



File#: 12600774 Opening Date: 2/27/2026

Procurement Evaluation Form

Procurement Title: RFP for Contractor Services for Transit Design Guidelines

Procurement Type: Request for Proposals - Awarded to best value as determined by an Evaluation Committee

Advertisement Date: 1/30/2026

Opening Date: 2/27/2026

Bid/Proposal Expiration Date: 6/27/2026

Number of Building Exchanges Notified: 1

Number of prospective bidders/proposers: 2

Format of bids received: Electronic

	<u>Bidders/Proposers</u>	<u>Amount</u>
1	Alta Planning & Design, Inc. 101 SW Main Street, Suite 2000 Portland, OR 97204	\$399,931.00
2	WSP USA, Inc. One Penn Plaza, 4th Floor New York, NY 10119	\$300,941.00

Additional Information	Applicable	Not Applicable	Comments
Project Labor Agreement (PLA)	☐	☒	N/A
Local Preference	☐	☒	N/A
Non-Responsive Findings	☐	☒	N/A
Special Contract Terms (i.e., RC)	☐	☒	N/A
Min/Max Terms	☐	☒	N/A
DBE Requirements	☒	☐	Bidders List



File#: 12600774 Opening Date: 2/27/2026

Disadvantaged Business Enterprise Program Evaluation Analysis

The City of Fresno is committed to ensuring equal opportunity in its contracts and encourages the participation of Disadvantaged Business Enterprises (DBEs) and small businesses in all projects. Below is an evaluation of the recommended bidder/proposer's efforts to include DBEs in this contract.

A. Outreach Efforts to DBEs and Small Businesses

As of October 3, 2025, the U.S. Department of Transportation issued an Interim Final Rule that requires all existing DBE and ACDBE certifications to be re-evaluated. Certifications appearing in the directory are currently under review and may not be used to meet contract goals or counted for compliance purposes until recertification is complete.

B. Items of Work Made Available to DBEs and Small Businesses

N/A

C. Responses and Consideration of DBE/Small Business Quotes

N/A

D. Collaboration with Agencies, Organizations, or Groups

N/A

E. Information Sharing

N/A

F. Subcontractor Information (if applicable)

N/A

G. Contract Goal (if applicable)

N/A

By signing below, the DBE Coordinator confirms the recommended bidder/proposer is compliant to the DBE requirements and recommends awarding the contract:

Szarina Lozano

DBE/Small Business Coordinator

3/03/2026

Date



File#: 12600774 Opening Date: 2/27/2026

Request for Proposals Evaluation Committee Report

COMMITTEE MEMBERS:

ANDREINA AGUILAR – Chief Engineering Technician, Public Works Department

JANELLE DEL CAMPO – General Manager, Fresno County Rural Transit Agency

JOSEPH BURGEN – Assets and Facilities Division Manager, Department of Transportation/FAX

FACILITATORS:

TAMRA TORRENCE – Senior Procurement Specialist, Purchasing Division/General Services Department

STEFANEE RAMIREZ – Management Analyst II, Department of Transportation/FAX

BACKGROUND:

The Department of Transportation/FAX solicited proposals from qualified consultants for the development of Transit Design Guidelines and Toolkit. These tools are intended to systematically document findings into a robust resource to facilitate the efficient design and standardization of station elements and amenities for FAX's transit network. The primary goal of the Guidelines and Toolkit is to consolidate essential programmatic information necessary for the development of passenger facilities, encompassing everything from small local bus stops to major neighborhood centers.

The City advertised the RFP on Planet Bids, and in the Business Journal on January 30, 2026.

There were 1625 potential proposers automatically notified by Planet Bids, 2 of which downloaded the RFP documents. At the conclusion of the RFP opening, 2 proposers submitted proposals as follows:

1. Alta Planning + Design
2. WSP USA Inc

SIGNIFICANT EVENTS:

RFP Release: January 30, 2026

Opening: February 27, 2026

Committee Evaluation: March 20, 2026

Proposer Interviews: April 22, 2026

Final Committee Selection: April 22, 2026

EVALUATION CRITERIA AS LISTED IN THE RFP:

The Selection Committee evaluated the proposals based on the following criteria:

1. Qualification of Key Personnel (35%)



File#: 12600774 Opening Date: 2/27/2026

2. Firm's Past Performance (30%)
3. Cost (25%)
4. Approach to Work (10%)

Combined scoring from Committee members are as follows:

QUALIFICATIONS OF KEY PERSONNEL		
Proposer	Comments	Criteria Score
Alta	The Proposer demonstrated having key personnel with extensive experience. The proposal provided great detail on collaborative approaches with clients.	31.5
WSP	The Proposer demonstrated good staff experience.	28

FIRM'S PAST PERFORMANCE		
Proposer	Comments	Criteria Score
Alta	The Proposer demonstrated a lot of experience with projects of similar services. References confirmed excellent performance.	27
WSP	The Proposer did not provide much detail with regards to this criterion. Experience in providing similar services was not explained as well. References were checked.	19

APPROACH TO WORK		
Proposer	Comments	Criteria Score
Alta	The Proposer provided a detailed approach and understanding of required services.	9
WSP	The Proposer provided some detail on approach, but was lacking great detail.	7.7



File#: 12600774 Opening Date: 2/27/2026

PRICE

The scoring for price was based on the lowest price in relation to the price offered. The formula is as follows:

$$\text{Price Scoring} = \text{lowest price/offered price} \times 100 \times 25\%$$

The results are as follows:

Alta Planning's Pricing Score – 18.8

WSP's Pricing Score – 25

EVALUATION COMMITTEE NOTES:

Alta Planning + Design

Alta Planning + Design submitted a precise, well-organized, and highly detailed proposal. Although their cost was higher than the competing proposer, the overall quality of their submission clearly distinguished them. Their team demonstrated exceptional strength, extensive experience, and a depth of industry knowledge that surpassed the other firm.. Based on the superiority of their proposal, and qualifications, Alta Planning + Design stands out as the strongest and most capable choice.

WSP USA Inc.

WSP USA Inc. submitted a competent proposal, and their pricing was more competitive than Alta Planning + Design. However, their proposal overall did not show as much strength with regards to their key personnel and past experience providing similar services.

Interviews were held with both proposers to clarify key points of their proposals.

Overall Scoring	
Alta	WSP
86.3	79.7

SUMMARY RECOMMENDATION:

After reviewing both written proposals, the committee recommends **Alta Planning + Design** for this project. Although their pricing is higher than that of WSP USA Inc., Alta demonstrated a significantly stronger overall capability. Their proposal was more detailed and precise, and their team brought extensive experience and subject-matter expertise. In contrast, WSP's lower cost did not outweigh concerns regarding their proposal, which lacked clarity, preparation, and complete responses about their approach and capabilities. Based on the totality of qualifications, professionalism, and demonstrated readiness, Alta Planning + Design is the firm best positioned to deliver successful results.

Therefore, the committee recommends awarding Alta Planning + Design an eighteen (18) month contract, at the agreed-upon Pricing Information.



File#: 12600774 Opening Date: 2/27/2026

Evaluation Committee Sign-Off

The following Evaluation Committee voting members have read the enclosed report and concur with the findings as written:

DocuSigned by:
 5/8/2026
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Andreina Aguilar
Chief Engineering Technician
Department of Public Works

Signed by:
 5/8/2026
F A3161351354116924...
Janelle Del Campo
General Manager
Fresno County Rural Transit Agency

Signed by:
 5/8/2026
C154175EE788497...
Joseph Burgen
Assets and Facilities Division Manager
Department of Transportation/FAX



File#: 12600774 Opening Date: 2/27//2026

Department Recommendation
(To be completed by the Department)

Background *(Explain the need for the procurement below.)*

The Department of Transportation/FAX solicited proposals from qualified consultants for the development of Transit Design Guidelines and Toolkit. These tools are intended to systematically document findings into a robust resource to facilitate the efficient design and standardization of station elements and amenities for FAX's transit network. The primary goal of the Guidelines and Toolkit is to consolidate essential programmatic information necessary for the development of passenger facilities, encompassing everything from small local bus stops to major neighborhood centers.

☒ Award a contract as follows:

Bidder/Proposer	Award Amount
Alta Planning + Design, Inc	\$399,931

The Budget Allocation for this expenditure is \$425,000 . The contract price is 5.9 % below.

(If the overage is greater than 10% provide an explanation below.)

FY27 budget lines:

- 4610-9656-9999-000-653302-45-0-0000-0000-; 459900070-MISCPROJ = \$340,000 (grant, 80% portion)
- 4600-4603-9999-000-653302-45-0-0000-0000-; 459900070-MISCPROJ = \$85,000 (match, 20% portion)

☐ Reject all bids/proposals. *(If electing to reject all, provide an explanation below.)*

Anticipated Council Date: 6/25/2026



File#: 12600774 Opening Date: 2/27/2026

Fiscal Impact Statement
(To be completed by the Department)

Indicate the **total fiscal impact** of the action requested, including operating and capital costs. Indicate costs for the current fiscal year and continuing costs in future years. Include all related costs.

Is the contract funded in the current year budget and/or through reallocation of existing Department resources:

☒ Yes ☐ No

If no, how will this item be funded? *(Provide an explanation below.)*

Is the action funded by a grant received by the City?

☒ Yes ☐ No

If yes, provide the following:

Additional Information	Comments
Grant Name	FTA Program 5307 annual allocation
Grantor name, granting agency, or office name (if any)	Department of Transportation – Federal Transit Administration
Fiscal year of the funding award	Allocation – federal fiscal year 27
Date grant agreement was approved by Council	Master agreement and annual certifications and assurances completed annually; most recently attested by CAO 6/10/25.

Fiscal Impact Table:

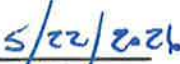
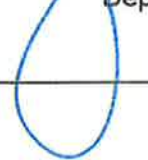
Type	Current Year Estimate	Annual Continuing Costs Thereafter	Number of Years
Operating	N/A	N/A	
Capital	\$0	\$199,965.50	2
Total	\$0	\$399,931.00	
Describe all 'soft-cost' expenses:			
Other Staff Time (Purchasing, CAO, Risk, etc.) \$ 10,000			



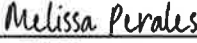
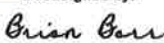
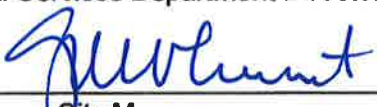
File#: 12600774 Opening Date: 2/27/2026

Approvals

The signature below constitutes approval from the department head.

 _____ Department Head	 _____ Date
 _____ Title	

The signatures below constitute approval of the department recommendation.

DocuSigned by:  _____ Purchasing Manager	5/27/2026 _____ Date
DocuSigned by:  _____ General Services Department Director	5/27/2026 _____ Date
 _____ City Manager	 _____ Date