



NOTICE TO OFFERORS

August 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 Proposal (RFP) 4-2203 "Marketing Outreach Support Services"

All Offerors:

This letter shall serve as **Addendum No. 1** to the above RFP issued by the Orange County Transportation Authority (Authority). Offerors are reminded that the proposal submittal due date is at or before **2:00 p.m., September 18, 2024**.

Offerors are advised of the following:

1. The Price Summary Sheet has been revised to change the term dates, which is presented as Exhibit B, Revised Price Summary Sheet 1, attached to this Addendum No. 1.
2. The Disadvantaged Business Enterprise (DBE) Program Requirements has been revised to change the due date of the Bidders List, which is presented as Exhibit E, Revised Disadvantaged Business Enterprise (DBE) Program Requirements, attached to this Addendum No. 1.
3. The interview date has been changed to October 10, 2024.
4. A pre-proposal conference will be held both on-site/in-person and via teleconference on August 29, 2024 at 3:00 p.m. The pre-proposal registration sheet is presented as Attachment A and the PowerPoint presentation is presented as Attachment B to this Addendum No. 1. Attendees are advised to complete the pre-proposal registration sheet (Attachment A) and email it to the undersigned at gtorres@octa.net no later than noon, August 29, 2024.

Offerors are reminded to acknowledge receipt of this Addendum No. 1 in their transmittal letter and Exhibit B, "Revised Price Summary Sheet 1." 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 gtorres@octa.net.

Sincerely,

Gina Torres
Senior Contract Administrator
Contracts Administration and Materials Management

**ADDENDUM NO. 1 TO RFP 4-2203
EXHIBIT B**

REVISED PRICE SUMMARY SHEET 1

SCHEDULE I ---- HOURLY RATE SCHEDULE

Enter below the proposed price for the services described in the Scope of Work, Exhibit A. Prices shall include direct costs, indirect costs, tax, and profits. The Authority's intention is to award a time-and-expense price contract for a two (2)-year initial term with two (2), two (2)-year option terms.

Key Personnel:

Job Function	Name	Fully-Burdened Hourly Rate(s)					
		Initial Term		First Option Term		Second Option Term	
		Year 1 11/1/2024 – 10/31/2025	Year 2 11/1/2025 – 10/31/2026	Year 3 11/1/2026 – 10/31/2027	Year 4 11/1/2027 – 10/31/2028	Year 5 11/1/2028 – 10/31/2029	Year 6 11/1/2029 – 10/31/2030
Project Manager		\$ _____	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Event Planner		\$ _____	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Support Staff		\$ _____	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____

Note: Provide fully-burdened hourly rates for the above designated job categories for cost analysis purposes. The fully-burdened hourly rates will be included in the resulting agreement should your proposal be selected for contract award.

Other Labor Charges:

Job Function	Fully-Burdened Hourly Rate(s)					
	Initial Term		First Option Term		Second Option Term	
	Year 1 11/1/2024 – 10/31/2025	Year 2 11/1/2025 – 10/31/2026	Year 3 11/1/2026 – 10/31/2027	Year 4 11/1/2027 – 10/31/2028	Year 5 11/1/2028 – 10/31/2029	Year 6 11/1/2029 – 10/31/2030
	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____

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SCHEDULE II ---- OTHER DIRECT COSTS SCHEDULE

	Type of ODC	Quantity	Unit Rate	Budget Amount
1.				
2.				
3.				
4.				
5.				
6.				
Additional ODC required and authorized by the Authority but not included in this Agreement will be reimbursed either (a) “At Cost” OR (b) up to the applicable Current Rate listed in this Schedule II, whichever is less.				
Supporting documentation must accompany invoice.				

** Please note the following:*

- The Authority will not reimburse Consultant for hours charged to perform activities associated with the preparation and review of invoices submitted to the Authority.*
- The Authority will not reimburse Consultant for local meals and travel time, unless previously approved, or any other expenses not included within this Exhibit B.*

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EXHIBIT B

1. I acknowledge receipt of **RFP 4-2203** and Addenda No.(s) _____.
2. This offer shall remain firm for _____ days from the date of proposal.
(Minimum of 120)

COMPANY NAME

ADDRESS

TELEPHONE

FACSIMILE #

EMAIL ADDRESS

SIGNATURE OF PERSON
AUTHORIZED TO BIND OFFEROR

NAME AND TITLE OF PERSON
AUTHORIZED TO BIND OFFEROR

DATE SIGNED

EXHIBIT E: REVISED DISADVANTAGED BUSINESS ENTERPRISE
PROGRAM REQUIREMENTS AND FORMS

**REVISED DISADVANTAGED BUSINESS ENTERPRISE (DBE) PROGRAM
REQUIREMENTS**

1.0 DBE Goal

To assist offerors in ascertaining DBE availability based on the specific items of work associated with this procurement, the Authority has determined that DBEs are ready, willing and able to compete for subcontracting opportunities on this project. The DBE Goal for this contract is **16%**.

2.0 DBE Policy and Applicability

In accordance with federal financial assistance agreements with the U.S. Department of Transportation ("U.S. DOT"), the Orange County Transportation Authority ("Authority") has adopted a Disadvantaged Business Enterprise ("DBE") Policy and Program, in conformance with Title 49 CFR Part 26, "Participation by Disadvantaged Business Enterprises in Department of Transportation Programs." The contract is subject to the following stipulated regulations. Pursuant to the intent of these Regulations, it is the policy of the Authority to fulfill the spirit and intent of the DBE Program regulations published under U.S. DOT Title 49 CFR, Part 26, by ensuring that DBEs have an equitable opportunity to compete for and participate in Authority's U.S. DOT-assisted contracts and subcontracts. The Authority is firmly committed to its DBE Program objectives, which are designed to:

- 2.1** Ensure non-discrimination in the award and administration of Authority's U.S. DOT-assisted contracts.
- 2.2** Create a level playing field on which DBEs can compete fairly for the Authority's U.S. DOT-assisted contracts.
- 2.3** Ensure that the DBE Program and Overall Goal are narrowly tailored in accordance with applicable law.
- 2.4** Ensure that only firms that meet 49 CFR, Part 26 eligibility standards are permitted to participate as DBEs in the Authority's DBE program.
- 2.5** Help remove barriers which impede the participation of DBEs in the Authority's U.S. DOT-assisted contracts.
- 2.6** Promote the use of DBEs in all types of U.S. DOT-assisted agreements and procurement activities conducted by the Authority.
- 2.7** Provide training and other assistance through our resource partners to address capital, bonding and insurance needs.

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- 2.8** Assist in the development of DBE firms that can compete successfully in the marketplace outside the DBE Program; and
- 2.9** Establish and provide opportunities for DBEs by providing flexibility in the implementation of the Authority's DBE Program.

Offerors shall not discriminate on the basis of race, color, national origin, or sex in the award and performance of subcontracts.

Any terms used in this section that are defined in 49 CFR Part 26, or elsewhere in the Regulations, shall have the meaning set forth in the Regulations. In the event of any conflicts or inconsistencies between the Regulations and the Authority's DBE Program with respect to U.S. DOT-assisted contracts, the Regulations shall prevail.

Race-Neutral/Race-Conscious DBE Program Measures

The Authority will utilize both race-neutral and race-conscious means to meet its overall DBE Program goal.

Race-neutral measures include, but are not limited to, conducting outreach, training, providing other resource assistance and assessing proposal delivery schedules to ensure that DBEs interested in proposing for U.S. DOT-assisted solicitations are provided Additional Authority Race-Neutral measures include ensuring that DBEs and other small business are afforded ample opportunity to participate in the Authority's U.S. DOT-assisted solicitations by unbundling large contracts to make them more accessible to small businesses and requiring or encouraging prime consultants to subcontract portions of work that they might, otherwise, perform with their own work forces. Race-neutral participation also includes any time a DBE obtains a Prime Contract through customary competitive procurement procedures or is awarded a subcontract on a prime contract that does not carry a DBE goal.

In conjunction with the race-neutral measures listed above, the Authority will implement race-conscious measures through the use of contract goals and good faith efforts. When a contract-specific goal is assigned to a project, offerors must demonstrate responsiveness by committing to meet the DBE goal or documenting a bona fide good faith effort to do so, as a condition of award. Contract-specific goals are specifically targeted at DBEs certified through the California Unified Certification Program ("CUCP").

3.0 Definitions

The following definitions apply to the terms as used in these provisions:

- 3.1 *"Disadvantaged Business Enterprise (DBE)"*** means a for-profit small business concern: (a) which is at least 51 percent owned by one or more individuals who are both socially and economically disadvantaged or, in the case of a corporation, in which 51 percent of the stock of which is owned by one or more such individuals; and (b) whose management and daily business operations are controlled by one or more of the socially and economically disadvantaged individuals who own it.

- 3.2 *"Small Business Concern"*** means a small business as defined pursuant to Section 3 of the Small Business Act and Small Business Administration (SBA) regulations implementing it (13 CFR Part 121) that also does not exceed the cap on average annual gross receipts specified in §26.65(b).

- 3.3 *"Socially and Economically Disadvantaged Individuals"*** means any individual who is a citizen (or lawfully admitted permanent resident) of the United States and who has been subjected to racial or ethnic prejudice or cultural bias within American society because of his or her identity as a member of a group and without regard to his or her individual qualities. The social disadvantage must stem from circumstances beyond the individual's control.
 - 3.3.1** Any individual who a recipient finds to be a socially and economically disadvantaged individual on a case-by-case basis. An individual must demonstrate that he or she has held himself or herself out, as a member of a designated group if you require it.

 - 3.3.2** Any individual in the following groups, members of which are rebuttably presumed to be socially and economically disadvantaged:
 - 3.3.2.1** "Black Americans," which includes persons having origins in any of the Black racial groups of Africa;

 - 3.3.2.2** "Hispanic Americans," which includes persons of Mexican, Puerto Rican, Cuban, Dominican, Central or South American, or other Spanish or Portuguese culture or origin, regardless of race;

 - 3.3.2.3** "Native Americans," which includes persons who are enrolled members of a federally or State recognized Indian tribe, Alaska Natives, or Native Hawaiians;

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- 3.3.2.4 "Asian-Pacific Americans," which includes persons whose origins are from Japan, China, Taiwan, Korea, Burma (Myanmar), Vietnam, Laos, Cambodia (Kampuchea), Thailand, Malaysia, Indonesia, the Philippines, Brunei, Samoa, Guam, the U.S. Trust Territories of the Pacific Islands (Republic of Palau), Republic of the Northern Marianas Islands, Samoa, Macao, Fiji, Tonga, Kiribati, Tuvalu, Nauru, Federated States of Micronesia, or Hong Kong;
 - 3.3.2.5 "Subcontinent Asian Americans," which includes persons whose origins are from India, Pakistan, Bangladesh, Bhutan, the Maldives Islands, Nepal or Sri Lanka;
 - 3.3.2.6 Women; and
 - 3.3.2.7 Any additional groups whose members are designated as socially and economically disadvantaged by the SBA, at such time as the SBA designation becomes effective.
- 3.3.3 Being born in a particular country does not, standing alone, mean that a person is necessarily a member of one of the groups listed in this definition.
- 3.4 "Owned and Controlled"** means a business: (a) which is at least 51 percent owned by one or more "Socially and Economically Disadvantaged Individuals" or in the case of a publicly-owned business, at least 51 percent of the stock of which is owned by one or more "Socially and Economically Disadvantaged Individuals;" and (b) whose management and daily business operations are controlled by one or more such individuals.
- 3.5 "Manufacturer"** means a firm that operates or maintains a factory or establishment that produces on the premises the materials or supplies obtained by the contractor.
- 3.6 "Regular Dealer"** means a firm that owns, operates or maintains a store, warehouse, or other establishment in which the materials or supplies required for the performance of the contract are bought, kept in stock, and regularly sold to the public in the usual course of business. The firm must engage in, as its principal business, and in its own name, the purchase and sale of the product in question. A regular dealer in such bulk items as steel, cement, gravel, stone and petroleum products need not keep such products in stock if it owns or operates distribution equipment.
- 3.7 "Fraud"** includes a firm that does not meet the eligibility criteria of being a certified DBE, and that attempts to participate in a U.S. DOT-assisted

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program as a DBE on the basis of false, fraudulent, or deceitful statements or representations or under circumstances indicating a serious lack of business integrity or honesty. The Authority may take enforcement action under 49 CFR Part 31, Program Fraud and Civil Remedies, against any participant in the DBE program whose conduct is subject to such action under 49 CFR part 31. The Authority may refer cases of identified fraud to the Department of Justice, for prosecution under 18 U.S.C. 1001, or any other applicable provisions of law. Any person who makes a false or fraudulent statement in connection with participation of a DBE in any U.S. DOT-assisted program or otherwise violates applicable Federal statutes.

3.8 ***"Other Socially and Economically Disadvantaged Individuals"*** means those individuals who are citizens of the United States (or lawfully admitted permanent residents) and who, on a case-by-case basis, are determined by Small Business Administration or the Authority to meet the social and economic disadvantage criteria described below.

3.8.1 Social Disadvantage

- 3.8.1.1 The individual's social disadvantage must stem from his/her color, national origin, gender, physical handicap, long-term residence in an environment isolated from the mainstream of American society, or other similar cause beyond the individual's control.
- 3.8.1.2 The individual must demonstrate that he/she has personally suffered social disadvantage.
- 3.8.1.3 The individual's social disadvantage must be rooted in treatment, which he/she has experienced in American society, not in other countries.
- 3.8.1.4 The individual's social disadvantage must be chronic, longstanding and substantial; not fleeting or insignificant.
- 3.8.1.5 The individual's social disadvantage must have negatively affected his/her entry into and/or advancement in the business world.
- 3.8.1.6 A determination of social disadvantage must be made before proceeding to make a determination of economic disadvantage.

3.8.2 Economic Disadvantage

3.8.2.1 The individual's ability to compete in the free enterprise system has been impaired due to diminished capital and credit opportunities, as compared to others in the same line of business and competitive market area that are not socially disadvantaged.

3.8.2.2 The following criteria will be considered when determining the degree of diminished credit and capital opportunities of a person claiming social and economic disadvantage:

With respect to the individual:

- availability of financing
- bonding capability
- availability of outside equity capital
- available markets

With respect to the individual and the business concern:

- personal and business assets
- personal and business net worth
- personal and business income and profits

4.0 DBE Proposal Submission Requirements

Offeror must complete and submit the following DBE Exhibits (forms) with their proposal:

- DBE Participation Commitment Form

Offeror must complete and submit the following DBE Exhibits (forms) to the Authority no later than 4:00 p.m. on the 2nd business day after the proposal due date:

- Letter of Acknowledgement and Commitment (required from each proposed DBE firm listed on the DBE Participation Commitment Form)

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- DBE Information - Good Faith Efforts (if sufficient participation to meet the DBE goal has not been proposed on the DBE Participation Commitment Form)
- Bidders List

Required Forms	Submission
DBE Participation Commitment Form	Required at time of proposal
Letter of Acknowledgement and Commitment (required from each DBE firm listed on the DBE Participation Commitment Form)	Required no later than 4:00 p.m. on the 2 nd business day after the proposal due date
DBE Information – Good Faith Efforts	Required no later than 4:00 p.m. on the 2 nd business day after the proposal due date
Bidders List	Required at time of proposal

4.1 “DBE Participation Commitment Form” (Exhibit E-1) required at time of Proposal. The Offeror is to provide the following information for each DBE that will participate in the contract:

- 4.1.1 The complete name and address of each DBE who will participate in the contract;
- 4.1.2 Valid DBE Certification ID to confirm eligibility status through the CUCP, in conformance with 49 CFR Part 26;
- 4.1.3 A description of the work that each DBE will perform or provide;
- 4.1.4 The dollar amount of the work to be performed or provided by the DBE;
- 4.1.5 The dollar amount of the work eligible to be credited for each DBE towards the DBE goal (should not include lower-tier participation and should account for the type of work to be performed);
- 4.1.6 The offeror shall also submit, for each DBE to perform under this Agreement, a **Letter of Acknowledgement and Commitment (Exhibit E-2)** signed and dated from each DBE listed, acknowledging that the DBE is participating in the contract for the specified dollar value and scope of work listed on the DBE Participation Commitment Form. The dollar amount and scope(s) in

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the Letter of Acknowledgement and Commitment, and the amount and scope reflected on the DBE Participation Commitment Form must match identically.

Letter(s) of Acknowledgement and Commitment must be submitted to the Authority no later than 4:00 p.m. on the 2nd business day after the proposal due date.

4.2 “DBE Information - Good Faith Efforts” (Exhibit E-3)

To be a responsible and responsive offeror, the offeror must make good faith efforts to meet the goal. The offeror can meet this requirement in two ways. (i) the offeror can meet the goal by documenting commitments for participation by DBE firms sufficient for this purpose; or (ii) the offeror can demonstrate that he/she took all necessary and reasonable steps to achieve the DBE goal or other requirement of this part, which, by their scope, intensity, and appropriateness to the objective, could reasonably be expected to obtain sufficient DBE participation, even if they were not fully successful.

If the offeror did not meet or obtain enough DBE participation to meet the DBE goal, the offeror must complete and submit the “DBE Information – Good Faith Efforts,” form demonstrating that the offeror made adequate good faith efforts to meet the goal.

If the offeror has met the DBE goal based on the participation of DBEs listed on the offeror’s “DBE Participation Commitment Form,” it is at the offeror’s discretion (i.e. this is not mandatory) to submit “DBE Information – Good Faith Efforts,” form. However, the submission of good faith efforts documentation can protect the offeror’s eligibility for award of the contract if the Authority determines that the offeror failed to meet the goal for various reasons (e.g. a DBE firm was not certified at proposal submission or the offeror made a mathematical error). Submittal of only the “DBE Information – Good Faith Efforts,” form may not provide sufficient documentation to demonstrate that adequate good faith efforts were made; therefore, the offeror is encouraged to attach additional information and supporting documents as necessary.

Good Faith Efforts documentation must be submitted to the Authority no later than 4:00 p.m. on the 2nd business day after the proposal due date.

For further guidance, refer to instructions on Exhibit E-2 “DBE Information – Good Faith Efforts,” form and the United States Department of Transportation’s (“U.S. DOT”) DBE Program, Appendix A of Title 49 CFR Part 26 - “Guidance Concerning Good Faith Efforts,” and the DBE Section of the Authority’s Pre-Proposal Power Point.

4.3 “Bidders List” (Exhibit E-4)

The Authority is required by Regulations to create and maintain a “Bidders List,” of all firms proposing or quoting on the Authority’s U.S. DOT-assisted contracts for use in calculating the Authority’s DBE goal(s). Offerors are required to complete and submit the requested information listed on the “Bidders List” form, for all firms (DBE[s] and non-DBE[s]) who submitted a bid, proposal or quote, including firms who were contracted by the prime offeror.

The “Bidders List” must be submitted to the Authority at time of Proposal.



DBE PARTICIPATION COMMITMENT FORM

**THIS FORM MUST BE COMPLETED AND SUBMITTED WITH THE PROPOSAL AS A
CONDITION OF DBE RESPONSIVENESS**

NOTE: Refer to instructions on the reverse side of this form.

Offeror to Complete this Section

1. RFP No.: _____
2. Project Name/Description: _____
3. Prime Offeror Name: _____
4. Contract DBE Goal %: _____
5. Offeror's Total Bid Price _____
(If applicable)

Required DBE Commitment Information

6. DBE Firm (Name and Address)	7. DBE Certification Number	8. Description of Scope of Services/Work	9. Dollar Value (\$) or Percent (%) of Participation	10. Dollar Value (\$) or Percent (%) of Eligible DBE Participation/Commitment

Note: As a condition of responsiveness, the offeror is required to submit with the Proposal a DBE Letter of Acknowledgement and Commitment signed and dated from each DBE listed in Column 6 acknowledging that the DBE is participating in the contract for the specified dollar value (\$) or percent (%) and scope of work.

The dollar and/or percentage amount and scope committed in the DBE Letter of Acknowledgement and Commitment and the dollar and/or percentage amount and scope shown on this form MUST match identically.

11. Total Dollar Value (\$) or Percent (%) of Eligible DBE Participation:

\$ _____

12. Eligible DBE Participation Represented as a Percentage (%) of Offeror's Total Proposal Price

_____ %

Offeror Assurance: The offeror certifies that information on this form is complete and accurate, that it has verified the listed DBE(s) certification status and is only crediting eligible DBE participation towards meeting the contract DBE goal.

13. Preparer's Name (Print) _____

14. Preparer's Signature _____

15. Preparer's Title _____

16. Date _____

(____)
17. Telephone No. _____

18. Email Address _____

INSTRUCTIONS - DBE Participation Commitment Form

Offeror is required to ensure all information is complete and accurate:

1. **RFP No.** - Enter the RFP Number.
2. **Project Name/Description** - Enter the name and/or description of the project.
3. **Prime Offeror Name** - Enter the offeror's firm name.
4. **Contract DBE Goal %** - Enter the contract DBE goal percentage.
5. **Offeror's Total Proposal Price** – Enter the offeror's total proposal price.
6. **DBE Firm** – Enter name and address of the proposed DBE firm. Identify all DBE firms being claimed for credit, regardless of tier.
7. **DBE Certification Number** - Enter the DBE's certification identification number. All DBEs must have a valid DBE certification at time of proposal due date.
8. **Description of Scope of Services/Work** – Enter the scope of services/work for each DBE firm listed to participate on this contract.
9. **Dollar Value (\$) or Percent (%) of Participation** - Enter the total dollar value or percent of participation for each listed DBE firm.
10. **Dollar Value (\$) or Percent (%) of Eligible DBE Participation/Commitment** - Enter the dollar value or percent of participation eligible to count towards meeting the contract DBE goal. This value should exclude work performed by lower tier subcontractors and account for the DBE's capacity based on their certification type in conformance with the DBE crediting provisions set forth in Title 49 CFR Part 26.55.
11. **Total Dollar Value (\$) of Eligible DBE Participation** - Enter the sum of all eligible participation listed in column 10.
12. **Eligible DBE Participation Represented as a Percentage (%) of Offeror's Total Price** - Enter the corresponding percentage of the total eligible DBE participation that the offeror is counting towards the offeror's DBE goal commitment (Formula: Item (11) Total Dollar Value (\$) of Eligible DBE Participation / Item (5) Offeror's Total Price = Offeror's DBE Goal Commitment Percent (%). If percent (%) is used in lieu of dollar value (\$) for Item (11), then Item (12) should equal percent listed in Item 11).
13. **Preparer's Name (Print)** - Clearly enter the name of the authorized person preparing the form on behalf of the offeror.
14. **Preparer's Signature** - Authorized person's signature.
15. **Preparer's Title** - Enter the position/title of the authorized person signing the form on behalf of the offeror.
16. **Date** - Enter the date the form is signed.
17. **Telephone No.** - Enter the area code and telephone number of the authorized person signing the form on behalf of the offeror.
18. **Email Address** - Enter the email address of the authorized person signing the form on behalf of the offeror.

NOTE: A firm is only eligible to count towards DBE participation in the NAICS codes contained within its California Unified Certification Program (CUCP) DBE Profile. Offerors are to verify that listed subconsultants contain DBE certification in the NAICS codes relevant to the scope they are being listed to perform.

DBE LETTER OF ACKNOWLEDGMENT AND COMMITMENT

1. RFP NO.: _____

2. Project Name/Description: _____

3. Offeror: _____

4. DBE Commitment Information

(A) Description of work to be performed by DBE firm (include bid item number on the DBE Participation Commitment Form as applicable):

(B) Dollar value of this work \$ _____

5. DBE ACKNOWLEDGMENT*

I acknowledge that my firm has been listed by the Offeror named above, and is committed, to perform the scope and portion of work (A and B) stated above.

DBE Firm's Name: _____

Name: _____

Signature: _____

Title: _____

Telephone: _____

*If the offeror does not receive award of the prime contract, any and all representations in this letter of Acknowledgment and Commitment shall be null and void.

This form may be used to fulfill the DBE Participation Commitment Letter requirement as stated in the RFP instructing that the "the offeror is required to submit with the proposal a DBE Letter of Acknowledgement and Commitment signed and dated from each DBE acknowledging that the DBE is participating in the contract for the specified dollar value (\$) and scope of work.

INSTRUCTIONS - DBE LETTER OF ACKNOWLEDGMENT AND COMMITMENT

Offeror is required to ensure all information is complete and accurate:

- 1. RFP No.** - Enter the RFP Number.
- 2. Project Name/Description** - Enter the name and/or description of the project.
- 3. Offeror's Name** - Enter the proposing firm's name.
- 4A. Description of work** - Scope of work to be performed that will be credited towards DBE participation. To include bid item number on the DBE Participation Commitment Form as applicable.
- 4B. Dollar Value** - Enter the total dollar value of participation for the DBE firm.
- 5. DBE Acknowledgement** – DBE to provide firm name, authorized person's name, signature, title, and telephone number if they have been notified that they were listed for the scope and value reflected in #4.

NOTE: If the offeror does not receive award of the prime contract, any and all representations in the letter of Acknowledgment and Commitment shall be null and void

[illegible]

- B. Solicitation Effort Documentation; the names and dates of written notices sent to certified DBEs soliciting proposals for this project and the dates and methods used to following up initial solicitations to determine with certainty whether the DBEs were interested (attach all copies of solicitation, telephone records, fax confirmations, email communications, etc.), amount of DBEs to repnd, documentation to demonstrate the DBE firms were provided information about the contract (location of project, contract number, proposal due date, items of work made available and contact information) in the Request for Proposal from the offeror, the offeror solicited through all reasonable means (e.g. attendance at pre-proposal meetings, advertising and written notices) the interest of all certified DBEs who have the capability to perform the work of the contract, offeror to provide proof of aforementioned items, and DBEs in the market area for the work identified in 'Item A' as follows:

DBE Firm	Contact Name/Title	Method of Solicitation	Date of Initial Solicitation	Date of Follow-Up Solicitation	Response/ Interested in Proposing

(Note: Solicitations should occur at a minimum no later than 14 calendar days prior to the Authority's proposal due date and follow up to the solicitation should allow DBE firms reasonable time to respond). DBE firms solicited must be advised if the original proposal date has been extended.

- C. Rejected DBE Proposal Documentation; the names, addresses, phone numbers, and amount of rejected DBE firms, the reasons for the offeror's rejection of the DBE firms, the firms selected and accepted for that work (attach all copies of quotes from the firms involved inclusive of a detailed cost breakdown if opted to self-perform work) and the price (rates) difference for each DBE if the selected firms is not a DBE, include an explanation of quote(s) rejected.
- D. Publication Efforts Made to Advertise the Projects to Solicit DBE Participation; names and dates of each publication in which a request for DBE participation for this project was placed by the offeror (attach copies of advertisements or proof of publications). Publications should be placed at a minimum 14 calendar days before the Authority's proposal due date. If RFP due date is extended, offeror is to re-advertise new proposal due date.

Publications	Type of Publication (Trade/General/ Minority/Focus)	Dates of Advertisement	Duration of Advertisement	Readvertisement (Proposal-Due Date Extension)

- E. Agencies, Organizations, or Groups Contacted to Provide Assistance in Contracting, Recruiting, and Using DBEs; the names of agencies, organizations or groups contacted to provide assistance in contacting, recruiting and using DBE firms (Attach copies of requests to agencies, responses received and efforts made by the offeror in response).

- F. Efforts to Provide Information About the Plans, Specifications, and Contract Requirements; efforts made to assist interested DBEs in obtaining necessary materials, or related assistance or services, offeror to provide evidence of effort.

- G. Assistance with Lines of Credit, Insurance, and/or other Services; efforts made to assist interested DBEs in obtaining bonding, lines of credit or insurance, and any technical assistance or information related to the plans, specifications and requirements for the work which was provided to DBEs, offeror to provide a list of any assistance provided to DBEs:

- H. Additional Data to Support a Demonstration of Good Faith Efforts; in determining whether a offeror made adequate good faith efforts, the Authority will take into account the performance of other offerors in meeting the DBE contract goal. Attach any additional information to support demonstration of good faith in this section:

NOTE: USE ADDITIONAL SHEETS AS NECESSARY TO DEMONSTRATE RESPONSIVENESS.



Bidders List

The Department of Transportation requires the Authority to create and maintain a "Bidders List" containing information about all firms (DBE and Non-DBE) that bid, proposal or quote on the Authority's DOT-assisted contracts, in accordance with 49 CFR Part 26.11. The "Bidders List" is intended to be a count of all firms that are participating, or attempting to participate, on DOT-assisted contracts, whether successful or unsuccessful in their attempt to obtain a contract.

The offeror is to complete all requested information for every firm who submitted a bid, proposal or quote, including the primary offeror, and submit this information to the Authority no later than 4:00 p.m. on the 2nd business day after the Authority's proposal due date, or as otherwise specified in the solicitation. The Authority will utilize this information to assist in the Authority's DBE goal-setting process.

Prime Name and Location	Type of Work/Services/Materials Provided:	Agreement Amount	Percentage of Bid Item Sub-consulted	Consultant License No.	DBE (Y/N)	Phone:	Annual Gross Receipts
	NAICS/WCC			DIR Reg Number	DBE Certification ID	E-mail:	
Prime Offeror:							<input type="checkbox"/> Less than \$1 million
							<input type="checkbox"/> Less than \$5 million
Contact Name:							<input type="checkbox"/> Less than \$10 million
							<input type="checkbox"/> Less than \$15 million
Address:							<input type="checkbox"/> More than \$15 million
							Age of Firm: _____yrs.

Subconsultant Name and Location	Type of Work/Services/Materials Provided:	Agreement Amount	Percentage of Bid Item Sub-consulted	Consultant License No.	DBE (Y/N)	Phone:	Annual Gross Receipts
	NAICS/WCC			DIR Reg Number	DBE Certification ID	E-mail:	
Firm Name:							<input type="checkbox"/> Less than \$1 million
							<input type="checkbox"/> Less than \$5 million
Contact Name:							<input type="checkbox"/> Less than \$10 million
							<input type="checkbox"/> Less than \$15 million
Address:							<input type="checkbox"/> More than \$15 million
							Age of Firm: _____yrs.

**RFP 4-2203
EXHIBIT E-4**

Subconsultant Name and Location	Type of Work/Services/Materials Provided:	Agreement Amount	Percentage of Bid Item Sub-consulted	Consultant License No.	DBE (Y/N)	Phone:	Annual Gross Receipts
	NAICS/WCC			DIR Reg Number	DBE Certification ID	E-mail:	
Firm Name:							<input type="checkbox"/> Less than \$1 million
Contact Name:							<input type="checkbox"/> Less than \$5 million
Address:							<input type="checkbox"/> Less than \$10 million
							<input type="checkbox"/> Less than \$15 million
							<input type="checkbox"/> More than \$15 million
							Age of Firm: _____yrs.
Firm Name:							<input type="checkbox"/> Less than \$1 million
Contact Name:							<input type="checkbox"/> Less than \$5 million
Address:							<input type="checkbox"/> Less than \$10 million
							<input type="checkbox"/> Less than \$15 million
							<input type="checkbox"/> More than \$15 million
							Age of Firm: _____yrs.
Name:							<input type="checkbox"/> Less than \$1 million
Contact Name:							<input type="checkbox"/> Less than \$5 million
Address:							<input type="checkbox"/> Less than \$10 million
							<input type="checkbox"/> Less than \$15 million
							<input type="checkbox"/> More than \$15 million
							Age of Firm: _____yrs.

NOTE: USE ADDITIONAL SHEETS AS NECESSARY TO DEMONSTRATE RESPONSIVENESS TO THE BIDDERS LIST REQUIREMENTS.



PRE-PROPOSAL CONFERENCE REGISTRATION

RFP/IFB #: **4-2203**

Date: **August 29, 2024**

Title: **Marketing Outreach Support Services**

1. Company Name: _____

Attendee: _____

Address: _____

City, State Zip: _____

Phone Number: () Registered on CAMM NET? ☐ Yes ☐ No

Prime ☐ Sub ☐ DBE ☐

E-Mail Address: _____

2. Company Name: _____

Attendee: _____

Address: _____

City, State Zip: _____

Phone Number: () Registered on CAMM NET? ☐ Yes ☐ No

Prime ☐ Sub ☐ DBE ☐

E-Mail Address: _____

3. Company Name: _____

Attendee: _____

Address: _____

City, State Zip: _____

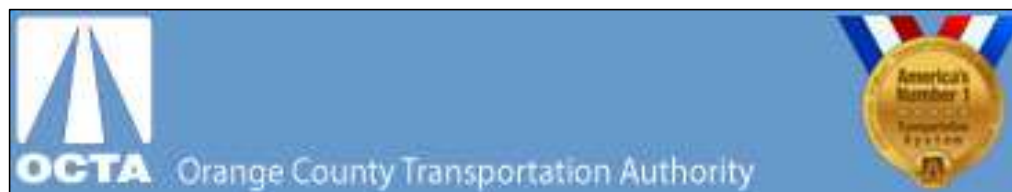
Phone Number: () Registered on CAMM NET? ☐ Yes ☐ No

Prime ☐ Sub ☐ DBE ☐

E-Mail Address: _____

Pre-Proposal Conference for **RFP 4-2203**

“Marketing Outreach Support Services”



*Orange County
Transportation Authority*



Agenda

- Introductions
- Purpose of Pre-Proposal Conference
- Online Business and Networking Tools
- Key Procurement Information & Dates
- Review of RFP Documents
- Scope of Work
- Questions and Answers Session
- Closing



CAMM NET Registration

Why register on CAMM NET?

<https://cammnet.octa.net/>

- To receive e-mail notifications of Solicitations, Addenda, and Awards
- View and update your vendor profile
- Required for Award

Online Business & Networking Tools

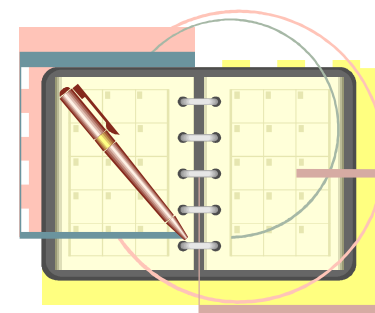
- CAMM NET Connect
 - <https://www.facebook.com/CammnetConnect>
- Working with OCTA
 - <https://cammnet.octa.net/about-us/working/>
- Planholder's List
 - <https://cammnet.octa.net/procurements/planholders-list-selection/>

Vendor Video Training

- How to Submit a Responsive Proposal to an RFP
- Developing a Winning Proposal
 - Both videos available at: <https://cammnet.octa.net/vendor-training/>

Key Procurement Dates

Written Questions Due:	September 5, 2024, 2:00 PM
OCTA Responds:	September 11, 2024
Proposals Due:	September 18, 2024, 2:00 PM
Interviews:	October 10, 2024



Key Procurement Information

- Next Addendum will contain a copy of the Pre-Proposal sign-in sheet.
- Award based on prime-sub relationship, not joint ventures

Guidelines for Written Questions

- Questions must be submitted directly to Gina Torres, Senior Contract Administrator, in writing, by: **September 5, 2024, 2:00 p.m.**
- E-mail: gtorres@octa.net
- Any changes Authority makes to procurement documents will be by written Addenda only
- Addenda will be issued via CAMM NET
- Today's verbal discussions are non-binding.

Next...
Proposal Instructions

Followed by...
Review of Scope of Work

Proposal Submittal Instructions

- Proposals are due by 2:00 p.m., on **September 18, 2024**.
- Proposals are to be submitted to the address specified in the RFP.
- Submit one (1) original copy of proposal sealed and clearly identified on exterior of package as specified in the RFP.
- Submit one (1) electronic copy of the entire proposal in “PDF” format on CD, DVD, or flash drive.
- Packages clearly marked with the RFP number and title.

Proposal Submittal Instructions (continued)

- Authority has the right to:
 - accept or reject any and all proposals;
 - withdraw or cancel the RFP;
 - postpone proposal opening for its own convenience.
- Proposals received are considered public information
- Proposals are not to be copyrighted

Proposal Submittal Instructions (continued)

- Conflict of interest
- Code of conduct
- Contract type will be time-and-expense price for the services described in the Scope of Work, included in this RFP as Exhibit A. The contract term is for a two (2)-year initial term.

Proposal Content

- Letter of Transmittal
- Technical proposal
 - a) Qualifications, related experience and references
 - b) Proposed staffing and project organization
 - c) Work plan
 - d) Cost and Price
 - e) Exceptions/Deviations (Technical vs Contractual)

Proposal Content (continued)

Forms:

- Exhibit D - Status of Past and Present Contracts
- Exhibit E - Revised Disadvantaged Business Enterprise Program Requirements and Forms
- Exhibit F – Restriction of Lobbying
- Exhibit G - Level 1 Safety Specifications
- Exhibit H – Certification of Consultant Commission and Fees
- Exhibit I - Proposal Exceptions and/or Deviations

Note: Forms excluded from 50-page proposal limit.

Proposal Content (continued)

- Cost and Price Proposal – Exhibit B
 - Offeror shall submit proposed pricing to provide services described in Exhibit A, Scope of Work.
 - Offeror shall complete the “Price Summary Sheet” form included with this RFP (Exhibit B)
 - Do NOT alter the Job Functions identified on the form.

Evaluation and Award

- All proposals, timely received, will be evaluated using the following evaluation criteria:

Qualifications of the firm	25%
Staffing and project organization	25%
Work plan	25%
Cost & Price	25%

- Evaluation Committee is comprised of internal OCTA staff members

Evaluation and Award (continued)

- “Short-Listed” firms will be invited to interviews.
- Interviews are scheduled for **October 10, 2024**.
- Offerors are requested to keep this date available.

Award

- Award Process
 - Evaluation Committee recommends highest ranking Offeror for Award.
 - All firms submitting a proposal will be notified of Award via CAMM NET

Proposed Agreement

- Proposed Agreement
 - Please review the Proposed Agreement (Exhibit C) so you are aware of the contractual requirements of the solicitation
- Exceptions
 - Any exceptions/deviations must be identified in Exhibit I – Proposal Exceptions and/or Deviations Form and submitted with the proposal.



Proposed Agreement

- Offerors are encouraged to review the entire agreement, in particular:
 - Article 3 - Scope of Work
 - Article 4 - Term of Agreement
 - Article 5 - Payment (time-and-expense)
 - Article 7 - Maximum Obligation
 - Article 10 - Insurance

DBE Requirements and Forms Overview

Laura Foster
DBE Specialist

Conditions of Responsiveness

The Authority is utilizing Federal funds toward this project and is required to implement the DOT Disadvantaged Business Enterprise (DBE) Program Plan, based on U.S. DOT, 49 CFR, Part 26 requirements.

Demonstration of Responsiveness

In order to demonstrate responsiveness, Bidders must:

Meet the 16% DBE contract-specific goal by proposing sufficient DBE participation (with certified **DBE** firms)

OR

Demonstrate good faith efforts were undertaken to achieve the DBE goal.

Conditions of Responsiveness

The following conditions must be met for responsiveness:


- Timely submission of “Exhibit E-1” - Consultant DBE Commitment Form. This form should identify **all** DBE firms proposed to participate in the project regardless of tier.
- Timely submission of "DBE Letter of Acknowledgement and Commitment" from each proposed DBE, completed in its entirety and signed.
- Timely submission of “Bidders List”

DBE Required Forms Checklist

REQUIRED	FORM NAME	<u>DUE DATE</u>	CONFIRM BEFORE SUBMITTING
YES	Exhibit E-1 Consultant DBE Commitment Form	Required to be submitted with Bid, on Bid due date	<ul style="list-style-type: none"> Are all firms DBE certified through CUCP? Are NAICS/WCC codes applicable to proposed scopes? Are my totals and listed percentages correctly calculated?
YES, if proposing to utilize DBE firms on this bid	Exhibit E-2 DBE Letter of Acknowledgement and Commitment	Required no later than 4:00 p.m. on the 2 nd business day after the Bid due date	<ul style="list-style-type: none"> Have I submitted a DBE Letter of Acknowledgement for each proposed DBE on the “Exhibit E-1 Consultant DBE Commitment” form ? Is it signed? Does it match the “Exhibit E-1 Consultant DBE Commitment” form?
YES	Exhibit E-4 Bidders List	Required to be submitted with Bid , on Bid due date	<ul style="list-style-type: none"> Does it include all firms who submitted a bid/quote, DBE and not DBE? Are all the areas completed If the completed bidders list is not submitted with the proposal, the proposal will be deemed non-responsive

“Exhibit E-1 Consultant DBE Participation Commitment” Form

RFP 4-2203
EXHIBIT E-1



DBE PARTICIPATION COMMITMENT FORM

THIS FORM MUST BE COMPLETED AND SUBMITTED WITH THE PROPOSAL AS A
CONDITION OF DBE RESPONSIVENESS

NOTE: Refer to instructions on the reverse side of this form.

Offeror to Complete this Section				
1. RFP No.: _____				
2. Project Name/Description: _____				
3. Prime Offeror Name: _____				
4. Contract DBE Goal %: _____				
5. Offeror's Total Bid Price _____ (if applicable)				
Required DBE Commitment Information				
6. DBE Firm (Name and Address)	7. DBE Certification Number	8. Description of Scope of Services/Work	9. Dollar Value (\$) or Percent (%) of Participation	10. Dollar Value (\$) or Percent (%) of Eligible DBE Participation/Commitment
Note: As a condition of responsiveness, the offeror is required to <u>submit with the Proposal</u> a DBE Letter of Acknowledgement and Commitment signed and dated from each DBE listed in Column 6 acknowledging that the DBE is participating in the contract for the specified dollar value (\$) or percent (%) and scope of work.			11. Total Dollar Value (\$) or Percent (%) of Eligible DBE Participation: \$ _____	
The dollar and/or percentage amount and scope committed in the DBE Letter of Acknowledgement and Commitment and the dollar and/or percentage amount and scope shown on this form MUST match identically.			12. Eligible DBE Participation Represented as a Percentage (%) of Offeror's Total Proposal Price _____ %	
Offeror Assurance: The offeror certifies that information on this form is complete and accurate, that it has verified the listed DBE(s) certification status and is only crediting eligible DBE participation towards meeting the contract DBE goal.				
13. Preparer's Name (Print) _____	14. Preparer's Signature _____	15. Preparer's Title _____		
16. Date _____	17. Telephone No. _____	18. Email Address _____		

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- All areas must be properly completed.
- If proposing as a DBE Prime note “Prime Certified DBE” in the upper right side of the Form and list yourselves in the DBE Contract Information Section (Boxes 6, 7 , 8, 9 & 10)
- Ensure the DBE certification number in Box 7 is the DBE firms CUCP certification number.
- Only count a DBE firm’s eligible participation in Box 10 (e.g. 60% credit as a supplier, only count mark-up fees for brokers or facilitation of supply).
- It is the Prime’s responsibility to determine if a firm is working as a supplier or a broker to calculate the eligible participation.
- Box 11 should only reflect the eligible portion of DBE participation and equal the sum of the values listed in in Box 10.
- Ensure the percentage of eligible participation in Box 12 is calculated against the total cost bid including any allowances and options.

Conditions of Responsiveness (Cont)

- **At time of bid submission**, DBEs must possess a valid DBE Certification from the California Unified Certification Program (CUCP) (<https://dot.ca.gov/programs/civil-rights/dbe-search>).
- A firm's participation is only eligible to count towards DBE credit in the work code category (WCC) or the North American Industry Classification System (NAICS) codes contained within their CUCP DBE Profile:

DBE NAICS	541611; 541620; 541910;
ACDBE NAICS	
Work Codes	C8713 CONSULTANT, ENVIRONMENTAL; I8750 Market Research & FOCUS Groups; C8700 CONSULTANT, NON ENGINEERING;
Licenses	
Trucks	
Gender	F
Ethnicity	HISPANIC
Firm Type	DBE

- Services subcontracted by DBE firms to non-DBE firms may not be credited towards DBE participation.

“DBE Letter of Acknowledgement and Commitment”



RFP 4-2203
Exhibit E-2

DBE LETTER OF ACKNOWLEDGMENT AND COMMITMENT

1. IFB NO.: _____

2. Project Name/Description: _____

3. Bidder: _____

4. DBE Commitment Information

(A) Description of work to be performed by DBE firm (Include bid item number on the DBE Participation Commitment Form as applicable):

(B) Dollar value of this work \$ _____

5. DBE ACKNOWLEDGMENT*

I acknowledge that my firm has been listed by the Bidder named above, and is committed, to perform the scope and portion of work (A and B) stated above.

DBE Firm's Name: _____

Name: _____

Signature: _____

Title: _____

Telephone: _____

*If the bidder does not receive award of the prime contract, any and all representations in this letter of Acknowledgment and Commitment shall be null and void.

This form may be used to fulfill the DBE Participation Commitment Letter requirement as stated in the IFB instructing that the "the bidder is required to submit with the Bid a DBE Letter of Acknowledgment and Commitment signed and dated from each DBE acknowledging that the DBE is participating in the contract for the specified dollar value (B) and scope of work."

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- This Form must be submitted for each DBE firm proposed and listed on the “Exhibit E-1 Consultant DBE Commitment” form
- Form must be signed by each DBE firm
- Value listed must match the “Total” value of proposed participation listed on the “Exhibit E-1 Consultant DBE Commitment” form
- Required no later than 4:00 p.m. on the 2nd business day after the Bid due date



Bidders List

(refer to the Bidders List in the RFP)

- Per US DOT requirements, Bidder is required to complete and submit the DBE Form E-4 form (titled Bidders List) to Authority with their proposal documents. Failure to submit the Bidders List will result in being found non-responsive.
- Bidders List is to include all firms (DBE and non-DBE) that submitted quotes or proposals to act as subconsultants, suppliers or brokers, whether or not you elected to use them in your proposal.

Bidders List



RFP 4-2203
Exhibit E-4

Bidders List

The Department of Transportation requires the Authority to create and maintain a "Bidders List" containing information about all firms (DBE and Non-DBE) that bid, propose or quote on the Authority's DOT-assisted contracts, in accordance with 49 CFR Part 26.11. The "Bidders List" is intended to be a count of all firms that are participating, or attempting to participate, on DOT-assisted contracts, whether successful or unsuccessful in their attempt to obtain a contract.

The bidder is to complete all requested information for every firm who submitted a bid, proposal or quote, including the primary bidder, and submit this information to the Authority with the bid as a condition of DBE responsiveness. The Authority will utilize this information to assist in the Authority's DBE goal-setting process.

Prime Name and Location	Type of Work/Services/Materials Provided: NAICS/WCC	Subcontract Amount	Percentage of Bid Item Sub-contracted	Contractor License No.	DBE (Y/N)	Phone:	Annual Gross Receipts
	DIR Reg Number			DBE Certification ID	E-mail:		
Prime Bidder:							<input type="checkbox"/> Less than \$1 million
Contact Name:							<input type="checkbox"/> Less than \$5 million
Address:							<input type="checkbox"/> Less than \$10 million
							<input type="checkbox"/> Less than \$15 million
							<input type="checkbox"/> More than \$15 million
							Age of Firm: ____yrs.

Subcontractor Name and Location	Type of Work/Services/Materials Provided: NAICS/WCC	Subcontract Amount	Percentage of Bid Item Sub-contracted	Contractor License No.	DBE (Y/N)	Phone:	Annual Gross Receipts
	DIR Reg Number			DBE Certification ID	E-mail:		
Firm Name:							<input type="checkbox"/> Less than \$1 million
Contact Name:							<input type="checkbox"/> Less than \$5 million
Address:							<input type="checkbox"/> Less than \$10 million
							<input type="checkbox"/> Less than \$15 million
							<input type="checkbox"/> More than \$15 million
							Age of Firm: ____yrs.



Scope of Work

(Exhibit A)

Melina Cabrera

Marketing Specialist, Marketing and Customer Engagement

Project Overview and Scope of Work

Marketing Outreach: July Overview



- Four events attended
- Approximately 1,021 community members reached
- OCTA services promoted: Metrolink, OC Bus
- Three cities reached

Transit Training: Washington Square Neighborhood Association

July 18, 2024, Santa Ana

An OC Bus Transit Training presentation was delivered to the Washington Square Neighborhood Association of Santa Ana, with a special focus on Youth Ride Free and how to participate in the program.

At a Glance:

- Engagements: 30 attendees
- Staff: Melina Cabrera, Jennifer Cuevas
- Materials/Information distributed: OC Bus, Youth Ride Free, How to Ride Guides, Metrolink timetables, Metrolink Daycations



Ocean Festival Event

July 20, 2024, San Clemente

The San Clemente Ocean Festival takes place at the San Clemente Pier Station and attracts approximately 3,500 visitors. OCTA participated as a sponsor, hosting a booth at the event to promote Metrolink Weekend and Angels Express. A Metrolink Daycations banner, and Metrolink stickers were produced for this event. A Plinko game was set up to attract visitors, and Metrolink / Angels Express swag was distributed.

At a Glance:

- Engagements: 700 attendees
- Staff: Melina Cabrera, Jennifer Cuevas, Emily Jaime
- Materials/Information distributed: Angels Express material, Metrolink timetables, Metrolink Daycations



Tailgate at Trevor's Angels Express Event

July 26, 2024, San Juan Capistrano

Trevor's at the Tracks is a restaurant located next to the San Juan Capistrano Station, making it the ideal location to host this pop-up event. A 20% discount and free non-alcoholic beverages were offered during the event. Banners were developed and placed at the restaurant a week prior to the event. Angels Express swag and info was distributed during the event.

At a Glance:

- Engagements: 90 attendees
- Staff: Melina Cabrera, Jennifer Cuevas
- Materials/Information distributed: Angels Express material, Metrolink timetables, Metrolink Daycations



Santa Ana Mayor's Community Resource Fair

July 28, 2024, Santa Ana

Marketing Outreach supported Diversity Outreach at the Community Resource Fair, where 3,000 backpacks and school supplies were distributed. OC Bus and Youth Ride, information was distributed, and a prize wheel provided free OC Bus swag.

At a Glance:

- Engagements: 203 attendees
- Staff: Melina Cabrera, Diversity Outreach Team
- Materials/Information distributed: OC Bus, Youth Ride Free, Diversity Outreach Newsletter



Upcoming Events



Festival Of Butterflies

Aug. 3, 2024

San Juan Capistrano, CA

Metrolink



Santa Ana College Family Night

Aug. 14, 2024

Santa Ana, CA

College Pass Program



TGR Learning Lab Resource Fair

Aug. 10, 2024

Anaheim, CA

Youth Ride Free



Santiago Canyon College Event

Aug. 19, 2024

Orange, CA

College Pass Program



Senior Resource Fair

Aug. 13, 2024

La Palma, CA

OC Bus Senior Outreach



Golden West College Club Expo

Aug. 28, 2024

Huntington Beach, CA

College Pass Program

- Questions?



- Reminders
 - Deadline for submitting written questions is on September 5, 2024, at 2:00 pm
 - Proposals are due @ 2:00 pm on September 18, 2024
 - Please submit the pre-proposal registration sheet
 - Please register on CAMM NET
- Thank you for your interest in OCTA.