



October 22, 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 Proposals (RFP) 4-2520
“Measure M2 Ten-Year Review Public Outreach Program”**

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 date is at or before **2:00 p.m., November 5, 2024**.

The following written questions were submitted by the deadline of 5:00 p.m., October 16, 2024:

1. Q – Why is this a two-year contract if the work is set to be complete by June 30, 2025? Will the agency request additional work post-June 30, 2025, that we should account for in our budget?

A – The Public Involvement Program (PIP) report is due by June 30, 2025. It will be incorporated into the Measure M2 Comprehensive Ten-Year Review report, which is anticipated to be finalized and presented to the OCTA Board of Directors in October 2025. The term of the contract accounts for that time frame, as well as potential schedule delays.

In addition, the outreach program findings are anticipated to be a source of feedback for OCTA’s 2026 Long Range Transportation Plan and other OCTA strategic planning efforts.

Potential outreach support beyond June 30, 2025, may include but not be limited to:

- *Revisions to the PIP report as needed*
- *Summaries of the PIP and findings for inclusion in other reports*
- *Development of materials based on PIP activities for presentation at OCTA public committee meetings, Board and Board Subcommittee meetings, and potentially key stakeholder meetings*

2. Q – Will there be a pre-proposal meeting?

A – No.

3. Q – How much of the budget should be allocated towards advertising?

A – *Firms may make a recommendation.*

4. Q – On page 28 of the RFP, Mail House support is listed. Will proposers be required to coordinate with a mail house provided by OCTA, or should proposers partner with a mail house and include cost for mailers and distribution in their proposals?

A – *Firms may include a mail house vendor in their proposals.*

5. Q – Does OCTA currently have a digital engagement hub/software available for use or do firms need to provide that in their proposals?

A – *Firms may include this in their proposals.*

6. Q – Does OCTA already have funding for CBO support, or should proposers allocate funds for that in their proposals?

A – *OCTA does not provide funding to community-based organizations (CBO).*

7. Q – Does the prime proposer need to have Vietnamese translation in-house, or can a subconsultant be utilized for that service?

A – *A subconsultant may provide this service.*

8. Q – Regarding the proposal submission requirements, there is conflicting language on RFP page 4 about submitting the proposal in print form via USPS, and there is also language about using an upload link to submit the proposal digitally. Could OCTA please clarify how proposals should be submitted and how many copies, etc., are required?

A – *No electronic submittals will be accepted. Proposals must be submitted per the following instructions.*

E. SUBMISSION OF PROPOSALS

1. Date and Time

Proposals must be received in the Authority's office at or before 2:00 p.m. on November 5, 2024.

Proposal received after the above-specified date and time will be returned to Offerors unopened.

Proposals delivered in person or by a means other than the U.S. Postal Service shall be submitted to the following:

**Orange County Transportation Authority
Contracts Administration and Materials Management (CAMM)
600 South Main Street, (Lobby Receptionist)
Orange, California 92868
Attention: Daniel Crymes, Senior contract Administrator**

Or proposal delivered using the U.S. Postal Services shall be addressed as follows:

**Orange County Transportation Authority
Contracts Administration and Materials Management (CAMM)
P.O. Box 14184
Orange, California 92863-1584
Attention: Daniel Crymes, Senior contract Administrator**

Note: The Authority utilizes a third-party delivery service; therefore, please anticipate a 48-hour delay in delivery of proposals mailed to the P.O. Box listed above. Proposals are considered received once time stamped at the Authority's physical address.

9. Q – Is the budget intended for two years or six months?

A – Refer to question 1.

10. Q – Is there a list of interested bidders as prime for the above-mentioned Bid?

A – Yes, Planholders List can be viewed in CAMMNET.

11. Q – The RFP, "Notice of Request for Proposals (RFP)" page i, outlines the budget for this project is \$200,000 for a two (2)-year term. However, the RFP also states on page 5 of the "Scope of Work" that the PIP activities shall begin January 13, 2025, and be completed by June 15, 2025, which is a 6-month term. Can you please clarify the terms of the schedule of service and budget?

A – Refer to question 1.

12. Q – Did a previous company provide similar services in the past for the first round of M2 review back in 2006?

A – No review was performed in 2006.

13. Q – Can you please clarify what is meant by “having experience with and understanding of transportation sales tax measures?” Are you looking for a specific staff member to have political experience with sales tax or is OCTA looking for a political expert to support in extending the measure or only looking for public outreach support to solicit input from the public to gauge current M2 performance and satisfaction?

A – As stated in the Scope of Work, the Measure M2 Ordinance requires a Ten-Year Comprehensive Review. One element of the Review is to assess public and stakeholder support for the M2 Transportation Investment Plan. The Measure M2 Ordinance is a sales tax measure.

14. Q – The final report of the M2 review is expected by late 2025, leaving an additional year for the fulfillment of the contract’s term. What does OCTA expect to carry out as a part of the outreach after the final report is completed since there will be a year remaining?

A – Refer to question 1.

15. Q – The budget is \$200,000 for a two-year term but the schedule (P5, scope of work) says the work starts January 13, 2025, and the final report is due June 30, 2025. Are there any activities after June’ 25?

A – Refer to question 1.

16. Q – Would like to include two Community Liaisons – one for the Vietnamese population and one for Hispanic/Latinx. Is this acceptable to you? This would mean naming five instead of four key players.

A – Staffing recommendations are up to the proposing firm, including number of key personnel, that demonstrates the firm’s ability to meet the requirements of the scope of work.

17. Q – Can the Authority confirm that this will be an electronic submission and provide the link for uploading the proposal documents?

A – Refer to question 8.

18. Q – “Price Summary Sheet”, Can the Authority confirm if this is an electronic submission through an upload link or if it will be a hard copy submission?

A – Refer to question 8.

The Offeror shall complete the “Price Summary Sheet” form included with this RFP (Exhibit B), **as a separate sealed package from the proposal. No information regarding individual hourly rates shall be mentioned anywhere in the proposal content.**

19. Q – Does the Authority have further instructions such as number of copies to be delivered?

A – *One (1) copy.*

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 dcrymes@octa.net.

Sincerely,

Daniel Crymes

Daniel Crymes
Senior Contract Administrator
Contracts Administration and Materials Management