

Review of Proposals

RFP 9-1433 Safe Travels Education Program Campaign

Presented to the Regional Planning and Highways Committee

Five proposals were received, two firms were interviewed, one firm is being recommended

Overall Ranking	Proposal Score	Firm & Location	Sub-Contractors	Evaluation Committee Comments	Firm-Fixed Price
1	84	Alta Planning + Design Los Angeles, California	C&R Consulting Latino Health Access Walk 'n Rollers Orange County Conservation Corps	Planning experience and direct engagement with youth in schools. Applicable experience and knowledge of funding programs and associated constraints. Safe Routes to School (SRTS) planning for 19 years. Provided a step-by-step outline on achieving work plan objectives. Presently works with the cities of Anaheim, Costa Mesa, Irvine, Oceanside, and Santa Ana with SRTS. Staff demonstrates a balance of expertise between planning, outreach, education, and law enforcement.	\$500,000.00
2	81	Safe Moves Van Nuys, California	KOA Orange County Conservation Corps	Worked with various agencies, school districts, organizations, and cities. Collateral meets requirements, but is not graphically appealing. Concern regarding depth of team to deliver project of this scale. Experience with SRTS programs and education. The project key personnel was unable to attend. Winner of several awards from the cities of Long Beach, Mountain View, and Stockton.	\$479,810.00

Evaluation Panel

Internal:

Contracts Administration and Materials Management (1)

Transportation Planning (2)

Marketing (1)

External:

Orange County Health Care Agency (1)

Proposed Criteria

Staff and Project Organization

Qualifications of the Firm

Work Plan

Cost and Price

Weight Factors

35 percent

25 percent

20 percent

20 percent

RFP - Request for proposals