



May 14, 2026

To: Transit Committee

From: Darrell E. Johnson, Chief Executive Officer

Subject: Amendment to Agreement for Customer Information Center

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

Overview

On April 26, 2021, the Orange County Transportation Authority Board of Directors approved an agreement with Alta Resources to operate the customer information center for a three-year initial term and two, two-year option terms. Board of Directors' approval is requested to exercise the second option term effective July 1, 2026, through June 30, 2028.

Recommendation

Authorize the Chief Executive Officer to negotiate and execute Amendment No. 3 to Agreement No. C-0-2698 between the Orange County Transportation Authority and Alta Resources to exercise the second option term in the amount of \$2,121,760, effective July 1, 2026, through June 30, 2028, to continue providing customer information center call services. This will increase the maximum obligation of the agreement to a total contract value of \$7,152,187.

Discussion

The Orange County Transportation Authority (OCTA) provides transit information to the public and receives feedback through the customer information center (CIC).

OCTA has been outsourcing the services provided by the CIC since 1995. The CIC provides services including assisting customers with trip itineraries and other transit information, processing pass sales orders, answering questions regarding the OCTA Reduced Fare Program, and receiving and recording customer comments and complaints. The CIC also answers calls to the OCTA administrative offices and routes calls, along with taking lost and found inquiries. The CIC handles more than 240,000 calls annually. Call volumes are dynamic and spike in conjunction with events such as service changes and fare adjustments.

Customers can reach the CIC through an automated telephone information system that allows them to select options for recorded information or to speak with a representative in English or Spanish. The CIC also utilizes a language interpretation service offering more than 300 languages to facilitate communication between customers and representatives. It can also assist customers with hearing loss. The CIC operates seven days a week, 365 days per year, with hours varying by weekday, weekend, and holiday.

OCTA has established performance goals for call center operations to ensure customers receive high-quality service. The performance goals include answering at least 80 percent of all calls in less than two minutes and receiving no more than one valid CIC-related complaint per 15,000 calls answered. The CIC continues to meet and exceed these performance goals. Additionally, CIC staff members are required to remain familiar with OCTA's fixed-route bus system to ensure a strong understanding of the service.

Procurement Approach

The procurement was originally handled in accordance with OCTA's Board of Directors (Board)-approved policies and procedures for professional and technical services. On April 26, 2021, the Board approved the award of the agreement with Alta Resources (Alta) to provide CIC call services. The original agreement was awarded on a competitive basis and included a three-year initial term in the amount of \$2,980,440 and two, two-year option terms. On April 22, 2024, the Board approved an amendment to the contract to exercise the first option term from July 1, 2024 through June 30, 2026. The second option term will extend the term of the agreement through June 30, 2028, in the amount of \$2,121,760, bringing the total contract value to \$7,152,187. This agreement has been previously amended as shown in Attachment A.

The proposed Amendment No. 3 will allow Alta to continue providing call center services. The budget amount is \$2,121,760, which is based on current and anticipated usage for call center services. An annual cost escalation was negotiated in the original contract.

Fiscal Impact

Funds are included in OCTA's Proposed Fiscal Year 2026-27 Budget, pending Board approval, Marketing and Customer Engagement, Account No. 1837-7519-D4601-1E4, and is funded through the Orange County Transit District Fund.

Summary

Staff is recommending the Board of Directors authorize the Chief Executive Officer to negotiate and execute Amendment No. 3 to Agreement No. C-0-2698 between the Orange County Transportation Authority and Alta Resources, to exercise the second option term, in the amount of \$2,121,760, effective July 1, 2026, through June 30, 2028, to continue providing customer information center call services. This amendment will increase the maximum obligation of the agreement to a total contract value of \$7,152,187.

Attachment

- A. Alta Resources, Agreement No. C-0-2698 Fact Sheet

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