

Review of Proposals
RFP 8-1795 Pacific Surfliner Marketing Services (Project B)
 Presented to Board of Directors - November 28, 2018
Five firms proposed, one firm is being recommended.

Overall Ranking	Proposal Score	Firm & Location	Sub-Contractors	Evaluation Committee Comments	Weighted Average Hourly Rate
1	82	Monarch Sport, LLC El Segundo, California	None	Highest-ranked firm overall. Provides field marketing services. Currently providing field marketing and community outreach services for the LOSSAN Agency. Proposed to utilize subcontractors for additional marketing support. Proposed the same project team that is on the current field marketing contract. Proposed project manager has 20 years of experience. Proposed project team members previousl worked for Amtrak and are familiar with its ridership goals and target audiences. Demonstrated an understanding of the Pacific Surfliner. Discussed approach for creating partnerships, increasing awareness, and gaining visibility. Identified potential partnerships. Presented approach and answered questions during the interview. Proposed lowest weighted average hourly rate.	\$95

Evaluation Panel:

Internal:

OCTA Contracts Administration and Materials Management (1)
 Los Angeles-San Diego-San Luis Obispo Rail Corridor Agency (2)
 OCTA Rail Operations (1)

Proposal Criteria

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

Weight Factors

25%
 25%
 30%
 20%