

**Review of Proposals**  
**RFP 0-2622 On-Call Planning Studies Public Outreach Consultant Services**  
Presented to Legislative and Communications Committee - February 18, 2021  
**6 firms proposed, 2 firms were interviewed, 1 firm is being recommended**

Overall Ranking	Proposal Score	Firm & Location	Sub-Contractors	Evaluation Committee Comments	Weighted Average Hourly Rate
1	90	<b>Arellano Associates, LLC</b> Chino Hills, California	None	Higher-ranked firm overall. Currently providing on-call planning studies public outreach consulting services. Experience providing public outreach services for similar planning studies. Proposed the same project team members on the current contract. Proposed project team has experience working with the Orange County Transportation Authority on various transportation planning studies. Demonstrated an understanding of the project requirements. Detailed approach and discussion of each element of the scope of work. Described public outreach activities and strategies. Presented approach and answered questions during the interview. Received positive responses from references. Proposed competitive hourly rates.	\$119
2	84	<b>McCormick-Busse, Inc. dba</b> <b>MBI Media</b> Covina, California	None	Relevant public outreach experience. Currently providing public outreach for the South Orange County Multimodal Transportation Plan Study. Proposed an experienced project team. Demonstrated an understanding of the scope of work. Discussed approach and outlined public outreach plans. Addressed each element of the scope of work. Presented approach and answered questions during the interview. Received positive responses from references. Proposed lower hourly rates.	\$93

**Evaluation Panel:**

Internal:

Contracts Administration and Materials Management (1)  
Public Outreach (3)  
Planning and Analysis (1)  
Marketing and Customer Engagement (2)

**Proposal Criteria**

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

**Weight Factors**

25%  
30%  
25%  
20%