

**Review of Proposals**  
**RFP 250187 Public Outreach Consultant Services for Rail Capital Projects**  
Presented to Regional Transportation Planning - June 1, 2026  
**6 firms proposed, 2 firms were interviewed, 1 firm is being recommended**

**ATTACHMENT A**

Overall Ranking	Proposal Score	Firm & Location	Sub-Contractors	Evaluation Committee Comments	Weighted Average Hourly Rate
1	93	<b>Arellano Associates, LLC</b> Chino Hills, California	None	Highest-ranked firm overall. Demonstrated relevant community outreach experience on transportation and rail capital projects. Proposed multilingual outreach support, including Chinese, Korean, Farsi, and other language-speaking communities. Proposed an experienced and knowledgeable project manager and outreach team. Team members have experience supporting the Orange County Transportation Authority and regional transportation initiatives. Demonstrated understanding of construction phase outreach requirements and stakeholder coordination. Provided a structured, task-oriented work plan aligned with the scope of work. Outlined strategies for proactive construction notifications and community engagement. Discussed implementation approach and provided responses to interview questions. Received positive responses from references. Proposed the lowest competitive weighted average hourly rate.	\$102
2	91	<b>MBI Media</b> Covina, California	ArrowGTP Kleinfelder Construction Services	Demonstrated relevant experience providing public outreach and communications services for transportation and rail projects. Experience supporting construction-phase outreach for commuter rail and transit agencies. Proposed a project manager with more than 20 years of experience in transportation communications. Project manager has experience leading outreach efforts for Metrolink and other regional transportation agencies. Proposed an experienced community liaison to support stakeholder coordination and field level engagement. Proposed a subcontractor to support multicultural outreach. Proposed a subcontractor to provide additional engineering and public relations support. Outlined strategies for proactive community notifications and business outreach. Discussed coordination with OCTA staff and contractor teams. Received positive responses from references.	\$119

**Evaluation Panel:**

Contracts Administration and Materials Management (1)  
People and Community Engagement (2)  
Public Information Office (1)  
Rail Capital Programs (1)

**Proposal Criteria**

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

**Weight Factors**

20%  
25%  
30%  
25%