



ACCMA ■ 1333 Broadway, Suite 220 ■ Oakland, CA 94612 ■ PH: (510) 836-2560  
ACTIA ■ 1333 Broadway, Suite 300 ■ Oakland, CA 94612 ■ PH: (510) 893-3347

[www.AlamedaCTC.org](http://www.AlamedaCTC.org)

## Memorandum

**Date:** January 10, 2011

**To:** Alameda CTC Finance and Administration Committee

**From:** Tess Lengyel, Manager of Programs and Public Affairs  
Beth Walukas, Manager of Planning

**Subject:** **Approval of Consultant Shortlist and Authorization to Interview**

### Recommendations:

Staff recommends that the Commission approve the shortlist of four firms to be interviewed in response to Alameda CTC Request for Proposals for Public Opinion Research Services for Development of a Transportation Expenditure Plan (Alameda CTC RFP No. A10-0007).

### Summary

Public opinion research services are required to support the development of a new Transportation Expenditure Plan for Alameda County's half-cent transportation sales tax measure that may be placed on the November 2012 ballot. The Alameda CTC released a request for proposals on December 8, 2010, for public opinion research services. On December 20, 2010, the Alameda CTC held a pre-bid meeting and provided information on the requested services. A total of 8 firms attended the pre bid meeting. Proposals were due on January 7, 2011. The following four teams submitted proposals:

- Valerie Brock Consulting
- EMC Research
- Fairbank, Maslin, Maullin Metz & Associates
- Quantum Market Research, Inc.

A Consultant Selection Panel comprised of representatives from ACTIA's Contract Equity Consultant firm (L. Luster and Associates), ACTIA's Project Controls Team, and Commission staff completed the review and evaluation of the proposals. Based on the evaluation of the proposals, the Consultant Selection Panel is recommending that the interview shortlist include all four firms. Consultant selection will be based on a combination of proposal and interview criteria scoring. The proposed actions would approve an interview shortlist of four teams.

**Next Steps**

Proposals Received at the Alameda CTC Office	January 7, 2011
Finance and Administration Committee Approval of Interview Shortlist and Authorization to Select Top Ranked Firm and Negotiate and Execute Contract	January 10, 2011
Consultant Interviews	January 18, 2011
Commission Approval of Authorization to Select Top Ranked Firm and Negotiate and Execute Contract	January 27, 2011
Consultant Contract Commencement	February 2011

**Fiscal Impacts:**

The Alameda County Transportation Authority and the Alameda County Transportation Improvement Authority approved the budget for this effort in June 2010.