



May 15, 2025

To: Legislative and Communications Committee

From: Darrell E. Johnson, Chief Executive Officer

Subject: Amendment to Agreement for Public Information Marketing Program Services

Overview

On July 25, 2022, the Orange County Transportation Authority Board of Directors approved an agreement with Klein and Klein, Inc. to provide public information marketing program services for a three-year initial term with two, two-year option terms. Board of Directors' approval is requested to exercise the first option term effective July 1, 2025 through June 30, 2027.

Recommendation

Authorize the Chief Executive Officer to negotiate and execute Amendment No. 3 to Agreement No. C-2-2313 between the Orange County Transportation Authority and Klein and Klein, Inc. to exercise the first option term, in the amount of \$350,000, to continue providing public information marketing program services, effective July 1, 2025 through June 30, 2027. This will increase the maximum obligation of the agreement to a total contract value of \$731,000.

Discussion

The Orange County Transportation Authority (OCTA) provides countywide bus service to an area covering approximately 752 square miles. Service includes local fixed-route, paratransit service, community routes, OC Bus Rapid, and Stationlink Metrolink rail feeder service. It is crucial to keep the public informed of transit services and to provide general, baseline communications to current and potential new OC Bus riders to help them navigate OCTA's bus system.

Ongoing customer education programs are necessary to provide awareness of services provided by OCTA to enhance and create a positive perception of the bus riding experience, as well as help identify efficiencies in bus operations and reduce potential costs associated with managing the customer call center. Public

information programs include general communications such as how to ride the bus, where to buy bus passes, information on OC ACCESS, changes to upcoming service changes, and awareness of the benefits of using smart cards and the mobile app.

To assist with the development and implementation of these general and baseline communications for OC Bus services, OCTA requires consultant support to provide various professional services to develop effective communication materials and tactics, including print and digital creative development, copywriting, design, and photography.

Klein and Klein, Inc. (Klein) is currently providing graphic design and production services in support of marketing and customer communications for bus and OCTA programs under an agreement that is set to expire on June 30, 2025. In order to continue to provide these services, an amendment is required to exercise the first option term with Klein.

Procurement Approach

The original procurement was handled in accordance with OCTA's Board of Directors' (Board)-approved policies and procedures for professional and technical services. On July 25, 2022, the Board approved the award of the agreement with Klein to provide public information marketing program services. The original agreement was awarded on a competitive basis and includes a three-year initial term in the amount of \$381,000 and two, two-year option terms. This agreement has been previously amended as shown in Attachment A.

The proposed Amendment No. 3 is to exercise the first option term through June 30, 2027, which will allow Klein to continue providing public information marketing program services. The budget for this amendment is \$350,000, which is based on current and anticipated usage for public information marketing program services. An hourly rate escalation was negotiated in the original contract. However, staff from the Contracts Administration and Materials Management Department were able to negotiate with Klein to hold the initial term rates for the first year of the two-year first option term, resulting in an approximate cost savings of \$10,983. The first option term rates will remain the same as was originally negotiated for the second year of the first option term. Exercising the first option term will allow Klein to continue providing public information marketing program services through June 30, 2027.

Fiscal Impact

This project will be included in OCTA's Proposed Fiscal Year 2025-26 Budget, pending Board approval, People and Community Engagement Division, account nos. 1831-7519-A0001-PKW, 1837-7519-A3311-CRB, 1837-7519-A3311-1GI, 1837-7631-EA710-TQA, and 2147-7519-D4302-17V.

Summary

Staff recommends the Board of Directors authorize the Chief Executive Officer to negotiate and execute Amendment No. 3 to Agreement No. C-2-2313 between the Orange County Transportation Authority and Klein and Klein, Inc., to exercise the first option term, in the amount of \$350,000, effective July 1, 2025 through June 30, 2027, to continue providing public information marketing program services. This amendment will increase the maximum obligation of the agreement to a total contract value of \$731,000.

Attachment

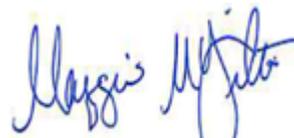
- A. Klein and Klein, Inc., Agreement No. C-2-2313 Fact Sheet

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