTD) Project Awards

On August 10th, the FHWA announced the winners of the Advanced Transportation and Congestion Management Technologies Deployment for FY21. Only 10 projects were awarded out of the 35 applicants. The total awarded amount was \$45.2 million. The Orange County Transportation Authority was not selected as one of the 10 awarded entities. To view the applicants and award winners click [HERE](#).

\$750 Million IIJA Program Request for Information

On August 3rd, the White House and the Department of Energy announced a Request for Information to receive public comments on the \$750 million Advanced Energy Manufacturing and Recycling Grant Program. The program is part of the IIJA and aims to incentivize clean energy property projects and greenhouse gas emission reduction projects. The RFI responses must be submitted before 5 P.M. ET on September 16th. To view the announcement click [HERE](#).

Intercity Passenger Rail Grants

On August 18th, the USDOT awarded over \$233 million to 11 projects in 8 states for passenger rail service upgrades. The FRA's Federal State Partnership for Intercity Passenger Rail Program will see an increase of \$7.2 billion annually for the next five years from the IIJA. The FRA will make the next FY22 Partnership Program funds available this fall through a Notice of Funding Opportunity. To view a fact sheet for the Federal-State Partnership for Intercity Passenger Rail Grant Program click [HERE](#).

Justice 40 Programs Announced

On August 18th, the USDOT released a list of programs that are part of the Justice 40 initiative, which aims to provide 40% of the climate, clean energy, and other investments to disadvantaged or underserved communities. Justice 40 also aims to increase affordable transportation, improve access to quality of life in disadvantaged communities, and to prioritize these repeated investments in every state and territory. The Department

announced 39 programs under the FWHA, FRA, FTA, MARAD, and OST that follow the Justice 40 initiative. The full list of programs can be seen [HERE](#).

Fiscal Year 2022 Building Resilient Infrastructure and Communities (BRIC)

The Building Resilient Infrastructure and Communities (BRIC) program makes federal funds available to states, U.S territories, Indian tribal governments, and local communities for pre-disaster mitigation activities. With a general focus on disasters, risks, and hazards, including those associated with climate change, the guiding principles of the program are to:

- (1) Support state and local governments, tribes, and territories through capability- and capacity-building to enable them to identify mitigation actions and implement projects that reduce risks posed by natural hazards.
- (2) Encourage and enable innovation while allowing flexibility, consistency, and effectiveness.
- (3) Promote partnerships and enable high-impact investments to reduce risk from natural hazards with a focus on critical services and facilities, public infrastructure, public safety, public health, and communities.
- (4) Provide an opportunity to reduce future losses and minimize impacts on the Disaster Relief Fund.
- (5) Promote equity, including by helping members of overburdened and underserved groups and prioritizing 40 percent of the benefits to disadvantaged communities as referenced in Executive Order (EO) 14008: Tackling the Climate Crisis at Home and Abroad in line with the Administration's Justice40 Initiative.
- (6) Support the adoption and enforcement of building codes, standards, and policies that will protect the health, safety, and general welfare of the public, taking into account future conditions, prominently including the effects of climate change, and have long-lasting impacts on community risk reduction, including for critical services and facilities and for future disaster costs.

Eligibility: State governments, Native American tribal governments (Federally recognized).

Total Program Funding Available: \$2.295 billion

Required Cost Sharing or Match: Yes.

Additional program information available [HERE](#).

(PROTECT) FORMULA Program

Please note that a separate competitive grant solicitation under the PROTECT program authorization will be issued later this year. The below overview refers to the formula funding portion of the program and we strongly recommend reaching out to your respective State Department of Transportation and/or Metropolitan Planning Organization (MPO) if available to discuss further.

The Promoting Resilient Operations for Transformative, Efficient, and Cost-Saving Transportation (PROTECT) Grant Program aims to help States and communities better prepare for and respond to extreme weather events including wildfires, flooding, and extreme heat. This program will make funding available to States to ensure that

transportation infrastructure becomes more resilient to future weather events and natural disasters by focusing efforts on planning, construction improvements to existing infrastructure, shoring-up evacuation routes, and through addressing at-risk highway infrastructure.

Eligible improvements can involve the adaptation of existing infrastructure or new construction to ensure community safety by ensuring its ability to withstand extreme weather and physical hazards. Eligible project choices may include the use of natural or green infrastructure to buffer storm surges and provide flood protection, as well as aquatic ecosystem restoration. Projects funded through the PROTECT formula program can also improve the resilience of transportation networks that serve traditionally underserved and underrepresented communities, particularly during natural disasters and evacuations. Local communities are encouraged to be in touch with their MPO's and State DOT's about this formula grant funding.

Eligibility: A State may only use its PROTECT Formula Program funds for eligible activities and eligible costs (see below) associated with –

- highway projects eligible under Title 23, U.S.C.;
- public transportation facilities or services eligible under chapter 53 of title 49, U.S.C.; or
- port facilities, including facilities that connect ports with other modes of transportation, improve the efficiency of evacuations and disaster relief, or aid transportation. [§ 11405; 23 U.S.C. 176(c)(3)(B)]

Total Program Funding Available: \$1.403 billion in FY 2022

Required Cost Sharing or Match: This solicitation generally requires a cost match of 20%.

Additional program information available [HERE](#).

Fiscal Year 2022 Railroad Crossing Elimination Grant Program

The FY 2022 Railroad Crossing Elimination Grant Program will aim to fund highway-rail or pathway-rail grade crossing improvement projects that focus on improving the safety and mobility of people and goods. Recipients will focus their programs on improving infrastructure to enhance rail safety, improving the health and safety of communities, eliminating highway-rail and pathway-rail grade crossings that are frequently blocked by trains, and reducing the impacts these inefficiencies have on underserved communities. The program will also seek to fund projects that reduce greenhouse gas emissions, address environmental injustice and racial inequities, and help produce union-supported jobs.

Eligible Entities: State, including the District of Columbia, Puerto Rico, and other United States territories and possessions; A political subdivision of a State; A federally recognized Indian Tribe; A unit of local government or a group of local governments; A public port authority; A metropolitan planning organization; A group of any of these entities.

Total Program Funding Available: \$573.26 million.

Required Cost Sharing or Match: This solicitation requires a cost match of at least 20% of the total project cost.

Application Deadlines: October 4th, 2022 at 5:00 PM EST.

Additional program information available [HERE](#).



September 15, 2022

To: Legislative and Communications Committee 
From: Darrell E. Johnson, Chief Executive Officer
Subject: Update on Diversity Outreach and Inclusion Efforts

Overview

The Orange County Transportation Authority is continuing its effort to conduct comprehensive and meaningful outreach to Orange County's growing diverse communities. This report provides an annual update on the progress of the diversity and inclusion efforts that are part of milestones in the 2022 Board of Directors and Chief Executive Officer Strategic Initiatives and Action Plan as well as plans to meet the future needs of diverse community members.

Recommendation

Receive and file as an information item.

Background

The Orange County Transportation Authority (OCTA) continues to work with community members and organizations that represent diversity in Orange County, such as ethnic groups, disadvantaged communities, and other under-represented people. More than a decade ago, OCTA's diversity work primarily centered on partnering with ethnic business groups to conduct procurement outreach at business expos, conferences, and other events. OCTA has leveraged those strong relationships with diverse business organizations over the past years by now engaging with the business community on OCTA's other transportation efforts beyond procurement such as transit marketing programs, capital improvement projects, and planning studies. Since then, OCTA's diversity outreach and inclusion efforts have continued to expand significantly to provide public involvement opportunities with Orange County's ethnic communities, and other hard-to-reach stakeholders. In addition to playing an important role in communications and planning, diversity outreach and inclusion efforts have become part of the agency's 2022 Board of Directors (Board) and Chief Executive Officer (CEO) Strategic Initiatives and Action Plan.

Discussion

As coronavirus (COVID-19) restrictions have eased, the OCTA Diversity Outreach staff has returned to more face-to-face outreach with community members and organizations that serve Orange County's diverse audiences. Staff continues to build meaningful relationships with diverse communities helping to break down barriers that may discourage people or limit their involvement in OCTA's decision-making process. Through these outreach efforts, OCTA continues to foster relationships with numerous civic, social, business, and faith communities. The involvement and support of stakeholders that represent diversity are essential to the success of capital projects, planning studies, and transit programs.

OCTA Diverse Community Outreach Trust-Building Campaign

Introduced in early 2021, the OCTA Trust-Building Campaign was designed to help cultivate trust and increase awareness of OCTA among two key constituencies — Spanish- and Vietnamese-language speakers, which are the two largest non-English language populations in Orange County. This 18-month campaign included a communications program with culturally effective messages to enhance understanding of OCTA and its capital projects, transit programs, and planning studies by using compelling language and cultural references along with ambassadors and other influencers to inform the targeted community members.

During the course of the program, staff participated in community events and cultural festivals to inform diverse community members and other under-served populations about OCTA. Staff participated in 118 different events and meetings, engaging with cultural groups, community-based organizations, educational institutions, civic groups, and business associations. More than 70 percent of the events were in-person, including pop-ups at Northgate Markets, Asian markets, faith organizations, senior centers, and other gathering spaces. Staff worked to solicit comments, suggestions, and recommendations during both phases of the Making Better Connections Study and for the Youth Ride Free Pass. Additionally, staff distributed information to promote the Welcome Back Campaign, Value Pass for OC Bus, progress of the Interstate 405 (I-405) Improvement Project, updates for the OC Streetcar Project, as well as numerous planning studies including the Directions 2045 Long-Range Transportation Plan.

During these events, staff leveraged their strong relationships with the Latinx and Vietnamese American communities, specifically with the news media, cultural ambassadors/influencers, and community leaders. These major events served as an important way to engage with OCTA's target audiences by

establishing a direct line of communication to gain a better understanding of what types of media these communities prefer and how they prefer to stay informed. During the course of the Trust-Building Campaign, staff reached more than 26,000 community members and more than 2,300 businesspeople representing diverse organizations and businesses in Orange County.

Staff also utilized both traditional communications and outreach tactics along with advertising in Spanish and Vietnamese television, radio, newspapers, and social media sites to promote OCTA projects. This included news stories and paid advertisements in the region's increasingly influential ethnic media. Staff developed and placed ads in the materials for the Orange County Hispanic Chamber of Commerce's Estrella Awards event, as well as in Excelsior, Nguoi Viet, and La Ranchera for Mother's Day in Vietnamese and Spanish to promote phase two of the Youth Ride Free Pass, consistently ensuring that images and language are both relevant and compelling to the audience.

Building and Expanding Partnerships with Orange County Organizations

During last nine years, staff has expanded outreach beyond the business community and in the past year, strengthened outreach efforts with key organizations that service the diverse populations of Orange County, including LGBTQ Center OC, CalOptima, Boys and Girls Clubs of Central Orange County, Latino Health Access, Jamboree Housing Corporation, Orange County Social Services Agency and Family Resource Centers, and others. These groups not only help OCTA provide resources and information about transportation but also serve as places of community and connection — especially important to diverse and disadvantaged communities.

Staff attended virtual meetings and in-person community events hosted or supported by these organizations to share presentations and provide OCTA materials and other written and digital content. Staff is actively identifying 15 to 20 additional business and community organizations to include in future outreach by identifying mutual interests and establishing ongoing communications. These organizations have indicated that their strong partnerships with OCTA have been beneficial.

Contracts Administration and Materials Management Support

Staff worked closely with OCTA's Contracts Administration and Materials Management (Camm) department to engage disadvantaged and minority-owned businesses by attending chamber of commerce events, mixers, and luncheons to share procurement opportunities. During the past year, staff coordinated a small-business workshop with the Small Business Development

Center Orange County attended by 89 minority small businessowners. This resulted in an increase in registrations for CAMM NET, OCTA's online procurement portal. Staff continues contributing to OCTA's goals by developing internal action plans for diversity, equity, and inclusion and belonging, including actively contributing to two internal task forces.

COVID-19 Update and Issues Management

Staff worked with the OCTA Public Information Office to provide Spanish- and Vietnamese-language support for in-language messaging and translations for changes affecting external audiences and stakeholders. This included the development of timely, relevant, and reliable communications materials, including press releases, social media, website content, and other materials. Staff also participated in two Spanish-language television interviews with Univision 34 and EstrellaTV during the potential OC Bus stoppage issue.

Diverse Community Leaders Group

OCTA's Diverse Community Leaders group continues to play an important role in providing valuable feedback to OCTA while learning about OCTA's transportation updates and plans. The quarterly Diverse Community Leaders group is comprised of influential community, business, faith, and education leaders representing diverse communities. The group was presented with updates and provided their feedback on the new federal infrastructure bill, transit programs for the Youth Ride Free Pass, the Welcome Back Campaign, OCTA's Active Transportation Program, the I-405 Improvement Project, the Directions 2045 Long Range Transportation Plan, the College Pass Program, information on the new OC Bus app, state funding for the State Route 55 Improvement Project, and other projects.

Summary

OCTA continues to focus on reaching ethnically diverse communities and other under-represented populations, especially with in-person events and partnerships with community-based organizations that serve disadvantaged people. OCTA continues to build and cultivate relationships based on trust and position the agency for future success to help deliver the Board strategic initiatives of enhanced engagement with diverse and disadvantaged communities.

Attachment

None.

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DIVERSITY

OUTREACH & INCLUSION



OCTA PROJECTS & PROGRAMS



I-405 IMPROVEMENT

BUS SERVICE CHANGE

OC STREETCAR

PLANNING STUDIES

MAKING BETTER CONNECTIONS

WELCOME BACK CAMPAIGN

YOUTH RIDE FREE PASS

CAMPAIGN GOAL

INITIATE A
TRUST-BUILDING PROGRAM
WITH ORANGE COUNTY'S HARD-TO-REACH
SPANISH & VIETNAMESE
SPEAKERS
SO THEY
FEEL CONNECTED
WITH OCTA



OVERVIEW OF DELIVERABLES



VIRTUAL/HYBRID
AND IN-PERSON
EVENTS



PUBLIC RELATIONS
AND GRASSROOTS
EFFORTS



ADVERTISEMENTS



COLLATERAL
MATERIAL WITH
CULTURAL
RELEVANCY



CULTURAL
AMBASSADORS

TOGETHER, WE'LL GO FAR!



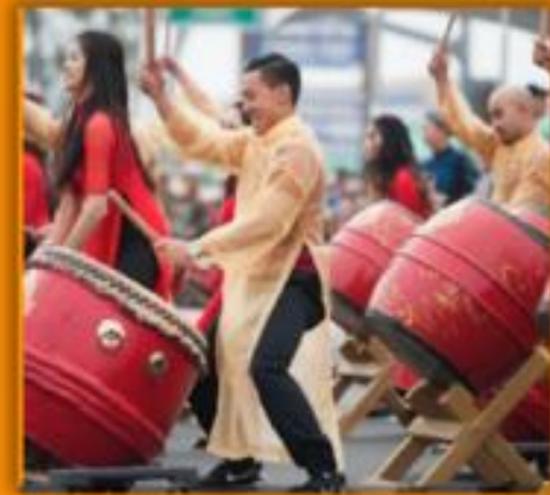
***¡CONTIGO
A DONDE SEA!***



TOGETHER, WE'LL GO FAR!



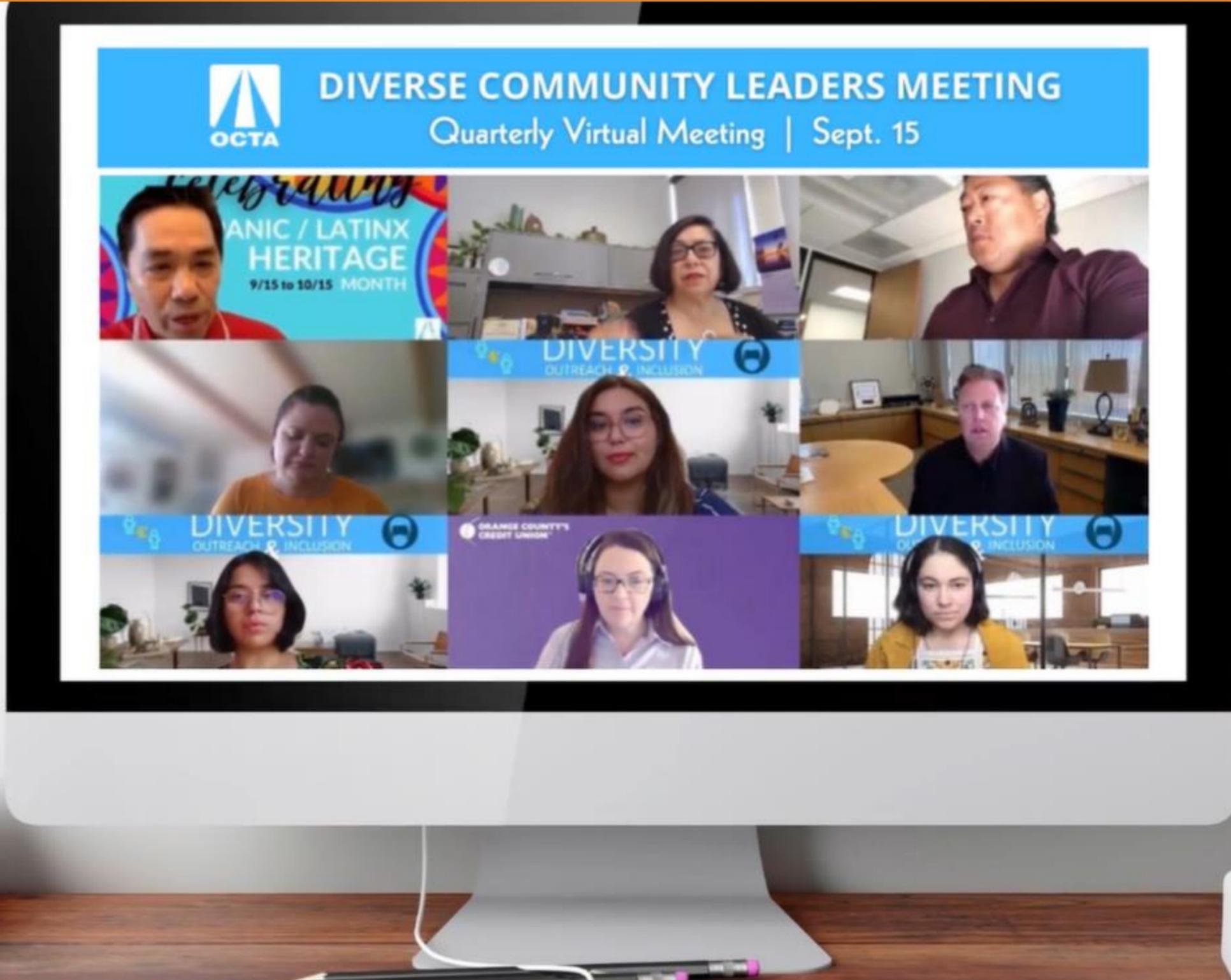
**ĐOÀN KẾT,
CHÚNG TA
CÙNG TIẾN XA**



PARTNERSHIPS WITH ORANGE COUNTY ORGANIZATIONS



OCTA DIVERSE COMMUNITY LEADERS



OCTA Diverse Communities TRUST-BUILDING CAMPAIGN

Measurable & Meaningful RESULTS



- 90** BOOTH VISITORS
- 300** IN AUDIENCE during announcement
- 28** SURVEYS COMPLETED
- 60** BROCHURES DISTRIBUTED
- INFORMATION SHARED**
 - Youth Ride Free Pass
 - Welcome Pass
 - Long-Range Transportation Plan
 - I-405 Improvement Project

DIVERSITY

OUTREACH & INCLUSION



RESULTS





QUESTIONS OR COMMENTS?