

Overall Ranking	Proposal Score	Firm & Location	Sub-Contractors	Evaluation Committee Comments	Weighted Average Hourly Rate
1	87	Costin Public Outreach Group Corona, California	AJ Design Become Intertwined Hill International, Inc. Lazar Translating & Interpreting The Sierra Group	Highest-ranked firm overall. Experience providing public outreach for complex construction projects. Proposed a subcontractor currently leading the outreach efforts for the Interstate 5 Central County Improvement Project. Proposed project team has extensive, relevant experience. Proposed project manager has 26 years of experience. Proposed four community liaisons with relevant experience and knowledge of the project corridor. Proposed dedicated community liaison has 12 years of experience. Detailed approach for developing and implementing public outreach program. Demonstrated an understanding of the project corridor and key stakeholders. Discussed specific activities related to the Project, such as right-of-way, temporary construction easements, and utility relocation. Presented approach and answered questions during the interview. Received positive responses from references. Proposed competitive hourly rates.	\$128
2	79	McCormick-Busse, Inc. dba MBI Media Covina, California	Kleinfelder Construction Services AJ Design	Experience providing public outreach support for freeway construction projects as a subcontractor. Proposed a subcontractor currently leading the outreach efforts for the Interstate 405 (I-405) Improvement Project. Proposed project team has limited freeway construction experience. Proposed project manager has 18 years of experience. One of the proposed community liaisons is the project manager for the I-405 Improvement Project. Discussed approach and addressed all elements of the scope of work. Demonstrated a general knowledge of the project corridor and stakeholders. Presented approach and answered questions during the interview. Received positive responses from references. Proposed lowest weighted average hourly rate.	\$110
2	79	Westbound Communications, Inc. Orange, California	Geographics Media 360 Alcorn Photography Sir Speedy Printing Public Values Rief Media	Experience leading public outreach programs for complex construction projects, including several freeway construction projects. Proposed a knowledgeable and experienced project team. Proposed project manager has 25 years of experience. Proposed three community liaisons assigned to specific stakeholder groups. Proposed community liaison for Hispanic market has 20 years of construction-related outreach experience. Detailed approach and strategies for developing and implementing outreach program. Demonstrated an understanding of the project corridor and key stakeholders. Emphasized the importance of strategic communications with diverse communities. Presented approach and answered questions during the interview. Received positive responses from references. Proposed competitive hourly rates.	\$152

Evaluation Panel:

Internal:
Contracts Administration and Materials Management (1)
Public Outreach (2)
Capital Programs (1)
External:
City of Santa Ana (1)
California Department of Transportation (1)

Proposal Criteria

Qualifications of the Firm
Staffing and Project Organization
Work Plan
Cost and Price

Weight Factors

20%
30%
30%
20%