

August 19, 2013

James Stickley, ASLA, LEED AP, Principal  
Wallace, Roberts and Todd, LLC  
444 Townsend St. Suite 4  
San Francisco, CA 94107

**SUBJECT: Appeal of Ventura/Kings Canyon Corridor Revitalization  
Project Consultant Selection Process**

Dear Mr. Stickley:

Upon receipt of your appeal letter dated July 22, 2013, I forwarded copies of the letter to the selection committee that was put together to review the Ventura/Kings Canyon Corridor Revitalization Project proposals and hold the subsequent interviews with the candidate teams proposing on the project. To recap, the members of the Scoring Committee were as follows:

- Jeff Long, Senior Transit Planner, Fresno Area Express/Fresno COG
- Sophia Pagoulatos, Supervising Planner, City of Fresno
- Jill Gormley, Assistant Traffic Engineering Manager, City of Fresno
- Peggy Arnest, Project Manager, Fresno Council of Governments

The scoring committee members were requested to review your appeal letter and provide feedback in light of your comments related to "*misinterpretation*" by the panel of your team's approach to the issues of community engagement and project management. The appeal letter feedback received from the scoring committee was as follows:

"The scoring committee does not understand the basis for the appeal given that Wallace, Roberts & Todd (WR&T) are not appealing the selection process or the Request for Proposal itself. The scoring committee felt strongly that they did not misinterpret WR&T's approach to community engagement, but that relative to the other proposals submitted, the WR&T proposal did not present a well thought out approach to engaging the entire community. The committee believed that while the WR&T team had good connections to the business community, SEFCEDA, Ventura-Kings Canyon Merchants Association, and Michael Sigala are all well known for their ties to the business community, they were lacking in their outreach to community residents. When asked about their planned outreach to the residential community, the scoring committee felt that the WR&T team's answers in the interview were vague and/or insufficient."

With regards to the appeal letter's comments regarding Project Management, the selection committee stated unanimously that the WR&T team was marked down in this area because the actual Project Manager did very little talking in the interview. The selection committee felt uneasy with regards to project management because apparently Mr. Stickley (you) did most of the talking. Additional comments from the scoring committee centered on WR&T team members texting and not shutting off their telephones during the interview. The selection committee was very clear that when you have six proposers to choose from, every little detail makes a difference.

In summary, after reviewing the appeal letter and the responses to those comments from the selection committee I am making an administrative judgment denying WR&T's appeal of Fresno COG's selection process and request for reconsideration. With that in mind, the consultant selection contract is currently scheduled to be heard by the Fresno Council of Governments Policy Board at its meeting to be held on September 26th, 2013.

In closing, if you should have any questions or comments regarding my administrative decision, please feel free to call me at 559 233-4148 Ext 204.

Sincerely,



Tony Boren, Executive Director  
Fresno Council of Governments