

Review of Proposals
RFP 4-2488 Public Outreach for the Interstate 5 Improvement Project from Interstate 405 to State Route 55

Presented to Legislative and Communications Committee - March 20, 2025

4 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	Kleinfelder Construction Services, Inc.	AJ Design Connect & Company The Greenway Group McCormick-Busse, Inc. dba MBI Media Southwest Strategies SYRUSA Engineering Yen Tu Consulting	Higher-ranked firm. Experience providing public outreach for complex construction projects. Proposed project team consists of many individuals currently working on the current Interstate 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 approach and provided detailed responses to questions. Received positive responses from references. Proposed lower hourly rates.	\$145.00
2	89	Costin Public Outreach Group, Inc. Huntington Beach, California	AJ Design Intertwined Inc. dba Become Intertwined Lazar Translating & Interpreting Minute Man Orange Courier Outfront SCNG The Walking Man	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 32 years of experience. Proposed two community liaisons with relevant experience and knowledge of the project corridor. Proposed lead community liaison has over 17 years of experience. Detailed approach for developing and implementing 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. Presented approach and answered questions during the interview. Received positive responses from references. Proposed higher hourly rates.	\$161.00

Evaluation Panel:

Internal:

Contracts Administration and Materials Management (1)

Public Outreach (2)

Capital Programs (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%