

**Review of Proposals**  
**RFP 1-3353 Public Outreach for Environmental Phase of Interstate 5 Improvements from County Line to Avenida Pico**

Presented to Legislative and Communications Committee - September 16, 2021

**4 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	82	<b>McCormick-Busse, Inc. dba MBI Media</b> Covina, California	TRC Companies, Inc. AJ Design	Public outreach experience related to environmental phase for freeway projects. Described relevant projects, including work performed with OCTA. Proposed subcontractor, TRC Companies, Inc., has experience engaging stakeholders in south Orange County. Proposed project team has relevant experience. Proposed project manager has 18 years of experience. Proposed a lead community liaison and three supporting community liaisons. Demonstrated an understanding of scope of work and described approach to developing and implementing public outreach program. Presented approach and answered questions during the interview. Received positive responses from references. Proposed lower hourly rates.	\$102
2	79	<b>Arellano Associates, LLC</b> Chino Hills, California	Costin Public Outreach Group, Inc.	Extensive public outreach experience related to environmental phase for freeway projects. Described relevant projects, including work performed with OCTA. Proposed subcontractor, Costin Public Outreach Group, Inc., includes team members with experience providing public outreach in the Project area. Proposed an experienced and knowledgeable project team. Proposed two community liaisons and each has over 10 years of experience. One of the lead community liaisons has extensive experience working with key stakeholders in the Project area. Demonstrated an understanding of scope of work and described approach to developing and implementing public outreach program. Presented approach and answered questions during the interview. Received positive responses from references. Proposed competitive hourly rates.	\$142

**Evaluation Panel:**

Internal:

Contracts Administration and Materials Management (1)  
Public Outreach (1)  
Highway Programs (1)  
Planning and Analysis (1)

External:

City of San Clemente (1)

**Proposal Criteria**

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

**Weight Factors**

20%  
30%  
30%  
20%