



May 4, 2026

To: Regional Transportation Planning Committee

From: Darrell E. Johnson, Chief Executive Officer

Subject: Consultant Selection for the Move OC Active Transportation Plan

A handwritten signature in blue ink, appearing to read "Darrell E. Johnson", is written over the "From:" line of the memo.

Overview

On January 6, 2026, the Orange County Transportation Authority released a request for proposals to retain a consultant to develop the Move OC Active Transportation Plan. Proposals were received 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.

Recommendations

- A. Approve the selection of Alta Planning + Design, Inc. as the firm to deliver the Move OC Active Transportation Plan.
- B. Authorize the Chief Executive Officer to negotiate and execute Agreement No. C250113 between the Orange County Transportation Authority and Alta Planning + Design, Inc., in the amount of \$996,576, for a three-year term to deliver the Move OC Active Transportation Plan.

Discussion

The Move OC Active Transportation Plan (Plan) will help guide future development of active transportation infrastructure, programs, policies, and funding strategies that advances efforts to create a county-wide active transportation system that allows people of all ages and abilities can safely and easily choose walking, bicycling, and rolling for their everyday trips. The Plan will provide a goal-driven framework to improve the accessibility, safety, and convenience of active transportation across Orange County. Planning and outreach efforts will be organized around four geographic subregions within the County to ensure the Plan reflects the unique needs of communities. A robust, coordinated and multi-phase public outreach process will shape the development of the Plan's vision, goals, objectives, and performance metrics.

The Orange County Transportation Authority (OCTA) will coordinate with local jurisdictions to compile and analyze a detailed inventory of existing infrastructure, plans, programs, and key data such as demographics, land use, safety records, and mode share. This information, combined with public and stakeholder input, will inform recommendations that are practical, equitable, and aligned with the Plan's long-term vision.

The consultant will support OCTA in developing the Plan by conducting public and stakeholder engagement, coordinating with local jurisdictions and partner agencies, and developing the Plan's vision, goals, objectives, and performance metrics. The consultant will evaluate existing and planned active transportation networks, identify gaps, barriers, and opportunities, and develop prioritized recommendations for infrastructure, programs, policies, and funding strategies. This effort will also include assessing implementation considerations, evaluating funding opportunities, and preparing draft and final plan documents.

OCTA's 2019 Active Transportation Plan, OC Active, was intended to be a resource for local jurisdictions in their pursuit of active transportation funding by providing an inventory of existing Orange County active transportation facilities, identifying gaps in the system, and identifying resources to address these deficiencies. Over the past five years there have been a number of changes in active transportation mobilities types, general transportation patterns, analysis methods, funding availability, and general outlook towards active transportation. Move OC is anticipated to be completed by 2029, and the development will include updates with the Board throughout the development to support ongoing input, decision-making, and final plan adoption. Move OC will help OCTA and Orange County jurisdictions capitalize on new planning and analysis approaches to address these emerging opportunities and challenges.

Procurement Approach

This procurement was handled in accordance with OCTA's Board of Directors (Board)-approved procedures for professional and technical services. Various factors are considered in the award for professional and technical services. 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 January 6, 2026, Request for Proposals (RFP) 250113 was issued electronically on OCTA's e-procurement platform, OpenGov. The RFP was advertised in a newspaper of general circulation on January 6 and January 12, 2026. A pre-proposal conference was held on January 14, 2026, with five attendees representing five firms. Three addenda were issued to make

available the pre-proposal conference presentation and registration sheets, as well as respond to written questions.

On February 4, 2026, five proposals were received. An evaluation committee consisting of OCTA staff from the Contracts Administration and Materials Management, Planning and Analysis, Public Outreach, and Transit Service Planning departments, as well as an external representative from the Southern California Association of Governments (SCAG), met to review all the proposals received.

The proposals were evaluated based on the following 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. Qualifications of the firm criterion was weighted at 20 percent as the proposing firms had to demonstrate experience in performing relevant work of similar scope, size, and complexity. Staffing and project organization criterion was weighted at 25 percent as the qualifications of the proposed project manager and other key task leaders, as well as resource allocation, are critical to understanding the project requirements and ensuring successful performance of the work. Work plan criterion was weighted highest at 30 percent as the firms' proposed technical approach had to demonstrate a comprehensive strategy to meet the project requirements and ensure timely delivery of the work. Cost and price criterion was weighted at 25 percent to ensure that OCTA receives value for the services provided.

On February 18, 2026, the evaluation committee reviewed all proposals based on the above evaluation criteria and short-listed three firms listed below in alphabetical order:

Firm and Location

Alta Planning + Design, Inc. (Alta)
Headquarters: Portland, Oregon
Project Office: Los Angeles, California

Nelson\Nygaard Consulting Associates, Inc. (Nelson)
Headquarters: San Francisco, California
Project Office: Los Angeles, California

TDG Engineering, Inc., an affiliate of Toole Design Group, LLC (Toole)
Headquarters: Silver Spring, Maryland
Project Office: Los Angeles, California

The evaluation committee conducted interviews on February 26, 2026. The interviews consisted of a presentation allowing each firm to demonstrate its understanding of OCTA's requirements. The firms' project managers and key team members had an opportunity to present their qualifications and respond to the evaluation committee's questions. Questions were related to potential challenges in the outreach process, strategies for delivering a successful project, meeting funding and deadline requirements, as well as specific clarification questions related to each firm's proposal.

After considering responses to the questions asked during the interviews, the evaluation committee reviewed the preliminary ranking and made adjustments to individual scores.

Based on the evaluation of the written proposals and the information obtained from the interviews, as well as cost and price, the evaluation committee recommends Alta for consideration of the award to develop the Move OC Active Transportation Plan. The following is a brief summary of the proposal evaluation results.

Qualifications of the Firm

Alta, founded in 1996, is a transportation consulting firm with approximately 200 employees across 14 offices nationwide. The firm proposed its office in the City of Los Angeles for this project. Alta demonstrated relevant experience managing projects of similar size and scale, including several in the Southern California region focused on delivering goal-driven planning efforts. Alta delivered these planning efforts using integrated innovative planning approaches with targeted community engagement and stakeholder input to deliver a range of active transportation planning products. Alta's projects include the Orange County Active Transportation Plan with Orange County Public Works, the Disadvantaged Communities Active Transportation Planning Initiative with SCAG, OCTA's Mobility Hubs Concepts of Operation Study, the Los Angeles County Unincorporated Pedestrian Plans (Rounds 1 and 2), and the Yorba Linda-Placentia Active Transportation Plan. Alta proposed two subcontractors to support public and stakeholder engagement and data analytics. The firm received positive feedback from its references.

Nelson, founded in 1987, has 160 employees across 13 offices, and proposed its office in the City of Los Angeles for this project. The firm demonstrated relevant experience delivering plans focused on developing safe, comfortable, and convenient walking and bicycling networks for people of all ages and

abilities. The firm's projects include the Ventura Active Transportation Plan, the Santa Monica Bike Action Plan Update, the Denver Regional Active Transportation Plan Update, OCTA's Systemic Safety Report, and the Mobility Equity Investment Plan for Los Angeles County. Nelson proposed two subcontractors to support modeling and safety analysis, as well as public and stakeholder engagement. The firm received positive feedback from its references.

Toole was founded in 2003 with 353 employees across 22 offices nationwide with a proposed project office in the City of Los Angeles. The firm demonstrated experience in delivering active transportation plans of similar size and scope to communities around the country. These included common elements such as analysis of bikeway networks, safety analysis, safe routes to school, and regional active transportation network planning. Toole developed OCTA's Orange County E-Bike Safety Action Plan, OCTA's Orange County Bikeways Connectivity Study, the Los Angeles County Unincorporated Bike Plan, the Santa Cruz Active Transportation Plan and Safety Action Plan, and the Austin Urban Trails and Sidewalk Plans. Toole proposed two subcontractors to support public and stakeholder engagement and modeling and analytics. The firm received positive feedback from its references.

Staffing and Project Organization

Alta proposed a project team with extensive experience. The proposed project manager has 13 years of experience delivering active transportation planning and analysis projects. The individual served as a project manager on the Los Angeles County Unincorporated Pedestrian Plans (Rounds 1 and 2) and as a planner on the OCTA Mobility Hubs Concepts of Operations Study. The project team also includes a proposed principal-in-charge with 27 years of experience. The proposed project team demonstrated direct experience with delivery of active transportation planning and analysis efforts as well as tools and approaches that supplemented their primary scope elements. Roles and responsibilities were clearly defined, with the project manager focused on overall project oversight, schedule, and coordination with OCTA and jurisdictions. Technical leads were assigned to stakeholder engagement, data analysis, infrastructure prioritization, and funding strategy development related to their level of expertise. During the interview, the project team discussed its approach, which demonstrated the team's expertise and understanding of the project requirements. Additionally, the project team provided detailed responses to the interview questions, which reinforced confidence in the proposed project team's readiness to deliver the project.

Nelson proposed an experienced and knowledgeable project team. The proposed project manager has 35 years of experience delivering both regional

and city active transportation plans. The proposed deputy project manager has 12 years of experience delivering active transportation plans for cities in Orange County. During the interview, the project team discussed their approach to meeting the project goals and objectives, as well as responded to the evaluation committee's questions. The evaluation committee requested clarification regarding the project manager's level of involvement, as the individual is located out of state, in consideration of the scope's coordination and stakeholder engagement requirements. The project team generally described its experience managing projects across multiple time zones; however, the evaluation committee noted potential challenges related to the proposed availability and anticipated level of involvement of the project team.

Toole proposed an experienced and knowledgeable project team. The proposed project manager has 21 years of experience in multimodal planning and active transportation plan development. Toole proposed a principal-in-charge with 22 years of experience and a deputy project manager with 14 years of experience. The project team includes dedicated leads for modeling and analytics, stakeholder engagement, and infrastructure planning, with executive oversight provided by the principal-in-charge. During the interview, the project team presented their approach to meeting the project goals and objectives, as well as responded to the evaluation committee's questions. The evaluation committee requested clarification regarding the project manager's level of involvement as the individual is located out of state, given the scope's coordination and stakeholder engagement requirements. While the project team responded with experience delivering similar efforts nationwide, the proposed project manager's availability was not thoroughly addressed considering the project's complexity and the need for consistent coordination throughout the project.

Work Plan

Alta presented a comprehensive work plan that demonstrated an understanding of the scope of work, project timeline, and required deliverables. The firm discussed its phased approach beginning with a baseline analysis and the development of the vision, goals, objectives, and metrics (VGOM), supported by tools and approaches such as a funding prioritization model, scenario evaluation framework, and risk tracking processes. The firm also detailed its approach to public outreach and stakeholder engagement such that the project will be responsive to the needs of Orange County residents and reliably and consistently provide information on the project's progress. Alta's strategy integrates digital tools, interactive mapping, and targeted outreach through community-based organizations to ensure broad and geographically balanced participation across Orange County's 35 jurisdictions. The firm detailed how its analysis and recommendations will be both qualitatively and quantitatively tied

to the VGOMs and grounded in the feedback received during the public and stakeholder outreach portion of the project. Alta's presentation and responses to the interview questions further highlighted the firm's approach and capabilities to meet the project requirements and be an extension of the OCTA team.

Nelson presented a sufficient work plan and demonstrated understanding of the scope of work requirements. The firm's approach recognized the diversity of needs and priorities represented by the different areas within the County and emphasized tailored strategies. The firm detailed how it would use the public and stakeholder input processes to iteratively inform the baseline and analysis portions of the project. The firm's work plan outlined VGOM development, prioritization, and structured engagement methods such as one-on-one jurisdictional meetings and outreach approaches to support the development of recommendations.

Toole presented a detailed work plan that addressed all elements of the scope of work. The firm demonstrated an understanding of the project requirements and described VGOMs as an operating system to guide infrastructure, policy, and program recommendations. The firm's approach includes a baseline analysis utilizing existing sources, propensity modeling, and scenario evaluation tools to support data-driven decision making. Toole also discussed a public and stakeholder engagement strategy incorporating digital mapping tools, targeted outreach, and tailored engagement approaches from stakeholders and residents to ensure input from diverse communities across Orange County. Toole provided a large suite of analysis options that could be utilized as a part of their baseline analysis in support of the Plan's recommendations. Toole's presentation and responses to the interview questions were consistent with the information provided in their proposal.

Cost and Price

Pricing scores were based on a formula, which assigned the highest score to the firm with the lowest total firm-fixed price and scored the other proposals' total firm-fixed price on its relation to the lowest total firm-fixed price. Alta's proposed firm-fixed price was deemed fair and reasonable as it is competitive among the proposing firms and less than the OCTA project manager's independent cost estimate.

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 Alta as the top-ranked firm to develop the Move OC Active Transportation Plan. Alta

delivered a thorough and comprehensive proposal and an interview that was responsive to all the requirements of the RFP.

Fiscal Impact

Funding for this project is included in OCTA's Fiscal Year 2025-26 Budget, Planning Division, Account No. 1531-7519-A4530-0ZO and will be funded using California Department of Transportation Sustainable Transportation Planning Grant and SCAG Sustainable Communities Program funds.

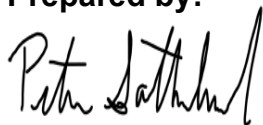
Summary

Staff is recommending the Board of Directors authorize the Chief Executive Officer to negotiate and execute Agreement No. C250113 between the Orange County Transportation Authority and Alta Planning + Design, Inc., in the amount of \$996,576, for a three-year term to develop the Move OC Active Transportation Plan.

Attachments

- A. Review of Proposals, RFP 250113: Move OC Active Transportation Plan
- B. Proposal Evaluation Criteria Matrix (Short-Listed Firms), RFP 250113: Move OC Active Transportation Plan
- C. Contract History for the Past Two Years, RFP 250113: Move OC Active Transportation Plan

Prepared by:



Peter Sotherland
Section Manager II,
Planning and Analysis
(714) 560-5386



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

Approved by:



Rose Casey
Executive Director,
Planning
(714) 560-5741