



## **NOTICE TO OFFERORS**

June 4, 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 Proposal (RFP) 5-4104 "Public Outreach Consultant Services for the State Route 57 Northbound (Orangewood to Katella) Improvement Project"**

**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., July 1, 2025**.

Offerors are advised of the following:

**1. SECTION I. INSTRUCTIONS TO OFFERORS, F. SUBMISSION OF PROPOSALS, 1. Date and Time**, has been revised as follows:

Proposals must be received in the Authority's office at or before **2:00 p.m. on July 1, 2025**.

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  
600 South Main Street, (Lobby Receptionist)  
Orange, California 92868  
Attention: Gina Torres, Senior Contract Administrator**

Or proposals delivered using the U.S. Postal Service shall be addressed as follows:

**Orange County Transportation Authority  
Contracts Administration and Materials Management  
P.O. Box 14184  
Orange, California 92863-1584  
Attention: Gina Torres, 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.

2. Offerors shall submit one (1) original of its proposal in a sealed package, addressed as shown in F.1 above. The outer envelope must show the Offeror's name and address and clearly marked with RFP number. In addition to the above, Offerors shall also include one (1) electronic copy of their entire RFP submittal package in "PDF" format, on a CD, DVD, or flash drive.
3. Offerors are reminded to complete the "Price Summary Sheet" form included with the 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.
4. A pre-proposal conference will be held both on-site/in-person and via teleconference on June 10, 2025, at 10:30 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](mailto:gtorres@octa.net) no later than noon, Tuesday, June 10, 2025.

Offerors are reminded to acknowledge receipt of this Addendum No. 1 in their transmittal letter 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 [gtorres@octa.net](mailto:gtorres@octa.net).

Sincerely,



Gina Torres  
Senior Contract Administrator  
Contracts Administration and Materials Management



## PRE-PROPOSAL CONFERENCE REGISTRATION

RFP #: **5-4104**

Date: **June 10, 2025**

Title: Public Outreach Consultant Services for the State Route 57 Northbound  
(Orangewood to Katella) Improvement Project

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1. Company Name: \_\_\_\_\_

Attendee: \_\_\_\_\_

Address: \_\_\_\_\_

City, State Zip: \_\_\_\_\_

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

Prime ☐ Sub ☐ DBE ☐

E-Mail Address: \_\_\_\_\_

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2. Company Name: \_\_\_\_\_

Attendee: \_\_\_\_\_

Address: \_\_\_\_\_

City, State Zip: \_\_\_\_\_

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

Prime ☐ Sub ☐ DBE ☐

E-Mail Address: \_\_\_\_\_

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3. Company Name: \_\_\_\_\_

Attendee: \_\_\_\_\_

Address: \_\_\_\_\_

City, State Zip: \_\_\_\_\_

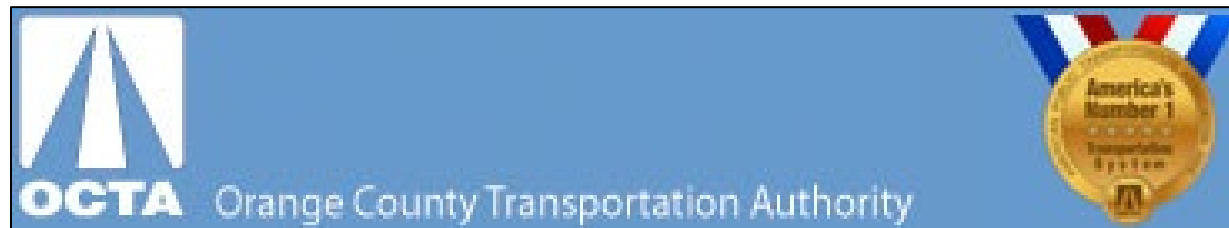
Phone Number: (       ) \_\_\_\_\_ Registered on CAMM NET? ☐ Yes ☐ No

Prime ☐ Sub ☐ DBE ☐

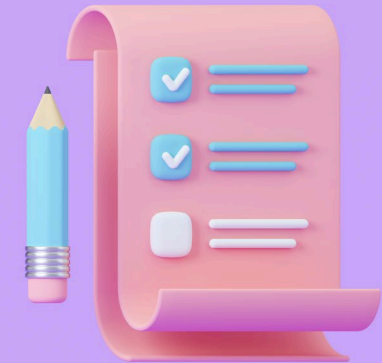
E-Mail Address: \_\_\_\_\_

# Pre-Proposal Conference for **RFP 5-4104**

“Public Outreach Consultant Services for the State  
Route 57 Northbound (Orangewood to Katella)  
Improvement Project”



- 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



## 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://camnet.octa.net/vendor-training/>



# Key Procurement Dates

Written Questions Due: June 17, 2025, 2:00 p.m.

OCTA Responds: June 24, 2025

Proposals Due: July 1, 2025, 2:00 p.m.

Interviews: July 22, 2025

Board Meeting: September 22, 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: **June 17, 2025, 2:00 p.m.**
- E-mail: [gtorres@octa.net](mailto: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 **July 1, 2025**
  - 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. 13 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 three (3)-year initial term, with an option term of up to twenty-four (24) months

- 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*



- 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

- 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

- “Short-Listed” firms will be invited to interviews
- Interviews are scheduled for **July 22, 2025**
- Offerors are requested to keep this date available

- 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)

**Tresa Oliveri**

Community Relations Specialist, Principal, Public Outreach

Project Overview and Scope of Work



- Extend general purpose lane on NB SR-57 between Orangewood and Katella Avenues
- Add an additional exit lane on NB Katella Avenue off ramp
- Upgrade median
- Four stages
- Stakeholders
  - Residents
  - Business & Sporting Venues

# Objectives & Strategies

- Develop Comprehensive Communications & Outreach Plan
- Generate public awareness of project & benefits
- Identify key issues & opportunities
- Engage diverse communities
- Build project database
- Establish strong relationships with key stakeholders
- Produce high-quality written collateral and graphics
- Engage using multiple tactics, including printed collateral & digital communication tools

# Questions



- Reminders:
  - Deadline for submitting written questions is on June 17, 2025, at 2:00 p.m.
  - Proposals are due on July 1, 2025, at 2:00 p.m.
  - Please submit the pre-proposal registration sheet
  - Please register on CAMM NET
- Thank you for your interest in OCTA

