

**Review of Proposals**  
**RFP 9-1571 Pubic Outreach for Interstate 405 Improvement Project**  
Presented to Legislative and Communications Committee - February 20, 2020  
**2 firms proposed, 2 firms were interviewed, 1 firm is being recommended**

Overall Ranking	Proposal Score	Firm & Location	Sub-Contractors	Evaluation Committee Comments	Total Estimated Project Hours	Weighted Average Hourly Rate
1	91	<b>Kleinfelder Construction Services, Inc.</b> Laguna Hills, California	MBI Media Hill International, Inc. Connect & Company, LLC Kennedy Communications, Inc. Arrow GTP Translating Services, Inc. AJ Design MSH Ventures Corp. RDS Printing Proud Digital Media Pacific Northwest Software, Inc.	Higher-ranked firm. Experience providing public outreach for complex construction projects. Providing current public outreach program. Proposed project team consists of many individuals currently working on the current public outreach program. Proposed project manager has ten years of experience and has been with the firm for four years. Proposed seven community liaisons to ensure availability, which includes four individuals solely dedicated to this effort. Proposed project team is cross-trained and multi-disciplined. Detailed approach for continuing the public outreach program. Demonstrated an understanding of the project corridor and key stakeholders. Demonstrated an understanding of the level of effort required by proposing 41,277 hours to continue outreach program. Presented approach and provided detailed responses to questions. Received positive responses from references. Proposed lower hourly rates.	41,277	\$88
2	73	<b>Arellano Associates, LLC</b> Chino Hills, California	TRC AJ Design adCREASIANc Reprodox Ubiquis	Experience providing public outreach for construction projects. Proposed to work in tandem with subcontractor, TRC, to lead the outreach program. Proposed project manager has over ten years of experience and has been with the firm for one year. Project manager and deputy project manager will work in tandem but have not worked together in the past. Proposed seven community liaisons to ensure availability with one of the individuals proposed with 100 percent availability. Provided general overview of approach to continuing the outreach program. Did not go into detail about strategies to demonstrate understanding of project area and key stakeholders. Did not demonstrate an understanding of the level of effort required by proposing 24,131 hours to continue the outreach program. Presented approach and responded to questions. Received positive responses from references. Proposed higher hourly rates.	24,131	\$108

**Evaluation Panel:**

Internal:

Contracts Administration and Materials Management (1)  
Public Outreach (2)  
Capital Programs (1)  
City of Westminster (1)  
California Department of Transportation (1)

**Proposal Criteria**

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

**Weight Factors**

30%  
30%  
20%  
20%