

**Review of Proposals**  
**RFP 250090 Community Engagement Consultant Services**  
Presented to Regional Transportation Planning - March 2, 2026  
**13 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>Modern Times, Inc.</b> Pasadena, California	ArrowGTP J Wu Consulting True North Research	Highest-ranked firm overall. Demonstrated relevant community outreach experience on transportation projects. Experience providing outreach to Spanish-speaking communities. Proposed a project manager with 15 years of experience. Proposed a subcontractor to provide outreach to Vietnamese-language outreach and ethnic media service. Proposed a subcontractor to provide Chinese, Korean, Farsi, and other Asian-language community engagement and translation services. Proposed a subcontractor to provide quantitative survey design, data collection, and analysis. Proposed an experienced and knowledgeable project team. Diversity leads have extensive community engagement experience. Demonstrated an understanding of the project and detailed approach. Detailed a plan for continued engagement with Spanish and Vietnamese speaking communities and expanded outreach to additional language-speaking communities, including Chinese, Korean, Farsi, and other underserved populations. Presented approach and discussed 60-day implementation activities, as well as provided detailed responses to questions. Received positive responses from references. Proposed competitive weighted average hourly rate.	\$127
2	84	<b>Arellano Associates</b> Chino Hills, California	ArrowGTP Fairbank, Maslin, Maullin, Metz & Associates	Relevant public outreach experience on transportation projects, including various projects in Orange County. Direct experience engaging Spanish and Vietnamese communities in Orange County. Proposed a project manager with 11 years of experience. Proposed a subcontractor to support Asian American and Pacific Islander and Vietnamese outreach efforts. Proposed a subcontractor to provide survey design, data collection, and analysis services. Demonstrated an understanding of the project and discussed approach. Project team provided an overview of its 60-day plan. Did not elaborate on outreach to Chinese, Korean, Farsi, Arabic, and other language - speaking communities identified in the scope of work. Did not provide a sufficiently clear or measurable response regarding performance targets for the next phase of community engagement. Received positive responses from references. Proposed lower hourly rates.	\$124

**Evaluation Panel:**

**Proposal Criteria**

**Weight Factors**

Internal:

- Contracts Administration and Materials Management (2)
- Public Outreach (2)
- Marketing & Customer Engagement (1)

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|-----------------------------------|-----|
| Qualifications of the Firm        | 20% |
| Staffing and Project Organization | 25% |
| Work Plan                         | 30% |
| Cost and Price                    | 25% |