



***April 15, 2021***

**To:** Legislative and Communications Committee  
**From:** Darrell E. Johnson, Chief Executive Officer  
**Subject:** Amendment to Agreement for Public Outreach Services for the OC Streetcar Project

***Overview***

On April 24, 2017, the Orange County Transportation Authority Board of Directors approved an agreement with Katz & Associates, Inc., to provide public outreach services for the pre-construction and construction phases of the OC Streetcar project for a four-year initial term with one, one-year option term. Board of Directors' approval is requested to exercise the option term effective June 1, 2021 through May 31, 2022.

***Recommendation***

Authorize the Chief Executive Officer to negotiate and execute Amendment No. 7 to Agreement No. C-6-1526 between the Orange County Transportation Authority and Katz & Associates, Inc., to exercise the one-year option term for continued public outreach services in the amount of \$465,634. This will increase the maximum obligation of the agreement to a total contract value of \$1,790,102.

***Background***

The Orange County Transportation Authority (OCTA), in cooperation with the cities of Santa Ana and Garden Grove, is implementing a modern streetcar system running between the Santa Ana Regional Transportation Center in the City of Santa Ana (City) and the intersection of Harbor Boulevard and Westminster Avenue in the City of Garden Grove. The OC Streetcar project (Project) will improve transit connectivity and accessibility, increase transit options, relieve congestion, and provide benefits to the community and traveling public. The Project is being implemented as part of Measure M2 Project S – Transit Extensions to Metrolink, approved by Orange County voters in November 2006.

Construction of the 4.15-mile Project line involves complex and specialized work, including the installation of embedded track in existing streets, an overhead contact system (OCS) to supply power to the vehicles, stops with canopies, bridges, and a maintenance and storage facility (MSF).

In 2017, OCTA entered into a contract with Katz & Associates, Inc. (Katz) to develop and implement a public communications and community outreach plan for the Project through the pre-construction and construction phases. Katz has successfully implemented the public awareness program for the Project. Tasks have included stakeholder ascertainment, constituent correspondence, social media, digital communications, construction safety messaging, coordinating in-person/virtual presentations and meetings, pop-up events, developing and distributing multilingual collateral, attending construction meetings, and helping establish OCTA as a reliable and accurate source of Project-related information. Katz has also established positive working relationships with key community stakeholders and members of the Project team, including OCTA Public Outreach, the cities of Santa Ana and Garden Grove, the construction management firm, and the contractor.

### ***Discussion***

This is the first modern streetcar to be constructed in Orange County. The nature of OCS outreach is complex and specialized because of the diversity of the project corridor, the proximity to downtown businesses and neighborhoods as well as the current challenges associated with the coronavirus. The multifaceted program serves a comprehensive set of stakeholders, including businesses, residents, student populations, and diverse and disadvantaged communities, and encourages meaningful involvement of all people regardless of ethnicity or socioeconomic background.

Due to delays associated with the start of construction, as well as a significant number of Project challenges such as the number and nature of utility conflicts, contaminated and hazardous soil, and unforeseen conditions that have extended the construction duration, a contract amendment is needed to exercise the option term for an additional 12 months to continue existing successful communications with the motorists, residents, businesses, and surrounding communities. Additionally, late notice construction schedule changes require the outreach team to frequently duplicate noticing efforts via additional canvassing, digital communications and phone calls, incurring added cost.

Exercising the option term will allow Katz to continue providing outreach support for upcoming Project activities including completing track installation, station platform construction, electrification of OCS, vehicle delivery and system testing,

and civil work. Ongoing outreach needs include developing weekly electronic newsletters and social media calendars, developing and canvassing multilingual construction flyers, updating the interactive project map, attending weekly construction meetings, responding to inquiries from the public, translating collateral, and in-person/virtual meeting and event planning.

To maintain Project progression while the cost and schedule is confirmed by the Federal Transit Administration (FTA), supplemental contingency funding was approved by the Board of Directors (Board) on March 22, 2021. Professional services, including an extended performance period for public outreach services, was included in this funding.

Upon completion of FTA's review, staff will return to the Board for a recommendation on the overall Project cost to complete and schedule. Staff will also return to the Board in late 2021 to procure a new public outreach contract for the remainder of the Project.

### ***Procurement Approach***

The procurement was handled in accordance with OCTA's Board-approved procedures for professional services that conform to both federal and state laws. The original agreement was awarded on a competitive basis and includes a four-year initial term for \$1,151,712 and one, one-year option term. The initial term of the agreement expires on May 31, 2021 and was amended as shown in Attachment A.

The proposed Amendment No. 7 is to exercise the option term of the agreement through May 31, 2022. The budget for this amendment is \$465,634, based on the firm's hourly rates and current usage for public outreach services, bringing the total contract value to \$1,790,102. An annual hourly rate escalation was negotiated in the original contract. However, staff from the Contracts Administration and Materials Management Department was able to negotiate with Katz to hold its initial term rates for the option term resulting in an approximate cost savings of \$12,290. Exercising the option term will allow Katz to continue providing public outreach and communications support for the Project through May 31, 2022.

### **Fiscal Impact**

The project was approved in OCTA's Fiscal Year 2020-21 Budget, External Affairs, Account No. 0017-7519-TS010-Z84.

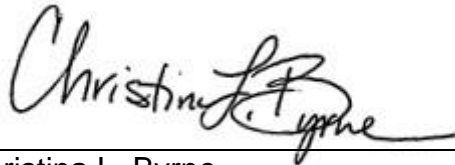
***Summary***

Staff recommends the Board of Directors authorize the Chief Executive Officer to negotiate and execute Amendment No. 7 to Agreement No. C-6-1526 with Katz & Associates, Inc., to exercise the one-year option term, in the amount of \$465,634, for a total contract value of \$1,790,102, for continued public outreach services for the OC Streetcar project.

***Attachment***

- A. Katz & Associates, Inc., Agreement No. C-6-1526, Fact Sheet

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