



February 28, 2023

*AFFILIATED AGENCIES*

*Orange County  
Transit District*

*Local Transportation  
Authority*

*Service Authority for  
Freeway Emergencies*

*Consolidated Transportation  
Service Agency*

*Congestion Management  
Agency*

*Service Authority for  
Abandoned Vehicles*

**SUBJECT: Request for Proposals (RFP) 3-2203  
“Countywide Transportation Demand Management  
Strategic Plan”**

**Offerors:**

This letter shall serve as Addendum No. 1 to the above RFP issued by the Orange County Transportation Authority (OCTA). Offerors are reminded that the proposal submittal date is at or before **2:00 p.m., March 9, 2023.**

Offerors are advised that Exhibit A, Scope of Work, has been revised and is presented as Attachment A to this Addendum No. 1.

The following written questions were submitted by the deadline of 5:00 p.m., February 23, 2023:

1. **Q** – Whether companies from Outside USA can apply for this (Like from India or Canada)?

**A** – Yes, OCTA has no geographical preference.

2. **Q** – Whether we need to come over there for meetings?

**A** – OCTA may require in-person participation at the public workshops. Teleconference is an option for other meetings.

3. **Q** – Can we perform the tasks (related to RFP) outside USA? (Like from India or Canada)?

**A** – Yes, most functions can be done remotely. However, OCTA may require on-site meetings.

4. **Q** – Can we submit the proposals via email?

**A** – No, Offerors must submit their proposals as specified on Page 4 of the RFP.

5. **Q** – The RFP lists “Best Practices and Lessons Learned Technical Memo” as part of both Task 1 and Task 2 deliverables. Is this accurate?

**A** – The Best Practices & Lessons Learned Technical Memo will be one deliverable that includes input from both Task 1 and Task 2.

6. **Q** – Can you please define the broad scope you expect to see for the ‘Implementation Plan’ and ‘Action Plan’ deliverables. How do you envision they will differ from each other?

**A** – The Implementation Plan Technical Memorandum shall document the initial recommended TDM strategy assignments and cost and benefits analysis results. The Action Plan deliverable belongs under Task 5 and is not intended to be part of Task 2. The Action Plan shall identify next steps and roles and responsibilities for delivering the Implementation Plan. The Action Plan components are outlined in more detail under Task 5.

7. **Q** – As part of Task 2 deliverables, the RFP asks an Action Plan Technical Memo and Final TDM Strategy. These two deliverables are also requested in Task 5. Can we assume the Action Plan Technical Memo and Final TDM Strategy as part of Task 2 is a misprint and will be only required at the Task 5 stage?

**A** – The Action Plan and Final TDM Strategy Plan are Task 5 deliverables. Please disregard these listings under Task 2. Refer to Attachment A to this Addendum No. 1.

8. **Q** – As part of Task 3, the RFP asks for only one survey that will be distributed to OCTA’s 100,000+ subscribers, however, in the deliverable section, it mentions “Two online surveys”. Will one or two online surveys will be required at Task 3 level?

**A** – Two (2) online surveys. To further clarify, the survey development, distribution, and results reporting will be led by OCTA and a public outreach consultant through a separate contract. Refer to Attachment A to this Addendum No. 1.

9. **Q** – The RFP mentions three stakeholder working group meetings in addition to three online/virtual public workshops (six total workshops) as part of Task 3 deliverables, however, the “Community Engagement” section only mentions “up to 3 public workshops”. Could you please elaborate?

**A** – The deliverable listing for “Stakeholder Working Group meetings” refers to the up to three in-person public workshops noted in the second bullet under “Community Engagement”, in addition to the up to three online/virtual public workshops noted in the first bullet. Therefore, between the virtual and in-person events, there could be up to six public workshops. This contract

provides support for these efforts that will be led by OCTA and a public outreach consultant through a separate contract.

10. **Q** – Which party would be responsible for covering the direct costs such as signage, ads/articles in ethnic publications, etc

**A** – OCTA and a public outreach consultant through a separate contract.

11. **Q** – Which party would be responsible for distributing the survey and compiling responses, particularly paper-responses?

**A** – OCTA and a public outreach consultant through a separate contract.

12. **Q** – Could you please elaborate the split of responsibilities on some of the outreach tasks listed in the RFP (ads/articles, host pop-up events, create multilingual engagement materials) between the selected consultants for this project vs OCTA's existing outreach consultants?

**A** – The Consultant shall be prepared to attend and participate in all public/virtual workshops and in-person stakeholder meetings and assist with preparing and reviewing the technical contents needed for public outreach events and associated materials. The Consultant is not responsible for hosting pop-up events, providing signage and ads/articles, or for providing bilingual services.

13. **Q** – Are the resumes required to be double spaced?

**A** – No.

14. **Q** – Is there a DBE or other disadvantaged business requirement?

**A** – No.

15. **Q** – The OCTA RFP requires the contractor to submit an Injury and Illness Prevention Plan and Substance Abuse Prevention Policy. Since we are not doing construction, these types of policies are not applicable to us. Would OCTA require this of all contractors or whether they will waive it for companies who are not involved in construction?

**A** – The Consultant is not required to submit any safety related submittals unless requested by the OCTA Health, Safety and Environmental Compliance department.

16. **Q** – What are your expectations for the pop-up events in Task 3? How many pop-up events would you like to be held? For the development of materials such as presentations and surveys, will the outreach consultant provide the translation of those materials, or should we be expected to provide fully translated materials to the Outreach Consultant?

**A** – The consultant shall be prepared to assist with preparing and reviewing technical contents needed for public outreach events and associated materials. The consultant is not responsible for hosting pop-up events, providing signage and ads/articles, or for providing translation services.

17. **Q** – In the SOW it states that “OCTA Public Outreach will draft a Final Community Outreach Report,” will the selected project consultant be expected to contribute to that report, or will our role be incorporating that report into the final document?

**A** – The consultant shall assist OCTA by providing technical input and review for the Community Outreach Framework.

18. **Q** – Do you have mode share goals for Orange County? If so, what are those.

**A** – No.

Offerors are reminded to acknowledge receipt of this Addendum No. 1 in their transmittal letters and Exhibit B, “Price Summary Sheet.” All changes addressed in this Addendum No. 1 shall be incorporated into the final Agreement.

Questions regarding this Addendum No. 1 should be directed to the undersigned at [lmartinez1@octa.net](mailto:lmartinez1@octa.net).

Sincerely,

*Luis Martinez*

Luis Martinez  
Contract Administrator  
Contracts Administration and Materials Management

## REVISED SCOPE OF WORK 1

# Countywide Transportation Demand Management Strategic Plan

## Introduction

The Federal Highway Administration (FHWA) defines transportation demand management (TDM) as “a set of strategies aimed at reducing the demand for roadway travel, particularly in single occupancy vehicles (SOVs).” TDM investments help to shift trips from SOVs to other modes through projects that often cost significantly less than roadway or transit capital expansion projects. TDM strategies and options add transportation choices that improve equity, sustainability, public health, and quality of life by improving mobility and reducing harmful emissions. Traditional TDM strategies include carpooling, vanpooling, and telecommuting, while new technology-enabled mobility innovations have emerged in recent years such as transportation network companies (TNCs), carshare, bikeshare, and mobile trip planning applications.

This Project will provide recommendations for effective investments that shift trips away from SOV, increase transit and non-motorized travel, reduce travel costs, and improve operational efficiency. Specific TDM strategies will be recommended and prioritized based on analysis of effectiveness within defined Orange County (OC) place-types. The strategies being analyzed will generally align with those identified in the Southern California Association of Governments (SCAG) 2019 TDM Strategic Plan. Consideration will also be given to strategies identified in the South Coast Air Quality Management District’s 2016 Air Quality Management Plan, SCAG’s 2020 Connect SoCal (2020-2045 Regional Transportation Plan/Sustainable Communities Strategy), The Orange County Transportation Authority’s (OCTA) OC Active: Bicycle and Pedestrian Master Plan, California Department of Transportation (Caltrans) California Transportation Plan 2050, and OCTA’s Orange County Mobility Hub Strategy Human Services Transportation Coordination Plan. The Project also builds on OCTA’s 2018 OC Transit Vision, in which stakeholders, including the OCTA Special Needs Advisory Committee and Caltrans District 12, strongly support improved walking and bicycle access to bus stops, park and rides, and transit centers. TDM strategies are also being included in the ongoing South OC Multimodal Transportation Study, which is addressing mobility needs through innovative solutions that provide more travel choices for residents, commuters, and visitors. This Project also aligns with planning efforts called for in OCTA’s 2018 Long-Range Transportation Plan (2018 LRTP), including transit support services, transportation demand management opportunities, active transportation investments, sustainable transportation strategies, and addressing new technologies.

OC is facing several long-term mobility challenges that can be addressed through the strategic use of TDM. Over 180,000 new housing units are being planned for by Orange County’s local jurisdictions over the next decade in response to the Regional Housing Needs Assessment (RHNA) process. In addition, between 2019 and 2045, OC’s population and employment are expected to grow by 9% and 12%, respectively (OC Projections 2018, Center for Demographic Research, CSUF). This growth is expected to increase travel demand, which could result in more vehicle miles traveled if convenient alternatives are not provided. Additionally, Orange County is faced with a growing number of climate-related risks. These include frequent wildfires, extreme heat, and drought, rising sea levels, and poor air quality. This Project will consider these challenges and look to make more efficient use of the OC transportation system by planning for effective TDM solutions. Current average weekday countywide trips include only

1% usage of transit (138,000), 45% (6,410,000) high-occupancy vehicle usage (HOV), and 54% (7,780,000) SOV (OC Transportation Analysis Model (OCTAM) 5.0). This Project aims to reduce SOV use through increased HOV, transit use, and non-motorized options that can significantly reduce VMT and the need for additional lanes on Orange County freeways and roadways.

TDM strategies provide a good opportunity to address equity, as TDM solutions often provide affordable mobility options and improve access to essential destinations, including addressing first/last mile challenges. There are 338 disadvantaged communities and low-income communities in OC as defined by CalEnviroScreen 3.0 and Assembly Bill 1550 (AB 1550). Also, under SB 535, 69 census tracts qualify for the top 25% most disadvantaged communities. This Project will look to improve mobility in communities that are likely to be more dependent on public mobility options. The 1 million+ residents of Anaheim, Santa Ana, Garden Grove, Westminster, Buena Park and Stanton all located in Central OC which together are 66% non-white (CA HPI). Of these residents, 78% are driving alone to get to work (US Census), therefore these residents may benefit from TDM strategies. This Project will prioritize disadvantaged and low-income communities to improve access to destinations and improve quality of life. When people have easier access to higher educational institutions, jobs, and healthcare, their living wages tend to increase, and their household transportation expenses are reduced. Furthermore, fewer SOVs result in faster access to destinations and reduced exposure to GHG emission. Reduced need for driving increases safety, and alternative travel modes tend to also have better health benefits. Thus, implementing TDM strategies is critical to ensuring transportation equity. Despite the benefits of TDM strategies noted above, OCTA is also aware of the potential for unintended consequences resulting from transportation improvements. These include the potential for increased cost of living and/or gentrification of nearby communities, which could result in displacement of residents. This Project will consider the potential for such impacts and include recommended actions and/or policies to avoid them, as appropriate.

This Project will provide clear goals (e.g., provides easily accessible information for sustainable travel choices), guiding principles (e.g., equity focused), objectives (e.g., increase awareness/comfort with non-SOV travel options), strategies (i.e., vehicle sharing programs easily accessed by all), and key Action Plans for each strategy (e.g., engagement initiatives and performance measures for monitoring and evaluation). This Project develops a vision for an integrated suite of mobility and accessibility services, complementary amenities and programs, and technologies that bridge local and regional needs with capital-, program-, and policy-based solutions. A “Toolbox” of appropriate and effective TDM strategies will be developed to address OC’s unique transportation needs. Fact sheets for each Toolbox Strategy will provide strengths, weaknesses, costs, coordination needs, and complementary policies/strategies. Opportunity corridors, zones, or other means of segmentation will be identified using criteria linked to the mobility challenges. TDM strategies will then be recommended that effectively address the challenges in each opportunity area.

Additionally, this Project will provide recommendations for the best investments for local agencies to shift trips away from SOV, increase transit and non-motorized travel, reduce travel costs, and improve operational efficiency. For example, it may be recommended that land-use development projects incorporate selected TDM amenities into their project to support a shift to more sustainable modes of travel (e.g., improve walking conditions, on-site childcare, shuttle bus services, and on-site affordable housing).

Thus, this Countywide TDM Strategic Plan will serve as a resource for follow-on subarea and project level planning studies. This will provide a consistent countywide TDM approach between the subsequent planning studies that are needed to advance the recommended TDM strategies towards implementation. The Countywide TDM Strategic Plan will also be shared with local

jurisdictions and other partner agencies to encourage a coordinated approach for advancing, funding, and implementing TDM strategies at both the local and regional levels. Having a toolbox of TDM strategies will ensure OCTA and the partner agencies have the groundwork to develop grant applications as funding opportunities arise. The recommended TDM strategies will also be incorporated into OCTA's Long-Range Transportation Plan and SCAG's Regional Transportation Plan and Sustainable Communities Strategy as appropriate.

## **Project Stakeholders**

Project stakeholders include Caltrans, local jurisdictions (Public Works and planning staff who understand the needs in each city), employers, schools, first responders, regional service providers such as Metrolink, community organizations, healthcare agencies such as OC Healthcare Agency, faith-based organizations, social services agencies, transit-users, and non-transit users. Community organization stakeholders include affordable housing advocates such as People for Housing, Santa Ana Active Streets, Latino Health Access, and Alliance for a Healthy Orange County.

To facilitate active transportation initiatives, OCTA will collaborate with OC's Active Transportation Network, which brings together active transportation stakeholders. The Project will also be presented to OCTA's Citizens Advisory Committee which actively helps examine traffic solutions and provides input to transportation studies and communicates with their constituencies. Members are diverse and include planners, engineers, residents, and affiliates with local universities. Interagency coordination will be achieved through participation in up to ten project team meetings held at key project milestones. Project updates will also be provided quarterly with OCTA's Diverse Community Leaders Group representing business, community, civic, faith, education and nonprofits (i.e., Hispanic Chamber of Commerce of OC, Asian American Senior Center, Native Americans). Working group meetings and one-on-one meetings with key community stakeholders will further engage stakeholders to be involved with the Project. Engagement will be ongoing and evaluated for effectiveness and adjustments will be made as needed.

## **Overall Project Objectives**

The Countywide TDM Strategic Plan will result in a TDM strategy for Orange County, a vision for an integrated suite of mobility and accessibility services, complementary amenities and programs, and technologies that bridge local and regional needs with capital, programmatic, and policy-based solutions. This strategy support reductions in SOV trips, access to non-SOV travel options, reliable and efficient mobility, and technological and innovative designs that improve the performance and social equity of the transportation system. This Project will define best practices, develop a toolbox of strategies, identify an implementation plan and overall approach, and utilize a robust community outreach and engagement process that effectively solicits meaningful input from community members (including low-income and disadvantaged communities) and relevant stakeholders.

Increase transit ridership: Integration of complementary services, amenities, policies, programs, and technologies help to address first/last mile challenges and make transit more attractive. There are a multitude of TDM strategies that can be very effective when integrated with dense employment and urban centers or other transit-oriented environments. In these circumstances, strategies such as mobile trip planning applications and real-time transit information can be focused on improving access to and the efficiency of the transit network.

Promote innovation and economic vitality: The use of technology and innovative designs as a means of improving connectivity and transportation choice allow TDM to address mobility needs

at a smaller and more efficient cost in comparison to traditional capital-based transportation solutions. These efforts support the economic vitality of Orange County by increasing activity through e-commerce and reducing mobility barriers to employment opportunities and economic hubs.

Congestion relief: Increased transportation choices and supporting amenities reduce the need to own a car. Pooled rides, shared mobility services, trip planning applications, telecommuting and other TDM strategies can decrease the number of vehicles on the road and improve system efficiency by spreading or reducing travel demand. Other TDM policies and programmatic solutions serve to improve efficiency of and access to the bicycle, pedestrian, and transit networks which reduce congestion through an improved multimodal system.

Improve air quality & public health: TDM utilizes capital, programmatic, and policy-based solutions to promote the usage of transit, active transportation, zero-emission vehicles, shared mobility services, telecommuting, and other strategies or technologies that significantly improve air quality by reducing air pollution and greenhouse gas emissions. Furthermore, by promoting non-SOV trips and more active travel options TDM reduces serious injuries and fatalities on the transportation system while improving physical activity and overall public health.

Equity: TDM promotes transportation solutions that focus on and prioritize the needs of communities most affected by poverty, air pollution and climate change, and promotes solutions that integrate community values with transportation safety and performance. TDM strategies are designed to improve transportation choice and system efficiency for these historically underserved communities by providing new mobility opportunities, resources, programs, policies, and technologies. Not only do strategies such as telecommuting improve the vital connections between communities and job opportunities, but also improve energy conservation, quality of life, public health, and overall sustainability.

## Summary of Project Tasks

### Task 1: Needs Assessment

#### Defining Areas of Need

- Consultant shall conduct a comprehensive literature review to identify a set of mobility needs that can be effectively addressed through the use of TDM strategies.
- With input from the project team, stakeholders, and/or community, the Consultant shall prioritize the mobility needs that are of most concern to Orange County travelers. Special consideration will be given to communities that are more likely to be dependent on publicly accessible mobility options.
- Consultant shall analyze Orange County for various factors, including but not limited to existing and forecasted transportation facilities, land uses, travel patterns, and major trip generators to define areas impacted by each of the prioritized mobility needs.

#### Goals & Objectives

- TDM goals and objectives shall be established to define the desired outcomes from use of TDM strategies in Orange County. These TDM goals and objectives shall support OCTA's goals, objectives, and strategies included in but not limited to the OC Transit Vision (Transit Master Plan), OC Active (Bicycle and Pedestrian Master Plan), and most recent LRTP and Congestion Management Program (CMP) documents. Goals and



objectives shall support strategies that effectively address the prioritized mobility needs and are equitable, scalable, and sustainable.

- Performance measures shall be analyzed that support the goals and objectives, communicate costs and benefits, and facilitate systematic evaluation of implemented strategies. Performance measures may include both qualitative and quantitative measures and shall address at a minimum mobility, accessibility, cost-effectiveness, equity, air quality, and sustainability. Lastly, the Consultant shall identify efficient and effective methods, platforms, and technologies for evaluating these performance measures.

| <b>Task Deliverables</b>                        |
|-------------------------------------------------|
| Best Practices & Lessons Learned Technical Memo |
| Goals & Objectives Technical Memo               |
| Performance measures & evaluation approach      |

## **Task 2: TDM Strategies & Analysis**

### TDM Toolbox

- Consultant shall conduct a comprehensive literature review of TDM strategies including applicable policies, programs, services, technologies, and key partners. References will include the SCAG TDM Strategic Plan, West Hollywood Mobility Element, Santa Monica Zoning Ordinance, SDOT's CTR Strategic Plan, TransLink TravelSmart, and any other applicable sources that add value. This review will provide an initial set of strategies for inclusion in the TDM Toolbox. Additional strategies will be added based on input gathered through public outreach and engagement with the Advisory Committee.
- Consultant shall document the strengths, weaknesses, opportunities, and challenges of each strategy consistent with the identified performance metrics. This will also address how they relate to the goals & objectives defined in Task 1. The Consultant shall conduct additional research, as directed by the OCTA project manager, to ensure criteria includes social equity considerations.
- Consultant shall hold up to five (5) interviews with organizations involved with the development and/or implementation of TDM strategies, including but not limited to Transportation Management Associations (TMAs). These interviews shall focus on lessons learned, challenges, observed benefits, and other experience-based information that apply to TDM strategies included in the TDM Toolbox. These interviews allow for an in-depth understanding of experiences with implementing TDM strategies that will add to the literature review and research.
- The TDM Toolbox will include the development of fact sheets for each Toolbox strategy that at a minimum discuss strategy strengths and weaknesses, costs, coordination needs, complementary policies/strategies, and identify which study goals and objectives are supported.
- Consultant shall work with the project team and consider public input to identify the TDM Toolbox strategies that are most appropriate and effective for addressing Orange County's transportation needs and the study goals and objectives.

### TDM Assignment & Analysis

- Consultant shall develop an initial recommendation identifying which strategy or set of strategies from the TDM Toolbox best applies to each area of need identified in Task 1.
- The Consultant shall prepare a qualitative and quantitative analysis identifying the costs and benefits of implementing the recommended TDM Toolbox strategies. This analysis will identify which strategies are most effective at achieving the study goals and objectives through evaluation of the identified performance metrics.
- The initial recommendation and analysis will be revised based on review by the project team and the Advisory Committee, as well as through consideration of public input.

| <b>Task Deliverables</b>                        |
|-------------------------------------------------|
| Best Practices & Lessons Learned Technical Memo |
| TDM Toolbox                                     |
| Implementation Plan Technical Memo              |
| <a href="#">Action Plan Technical Memo</a>      |
| <a href="#">Final TDM Strategy</a>              |

### **Task 3: Public Outreach**

[OCTA Public Outreach will lead the effort on items listed in Task 3. The Consultant shall assist with technical input and review for all task deliverables and participate in public workshops and virtual meetings.](#)

#### Community Outreach Framework

- The Consultant shall assist OCTA in the development of a Community Outreach Framework outlining the selected approach to stakeholder engagement throughout the project. The framework will detail key outreach events, timelines, strategies, platforms for feedback, and language/translation needs, among other elements. The Consultant shall assist OCTA in identifying effective ways to solicit meaningful input from community members (including hard-to-reach, low-income, and disadvantaged communities) and relevant stakeholders at key milestones in the process.

#### Community Engagement

- In coordination with the OCTA PM and the OCTA Public Outreach PM, the Consultant shall participate in and assist with hosting up to three (3) online/virtual public workshops. Participation may entail, but is not limited to presenting technical material, Q&A sessions, and panel discussions. The Consultant shall assist in development of event materials for webinars, meetings, and pop-ups. The materials may include but are not limited to editable electronic and hardcopy presentations, posters, handouts, infographics, and development of online surveys/questionnaires.
- Up to three (3) public workshops at designated publicly accessible locations,
- Virtual meetings, which offer easy access for many through call-in and video options with chat features to voice opinions.
- Pop-up engagement events to be hosted at designated publicly accessible locations throughout the County and/or concurrently with larger events.
- Survey - paper format and online. The survey will be advertised on social media and sent via email to OCTA's 100,000+ subscribers and available on dedicated project webpage.

- Signage throughout the county and ads/articles in ethnic publications will ask residents to complete an online or paper survey at locations throughout the county or send comments by text or email.
- All engagement materials will be multilingual and translation services will be offered as feasible.
- To ensure the data collected is representative of the target audience, demographics will be analyzed, and target methods will be adjusted as needed.
- To gauge effectiveness of the engagement efforts and assess the diversity and representation of the target audience, OCTA will survey the public throughout and enhance as needed and will adjust as needed.
- The Consultant shall also be responsible for participating in and providing presentation materials for up to four (4) OCTA Board meetings.

OCTA Standing Committees

- Project updates will be presented quarterly to OCTA’s Citizens Advisory Committee which actively helps examine traffic solutions and provides input to transportation studies and communicates with their constituencies.
- Project updates will also be provided quarterly with OCTA’s Diverse Community Leaders Group representing business, community, civic, faith, education and nonprofit groups.

Community Outreach Report

- OCTA Public Outreach will draft a Final Community Outreach Report. The Consultant shall include the outreach report with the final TDM Strategic Plan report.

| <b>Task Deliverables*</b>                                                                                                                                                     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Community Outreach Framework                                                                                                                                                  |
| Three (3) online/virtual public workshops                                                                                                                                     |
| Three (3) Stakeholder Working Group Meetings                                                                                                                                  |
| Two (2) online surveys                                                                                                                                                        |
| Quarterly updates at the OCTA Citizens Advisory Committee and Diverse Community Leaders meetings                                                                              |
| Incorporate Community Outreach Report to final strategy                                                                                                                       |
| Meeting and advertising materials (PowerPoint Presentations, flyers, website announcements, sign-in sheets, community surveys, conceptual drawings, bilingual services, etc.) |

\* OCTA Public Outreach will lead the effort on these tasks. The Consultant shall assist with technical input and review for all task deliverables and participate in public workshops and virtual meetings.

**Task 4: Advisory Committee Meetings**

- Consultant shall participate in and assist with interagency coordination through participation in regular Advisory Committee meetings. The Advisory Committee will provide technical input to the study from OCTA’s partner agencies, such as representatives from local jurisdictions (Public Works and/or planning staff), Caltrans, Metrolink, SCAG, OC Council of Governments, and/or others as appropriate.
- Up to ten (10) Advisory Committee meetings shall be held at key project milestones and the Consultant shall provide review copies of project documents for distribution at least

one (1) week prior to each meeting. Additional one-on-one meetings with member agencies will also be held as appropriate.

- The Consultant shall provide meeting materials to facilitate Advisory Committee discussions. Meeting materials shall include but are not limited to meeting agendas, presentations, handouts, and minutes.

| <b>Task Deliverables</b>                                   |
|------------------------------------------------------------|
| Agendas                                                    |
| Meeting notes and Action items                             |
| List of attendees                                          |
| Meeting materials (presentations, handouts, posters, etc.) |

## **Task 5: Draft and Final Plan and Board Review/Approval**

### Action Plan

- The Consultant shall develop an Action Plan that provides guidance on the varying levels of coordination and partnerships necessary to deliver the TDM Strategy, and any subsequent steps OCTA should take to support its development. This includes discussion of potential financing, collaboration and communication methods, technical guidance, data collection or other factors for consideration in its delivery. These steps shall include segment-specific considerations, as well as an overall phase-by-phase summary.

### Draft TDM Strategy

- The preceding subtasks and their deliverables shall be synthesized into the Draft Countywide TDM Strategic Plan, including the recommended Action Plan.
- The Draft TDM Strategy will be reviewed and revised by the project team and advisory committee prior to presenting to the OCTA Board of Directors and any appropriate committees to initiate a public review period.
- Additional revisions may be necessary prior to initiating the public review period based on feedback received from the OCTA Board and committees.

### Final TDM Strategy

- Consultant shall document the comments received and identify recommended revisions at the close of the public review period.
- The comments and recommended revisions will be reviewed by the project team.
- Consultant shall prepare the Final TDM Strategy based on the recommended revisions and feedback received from the project team.
- The Final TDM Strategy will be presented to the OCTA Board and any appropriate committees to inform them of any revisions made and to receive direction on the proposed Action Plan.
- Additional revisions to the Final TDM Strategy may be necessary based on feedback received from the OCTA Board and committees.

| <b>Task Deliverables</b>                                                                                                                                                            |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Action Plan                                                                                                                                                                         |
| Draft Plan (Electronic Delivery)                                                                                                                                                    |
| Public Review – list of comments and recommended revisions                                                                                                                          |
| Final Plan that includes a summary of next steps towards implementation and credits Caltrans on the cover or title page and is also formatted as an ADA accessible electronic copy. |

**LIMITATION ON GOVERNMENTAL DECISIONS**

Nothing contained in this scope of work permits Consultant’s personnel to authorize or direct any actions, votes, appoint any person, obligate, or commit OCTA to any course of action or enter into any contractual agreement on behalf of OCTA. In addition, Consultant’s personnel shall not provide information, an opinion, or a recommendation for the purpose of affecting a decision without significant intervening substantive review by OCTA personnel, counsel, and management.