

Review of Proposals
RFP 4-2295 2026 Long-Range Transportation Plan Public Outreach Consultant Services
 Presented to Legislative and Communications Committee - October 17, 2024
5 proposals were received, 2 firms were interviewed, 1 firm is being recommended.

Overall Ranking	Proposal Score	Firm & Location	Sub-Contractors	Evaluation Committee Comments	Total Weighted Average Hourly Rate
1	87	Arellano Associates, LLC Chino Hills, California	ArrowGTP	Managed outreach for the Orange County Transportation Authority's (OCTA) on-call studies and LA Metro's Long Beach-East LA Corridor Plan. Relevant public outreach experience. Highlighted experience with diverse communities, ensuring inclusive outreach efforts. Demonstrated a strong understanding of community needs and engagement strategies. Adequate key personnel availability. Team includes individuals currently supporting OCTA projects. Project manager has over 14 years in community relations and diversity outreach. Public outreach strategies incorporate traditional and innovative methods. Detailed approach for each scope element provided. Received positive responses from references. Proposed lower hourly rates.	\$137
2	84	Barrios & Associates, LLC, doing business as Communications LAB Orange, California	AJ Design J Wallin Opinion Research Ko & Martin	Managed outreach for OCTA's Interstate 5 South Improvement Project and LA Metro's transportation initiatives. Relevant public outreach experience. Team has significant public outreach experience across various projects. Project manager has 15 years in community outreach and project management. Adequate key personnel availability confirmed. Key staff has past OCTA project experience. Demonstrated knowledge of public outreach requirements. Provided a work plan outlining project management, digital content, and outreach tactics. Concerns about whether the survey strategy will meet OCTA's preference for broader community reach. Received positive responses from references. Proposed higher hourly rates.	\$144

Evaluation Panel:
 Contracts Administration and Materials Management (1)
 Public Outreach (2)
 External Affairs (1)
 Planning & Analysis (1)

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

Weight Factors
 25%
 30%
 20%
 25%