




**February 5, 2024**

**To:** Regional Transportation Planning Committee

**From:** Darrell E. Johnson, Chief Executive Officer 

**Subject:** Consultant Selection for Professional Services for the Countywide Signal Synchronization Baseline

### **Overview**

On September 25, 2023, the Orange County Transportation Authority Board of Directors approved the release of a request for proposals to provide professional services to coordinate approximately 2,500 signalized intersections in Orange County as part of the Countywide Signal Synchronization Baseline. Board of Directors' approval is requested to select a firm to perform the required work.

### **Recommendations**

- A. Approve the selection of Iteris, Inc., as the firm to provide professional services for the Countywide Signal Synchronization Baseline.
- B. Authorize the Chief Executive Officer to negotiate and execute Agreement No. C-3-2821 between the Orange County Transportation Authority and Iteris, Inc., in the amount of \$9,630,000, for a five-year term, to provide professional services for the Countywide Signal Synchronization Baseline.

### **Discussion**

In 2019, a decade into the Regional Traffic Signal Synchronization Program (RTSSP), the Orange County Transportation Authority (OCTA) began a study to evaluate and update the program with current traffic and technology trends in mind. This study included continuous coordination and meetings with representatives from all 34 local cities, the County of Orange (County), the California Department of Transportation (Caltrans), and the Orange County Fire Authority. The existing signal synchronization program was found to be successful. The study also identified opportunities to enhance the program, enabling it to better address the goals with minimal impacts and improve the interaction of coordinated corridors when they intersect.

In March 2022, OCTA staff presented the findings of the 2019 study to the OCTA Board of Directors (Board). The study included recommendations for the future of the signal synchronization program beginning with setting a new signal synchronization baseline. Setting a countywide signal synchronization baseline will consist of retiming approximately 2,500 signals throughout the County along regionally significant corridors to avoid any crossing coordination conflicts and ensure signal timing is based on current traffic volumes. A request for information (RFI) was issued to industry professionals to solicit information regarding expected level of effort, current available resources, products, or customized solutions to effectively deliver the countywide baseline project. The responses from the RFI significantly influenced the development of the scope of work task flows, critical path for efficient project delivery, and confirmation of overall project budget.

The 2019 study also recommended that OCTA leverage external funds to improve its signal synchronization network (SSN). In response to those recommendations and after reviewing the information provided in the RFI, OCTA secured grant funds from the Congestion Mitigation and Air Quality (CMAQ) and Surface Transportation Block Grant (STBG) programs to develop a countywide baseline network. The Countywide Signal Synchronization Baseline Project (Project) aims to build and reset the synchronization baseline network for Orange County's SSN for the weekday and weekend peak periods. The selected consultant will be responsible for data collection, timing optimization, implementation, fine-tuning, performance monitoring through data analysis, and continuity testing as OCTA transitions to a new signal synchronization program.

### ***Procurement Approach***

This procurement was managed in accordance with OCTA's Board-approved procedures for professional and technical services that conform to both state and federal laws. Various factors are considered in the award for professional and technical services. The award is recommended to the firm offering the most comprehensive overall proposal considering such factors as prior experience with similar projects, staffing and project organization, work plan, as well as cost and price.

On September 25, 2023, the Board authorized the release of Request for Proposals (RFP) 3-2821, which was electronically issued on CAMM NET. The Project was advertised on September 25 and October 2, 2023, in a newspaper of general circulation. A pre-proposal conference was held on October 4, 2023, with 23 attendees representing 12 firms. Two addenda were issued to make available the pre-proposal conference registration sheets, provide responses to questions received, and handle administrative issues related to the RFP.

On October 23, 2023, two proposals were received. A responsiveness review was conducted and determined that both proposals were responsive to the 15 percent Disadvantaged Business Enterprise goal. An evaluation committee consisting of members from OCTA's Contracts Administration and Materials Management and Strategic Planning departments, as well as representatives from the cities of Buena Park and Irvine met to review both submitted proposals. The proposals were evaluated utilizing the following Board-approved evaluation criteria and weightings:

- |                                     |            |
|-------------------------------------|------------|
| • Qualifications of the Firm        | 20 percent |
| • Staffing and Project Organization | 25 percent |
| • Work Plan                         | 30 percent |
| • Cost and Price                    | 25 percent |

Several factors were considered in developing the evaluation criteria weightings. The qualifications of the firm was weighted at 20 percent as the firm must demonstrate experience with signal synchronization and performance measures of a similar scope and scale. Staffing and project organization was weighted at 25 percent as the firm must demonstrate the level of expertise, resource availability, and involvement for the roles of the proposed project team. The work plan was weighted at 30 percent as the firm's proposed implementation plan and solution must be able to meet the functional and technical requirements and address challenges on a countywide project with multiple stakeholders. Cost and price was weighted at 25 percent to ensure that OCTA receives value for the services provided.

The evaluation committee reviewed the two proposals based on the evaluation criteria and found both firms qualified to perform the required services. The two qualified firms are listed below in alphabetical order:

Firm and Location

Iteris, Inc. (Iteris)  
Santa Ana, California

Kimley-Horn and Associates, Inc. (KHA)  
Orange, California

On December 5, 2023, the evaluation committee conducted interviews with both firms. The interviews consisted of a presentation allowing each firm to present its qualifications, highlight its proposal, and respond to the evaluation committee questions. Each firm also discussed its staffing plan, work plan, and perceived project challenges. Each firm was asked general questions related to qualifications, staffing availability, proposed project organization, and approach to the work plan. Both firms were asked questions specific to their proposals

regarding their teams' approach to the requirements of the scope of work, management of the Project, coordination with the various agencies, and the proposed solutions toward achieving the Project goals.

After considering responses to the questions asked during the interviews, the evaluation committee made no adjustments to the preliminary scores of both firms. Iteris remained the top-ranked firm with the higher cumulative score.

Based on the evaluation of the written proposals and the information obtained during the interviews as well as cost and price, staff recommends Iteris as the top-ranked firm to provide services for the Project. The following is a summary of the proposal evaluation results.

#### **Qualifications of the Firm**

Both firms demonstrated relevant experience providing signal synchronization and performance monitoring services for agencies of similar size and for Orange County agencies participating in this Project.

Iteris was founded in 1987 and has an office located in the City of Santa Ana, California with access to over 460 employees in 16 offices nationwide. Iteris offers smart mobility infrastructure management and patented products that help detect, measure, and manage performance. The firm's recent experience includes Warner Avenue RTSSP, Main Street RTSSP, San Bernardino Valley Coordinated Traffic Signal System (SBVCTSS) and development of a Smart County Master Plan, and performance analytics and third-party data for the Utah Department of Transportation. Iteris has also completed more than 3,000 traffic signal timing or synchronization projects, covering over 27,000 intersections across 20 states that are used to control traffic flow for over 7,500 road miles. Iteris will utilize seven subconsultants. Iteris noted recent partnership with relevant scope to this Project for each subconsultant.

KHA was incorporated in 1967 with over 750 employees in 12 offices in California with a local office in the City of Orange, and access to over 7,500 employees nationwide. KHA is a full-service engineering, planning, and environmental consulting firm. The firm's recent experience includes serving on the OCTA on-call traffic engineering bench of contracts as a subconsultant, SigOps Statewide Traffic Signal Operations Program with the Georgia Department of Transportation, OCTA Traffic Signal Synchronization Master Plan and 2019 study, Program for Arterial System Synchronization by the Bay Area Metropolitan Transportation Commission, and Mobility Management Center Operations Enhancement Project in Austin, Texas. KHA proposed to utilize ten subconsultants, all of which have worked with KHA on past projects.

### Staffing and Project Organization

Both firms proposed experienced project managers, key personnel, and subconsultants with relevant signal synchronization experience.

Iteris proposed a project team with extensive relevant experience where proposed staff have been involved in 70 out of 109 RTSSP projects led by OCTA or local agencies. Iteris' team includes subconsultants that have provided services on a similar scale to other transportation agencies. The proposed project manager has over 35 years of related experience, including managing multiple OCTA RTSSP projects, SBVCTSS, and the Development of a Smart County Master Plan for the San Bernardino County Transportation Authority. The proposed project manager has experience working with multiple stakeholders on a single project and will be responsible for coordinating efforts with all local agencies involved to ensure the Project is completed on time and within budget. Iteris proposed task leads who have over eight years of experience and were selected based on their direct local knowledge of the area to which they are assigned. The task leads have also been involved on past OCTA RTSSP projects and are familiar with the program's requirements.

KHA proposed an experienced and knowledgeable project team. The proposed project manager has over 20 years of experience delivering complex projects and has served as project manager for multiple projects including OCTA's RTSSP projects and OCTA's Traffic Signal Synchronization Master Plan. The deputy project manager has 15 years of experience in transportation engineering and will be responsible for day-to-day subconsultant coordination and administrative tasks. KHA's project team includes qualified and experienced subconsultants that meet the requirements of the scope of work, as well as providing outreach and consensus building services for the local agencies.

### Work Plan

Both firms met the requirements of the RFP, and each firm adequately discussed its approach to the Project.

Iteris presented a comprehensive and viable work plan that demonstrated an understanding of the Project and study area. Iteris' approach to the Project is to divide the study area into six zones to allow a more consistent number of signals in each zone, mindful of city boundaries so that no cities are split into separate zones, other than the City of Anaheim, due to the traffic patterns within the city. The firm proposed to utilize a comprehensive solution in its ClearGuide dashboard platform to provide corridor analytics which has also been used successfully on past OCTA RTSSP projects. Iteris is proposing a three-prong approach to completing the Project, the first of which includes leveraging data-driven decision-making processes. Next, a network-based approach will be utilized to create a "backbone" network that would coordinate with existing

corridors to provide more optimized improvements for a city as a whole. Lastly, a holistic approach will be implemented to involve Caltrans in establishing a project buy-in early on.

During the interview, the project team's presentation demonstrated an understanding of the Project and provided an overview of the different aspects of the Project, including the timing parameters and metrics to incorporate. The Iteris team detailed substantial cost savings in the development of the existing conditions, demonstrating a comprehensive understanding of synchronization challenges unique to each area. The Iteris team highlighted its experience working together on past projects and provided detailed responses to the evaluation committee's questions, further demonstrating its understanding of the Project.

KHA provided a detailed work plan that demonstrated an understanding of the Project scope of work, issues, and risks. The firm's project approach is centered around eight themes, which include: agency coordination and consensus building, concurrent projects, zone-based approach and overlapping areas, efficiency toolkit, corridor signal prioritization index, database management, project execution, and performance metrics. KHA's approach to the study area is to divide the County into four zones to develop optimized timing countywide and keep city boundaries in mind so as to not have a corridor cross two different cities. During the interview, the team discussed its qualifications and provided an overview of the methodology for completing the Project during the presentation with a focus on electronic tools and platforms for data management. While KHA understood the limited resources of the project stakeholders, the proposed solution presented multiple platforms that appeared to require extensive resources to populate, troubleshoot, and coordinate tools and meetings. The team members participated in responding to the evaluation committee's questions with detailed responses.

#### **Cost and Price**

Pricing scores were based on a formula, which assigned the higher score to the lower total firm-fixed price for the tasks to be completed and scored the other proposal's total firm-fixed price based on its relation to the lower total firm-fixed price. Iteris' proposed cost of \$9,630,000 and KHA's proposed cost of \$12,494,408 were both lower than the OCTA project manager's independent cost estimate of \$14,180,000.

Cost savings were realized by both firms due to the amount of existing available data that could be used for the Project. Iteris was the lower overall price and is therefore considered fair and reasonable.

**Procurement Summary**

Based on the evaluation of the written proposals, the firms' qualifications, work plan approach, the information obtained from the interviews, as well as cost and price, the evaluation committee recommends the selection of Iteris as the top-ranked firm to provide professional services for the Project. Iteris delivered a comprehensive proposal and an interview that was responsive to all the requirements of the RFP.

**Fiscal Impact**

The project was approved in OCTA's Fiscal Year 2023-24 Budget, Planning Division, Account No. 0017-7519-SPB01-HP9, and will be funded using the CMAQ and STBG program funds.

***Summary***

Staff requests the Board's authorization for the Chief Executive Officer to negotiate and execute Agreement No. C-3-2821 between OCTA and Iteris, in the amount of \$9,630,000, for a five-year term, for professional services for the Project.

***Attachments***

- A. Review of Proposals, RFP 3-2821, Countywide Signal Synchronization Baseline
- B. Proposal Evaluation Criteria Matrix, RFP 3-2821, Countywide Signal Synchronization Baseline
- C. Contract History for the Past Two Years, RFP 3-2821, Countywide Signal Synchronization Baseline

**Prepared by:**



Alicia Yang  
Project Manager III, Planning  
(714) 560-5362

**Approved by:**



Kia Mortazavi  
Executive Director, Planning  
(714) 560-5741



Pia Veasapen  
Director, Contracts Administration and  
Materials Management  
(714) 560-5619