

Review of Proposals

RFP 5-4104 Public Outreach Services for the State Route 57 Northbound Improvement Project between Orangewood Avenue and Katella Avenue

Presented to Legislative and Communications Committee - September 18, 2025

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	90	Kleinfelder Construction Services, Inc. Laguna Hills, California	McCormick-Busse, Inc., doing business as (dba) MBI Media	Higher-ranked firm. Experience providing public outreach for complex construction projects. Provided public outreach services for Interstate 405 (I-405) Improvement Project. Proposed project team was comprised of several individuals who had been engaged in the I-405 public outreach program. Proposed project manager has 20 years of experience and has been with the firm for ten years. Proposed two community liaisons with relevant experience and knowledge of the project corridor. Proposed lead community liaison has 12 years of experience. Proposed project team is cross-trained and multi-disciplined. Detailed approach for developing and implementing the public outreach program. Demonstrated an understanding of the Project corridor and key stakeholders. Demonstrated an understanding of the level of effort required for the Project. Presented public outreach approach and provided detailed responses to questions. Received positive responses from references. Proposed lower hourly rates.	\$145
2	84	Costin Public Outreach Group, Inc. Huntington Beach, California	Intertwined Inc. dba Become Intertwined	Experience providing public outreach for complex construction projects. Currently providing public outreach services for State Route 55 Improvement Project. Proposed project team has extensive, relevant experience. Proposed project manager has 18 years of experience. Proposed community liaison has 18 years of experience, including 16 years in municipal communications. Detailed approach for developing and implementing a public outreach program. Demonstrated an understanding of the Project corridor and key stakeholders. Discussed specific activities related to the Project, such as right-of-way, temporary construction easements, and utility relocation. Identified potential challenges and proposed solutions. Presented public outreach approach and answered questions during the interview. Received positive responses from references. Proposed higher hourly rates.	\$156

Evaluation Panel:

Internal:

Contracts Administration and Materials Management (1)

Public Outreach (2)

Capital Programs (1)

Public Information Office (1)

External:

California Department of Transportation (1)

Proposal Criteria

Qualifications of the Firm

Staffing and Project Organization

Work Plan

Cost and Price

Weight Factors

20%

25%

30%

25%