

REVIEW OF PROPOSALS RFP8-1750
 FEDERAL LEGISLATIVE ADVOCACY AND CONSULTING SERVICES
 PRESENTED TO THE LEGISLATIVE AND COMMUNICATIONS COMMITTEE - 10/18/18
 5 proposals were received, 4 firms were interviewed, 1 firm is being recommended

Overall Ranking	Proposal Score	Firm & Location	Sub-Contractors	Evaluation Committee Comments	Initial Term Price
1	90	Potomac Partners Washington, D.C.	None	Highest ranked firm overall; well thought out, detailed proposal Excellent qualifications and experience in federal advocacy Strong approach and strategy to addressing OCTA's needs Demonstrated a very good understanding of OCTA's broad portfolio Demonstrated a clear commitment to produce measurable goals Currently providing federal advocacy services to OCTA	\$480,000
2	78	Squire Patton Boggs Washington, D.C.	None	Second ranked firm. Very good overall proposal. Less experience advocating for highway or transportation issues Well qualified staff Good general knowledge of transportation issues Firm represents large transit agencies; LA Metro and Denver RTD	\$348,000
3	74	Akin Gump Strauss Hauer & Feld Washington, D.C.	None	Firm provides a legal, more regulatory approach to advocacy Proposed large team to work on OCTA's account Provided general knowledge of OCTA issues Firm provides advocacy services to TCA Provided good discussion on how the firm would achieve OCTA's goals	\$480,000
4	70	Van Scoyoc Associates Washington, D.C.	None	Proposed principal has good DOT experience Firm has many other transit clients Large bipartisan firm Proposed work plan provided an accurate outlook for Congress	\$480,000

Evaluation Panel:

Board of Directors (3)
 Chief Executive Office (1)
 Government Relations (2)
 Contracts Administration and
 Materials Management (1)

Proposal Criteria

Qualification of the Firm
 and Staffing
 Work Plan
 Cost and Price

Weight Factors

40%
 30%
 30%