



Orange County Transportation Authority

Legislation Text

File #: 19-2045, **Version:** 1

Consultant Selection for the Safe Travels Education Program Campaign

Consultant services are required to develop the Safe Travels Education Program campaign. In collaboration with the Orange County Health Care Agency, the project aims to improve safety by hosting education and encouragement activities at 25 public elementary schools serving disadvantaged communities in Orange County. Proposals have been 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 for the selection of a firm to perform the required work.

- A. Approve the selection of Alta Planning + Design as the firm to develop the Safe Travels Education Program.
- B. Authorize the Chief Executive Officer to negotiate and execute Agreement No. C-9-1433 between the Orange County Transportation Authority and Alta Planning + Design, in the amount of \$500,000, to develop the Safe Travels Education Program Campaign for a two-year term.