



September 18, 2025

To: Legislative and Communications Committee

From: Darrell E. Johnson, Chief Executive Officer

Subject: Agreement for Public Outreach Services for the State Route 57 Northbound Improvement Project between Orangewood Avenue and Katella Avenue

Overview

On June 2, 2025, the Orange County Transportation Authority released a request for proposals for public outreach consulting services during the pre-construction and construction phases of the State Route 57 Northbound Improvement Project between Orangewood Avenue and Katella Avenue in the City of Anaheim. Board of Directors' approval is requested to execute an agreement for these services.

Recommendations

- A. Approve the selection of Kleinfelder Construction Services, Inc. as the firm to provide public outreach consultant services for the State Route 57 Northbound Improvement Project between Orangewood Avenue and Katella Avenue in the City of Anaheim.
- B. Authorize the Chief Executive Officer to negotiate and execute Agreement No. C-5-4104 between the Orange County Transportation Authority and Kleinfelder Construction Services, Inc., in the amount of \$499,911, for a three-year initial term with an option term of up to 24 months, to provide public outreach consultant services for the State Route 57 Northbound Improvement Project between Orangewood Avenue and Katella Avenue in the City of Anaheim.

Discussion

The State Route 57 (SR-57) Northbound Improvement Project between Orangewood Avenue and Katella Avenue (Project) is part of Project G in the Measure M2 freeway program. The Project is being advanced through the updated Next 10 Delivery Plan adopted by the Orange County Transportation

Authority (OCTA) Board of Directors (Board) in November 2024. SR-57 is a major trucking route and an interregional link between Los Angeles, Orange, Riverside, and San Bernardino counties, providing direct and indirect access to employment centers, recreational attractions, shopping malls, medical centers, universities, airports, residential, and other land uses. There are several major traffic generators within the Project vicinity including Angel Stadium, the Honda Center, the Grove of Anaheim, Anaheim Regional Transportation Intermodal Center (ARTIC), and the OC Vibe residential/commercial development.

The Project will extend the fifth general purpose lane in the northbound direction on SR-57 between Orangewood Avenue and Katella Avenue, improve the northbound Katella Avenue off-ramp by providing an additional exit lane, reconfigure the existing Orangewood Avenue on- and off-ramps, upgrade the nonstandard median to current standards, and re-establish the existing auxiliary lane.

Construction will generally be completed in four stages. Stage 1 activities include improving three bridges, constructing two ramps, and building three retaining walls. Stage 2 includes constructing two ramps and a segment of new freeway pavement. Stage 3 activities include constructing additional new freeway pavement. Stage 4 includes replacing the concrete barrier in the freeway median. All these activities will require intermittent closures and detours.

Multiple full-freeway closures will be needed on northbound SR-57 to allow crews to complete bridge work. Project construction is anticipated to begin in late 2025 and be completed in mid-2028.

Extensive outreach efforts are needed to communicate major activities, closures, and detours to residents, business owners, large employers, entertainment and sports venues, motorists, and trucking and tourism organizations. Coordination with ongoing projects, such as OC Vibe adjacent to the Project, is also a critical element of the outreach efforts.

OCTA, with consultant support, will implement a comprehensive public outreach program engaging all stakeholders, including hard-to-reach and underrepresented communities, in addition to high visibility stakeholders such as entertainment, sports, and tourism representatives. The program will include a variety of methods and tools such as:

- Conducting one-on-one meetings with city representatives, key stakeholders, community-based organizations, and members of the business, ethnic, and faith-based communities
- Providing city council and speakers bureau presentations

- Developing and sending email newsletters, text notifications, and other digital communication tools
- Hosting in-person and virtual meetings with neighborhood participants and other audiences
- Providing an interactive map of closures and detours
- Developing content for digital communications such as social media and a project website
- Creating project branding
- Producing print and digital collateral materials
- Distributing notifications, including digital and in-person canvassing when necessary
- Researching, resolving, and tracking constituent inquiries

In addition, the consultant will assist, as needed, with pre- and post-construction surveys, and facilitate and document the claims process in accordance with California Department of Transportation (Caltrans) procedures.

Procurement Approach

The procurement was handled in accordance with OCTA 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, and work plan, as well as cost and price.

On June 2, 2025, Request for Proposals (RFP) 5-4104 was issued electronically on CAMM NET. The Project was advertised in a newspaper of general circulation on June 2 and June 9, 2025. A pre-proposal conference was held on June 10, 2025, with five attendees representing three firms. Two addenda were issued to make available the pre-proposal conference registration sheet and presentation, as well as provide responses to written questions related to the RFP.

On July 1, 2025, four proposals were received. An evaluation committee consisting of OCTA staff from the Contracts Administration and Materials Management, Public Outreach, Public Information Office, and Capital Project Delivery departments, as well as an external evaluator from Caltrans met to review all the proposals received.

The proposals were evaluated based on the following evaluation criteria and weightings:

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| • 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 was weighted at 20 percent as the firms had to demonstrate public outreach experience on complex transportation projects during construction phases. Staffing and project organization was weighted at 25 percent as the firms had to demonstrate an experienced, well-rounded team consisting of senior and junior level staff having adequate availability, as well as relevant experience performing outreach services on large construction projects. Work plan was weighted at 30 percent as the plan had to consider the unique needs of a corridor composed of residential, commercial, and industrial businesses. Additionally, the proposed work plan had to demonstrate an understanding of the Project scope and challenges, as well as the level of effort required. Cost and price was weighted at 25 percent to ensure that OCTA receives value for the services provided.

The evaluation committee utilized a best-value selection process for this RFP. The best-value determination is based on a 100-point scale with 75 points based on the evaluation of the technical proposal and the remaining 25 points based on the evaluation of the price proposal. The RFP required proposing firms to submit a separate price proposal in a sealed package. In order to focus on the technical aspects of the proposals, the evaluation committee first evaluated the written proposals on technical merit based on the weighted criteria for qualifications of the firm, staffing and project organization, and work plan. After the interviews and the technical scores of the short-listed firms were finalized, the sealed price proposals of only the short-listed firms were opened and shared with the evaluation committee. The cost and price score was then factored into the overall proposal score for a maximum of 100 points.

On July 15, 2025, the evaluation committee reviewed the four proposals received based on the evaluation criteria and short-listed the two most qualified firms listed below in alphabetical order:

Firm and Location

Costin Public Outreach Group, Inc. (CPOG)
Headquarters: Huntington Beach, California
Project Office: Huntington Beach, California

Kleinfelder Construction Services, Inc. (Kleinfelder)
Headquarters: San Diego, California
Project Office: Laguna Hills, California

On July 22, 2025, the evaluation committee conducted interviews with the two short-listed firms. The interviews consisted of a presentation by each firm to demonstrate the firms' understanding of OCTA's requirements. The firms' project managers and key team members had an opportunity to present each team's qualifications and respond to the evaluation committee's questions. Questions were related to addressing communication challenges, quality control process, availability, as well as specific clarification questions related to each firm's proposal.

Based on the evaluation of the written technical proposals and the information obtained from the interviews, as well as cost and price, the evaluation committee recommends Kleinfelder for consideration of the award. The following is a brief summary of the proposal evaluation results.

Qualifications of the Firm

Both firms demonstrated relevant experience providing public outreach for complex transportation projects during the pre-construction and construction phases, including managing crisis communication, implementation of temporary construction easements, coordinating temporary lodging, facilitating a claims process, and managing multilingual helplines.

Kleinfelder was founded in 1986 and has 92 employees. The firm is headquartered in the City of San Diego and has an office in the City of Laguna Hills. The firm demonstrated extensive public outreach experience working on projects such as OCTA's Interstate 405 (I-405) Improvement Project and Active Transportation Outreach and Engagement Support Project. Additionally, the firm has worked on the OC Great Park Build-Out Project, the ARTIC, as well as Orange County Public Works projects. Kleinfelder proposed one subcontractor for account coordinator support. The firm received positive feedback from its references.

CPOG was founded in 2013 and is based in the City of Huntington Beach. The firm has 16 employees and has provided public outreach services on various projects with the San Bernardino County Transportation Authority (SBCTA), such as the San Bernardino Express Lanes, State Route 60 Archibald Avenue Interchange, State Route 60 Central Avenue Interchange, and Mount Vernon Avenue Bridge. The firm is currently providing public outreach services to OCTA on the State Route 55 (SR-55) Improvement Project between I-405 and Interstate 5. The firm proposed one subcontractor to provide social media marketing services support. CPOG received positive comments from its references.

Staffing and Project Organization

Kleinfelder proposed a project team with extensive experience. The proposed project manager has 20 years of experience in community outreach and public relations and led outreach efforts on major projects such as the I-405 Improvement Project and the City of Irvine Public Engagement Services for the Great Park Build-Out. Additionally, the proposed project manager spearheaded development of the I-405 Improvement Project's ArcGIS Online Interactive Map. The firm proposed a lead community liaison with 12 years of experience, which includes writing and editing copy for media campaigns, construction alerts, social media, and public notifications, as well as serving as an on-air host for project messaging. The proposed lead community liaison's experience includes OCTA's I-405 Improvement Project and Active Transportation Outreach and Engagement Support Project, and the Elsinore Valley Municipal Water District's Sedco Hills and Avenues Septic to Sewer Conversion Project. The firm proposed a team that consists of several senior-level staff with comprehensive freeway construction experience. The firm indicated that it has a deep bench of staff that can be utilized as needed. Furthermore, the team is cross-trained to ensure continuity and flexibility in outreach efforts should unexpected circumstances arise requiring additional support. The project team provided detailed responses that reflected a well-coordinated and experienced staff, with clear evidence of strong internal communication and prior collaboration, particularly between key personnel. Their deep knowledge of local venues, targeted outreach strategies, and integration of bilingual staff demonstrate a thoughtful and proactive approach to the Project's unique communication needs.

CPOG proposed a project team with relevant experience. The proposed project manager has 18 years of public outreach experience, including developing outreach strategies for public transportation agencies for several transportation projects in Southern California such as OCTA's SR-55 Improvement Project and SBCTA's Interstate 10 Express Lanes Project. The individual proposed to serve

as the community liaison has 18 years of public outreach experience, including 16 years in municipal communications, with a strong background in stakeholder engagement, media relations, and community-focused infrastructure projects. Most of the project team are proposed with high availability and experience engaging key stakeholders on various transportation and freeway projects. CPOG acknowledged that they are currently supporting three freeway improvement projects for OCTA, all of which are ongoing. The firm noted they have a deep bench of communicators and the internal structure to support multiple concurrent contracts. Given that several team members, including proposed key personnel, are working across multiple projects, the evaluation committee was concerned that this could impact the firm's ability to fully support this Project. During the interview, the project team's presentation demonstrated an understanding and familiarity with the Project corridor and stakeholders, which included key elements of the Project and specific examples of engaging impacted audiences.

Work Plan

Kleinfelder presented a comprehensive work plan that thoroughly addressed all elements of the scope of work. The firm demonstrated a strong understanding of construction and emphasized the importance of providing timely, accurate information throughout the Project. Kleinfelder elaborated on leveraging social media technologies to educate the public, increase confidence in the Project, maintain consistent messaging and content, and remain responsive by embracing emerging communication trends. Kleinfelder emphasized inclusive outreach by engaging hard-to-reach communities and moving beyond basic translation services. The firm highlighted key stakeholders, such as the Disneyland Resort, ARTIC, and major venues like Angel Stadium and the Honda Center, and stressed ongoing communication with season pass holders affected by nearby events.

Their strategy incorporates transit advertising on buses traveling to and from ARTIC, geofencing to reach local venue visitors, and monthly tracking of engagement metrics to refine messaging. A unique partnership with Waze Mobile Ltd allows real-time updates on closures to appear across major navigation apps, while ArcGIS story maps help visually communicate Project progress. The firm presented potential Project challenges along with proposed solutions, including the coordination of multiple concurrent construction activities, maintaining consistent and timely responses, addressing last-minute schedule changes, and managing emergency communications. During the interview, Kleinfelder's project team reinforced their capabilities by offering real-world examples that demonstrated their experience, understanding of the Project, and readiness to deliver a successful outreach program.

CPOG presented a work plan that addressed all the elements of the scope of work. The firm provided clear and detailed plans for stakeholder ascertainment, constituent database development, and Project communications. The work plan also identified specific facts about the Project corridor, such as extensive/ongoing construction fatigue, maintaining school access, and mutual aid between jurisdictions. CPOG demonstrated familiarity with the Project corridor by preparing a tailored stakeholder list and outlining a broad outreach strategy that includes early engagement and virtual tools such as Zoom webinars. The proposal showed attention to branding, translation needs, and identified communication channels including social media, text messaging, Waze, and Apple Maps. However, the work plan lacked project-specific detail on how these tools would be implemented and did not clearly define metrics for evaluating outreach effectiveness. Crisis communication protocols were minimally addressed, and the roles of key team members, particularly in executing outreach and emergency updates, were vague. Engagement strategies for multicultural and active transportation groups were acknowledged but described in general terms without actionable detail or contingency planning. During the interview, the project team members provided relevant examples in their responses to the evaluation committee's questions to demonstrate their experience, understanding of the Project, and ability to implement a successful outreach program.

Cost and Price

Pricing scores were based on a formula that assigned the higher score to the firm with the lower weighted average hourly rate and scored the other proposal's weighted average hourly rate based on its relation to the lower weighted average hourly rate. Kleinfelder proposed the lower weighted average hourly rate. Therefore, Kleinfelder's proposed hourly rates are deemed fair and reasonable.

Procurement Summary

Based on the evaluation of written proposals, the firm's qualifications, the information obtained from the interviews, as well as cost and price, the evaluation committee recommends the selection of Kleinfelder as the top-ranked firm to provide public outreach consulting services for the SR-57 Northbound Improvement Project between Orangewood Avenue and Katella Avenue. Kleinfelder delivered a thorough and comprehensive proposal and a highly responsive interview addressing all the requirements of the RFP.

Fiscal Impact

The Project was approved in OCTA's Fiscal Year 2025-26 Budget, People and Community Engagement Division, Account No. 0017-7519-FG104-0IB, and is funded through local funds.

Summary

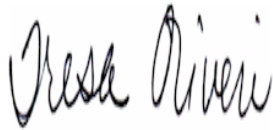
Staff is recommending the Board of Directors authorize the Chief Executive Officer to negotiate and execute Agreement No. C-5-4104 between the Orange County Transportation Authority and Kleinfelder Construction Services, Inc., in the amount of \$499,911, for a three-year initial term with an option term of up to 24 months, to provide public outreach consultant services for the State Route 57 Northbound Improvement Project between Orangewood Avenue and Katella Avenue.

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Attachments

- A. Review of Proposals RFP 5-4104 Public Outreach Services for the State Route 57 Northbound Improvement Project Between Orangewood Avenue and Katella Avenue
- B. Proposal Evaluation Criteria Matrix (Short-Listed Firms) RFP 5-4104 Public Outreach Services for the State Route 57 Northbound Improvement Project Between Orangewood Avenue and Katella Avenue
- C. Contract History for the Past Two Years RFP 5-4104: Public Outreach Services for the State Route 57 Northbound Improvement Project Between Orangewood Avenue and Katella Avenue

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