

**Review of Proposals**  
**RFP 2-3025 Public Outreach for Interstate 605/Katella Avenue Interchange Project**  
 Presented to Legislative and Communications Committee - June 15, 2023  
**Two firms proposed, two firms were interviewed, one firm is being recommended**

Overall Ranking	Proposal Score	Firm & Location	Sub-Contractors	Evaluation Committee Comments	Weighted Average Hourly Rate
1	88	<b>Costin Public Outreach Group, Inc.</b>	AJ Design Translating Services, Inc.  DBA, Lazar Translating & Interpreting  Intertwined, Inc., doing business as Become Intertwined  The Sierra Group	Founded in 2013 and has offices in the cities of Corona and Huntington Beach. Has relevant public outreach experience on complex transportation projects. Received positive responses from references. Proposed a project team with extensive construction outreach experience. Proposed project manager has over 31 years of public outreach experience. Lead community liaison has over 15 years of construction outreach experience and will be supported by two community liaisons. The team members demonstrated cohesiveness and provided detailed responses to the evaluation committee's questions. Demonstrated an understanding of the project objectives and key stakeholders. Work plan was highly detailed and tailored to the Katella/605 Interchange project. Extensive collateral samples were included in the proposal. Addressed outreach to diverse communities. Provided clear and detailed ascertainment, project database, and communications plans. Proposed competitive weighted average hourly rate.	\$135
2	85	<b>Kleinfelder Construction Services, Inc.</b>	The Greenway Group McCormick & Busse, doing business as MBI Media AJ Design	Founded in 1986 and has an office in the City of Laguna Hills with headquarters in San Diego. Has relevant public outreach experience on transportation projects. Received positive reference checks. Proposed an experienced and knowledgeable project team. Proposed project manager has over 17 years of community outreach and public relations experience, and community liaison has over ten years outreach experience. Proposed staff had very limited hours. Work plan demonstrates a strong understanding of the project. Extensive collateral samples were included in the proposal. Elements of the scope of work were not clearly defined in the work plan, such as the Project archive, podcast proposal, and ascertainment plan. Did not elaborate or mention key outreach elements during the interview. Proposed lower weighted average hourly rate.	\$129

<b><u>Evaluation Panel:</u></b>	<b><u>Proposal Criteria</u></b>	<b><u>Weight Factors</u></b>
Internal:		
Contracts Administration and Materials Management (1)	Qualifications of the Firm	20%
Highway Program (1)	Staffing and Project Organization	25%
Public Information (1)	Work Plan	30%
Public Outreach (2)	Cost and Price	25%