



***April 27, 2020***

**To:** Members of the Board of Directors   
**From:** Darrell E. Johnson, Chief Executive Officer  
**Subject:** Approval to Release Request for Proposals for Public Outreach for State Route 55 Improvement Project

### ***Overview***

Staff is requesting Board of Directors' approval to release a request for proposals for public outreach consultant services for the State Route 55 Improvement Project between Interstate 405 and Interstate 5. These services are needed for community outreach efforts during the pre-construction and construction phases of the project. A draft request for proposals has been developed to initiate a competitive procurement process to retain a public outreach consultant.

### ***Recommendations***

- A. Approve the proposed evaluation criteria and weightings for Request for Proposals 0-2104 to provide public outreach consulting services for the State Route 55 Improvement Project between Interstate 405 and Interstate 5.
- B. Approve the release of Request for Proposals 0-2104 to select a firm to provide public outreach consulting services for the State Route 55 Improvement Project between Interstate 405 and Interstate 5 for a five-year initial term, with an option term of up to 36 months.

### ***Discussion***

The Orange County Transportation Authority (OCTA), in cooperation with the California Department of Transportation (Caltrans), is improving State Route 55 (SR-55) between Interstate 405 (I-405) and Interstate 5 (I-5). The \$410.9 million improvement project (Project) will add one regular lane and one high-occupancy vehicle (HOV) lane in each direction, as well as auxiliary lanes between several interchanges. SR-55 is the major freeway route connecting Orange County to Riverside and San Bernardino counties. The Project area includes the cities of Irvine, Santa Ana, and Tustin. The corridor is also a major route for accessing

key business centers, John Wayne Airport, and the beach cities. The four-mile Project includes improvements at five under- and overcrossings, constructing retaining walls and sound walls, reconfiguring on- and off-ramps, and reconstructing a channel. The Project is in the design phase, which is expected to be completed by the end of April 2020. Right-of-way is anticipated to be certified in late 2020, and the Project advertised for construction in late 2020. Construction is scheduled to begin in mid-2021.

A consultant is currently providing public outreach services for the design phase of the Project under an agreement set to expire May 29, 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 consultant services to provide public outreach during the pre-construction and construction phases. More than 15,000 residential and commercial parcels are located within a half-mile of the Project area. In addition, average daily traffic in this area of SR-55 is 261,700 vehicles. Extensive outreach efforts are needed to communicate major activities to residents, business owners, motorists, and key stakeholders such as local agencies, trucking, and tourism industries. The activities may include long- and short-term freeway, ramp, and local street closures, demolition and reconstruction work, and wall construction.

These consultant services will aid OCTA and Caltrans with the development and delivery of communications on a day-to-day basis and provide advance public information messages that help the public understand the value and benefits of investments in Orange County's transportation network, as well as temporary construction impacts. The selected consultant will implement a comprehensive SR-55 public outreach program. The consultant will use a variety of methods and tools, including one-on-one meetings with city representatives, key stakeholders, and members of the business, ethnic, and faith communities; city council and speakers bureau presentations; email newsletters; automated calls; neighborhood meetings; an interactive closures and detours map; and a Project website. In addition, the consultant will build on the Project's social media presence, engaging project stakeholders through multiple channels. The consultant will also develop a variety of print collateral including business lobby displays, closure and detour maps, construction flyers, and door hangers.

### ***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:

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

Several factors were considered in developing the evaluation criteria weightings. Qualifications of the firm is weighted at 20 percent as the consulting firm must have public outreach experience on complex transportation projects during construction phases. Staffing and project organization is 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 demonstrating relevant past experience performing outreach services on large construction projects. Work plan is weighted at 30 percent as the plan must consider the unique needs of a corridor composed primarily of commercial and industrial businesses that also serves motorists commuting from the Inland Empire to Orange County. Additionally, the project team must demonstrate an understanding of the project scope and challenges and level of effort required. Cost and price is 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 five-year initial term, with an option term of up to 36 months. The total cost for the initial term is anticipated to be approximately \$1,750,000.

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 is funded through Measure M and state and federal funds.

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**Summary**

Board approval is requested to release RFP 0-2104 for public outreach consulting services for the State Route 55 Improvement Project between Interstate 405 and Interstate 5 and approval of the proposed evaluation criteria and weights.

**Attachment**

- A. Draft Request for Proposals (RFP) 0-2104, Public Outreach for State Route 55 Improvement Project

**Prepared by:**



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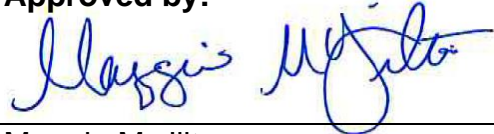
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