



NOTICE TO OFFERORS

October 18, 2024

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) 4-2488 "Public Outreach for the Interstate 5 Improvement Project from Interstate 405 to State Route 55"

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., November 12, 2024**.

Offerors are advised of the following:

1. Offeror shall submit one (1) original of its proposal in a sealed package, addressed as shown in F.1 of the RFP. The outer envelope must show the Offeror's name and address and clearly marked with RFP number. In addition to the above, Proposers shall also include one (1) electronic copy of their entire RFP submittal package in "PDF" format, on a CD, DVD, or flash drive.
2. A pre-proposal conference will be held both on-site/in-person and via teleconference on October 22, 2024 at 8:30 a.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, Monday, October 21, 2024.

Offerors are reminded to acknowledge receipt of this Addendum No. 1 in their transmittal letter and Exhibit B, "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



PRE-PROPOSAL CONFERENCE REGISTRATION

RFP #: **4-2488**

Date: **October 22, 2024**

Title: **Public Outreach for the Interstate 5 Improvement Project from Interstate 405 to State Route 55**

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: _____

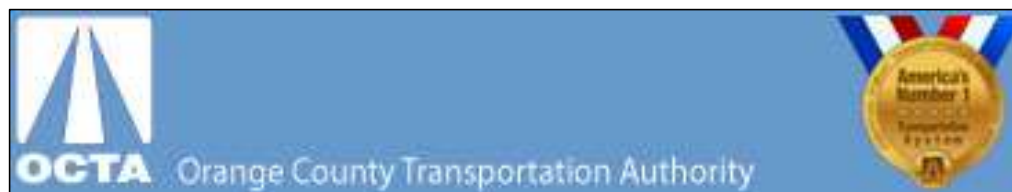
Phone Number: () _____ Registered on CAMM NET? ☐ Yes ☐ No

Prime ☐ Sub ☐ DBE ☐

E-Mail Address: _____

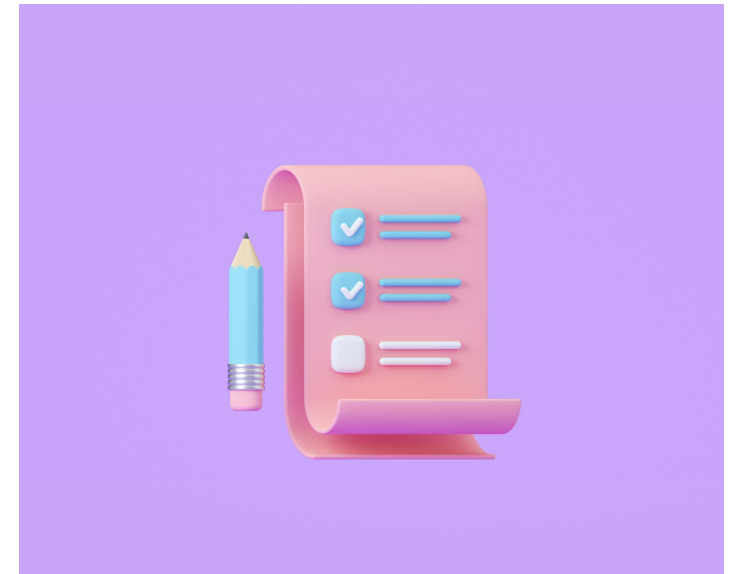
Pre-Proposal Conference for **RFP 4-2488**

“Public Outreach for the Interstate 5 Improvement
Project from Interstate 405 to State Route 55”



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: October 28, 2024, 2:00 p.m.

OCTA Responds: November 4, 2024

Proposals Due: November 12, 2024, 2:00 p.m.

Interviews: December 4, 2024

Board Meeting: February 24, 2025



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: **October 28, 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

Up Next

Next...
Proposal Instructions

Followed by...
Review of Scope of Work

Proposal Submittal Instructions

- Proposals are due by 2:00 p.m., on **November 12, 2024**
 - Technical proposals are to be submitted as 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.
 - Proposal must not contain any information regarding individual hourly rates.
 - Exhibit B, Price Summary Sheet, must be submitted in a separate sealed package from the proposal.
 - Packages clearly marked with the RFP number and title
- *PLEASE NOTE: This RFP requires separate hard copy submission of the price proposal. Please refer to Section II. p. 14 and Exhibit B.**

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

Note: 50-page proposal limit



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 six (6)-year initial term, with an option term of up to twenty-four (24) months

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 – Campaign Contribution Disclosure Form
- Exhibit F – Level 1 Safety Specifications
- Exhibit G – 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 submit Exhibit B, Price Summary Sheet, as a separate, sealed package from the proposal**
 - **NO information regarding individual hourly rates shall be mentioned anywhere in the proposal content**
 - 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	20%
Staffing and Project Organization	25%
Work Plan	30%
Cost and Price	25%

- Evaluation Committee is composed of internal OCTA staff members and external project partners

Evaluation and Award (continued)

- “Short-Listed” firms will be invited to interviews
- Interviews are scheduled for **December 4, 2024**
- Offerors are requested to keep this date available

Award

- Award Process:
 - Evaluation Committee recommends highest ranking Offeror for Award
 - BOD may accept/reject the recommendation
 - 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 G – 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 6 - Maximum Obligation
 - Article 9 - Insurance

Scope of Work (Exhibit A)

Nicci Wright

Community Relations Specialist, Principal, Public Outreach

Project Overview and Scope of Work

Project Overview

- 9-mile Project
 - Segment 1: I-405 to Yale Avenue
 - Segment 2: Yale Avenue to SR-55
- Corridor Cities
 - Irvine Tustin
 - Santa Ana, Laguna Hills, Lake Forest
- Cost
 - \$430.9 million
- Anticipated Schedule
 - Late 2025 – Late 2029



The OCTA Way

- Be transparent and empathetic
- Generate public awareness of project and highlight benefits
- Ease impacts of construction for public
- Identify key issues and opportunities
- Engage with diverse communities
- Build upon existing project database
- Establish strong relationships with key stakeholders
- Produce high-quality written collateral and graphics
- Engage using multiple strategies including printed collateral and digital communication tools

Staffing

- Project Manager
 - Primary point of contact, budget, QA/QC, overall performance
- Community Liaisons
 - Day-to-day work, one-on-one stakeholder briefings, PDT meetings, collateral development, constituent correspondence
- Account Coordinators
 - Organizational and logistical support
- Graphic Designer
 - Visuals, take complex info and make it comprehensible

Questions



Reminders

- Reminders:
 - Deadline for submitting written questions is on October 28, 2024, at 2:00 p.m.
 - Proposals are due on November 12, 2024, at 2:00 p.m.
 - Please submit the pre-proposal registration sheet
 - Please register on CAMM NET
- Thank you for your interest in OCTA

