



### **Agreement for Public Awareness Campaign Services for the OC Streetcar Project**

Consultant services are needed to support development and implementation of a public awareness campaign during the pre-construction and construction phases of the OC Streetcar project. Proposals have been received and evaluated in accordance with the Orange County Transportation Authority's procurement procedures for technical and professional services. Approval is requested to execute a new agreement for these outreach services.

A. Approve the selection of Katz and Associates as the firm to provide community outreach services for the pre-construction and construction phases of the OC Streetcar project.

B. Authorize the Chief Executive Officer to negotiate and execute Agreement No. C-6-1526 between the Orange County Transportation Authority and Katz and Associates, in the amount of \$1,151,712, to provide community outreach services for a public awareness campaign for the OC Streetcar project for a four-year initial term with a one-year option term.