



AGENDA

Legislative and Communications Committee Meeting

Committee Members

Laurie Davies, Chair
Lisa A. Bartlett, Vice Chairwoman
Barbara Delgleize
Michael Hennessey
Gene Hernandez
Donald P. Wagner

Orange County Transportation Authority
Headquarters
Conference Room 07
550 South Main Street
Orange, California

Thursday, October 15, 2020 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, telephone (714) 560-5676, no less than two (2) business days prior to this meeting to enable OCTA to make reasonable arrangements to assure accessibility to this meeting.

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.

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.

Guidance for Public Access to the Board of Directors/Committee Meeting

On March 12, 2020 and March 18, 2020, Governor Gavin Newsom enacted Executive Orders N-25-20 and N-29-20 authorizing a local legislative body to hold public meetings via teleconferencing and make public meetings accessible telephonically or electronically to all members of the public to promote social distancing due to the state and local State of Emergency resulting from the threat of Novel Coronavirus (COVID-19).

In accordance with Executive Order N-29-20, and in order to ensure the safety of the Orange County Transportation Authority (OCTA) Board of Directors (Board) and staff and for the purposes of limiting the risk of COVID-19, in-person public participation at public meetings of the OCTA will not be allowed during the time period covered by the above-referenced Executive Orders.

Instead, members of the public can listen to AUDIO live streaming of the Board and Committee meetings by clicking the below link:

<http://www.octa.net/About-OCTA/Who-We-Are/Board-of-Directors/Live-and-Archived-Audio/>



Guidance for Public Access to the Board of Directors/Committee Meeting (Continued)

Public comments may be submitted for the upcoming Board and Committee meetings by emailing them to boardofdirectors@octa.net.

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.

In order to ensure that staff has the ability to provide comments to the Board Members in a timely manner, please submit your public comments **30 minutes prior to the start time of the Board and Committee meeting date.**

Call to Order

Roll Call

Pledge of Allegiance

Director Davies

1. Public Comments

Special Calendar

2. Conference Call with State Legislative Advocate Moira Topp
Moira Topp/Lance M. Larson

An update of Legislative items in Sacramento will be provided.

Consent Calendar (Items 3 and 4)

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.

3. Approval of Minutes

Approve the minutes of the Legislative and Communications Committee meeting of August 20, 2020.



4. Agreement for Rideshare and Vanpool Marketing, Design, and Advertising Services
Kristopher Hewkin/Maggie McJilton

Overview

On July 8, 2020, the Orange County Transportation Authority released a request for proposals for consultant support for rideshare and vanpool marketing, design, and advertising services. Proposals were received in accordance with Orange County Transportation Authority procurement procedures for professional and technical services. Board of Directors' approval is requested to execute an agreement for rideshare and vanpool marketing, design, and advertising services.

Recommendations

- A. Approve the selection of Brown Marketing Strategies, Inc. to provide rideshare and vanpool marketing, design, and advertising services.
- B. Authorize the Chief Executive Officer to negotiate and execute Agreement No. C-0-2206 between the Orange County Transportation Authority and Brown Marketing Strategies, Inc. in the amount of \$570,000, to provide rideshare and vanpool marketing, design, and advertising services for a two-year term, with a one-year option term.

Regular Calendar

5. Agreement for State Legislative Advocacy and Consulting Services
Kristin Jacinto/Lance M. Larson

Overview

On June 22, 2020, the Board of Directors approved the release of a request for proposals for state legislative advocacy and consulting services to begin when the present term for these services expires on December 31, 2020. One proposal was received and evaluated 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 for these services.



5. (Continued)

Recommendations

- A. Approve the selection of Topp Strategies, LLC, as the firm to provide state legislative advocacy and consulting services.

- B. Authorize the Chief Executive Officer to negotiate and execute Agreement No. C-0-2369 between the Orange County Transportation Authority and Topp Strategies, LLC, in the amount of \$420,000, for a two-year initial term, effective January 1, 2021 to December 31, 2022, with two, two-year options, to perform state legislative advocacy and consulting services.

6. Federal Legislative Status Report

Dustin J. Sifford/Lance M. Larson

Overview

An update is provided on efforts in Congress to enact appropriations bills and additional economic stimulus legislation. An overview is provided of a hearing on transportation equity.

Recommendation

Receive and file as an information item.

7. Draft 2021-22 State and Federal Legislative Platforms

Dustin J. Sifford/Lance M. Larson

Overview

Initial drafts of the 2021-22 State and Federal Legislative Platforms have been prepared for consideration by the Board of Directors.

Recommendation

Direct staff to continue developing the initial drafts of the 2021-22 State and Federal Legislative Platforms and prepare subsequent drafts for final approval.



8. 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 update on the progress of the diversity and inclusion efforts as well as plans to meet the future needs of community members who are increasingly diverse.

Recommendation

Receive and file as an information item.

Discussion Items

9. Chief Executive Officer's Report

10. Committee Members' Reports

11. Closed Session

There are no Closed Session items scheduled.

12. Adjournment

The next regularly scheduled meeting of this Committee will be held at **9:00 a.m. on Thursday, November 19, 2020**, at the Orange County Transportation Authority Headquarters, Conference Room 07, 550 South Main Street, Orange, California.