

Review of Proposals
RFP 6-1526 Public Awareness Services for OC Streetcar
Presented to Legislative and Communications Committee - April 20, 2017
6 proposals were received, 2 firms were interviewed, 1 firm is being recommended.

Overall Ranking	Proposal Score	Firm & Location	Sub-Contractors	Evaluation Committee Comments	Weighted Average Hourly Rate	Initial Term's Total Project Cost
1	83	Katz and Associates San Diego, California	Gomez Research Tashiro Choi and Associates Westbound Communications	Excellent qualifications and extensive public outreach experience on transportation projects. Demonstrated a thorough and in-depth understanding of project requirements. Qualified project manager with six years of public outreach experience. Experienced project team with extensive outreach experience and intimate knowledge of the project communities. Comprehensive work plan addressing all the elements of the scope of work. Excellent references. Excellent responses to interview questions reflecting depth of experience. Proposed a competitive weighted average hourly rate. Proposed lower total project cost.	\$120.51	\$1,151,712
2	82	Barrantes Enterprises Inc., dba The Sierra Group Whittier, California	AAMCOM, LLC CALTRIP Communications J-U Carter, Inc. dba J-U Public Lazar Translating & Interpreting Sensis, Inc. The Walking Man	Significant public outreach experience on transportation projects. Demonstrated a thorough understanding of project requirements. Highly-qualified project manager with over 30 years of public outreach experience. Proposed community liaisons have extensive construction public outreach experience. Thorough work plan addressing all the elements of the scope of work, but did not demonstrate a complete comprehension of the level of effort required for the project. Excellent references. Excellent responses to interview questions reflecting depth of experience. Proposed a competitive weighted average hourly rate.	\$119.20	\$1,179,632

Evaluation Panel:

Internal:

Contracts Administration and Materials Management (1)
Capital Projects Outreach (1)
Rail Programs and Facilities Engineering (1)

External:

City of Santa Ana (1)
City of Garden Grove (1)
Transportation Corridor Agencies (1)

Proposal Criteria

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

Weight Factors

25%
25%
30%
20%