



October 28, 2019

To: Members of the Board of Directors

From: Darrell E. Johnson, Chief Executive Officer *Hermette Shyne for*

Subject: Approval to Release Request for Proposals for Continuing Public Outreach for Interstate 405 Improvement Project

Overview

Staff is requesting Board of Directors' approval to release a request for proposals for public outreach consultant services for the Interstate 405 Improvement Project. These services are needed to continue the community outreach efforts during the construction phase of the project which spans the area between State Route 73 and Interstate 605. A draft request for proposals has been developed to initiate a competitive procurement process to retain a public outreach consultant.

Recommendations

- A. Approve the proposed evaluation criteria and weightings for Request for Proposals 9-1571 to provide public outreach consulting services for the Interstate 405 Improvement Project between State Route 73 and Interstate 605.
- B. Approve the release of Request for Proposals 9-1571 to select a firm to provide continuing public outreach consulting services for the Interstate 405 Improvement Project between State Route 73 and Interstate 605 for a four-year initial term, with an option term of up to 24 months.

Discussion

The Orange County Transportation Authority (OCTA), in cooperation with the California Department of Transportation (Caltrans), is improving the Interstate 405 (I-405) between State Route 73 (SR-73) and Interstate 605 (I-605). The \$1.9 billion I-405 Improvement Project (Project) is adding one regular lane in each direction between Euclid Street and I-605, and a second lane in each direction in the center of the freeway from SR-73 to I-605

that will combine with the existing carpool lanes to form the 405 Express Lanes. The Project includes replacing 18 bridges, widening more than a dozen structures, and building a new Express Lanes connector between SR-73 and I-405. The 16-mile Project also includes construction of 170 sound walls and retaining walls, many of which require direct coordination with residents during construction.

A consultant is currently providing public outreach services to OCTA under an agreement set to expire June 30, 2020. Given the Project scope, complexity, and relevance to the commuting public and major stakeholders, Board of Directors (Board) approval is requested to release a request for proposals (RFP) for a consultant to continue public outreach efforts during the construction phase of the Project and to keep pace with the accelerated nature of a design-build project. More than 10,000 residential and commercial parcels are located within a quarter-mile radius of the Project area, which directly affect seven cities, as well as the community of Rossmore. Extensive outreach efforts are ongoing and need to continue in order to communicate major activities such as bridge closures and demolition, road and freeway closures, and wall construction that directly affect hundreds of residents living adjacent to the I-405 corridor.

These consultant services will aid OCTA and Caltrans with the continuation of development and delivery of communications on a day-to-day basis, and advance public information messages that help the public understand the value and benefits of investments in Orange County's transportation network, as well as temporary construction impacts. The selected consultant will continue implementation of the existing comprehensive I-405 public outreach program. The consultant will continue using a variety of methods and tools, including one-on-one meetings with elected officials, key stakeholders, and members of the business, ethnic, and faith communities; city council and speakers bureau presentations; email newsletters; automated calls; neighborhood meetings; a mobile application; an interactive map; and a Project website. In addition, the consultant will further develop the Project's strong social media presence, engaging numerous project stakeholders simultaneously.

Procurement Approach

OCTA's Board-approved procurement policies and procedures require that the Board approve all RFPs over \$1,000,000, as well as approve the evaluation criteria and weightings. Staff is submitting for Board approval the draft RFP and evaluation criteria and weights, which will be used to evaluate proposals received in response to the RFP.

The proposed evaluation criteria and weights are as follows:

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|-------------------------------------|------------|
| • Qualifications of the Firm | 30 percent |
| • Staffing and Project Organization | 30 percent |
| • Work Plan | 20 percent |
| • Cost and Price | 20 percent |

Several factors were considered in developing the evaluation criteria weightings. Qualifications of the firm is weighted at 30 percent as the consulting firm must have direct public outreach experience on large-scale, highly-complex transportation projects during construction phases. Staffing and project organization is also weighted at 30 percent as the proposed firm must demonstrate an experienced, well-rounded team with a blend of senior and junior level staff having adequate availability, as well as experience working on large construction projects. Work plan is weighted less at 20 percent as the project team would continue implementation of the established comprehensive public outreach program for the Project. Additionally, the project team must demonstrate an understanding of the project scope and challenges and level of effort required. Cost and price is also weighted at 20 percent to ensure the outreach program is delivered efficiently and that OCTA receives value for the services provided.

The contract for this procurement will be for a four-year initial term, with an option term of up to 24 months. The total cost for the initial term is anticipated to be approximately \$3,360,000.

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

Fiscal Impact

The project was approved in OCTA's Fiscal Year 2019-20 Budget, Capital Programs Division, Account 0017-7519-FK101-N31 and Account 0037-7519-A9510-F37 and is funded through Measure M and state and federal funds.

Summary

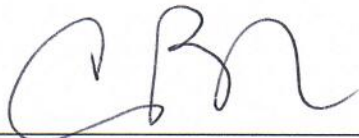
Based on the information provided, staff recommends Board approval of the proposed evaluation criteria and weightings for RFP 9-1571 and the release of RFP 9-1571 for continuing public outreach consulting services for the Interstate 405 Improvement Project between State Route 73 and Interstate 605.

Attachment

- A. Draft Request for Proposals (RFP) 9-1571, Public Outreach for Interstate 405 Improvement Project

Prepared by:

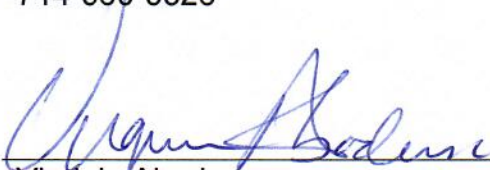
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