



March 12, 2025

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) 5-3914
“Mobility Hubs Concept of Operations Study”**

All Offerors:

This letter shall serve as Addendum No. 2 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 25, 2025**.

Offerors are advised of the following:

1. A pre-proposal conference was held both on-site/in-person and via teleconference on February 27, 2025 at 10:00 a.m. The pre-proposal registration sheet is presented as Attachment A to this Addendum No. 2.
2. The following questions were submitted by the deadline:

Question 1:

Would it be possible to distribute the list of vendors who registered/attended the pre-proposal conference on February 27th to vendors? If so, could you please share the process for obtaining it?

Response 1:

The pre-proposal registration sheet is presented as Attachment A to this Addendum No. 2.

Question 2:

Will OCTA be providing the Vietnamese and Spanish translation for outreach materials and surveys?

Response 2:

Yes, OCTA will be providing the translation materials for all outreach events.

Question 3:

What is the total estimated budget allocation for the Consultant for this project? Is there a maximum budget or an estimated range?

Response 3:

The budget for this effort is \$300,000 for a two (2)-year term.

Question 4:

Would OCTA consider a 2-week extension to the proposal due date?

Response 4:

No extension for the proposal due date will be provided.

Question 5:

DBE/SBE Goal: Please confirm whether there is a DBE/SBE goal for this project.

Response 5:

There is no DBE/SBE goal for this project.

Question 6:

Anticipated Schedule: It was mentioned at the pre-proposal meeting that this project has an anticipated 24-month schedule but that the REAP 2.0 grant funding this project requires all work be completed by June 2026. What is the anticipated action for the project after June 2026? Will the project be on hold or will another funding source be available to fund the project through completion? Should offerors suggest changes to the scope based on needing to complete the work by June 2026?

Response 6:

OCTA does not anticipate the project being placed on hold. There is a potential extension of the REAP deadline beyond June 2026. If the deadline is not extended, OCTA will secure an alternative funding source to complete the study and does not expect any delays in the project timeline.

Question 7:

Task 3.1 Market Research: Could you provide some guidance on what is expected of Task 3.1 Market Research, specifically with regards to research on perceptions of transportation services and emerging technologies? Is this a separate survey, or could these activities be incorporated into the stakeholder interviews or community engagement efforts?

Response 7:

Task 3.1 Market Research involves conducting research to understand community needs and identify mobility hub options that have been successfully implemented, considering factors such as travel behavior, origin-destination patterns, and mobility challenges. This research does not necessarily require a separate survey; it can be integrated into stakeholder interviews and community engagement efforts to gather insights on perceptions of transportation services and emerging technologies.

Question 8:

Task 4.1 Stakeholder Coordination: Could you provide additional guidance on whether the Consultant or OCTA will have the primary/leading role in Task 4.1 as well as the public outreach activities in Task 6? Will the OCTA outreach team lead the effort assisted by the Consultant?

Response 8:

OCTA will take the lead on all outreach activities, while the Consultant will provide support, including but not limited to content development for flyers, presentations, and other materials. Translation services will be handled by OCTA's outreach team.

Question 9:

Task 4.2 Stakeholder Interview or Surveys: Please provide clarity on whether there is a desired amount of interviews and/or surveys. Please also clarify whether OCTA would be open to a focus group format.

Response 9:

OCTA is open to suggestions. As part of Task 4, stakeholder feedback on mobility hubs will be gathered to identify applicable elements for the implementation plan.

Question 10:

Task 6.1 Public Engagement Plan: Task 6.1 mentions development of various outreach materials including a fact sheet, infographics, webpage, Powerpoint presentations and two online surveys. Are these suggestions or mandatory materials that OCTA definitely wants developed? Can you provide more guidance on the two online surveys in Task 6.1 and how that might relate to the surveys described in Task 4.2?

Response 10:

A fact sheet and webpage are required as part of the Study. OCTA's outreach team will lead the development, with the Consultant providing all necessary content. Infographics may also be needed to support outreach efforts, presentations, and reporting. Task 6.1 refers to the outreach engagement plan. Task 4.2 can either be interviewing local jurisdictions/community-based organizations or conduct surveys to the general public for input.

Question 11:

Task 6.2 Community Events/Pop Ups: Could you provide more guidance on the anticipated schedule and timing of community events/pop ups? Are they anticipated to be four events at different points in the schedule or perhaps two events at two different points in the schedule? Will the Consultant be required to assist in finding locations for events/pop ups?

Response 11:

There will be up to four (4) events, consisting of a mix of webinars, meetings, and pop-up events. OCTA will be responsible for identifying and coordinating the locations. Each outreach event will serve as a key milestone in the Study.

Question 12:

Task 8 Draft and Final ConOps Plan: Please provide clarity on the level of detail desired for functional, user and technical requirements requested in Task 8.1 Is OCTA looking for the requirements to be detailed enough to support a system design document?

Response 12:

Task 8 should outline the roles and responsibilities of all involved parties and provide a clear framework for implementation. The document should include strategies for piloting a mobility hub, along with the necessary requirements to support its implementation. In essence, Task 8 should serve as a comprehensive conclusion to the Study, offering clear next steps and guidance toward implementation rather than a system design document.

Offerors are reminded to acknowledge receipt of this Addendum No. 2 in their transmittal letter and Exhibit B, "Price Summary Sheet" All changes addressed in this Addendum No. 2 shall be incorporated into the final Agreement.

Questions regarding this Addendum No. 2 should be directed to the undersigned at ehoskin@octa.net.

Sincerely,



Ellis Hoskin
Contract Administrator
Contracts Administration and Materials Management

PRE-PROPOSAL CONFERENCE REGISTRATION

**OCTA** RFP #: 5-3914Date: February 27, 2025Title: Mobility Hubs Concept of Operations Study

1. **Company Name:** Arcadis
 Attendee: Debbie Leung
 Address: 18401 Von Karman Avenue, Suite 300
 City, State Zip: Irvine, CA 92612
 Phone Number: (714) 299-4838 **Registered on CAMM NET?** ☒ Yes ☐ No
 Prime ☒ **Sub** ☐ **DBE** ☐
 E-Mail Address: debbie.leung@arcadis.com

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 REGISTRATION

**OCTA** RFP #: 5-3914Date: February 27, 2025Title: Mobility Hubs Concept of Operations Study

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1. Company Name: Kittelston & Associates, Inc.
Attendee: Tim Erney
Address: 750 The City Drive, Suite 410
City, State Zip: Orange, CA 92868
Phone Number: (714) 468-1181 Registered on CAMM NET? ☒ Yes ☐ No
Prime ☒ Sub ☐ DBE ☐
E-Mail Address: terney@kittelston.com
-
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 REGISTRATION**OCTA** RFP #: 5-3914Date: February 27, 2025Title: Mobility Hubs Concept of Operations Study

-
1. Company Name: Toole Design
Attendee: Malia Schilling
Address: 742 South Hill Street, Suite 600
City, State Zip: Los Angeles, CA 90014
Phone Number: (213) 567.8680 x759 Registered on CAMM NET? ☒ Yes ☐ No
Prime ☒ Sub ☐ DBE ☐
E-Mail Address: mschilling@tooledesign.com
-
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 REGISTRATION**OCTA** RFP #: 5-3914Date: February 27, 2025Title: Mobility Hubs Concept of Operations Study

1. **Company Name:** Arellano Associates

Attendee: Rebecca Rice

Address: 5851 Pine Avenue, Suite A

City, State Zip: Chino Hills, CA 91709

Phone Number: (909) 627-2974 **Registered on CAMM NET?** ☒ Yes ☐ No

Prime ☐ **Sub** ☒ **DBE** ☒

E-Mail Address: Rrice@arellanoassociates.com

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 REGISTRATION**OCTA** RFP #: 5-3914Date: February 27, 2025Title: Mobility Hubs Concept of Operations Study

1. Company Name: GHD
 Attendee: Marcus Anderson
 Address: 320 Goddard Way, Ste 200
 City, State Zip: Irvine CA 92606
 Phone Number: (657) 622-4936 Registered on CAMM NET? ☒ Yes ☐ No
 Prime ☒ Sub ☐ DBE ☐
 E-Mail Address: marcus.anderson@ghd.com

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 REGISTRATION**OCTA** RFP #: 5-3914Date: February 27, 2025Title: Mobility Hubs Concept of Operations Study

1. Company Name: Psomas

Attendee: Lynn Gilbert, CPSM, Regional Marketing Manager/Associate

Address: 5 Hutton Centre Drive, Suite 300

City, State Zip: Santa Ana, CA 92707

Phone Number: (714.481.8026 Registered on CAMM NET? ☒ Yes ☐ No

Prime ☒ Sub ☒ DBE ☐

E-Mail Address: lgilbert@psomas.com

2. Company Name: Psomas

Attendee: Johnna Beeson, Senior Marketing Coordinator

Address: 5 Hutton Centre Drive, Suite 300

City, State Zip: Santa Ana, CA 92707

Phone Number: (213.223.1535 Registered on CAMM NET? ☒ Yes ☐ No

Prime ☒ Sub ☒ DBE ☐

E-Mail Address: johnna.beeson@psomas.com

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 REGISTRATION**OCTA** RFP #: 5-3914Date: February 27, 2025Title: Mobility Hubs Concept of Operations Study

1. Company Name: Steer

Attendee: Alia Verloes

Address: Suite 4275, 601 S Figueroa St

City, State Zip: Los Angeles, CA 90017

Phone Number: (+1 (213) 425 0990) Registered on CAMM NET? ☒ Yes ☐ No

Prime ☐ Sub ☒ DBE ☐

E-Mail Address: alia.verloes@steergroup.com

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 REGISTRATION**OCTA** RFP #: 5-3914Date: February 27, 2025Title: Mobility Hubs Concept of Operations Study

1. **Company Name:** Parsons Transportation Group

Attendee: Teresa Malone

Address: 19900 MacArthur Blvd, Suite 850

City, State Zip: Irvine, CA 92612

Phone Number: (949) 333-4563 **Registered on CAMM NET?** ☒ Yes ☐ No

Prime ☒ **Sub** ☐ **DBE** ☐

E-Mail Address: Teresa.Malone@parsons.com

2. **Company Name:** Parsons Transportation Group

Attendee: Derek Pines

Address: 19900 MacArthur Blvd, Suite 850

City, State Zip: Irvine, CA 92612

Phone Number: (714) 686-1755 **Registered on CAMM NET?** ☒ Yes ☐ No

Prime ☒ **Sub** ☐ **DBE** ☐

E-Mail Address: Derek.Pines@parsons.com

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 REGISTRATION**OCTA** RFP #: 5-3914Date: February 27, 2025Title: Mobility Hubs Concept of Operations Study

1. Company Name: Cityfi, LLC

Attendee: Karina Ricks

Address: 1100 H Street NW, suite 840-101F

City, State Zip: Washington, DC 20005

Phone Number: (201) 253-1272 Registered on CAMM NET? ☒ Yes ☐ No

Prime ☐ Sub ☒ DBE ☒

E-Mail Address: Karina@cityfi.co

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 REGISTRATION**OCTA** RFP #: 5-3914Date: February 27, 2025Title: Mobility Hubs Concept of Operations Study

1. Company Name: Costin Public Outreach Group, Inc.

Attendee: Allison Jenney

Address: 18091 Fieldbury Lane

City, State Zip: Huntington Beach, CA 92647

Phone Number: (858) 218-5495 Registered on CAMM NET? ☒ Yes ☐ No

Prime ☐ Sub ☒ DBE ☒

E-Mail Address: allison@costinoutreachgroup.com

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 REGISTRATION**OCTA** RFP #: 5-3914Date: February 27, 2025Title: Mobility Hubs Concept of Operations Study

1. Company Name: Alta Planning + Design, Inc.
 Attendee: Amina Hansford
 Address: 617 W. 7th Street, #1103
 City, State Zip: Los Angeles, CA 90017
 Phone Number: (213) 319-7761 Registered on CAMM NET? ☒ Yes ☐ No
 Prime ☒ Sub ☐ DBE ☐
 E-Mail Address: californiabids@altago.com; aminahansford@altago.com

2. Company Name: Alta Planning + Design, Inc.
 Attendee: Mike Sellinger
 Address: 617 W. 7th Street, #1103
 City, State Zip: Los Angeles, CA 90017
 Phone Number: (206) 372-2029 Registered on CAMM NET? ☒ Yes ☐ No
 Prime ☒ Sub ☐ DBE ☐
 E-Mail Address: mikesellinger@altago.com

3. Company Name: Amina Hansford
 Attendee: Mauricio Hernandez
 Address: 617 W. 7th Street, #1103
 City, State Zip: Los Angeles, CA 90017
 Phone Number: (510) 221-0260 Registered on CAMM NET? ☒ Yes ☐ No
 Prime ☒ Sub ☐ DBE ☐
 E-Mail Address: mauriciohernandez@altago.com

PRE-PROPOSAL CONFERENCE REGISTRATION**OCTA** RFP #: 5-3914Date: February 27, 2025Title: Mobility Hubs Concept of Operations Study

1. Company Name: TYLin

Attendee: Sydney Maves & Dora Miketa

Address: 707 Wilshire Blvd Suite 4900

City, State Zip: Los Angeles, CA 90017

Phone Number: (213) 532-4591 Registered on CAMM NET? ☒ Yes ☐ No

Prime ☒ Sub ☐ DBE ☐

E-Mail Address: sydney.maves@tylin.com; dorottya.miketa@tylin.com

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: _____