

Review of Proposals
RFP 8-1974 Safe Routes to School Action Plan

Presented to the Regional Planning and Highways Committee on March 4, 2019
 Seven proposals were received, three firms were interviewed, one firm is being recommended

Overall Ranking	Proposal Score	Firm & Location	Sub-Contractors	Evaluation Committee Comments	Firm-Fixed Rate
1	91	Toole Design Group, LLC Oakland, California	Steer Group SRTS National Partnership Leslie Scott Consulting	Highest-ranked firm overall. Experience with SRTS programs. Established in 2003. Managed SRTS programs for ten different state Departments of Transportation, Ohio DOT. Discussed approach for performing the services. Firm has performed SRTS services for Boston Public Health Commission, Schools. Currently working with City of Austin Public Works to develop SRTS Infrastructure Plan. Presented approach and responded to interview questions. Proposed competitive price.	\$300,000.00
2	88	Alta Planning + Design Los Angeles, California	SRTS National Partnership	Second-ranked firm overall Firm has over 18 years SRTS experience. Discussed approach for performing the services. Project manager has performed the same services for over 22 years. Provided Anaheim SRTS hand tallies and surveys. Proposed competitive price (second lowest). Responded to interview questions.	\$299,988.00
3	85	KOA Associates Orange, California	KWS Consulting SRTS National Partnership	Third-ranked firm overall. Firm was established in 1987. Discussed approach for performing the services. Developed SRTS programs, including the Town of Apple Valley and the cities of Barstow, Garden Grove, and Irvine. Project manager has over 13 years experience performing similar work. Responded to interview questions.	\$296,560.00

Evaluation Panel

Internal:
 Contracts Administration and Materials Management (1)
 Transportation Planning (2)
 External:
 Caltrans (1)
 Orange County Health Care Agency (1)

Acronyms

DOT - Department of Transportation
 RFP - Request for Proposal
 SRTS - Safe Routes to School
 Caltrans - California Department of Transportation

Proposed Criteria

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

Weight Factors

30 percent
 30 percent
 20 percent
 20 percent