



NOTICE TO OFFERORS

June 15, 2016

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Chief Executive Officer

SUBJECT: Request for Proposals (RFP) 6-1246, "Public Outreach for Capital Rail Projects"

Gentlemen/Ladies:

This letter shall serve as Addendum No. 1 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., July 7, 2016.**

A pre-proposal conference was held at the Authority's office in Orange on June 15, 2016. The pre-proposal registration sheet is presented as Attachment A and the pre-proposal presentation is included as Attachment B to this Addendum No. 1.

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 gmartinez@octa.net.

Sincerely,

Georgia Martinez
Senior Contract Administrator
Contracts Administration and Materials Management



PRE-BID / PRE-PROPOSAL REGISTRATION

ATTACHMENT A

RFP #: 6-1246

Date: June 15, 2016

Title: Public Outreach for Rail Capital Projects

1. Company Name: Kearns & West
Attendee: Taylor York
Address: 633 W. 5th St., Suite 2800
City, State Zip: Los Angeles, CA 90071
Phone Number: (415) 689-9206 Registered on CAMM NET? ☒ Yes ☐ No
E-Mail Address: t y o r k @ k e a r n s w e s t . c o m
2. 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
E-Mail Address: R r i c e @ a r e l l a n o a s s o c i a t e s c o
3. Company Name: MBI
Attendee: Mary McCormick
Address: 957 S. Village Oaks Dr.,
City, State Zip: Covina, CA 91724
Phone Number: (626) 967-1510 Registered on CAMM NET? ☒ Yes ☐ No
E-Mail Address: M a r y @ m b i m e d i a . c o m
4. Company Name: Circlepoint
Attendee: Dominica Smith
Address: # 954 W. Town and Country, Building B
City, State Zip: Orange, CA 92868
Phone Number: (714) 617 4923 Registered on CAMM NET? ☒ Yes ☐ No
E-Mail Address: d . s m i t h @ c i r c l e p o i n t . c o m

PRE-BID / PRE-PROPOSAL REGISTRATION

ATTACHMENT A

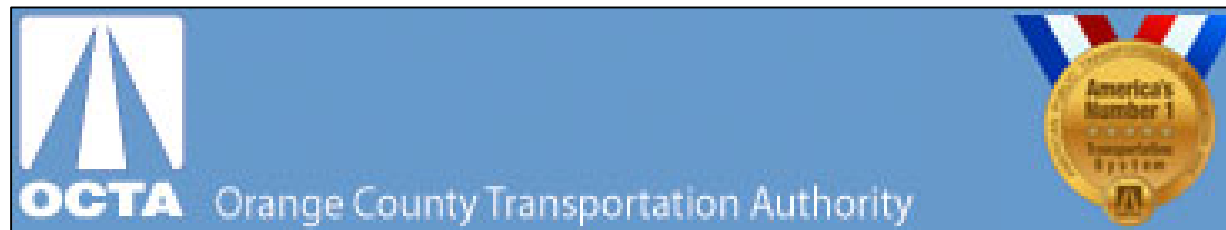
RFP #: 6-1246

Date: June 15, 2016

Title: Public Outreach for Rail Capital Projects

[illegible]

Pre-Proposal Conference for RFP 6-1246: Public Outreach for Rail Capital Projects



Agenda

ATTACHMENT B

- Introductions / Opening Statement
- Purpose of Pre-Proposal Conference
- Review of RFP Documents
- Review of the Scope of Work
- Questions and Answers
- Closing



CAMM NET Registration

ATTACHMENT B

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

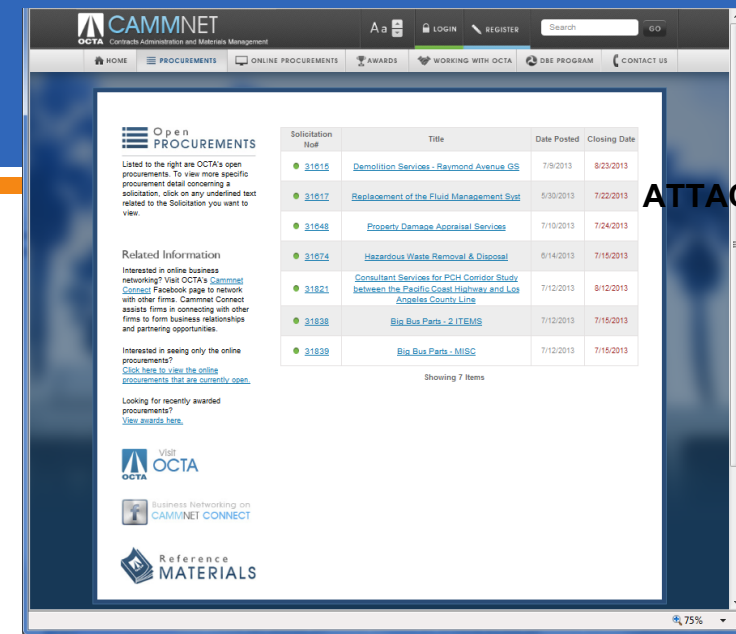
OCTA's Online Business Networking Tools

ATTACHMENT B

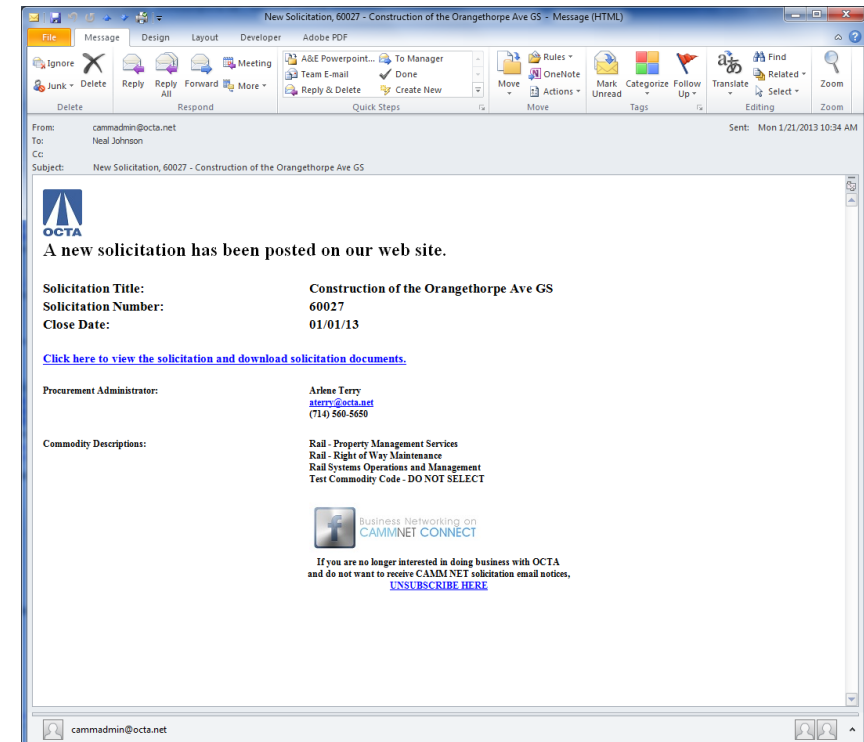


How to access CAMM NET Connect:

- CAMM NET Facebook links
- Facebook links in CAMM NET Solicitation Emails



ATTACHMENT B



Firefox

Cammnet Connect

https://www.facebook.com/CammnetConnect

facebook login

Most Visited Getting Started Free Hotmail Suggested Sites Web Slice Gallery

facebook Search for people, places and things

Neal Johnson Find Friends Home

Create Page

Now August Created

 **CAMM NET Connect**

Cammnet Connect
3 likes · 2 talking about this


Government Organization
Cammnet Connect is currently under development and is not ready for use! All current posts, comments and information on Cammnet Connect are fictitious and for testing and development purposes only. Click here to learn more.

About

Photos Events Likes

Highlights

Post
Write something...

 **Cammnet Connect** shared a link via Cammnet Solicitation.
19 hours ago

The Orange County Transportation Authority invites sealed bids for construction of a railroad grade separation project at the railroad crossing at....

 **Business Opportunities**
click here to learn more about →

Solicitation 6-0027: Construction of the Orangethorpe Ave GS
Close Date: 1/1/2013 10:00:00 AM

To connect with other firms interested in this procurement, comment below.

 **Cammnet Connect** shared a link via Cammnet Solicitation.
18 hours ago

The Orange County Transportation Authority (Authority) invites proposals from qualified Contractors for Tree Pruning Services to be performed at A....

 **Business Opportunities**
click here to learn more about →

Solicitation 2-1337: Tree Pruning and Maintenance Services
Close Date: 11/28/2012 4:00:00 PM

To connect with other firms interested in this procurement, comment below.

Like · Comment · Share

 **Jan Immanuel Zacal** I am a sales representative for a major lawn equipment manufacturer. Please let me know if you are in the market for new equipment.
2 hours ago · Like

Chat

ATTACHMENT B

Firefox

Cammnet Connect

https://www.facebook.com/CammnetConnect

facebook login

Most Visited Getting Started Free Hotmail Suggested Sites Web Slice Gallery

Bookmarks

Post

Write something...

Cammnet Connect shared a link via Cammnet Solicitation. 19 hours ago

The Orange County Transportation Authority invites sealed bids for construction of a railroad grade separation project at the railroad crossing at....

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click here to learn more about →

Solicitation 6-0027: Construction of the Orangethorpe Ave GS
Close Date: 1/1/2013 10:00:00 AM

To connect with other firms interested in this procurement, comment below.

Like · Comment · Share

Neal Johnson My company is a small business who provides demolition services. We would love to partner with someone on this project.
18 hours ago · Like

Jan Immanuel Zacal We are planning on proposing on this project and are very interested in subcontracting the demolition.
about an hour ago · Like

Carolina Boesch Coppolo Jan - my firm provides demolition services. We are located in Laguna Hills and plan on attending the pre-proposal conference. Let me know if you will be there.
about an hour ago · Like

Write a comment...

Cammnet Connect shared a link via Cammnet Solicitation. 18 hours ago

The Orange County Transportation Authority (Authority) invites proposals from qualified Contractors for Tree Pruning Services to be performed at A...

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Like · Comment · Share

Jan Immanuel Zacal I am a sales representative for a major lawn equipment manufacturer. Please let me know if you are in the market for new equipment.
2 hours ago · Like

Carolina Boesch Coppolo I provided tree pruning services. I am looking for a firm to partner with on this effort.
about an hour ago · Like

Write a comment...

Cammnet Connect shared a link via Cammnet Solicitation. 19 hours ago

The Orange County Transportation Authority (The Authority) invites qualified firms to provide on-site flu shot clinic services.

Business Opportunities
click here to learn more about →

Solicitation 1-2387: On-Site Flu Shot Clinic Services
Close Date: 10/15/2012 4:00:00 PM

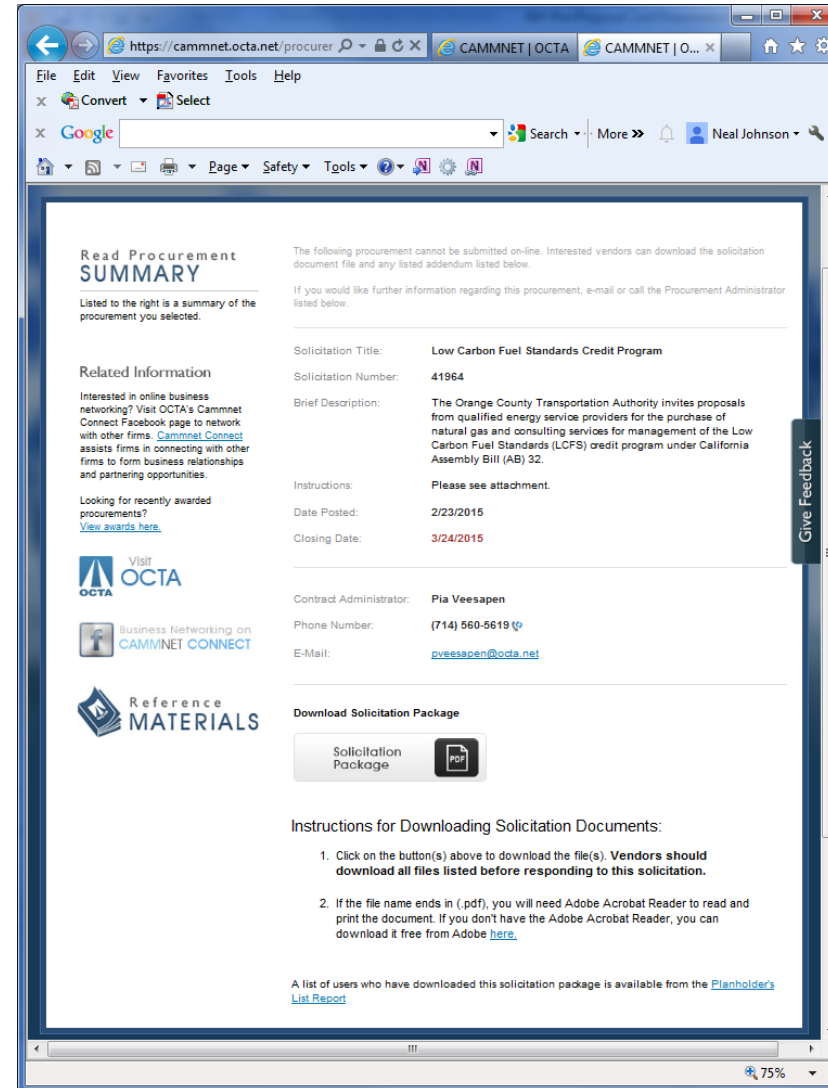
To connect with other firms interested in this procurement, comment below.

Chat

ATTACHMENT B

CAMM NET's Online Planholder's List

ATTACHMENT B




The screenshot shows a web browser window with the URL <https://cammnet.octa.net/procureur>. The page displays a procurement summary for the "Low Carbon Fuel Standards Credit Program" (Solicitation Number: 41964). The page is divided into several sections: "Read Procurement SUMMARY", "Related Information", "Reference MATERIALS", and "Download Solicitation Package".

Read Procurement SUMMARY
Listed to the right is a summary of the procurement you selected.

Related Information
Interested in online business networking? Visit OCTA's Cammnet Connect Facebook page to network with other firms. [Cammnet Connect](#) assists firms in connecting with other firms to form business relationships and partnering opportunities.
Looking for recently awarded procurements? [View awards here.](#)

Reference MATERIALS

Download Solicitation Package
Solicitation Package 

Instructions for Downloading Solicitation Documents:

1. Click on the button(s) above to download the file(s). Vendors should download all files listed before responding to this solicitation.
2. If the file name ends in (.pdf), you will need Adobe Acrobat Reader to read and print the document. If you don't have the Adobe Acrobat Reader, you can download it free from Adobe [here](#).

A list of users who have downloaded this solicitation package is available from the [Planholder's List Report](#)

Low Carbon Fuel Standards Credit Program
Solicitation Number: 41964
Brief Description: The Orange County Transportation Authority invites proposals from qualified energy service providers for the purchase of natural gas and consulting services for management of the Low Carbon Fuel Standards (LCFS) credit program under California Assembly Bill (AB) 32.
Instructions: Please see attachment.
Date Posted: 2/23/2015
Closing Date: 3/24/2015
Contract Administrator: Pia Veessen
Phone Number: (714) 560-5619
E-Mail: pveessen@octa.net

Visit OCTA
Business Networking on CAMMNET CONNECT

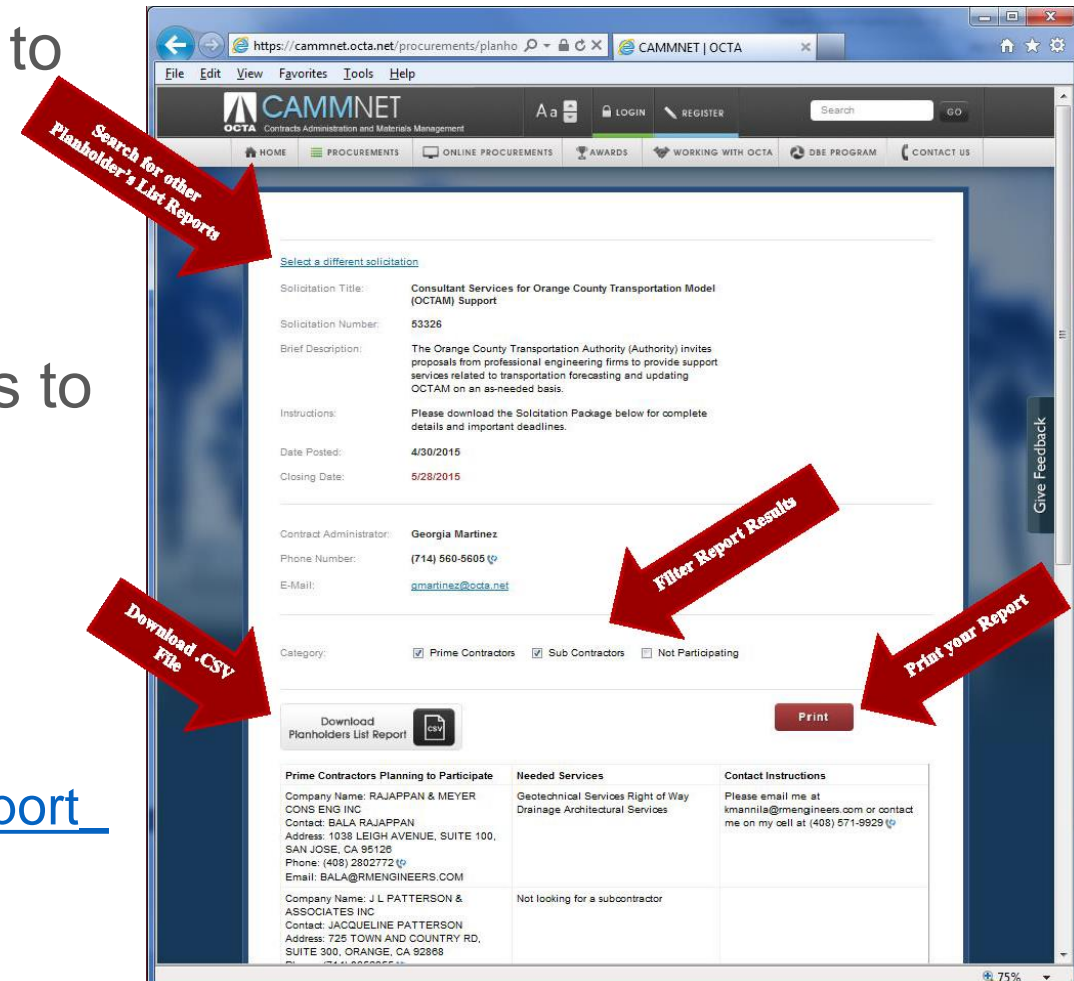
Give Feedback

CAMM NET's Online Planholder's List

ATTACHMENT B

- Vendors can also choose to receive update emails daily notifying them of any changes to the Planholder's List Report.
- Companies can also search for open and closed solicitation Planholder's List Reports to help them start the teaming process well in advance of the next posted solicitation.
- Learn more by going to:

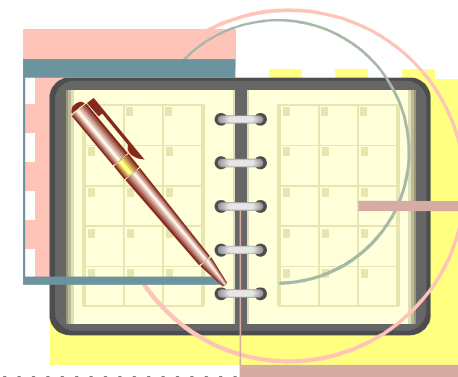
https://cammnet.octa.net/files/Planholders_List_Report_Guide.pdf



Key Procurement Dates

ATTACHMENT B

- Written Questions Due: June 20, 2016
- OCTA Responds: June 22, 2016
- Proposals Due: July 7, 2016, 2:00 pm
- Interviews: July 28, 2016



Key Procurement Information

ATTACHMENT B

- 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

ATTACHMENT B

- Questions must be submitted directly to Georgia Martinez, Senior Contract Administrator, in writing, prior to established due dates.
- E-mail recommended: gmartinez@octa.net
- Any changes Authority makes to procurement documents will be by written Addenda only.
- Addenda will be issued via CAMM NET.
- Verbal discussions today are non-binding.

NEXT...
Proposal Instructions

Then...
Review of Scope of Work

Proposal Submittal Instructions

ATTACHMENT B

(Refer to RFP Section I, pp. 4 & 5)

- Proposals are due by 2:00 p.m. on the date specified in the RFP.
- Proposals are to be submitted to the address specified in the RFP.
- Submit **one (1) original** and **five (5) copies 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 or DVD.
- Package clearly marked with the RFP number and title.
- **Price Summary Sheet (Exhibit B) must be submitted as a separate sealed package from the proposal.**

Proposal Submittal Instructions (continued)

ATTACHMENT B

(Refer to RFP Section I, p. 5 & 6)

- Authority has the right to:
 - accept or reject any and all proposals;
 - withdraw or cancel the RFP;
 - postpone proposal opening for its own convenience;
 - acceptance of proposal by Authority shall constitute a contract;
 - right to investigate the qualifications of any Offeror and/or require additional evidence of qualifications.
- Proposals received are considered public information.
- Proposals are not to be copyrighted.

Proposal Submittal Instructions (continued)

ATTACHMENT B

(Refer to RFP Section I, pp. 7)

- Contract type is Time and Expense.
- Conflict of interest
- Code of Conduct

Proposal Content

ATTACHMENT B

(Refer to RFP Section II, p. 9-14)

- Letter of Transmittal
- Technical Proposal
 - a) Qualifications, related experience and references of Offeror
 - b) Proposed staffing and project organization
 - c) Work plan
 - proposed project budget spreadsheet – sample on next slide
 - d) Exceptions / Deviations (Technical vs. Contractual) – Exhibit

**RFP 6-1246 PUBLIC OUTREACH FOR RAIL CAPITAL PROJECTS
PROJECT BUDGET SPREADSHEET**

ATTACHMENT B

Company Name: ABC Company					
Project Staff	J. Doe	S. Smith	P. Harris	L. May	Total Hours
Job Function	Project Manager	Community Liaison	Graphic Designer	Account Coordinator	
	Hours	Hours	Hours	Hours	
Tasks					
Task 1: Kick Off Meeting					
1.1 Project Initiation	5	20	1	2	28
1.2 Kick-Off Meeting	2	5	2	2	11
Task 2:					
2.1					
Task 3:					
3.1					
Task 4:					
4.1					
Task 5:					
5.1					
Task 6:					
6.1					
Task 7:					
7.1					
Task 8:					
8.1					
Task 9:					
9.1					
Task 10:					
10.1					
Subtotal	7	25	3	4	39
Other Direct Costs					
Printing					\$ 4,000.00
Postage					\$ 2,000.00
Canvassing					\$ 3,500.00
Advertisement					\$ 2,500.00
Total ODC					\$ 12,000.00
Total Project Budget					\$ 115,000.00

Proposal Content (continued)

ATTACHMENT B

- Cost and Price Proposal – Exhibit B
 - Offeror shall submit proposed pricing to provide services described in Exhibit A, Scope of Work.
 - **The Offeror shall submit the “Price Summary Sheet” (Exhibit B) 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.

Proposal Content (continued)

ATTACHMENT B

(refer to RFP Section II, p. 14)

- Forms
 - Status of Past and Present Contracts Form – Exhibit D
 - Proposal Exceptions and/or Deviations Form – Exhibit F

Note: Forms excluded from 50-page proposal limit.

Evaluation and Award

ATTACHMENT B

(Refer to RFP Section III, p. 16)

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

Qualifications of the firm	20%
Staffing and project organization	30%
Work plan	30%
Cost and Price	20%

Evaluation and Award (continued)

ATTACHMENT B

- “Short-Listed” firms will be invited to interview.
 - Cost and Price will not be evaluated when determining the “short-list”
 - Once a “short-list” has been developed, the sealed envelopes containing the short-listed firms’ proposed pricing.
- Interviews are scheduled for July 28, 2016. Offerors are requested to keep these dates available.

Award

ATTACHMENT B

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

Proposed Agreement

ATTACHMENT B

- Proposed Agreement
 - Please review the Proposed Agreement so you are aware of the contractual requirements of these projects.
- Exceptions
 - Any exceptions must be identified on Exhibit F titled “Proposal Exceptions and/or Deviations” form.



Proposed Agreement (continued)

ATTACHMENT B

- Offerors are encouraged to review:

Article 4 – Term of Agreement

Article 5 – Payment

Article 6 – Maximum Obligation

Article 9 - Insurance

Scope of Work

(Refer to Exhibit A)

Christina Byrne

Project Overview and Scope of Work

Rail capital projects

ATTACHMENT B

- Projects include:
 - **Fullerton** Transportation Center Elevator Upgrades
 - **Placentia** Station Construction
 - **Anaheim Canyon** Parking and Station Enhancements
 - **Orange** Station Parking Improvements
 - **Laguna Niguel/Mission Viejo** Station ADA Ramps
 - **Laguna Niguel to San Juan Capistrano** Passing Siding



Fullerton Transportation Center Elevator Upgrades

ATTACHMENT B

- Project: Modify the existing pedestrian bridge and its landings as well as surrounding infrastructure to add two new elevators, resulting in one new and one existing elevator on each side of the railroad tracks
- Cost: \$3.5 million
- Phase: Construction



Placentia Station Construction

ATTACHMENT B

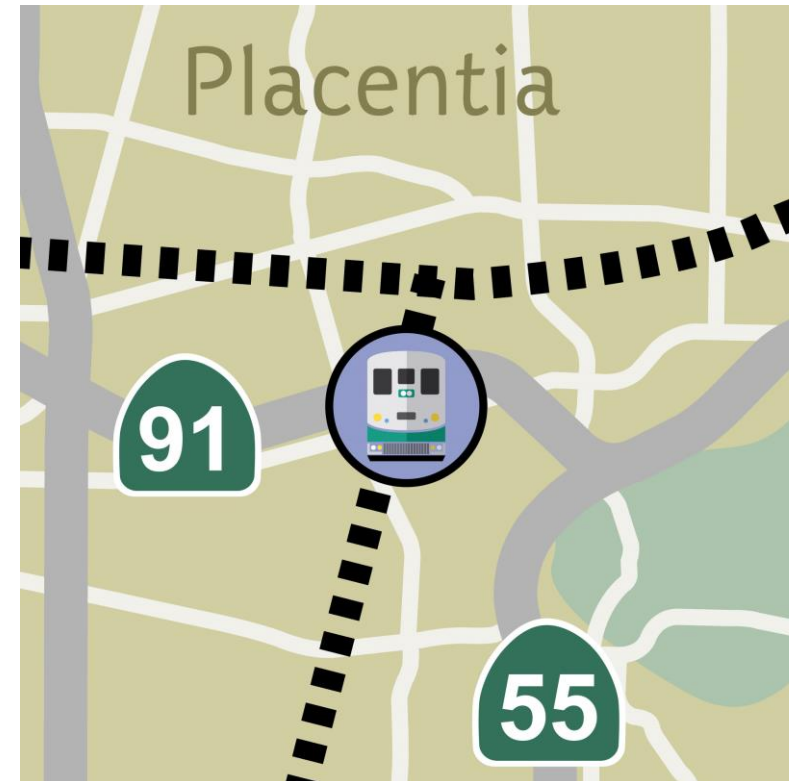
- Project: Construct a commuter rail station at Melrose and Crowther avenues near the Orange Freeway (SR-57) to serve the communities of Anaheim, Fullerton, Placentia and Yorba Linda
- Cost: \$34.83 million
- Phase: Pre-Construction



Anaheim Canyon Parking and Station Enhancements

ATTACHMENT B

- Project: Studying construction of a second station track and platform, extend the existing platform, improve the at-grade crossings and upgrade the parking lot
- Cost: \$20.96 million
- Phase: Environmental



Orange Station Parking Improvements

ATTACHMENT B

- Project: Construct a 611-space, five-level parking structure. The structure will be shared with the City of Orange; 500 of spaces will be for transit use and 111 spaces will be for general purpose use.
- Cost: \$18.55 million
- Phase: Pre-Construction



Laguna Niguel/Mission Viejo Station ADA Ramps

ATTACHMENT B

- Project: Construct Americans with Disabilities Act (ADA) compliant ramps to replace existing non-working elevators. Add additional passenger shelters, a restroom, vending machine area and city storage areas.
- Cost: \$3.55 million
- Phase: Construction



Laguna Niguel to San Juan Capistrano Passing Siding

ATTACHMENT B

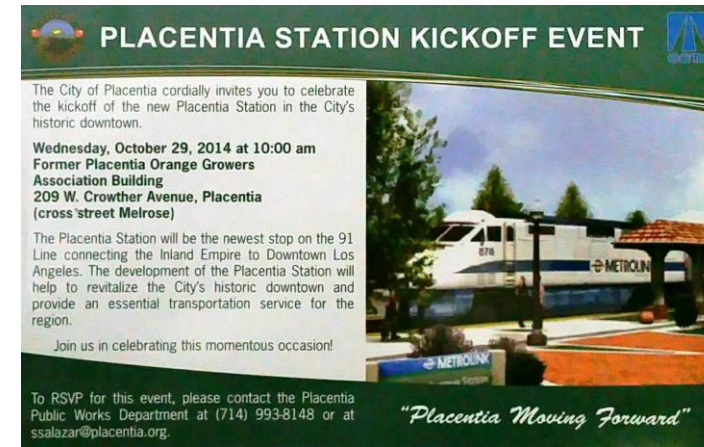
- Project: Add 1.8 miles of passing siding track adjacent to the existing main track; relocate pocket track south of Laguna Niguel/ Mission Viejo Station; make improvements at private crossing to Saddleback Church
- Cost: \$25.27 million
- Phase: Design



What we need

ATTACHMENT B

- Comprehensive Communications and Community Outreach Plan
 - Create a toolbox of communication methods that can be repurposed for each project
 - Generate public awareness
 - Identify key issues and opportunities
 - Produce high quality written and visual communications
 - Maximize distribution



Project staffing, budget and term

ATTACHMENT B

- Project staffing
 - Project manager
 - Community Liaison
 - Account Coordinator
 - Graphic designer
- Budget, term
 - \$120,000
 - Two-year contract



- Questions?



- Reminder.... Proposals are due @ 2:00 pm on July 7, 2016.
- Please leave a business card.
- Please register on CAMM NET.
- Thank you for your interest in OCTA! Feel free to stay and network.