



File#: 12501076 Opening Date: 2/5/2025

Procurement Evaluation FormProcurement Title: RFP RC for Learning Management System (LMS) SoftwareAdvertisement Date: 12/20/2024Opening Date: 1/28/2025Proposal Expiration Date: 5/28/2025Number of Building Exchanges Notified: 6Number of prospective proposers: 52

Format of proposals received: Electronic

	<u>Proposers</u>	<u>Amount</u>
1	A Cultivated Mindset 2459 Wilkinson Blvd, Ste 310 Charlotte, NC 28208	\$105,000.00
2	Absorb Software North America, LLC 19046 Bruce B Downs Blvd, Ste B6 Tampa, FL 33647	\$68,300.00
3	Advanced Problem Solving, LLC 310 N. Indian Hill Blvd #122 Claremont, CA 91711	\$140,700.00
4	Aspire HR, LLC 5151 Belt Line Rd. Ste. 1125 Dallas, TX 75254	\$171,775.00
5	Clarion Events, Inc dba Fire Engineering Training 110 S. Harford Ave, Ste #200 Tulsa, OK 74120	\$159,735.00
6	CoGrammar Corp 850 Library Ave, Ste 204 Newark, DE 19711	\$613,000.00
7	Cornerstone OnDemand, Inc 1601 Cloverfield Blvd, Ste 600 South Santa Monica, CA 90404	\$175,000.00
8	Edunext Inc 1007 N Orange St, 4 th Floor, Ste 1422 Wilmington New Castle, DE 19801	\$179,190.00
9	Envolvemedia LLC 5802 Tidewater Preserve Blvd Bradenton, FL 34208	\$284,412.00



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10	Locality Media Inc dba First Due 107 7 th St Garden City, NY 11530	\$286,723.00
11	Noverant Inc 421 Fayetteville St, Ste. 1116 Raleigh, NC 27601	\$155,619.00
12	Nuage Concepts 15185 Ridge Ln, Unit 1 Fontana, CA 92336	\$87,850.00
13	Smart IT Pros Inc 2305 Ridge Rd, Ste. 101D Rockwall, TX 75087	\$380,150.00
14	TargetSolutions Learning, LLC dba Vector Solutions 4890 W Kennedy Blvd, Ste 300 Tampa, FL 33609	\$164,750.00
15	Wellomytech Inc 11350 Hutton Rd Corona, CA 92883	\$181,000.00

Additional Information	Applicable	Not Applicable	Comments
Project Labor Agreement (PLA)	☐	☒	
Local Preference	☐	☒	
Non-Responsive Findings	☐	☒	
Special Contract Terms (i.e., RC)	☒	☐	5 year contract with (3) one-year extensions
Min/Max Terms	☐	☒	
DBE Requirements	☐	☒	



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Request for Proposals Evaluation Committee Report

COMMITTEE MEMBERS:

JONATHAN CHEW – Deputy Fire Chief, Fresno Fire Department

BRIAN PRICE – Battalion Chief, Fresno Fire Department

MANUEL GRAVES – Training Officer, Fresno Fire Department

GILBERT ELIZONDO – Senior Management Analyst, Fresno Fire Department

CODY CHARETTE – Programmer/Analyst II, Information Services Department

SANJAY PATTERSON- Information Services Supervisor/ISD Department

FACILITATOR:

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

BACKGROUND:

The objective of this Request for Proposals (RFP) was to solicit proposals for Learning Management System (LMS) Software for the Fresno Fire Department (FFD) Training Division. At the direction of the Fire Chief, the Training Division began to explore alternate LMS platforms in early 2024. The department currently has a contract with TargetSolutions Learning, LLC dba Vector Solutions. TargetSolutions LMS is an online training and operations management system designed for public safety agencies, including fire departments, EMS, and law enforcement. It offers a comprehensive suite of applications for training management, workforce scheduling, department inspections, and asset tracking. The platform enables the department to create custom training plans and real-time reporting to track compliance and training progress. Additionally, it also integrates existing systems such as Vector Scheduling and Evaluations+, and provides mobile access, ensuring training can be completed 24 hours a day, which is critical for firefighter personnel across 20 stations throughout the City of Fresno. The department has been a customer of TargetSolutions since 2009.

A notice inviting proposals was published on September 19, 2024. The RFP included a detailed checklist of software system requirements, developed based on a review of current automated and manual systems, forms, reports, and procedures.

SIGNIFICANT EVENTS:

RFP Release: December 20, 2024

Pre-Proposal Meeting: January 7, 2025

Proposal opened: January 21, 2025

Committee Meeting #1: February 3, 2025



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Interviews Held: April 9, 2025

Demonstrations:

- TargetSolutions Learning LLC dba Vector Solutions: May 6, 2025
- Clarion Events, Inc. d/b/a Fire Engineering Training: May 6, 2025

Final Committee Selection: June 17, 2025

EVALUATION CRITERIA AS LISTED IN THE RFP:

- Cost as shown on the Cost Proposal Worksheet.
- Ability to meet the stated service requirements.
- Past performance and experience based on references and experience.
- Conformance to the terms and conditions of the RFP.
- Other related information.

EVALUATION COMMITTEE NOTES:

TARGETSOLUTIONS LEARNING, LLC DBA. VECTOR SOLUTIONS

TargetSolutions Learning LLC dba Vector Solutions submitted its proposal on January 28, 2025, was interviewed on April 9, 2025, and provided a demonstration to the committee on May 6, 2025, as one of three finalists. TargetSolutions was the only proposer that met all FFD's training requirements and specifications outlined in the scope of work. The company offers over 1,100 comprehensive LMS courses tailored to meet the training needs of the department. The LMS includes features that meet the need for advanced firefighting and administrative personnel, including NFPA and EMS courses, Occupational Safety and Health Administration (OSHA) related courses, and courses to enhance skills in office productivity, human resources and business. The platform is user-friendly and has an extensive online course catalog with robust reporting capabilities.

TargetSolutions proposed cost is competitive at \$164,750 for a five-year contract, ensuring continuous support and updates. The system is designed to streamline training processes, enhance compliance documentation, and provide 24/7 access to training materials.

CLARION EVENTS, INC. DBA. FIRE ENGINEERING TRAINING

Clarion Events, Inc. d/b/a Fire Engineering Training submitted its proposal on January 28, 2025, was interviewed on April 9, 2025, and provided a demonstration to the committee on May 6, 2025, as one of three finalists. The company provides a potential solution to the department's training requirements and specifications. The company offers a comprehensive LMS that includes over 1,200 courses in advanced firefighting, aligned with NFPA, EMS, and OSHA standards. The platform features advanced capabilities such as AI-powered tools, mobile app integration, and real-time data insights. The strength of Fire Engineering is their vast, industry-trusted curriculum which features microlearning modules from some of the top fire service experts.



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The proposed cost is competitive at \$159,735 for a five-year term. However, the proposal did not offer LMS courses for administrative personnel and lacks the ability to produce all the required compliance reports which are required by the department. While the proposal meets most of the requirements, it does not fully align with all departmental needs. It should be noted that Fire Engineering was the platform of choice by the Training Chiefs and should be revisited in the future when the product evolves. The primary reason that Clarion was not selected was their current inability to produce reports for the Instructional Service Agreement (ISA) and Red Card system.

CORNERSTONE ONDEMAND, INC.

Cornerstone OnDemand submitted its proposal on January 28, 2025, and was interviewed by the committee on April 9, 2025. The company provides a partial solution to the department's training requirements and specifications outlined in the scope of work. The company's proposal offers comprehensive off-the-shelf training solutions, but none related to firefighter training, NFPA and EMS courses, and OSHA-related courses. The proposal highlights real-time access to training materials, automated compliance tracking, and seamless integration with existing systems.

The proposed cost is competitive at \$175,000 for a 5-year term. However, the proposal fell short of LMS courses offered for firefighter personnel and lacks the ability to produce the required compliance reports, which are required by the department. Therefore, while the proposal meets some requirements (human resources), it does not fully align with all departmental needs.

ADVANCED PROBLEM SOLVING, LLC

Advanced Problem Solving LLC (APS) submitted its proposal on January 28, 2025, and was interviewed by the committee on April 9, 2025. The company provides a partial solution to the department's training requirements and specifications, outlined in the scope of work. The company offers comprehensive LMS courses in advanced firefighting, aligned with NFPA, EMS, and OSHA standards, including features like credential tracking, customizable workflows, and integration with third-party tools. The company was also capable of producing the required compliance reports.

The proposed cost for the first year is \$36,540, which includes implementation, data migration, and annual licensing for 400 users with subsequent prices of \$26,040 a year with price increase not to exceed 5 percent annually. However, the proposal lacks support for AICC compliance and SMS notifications, which are essential for some of the department's needs. While APS meets most requirements, these gaps mean the proposal does not fully align with all departmental needs.



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A CULTIVATED MINDSET

A Cultivated Mindset (ACM) submitted its proposal on January 24, 2025, and was interviewed by the committee on April 9, 2025. The company provides a partial solution to the department's training requirements and specifications outlined in the scope of work. The company offers a robust LMS solution powered by Discopia Enterprise Services, featuring automated credential tracking, advanced reporting, SCORM compliance, and integration with Azure Active Directory. Specific courses were not identified during the presentation. However, the platform does provide users the ability to create custom courses and supports mobile access and includes gamification elements to enhance engagement.

The proposed cost is \$105,000 for a five-year term. However, the proposal does meet the department's needs, as it lacks specific courses for advanced firefighting continuing education and the ability to produce certain compliance reports required by the department. Therefore, the proposal does not fully align with all departmental needs.

ABSORB SOFTWARE NORTH AMERICA, LLC

Absorb Software North America, LLC submitted its proposal for on January 28, 2025, but was screened out by the committee during the initial review process. The company did not provide a comprehensive solution to the department's training requirements and specifications. The company offers a robust LMS solution featuring AI-powered tools, mobile access, and a comprehensive content library with over 2,000 courses. The platform supports SCORM, xAPI, and AICC standards, ensuring compatibility with various training materials. Additionally, it includes features like gamification, real-time reporting, and 24/7 customer support.

The proposed cost is \$68,300 for a five-year term, which is at the lower end compared to the other vendors. However, the proposal does not meet the department's needs as it lacks specific courses for advanced firefighting continuing education and the ability to produce certain compliance reports required by the department. Therefore, while the proposal covers some requirements, it does not align with all departmental needs.

ASPIRE HR, LLC

Aspire HR, LLC submitted its proposal on January 28, 2025, but was screened out during the initial review process. The company did not provide a comprehensive solution to the department's training requirements and specifications. The company proposed LMS includes features such as administrative reporting, assessment tools, blended/hybrid learning, compliance management, and mobile access. However, the proposal lacks a content library with pre-built courses related to advanced firefighting, EMS and OSHA standards, which are crucial for the department.



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The proposed cost is \$171,775 for a five-year term. While Aspire HR, LLC's proposal meets some of the department's needs, the absence of a content library with essential courses means it does not align with all departmental requirements.

CoGRAMMAR CORP

CoGrammar Corp submitted its proposal on January 28, 2025, but was screened out by the committee during the initial review process. The company did not provide a comprehensive solution to the department's training requirements and specifications. The company's proposed LMS includes features such as SCORM compliance, mobile learning, blended learning, and customizable reporting. However, the proposal lacks a content library with pre-built courses related to advanced firefighting, EMS and OSHA standards, which are crucial for the department.

The proposed cost is \$613,000 for a five-year term, which was substantially higher than the other proposals. CoGrammar Corp's proposal meets some of the department's needs; however, the absence of a content library with essential courses means it does not align with all departmental requirements.

EDUNEXT INC

Edunext Inc. submitted its proposal on January 27, 2025, but was screened out by the committee during the initial review process. The company did not provide a comprehensive solution to the department's training requirements and specifications. The company offers a robust LMS based on the Open edX platform, which includes features such as administrative reporting, assessment tools, gamification, mobile learning, and certification management. The platform supports integration with third-party tools and offers customization options to meet specific needs.

The proposed cost is \$179,190 for a five-year term. However, the proposal lacks a pre-built content library specifically tailored to the firefighting industry, National Registry EMS courses, and OSHA-related courses. Therefore, the proposal does not fully align with all departmental requirements.

ENVOLVEMEDIA LLC

Envolvemedia LLC submitted its proposal on January 28, 2025, but was screened out by the committee during the initial review process. The company provides a partial solution to the department's training requirements and specifications. The company's content library contains pre-built courses by trusted fire service to the firefighting industry, EMS courses and OSHA related courses. In addition, the company offers an Adobe Learning Manager-based LMS that includes a wide range of features such as personalized learning experiences, mobile app integration, and extensive reporting capabilities. Users can create a library of content, and interactive modules like SCORM,



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AICC, and xAPI (TinCan). I can also create static content such as videos, audio files, PDFs, and Microsoft Office documents and support various content formats.

The proposed cost is \$284,412 for a five-year term, which is on the high end as compared to other proposals. While the proposal meets several requirements, it is on the high end regarding cost and therefore does not fully align with all departmental requirements.

LOCALITY MEDIA INC. DBA FIRST DUE

Locality Media Inc. dba First Due submitted its proposal on January 28, 2025, but was screened out by the committee during the initial review process. The company provided a partial solution to the department's training requirements and specifications. The company offers a cloud-based LMS that includes features such as advanced training records, certification management, and integration with third-party tools. Quizzes and test cannot currently be created on the company's platform. However, the platform supports various content formats and includes pre-built courses for both firefighters and Emergency Medical Services (EMS). They partner with Action Training Systems and Air Methods to offer a variety of courses tailored to the fire services industry and EMS.

The proposed cost is \$286,723 for a five-year term, which is at the high end as compared to other proposals. While the proposal meets several requirements, it is on the high-end regarding cost and is unable to create quizzes and tests which are critical for the department's testing process. Therefore, it does not fully align with all departmental requirements.

NOVERANT INC

Noverant Inc. submitted their proposal on January 28, 2025, but was screened out by the committee during the initial review process. The company offers a SaaS-based LMS with a comprehensive set of features, including content-agnostic design, compliance management, customizable learning experiences, and advanced reporting capabilities. The platform supports various content formats and integrates with third-party tools, ensuring flexibility and scalability.

The proposed cost is \$155,619 for a five-year term. However, the proposal does not specify LMS courses tailored for fire department-specific training, which is crucial for the department. Additionally, while the platform offers extensive reporting capabilities, it lacks specific details producing the required compliance reports for fire department standards. Therefore, the proposal meets some requirements but does not fully align with all departmental needs.



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NUAGE CONCEPTS

NuageConcepts submitted their proposal on January 28, 2025, but was screened out by the committee during the initial review process, as the company failed to provide a response to the scope of work.

The proposed cost is \$87,850 for a five-year term. However, the proposal does not specify LMS courses tailored for fire department-specific training, which is crucial for the department. Due to the company's lack of specific details, the proposal does not align with all departmental needs.

SMART IT PROS INC.

Smart IT Pros Inc submitted their proposal on January 27, 2025, but was screened out by the committee during the initial review process. The company proposed a Moodle-based LMS that includes features such as customizable learning paths, mobile access, and integration with third-party tools like Microsoft Teams. The platform supports various content formats and offers robust reporting capabilities, including compliance tracking and certification management.

The proposed cost is \$380,150 for a five-year term, which is at the high end compared to other proposals. However, the proposal does not fully meet the department's needs as it lacks specific LMS courses tailored for fire service training and does not provide the required compliance reports. Therefore, while the proposal meets some requirements, it does not align with all departmental needs.

WELLOMYTECH INC

Wellomy Inc. submitted their proposal on January 27, 2025, but was screened out by the committee during the initial review process. The company proposed Zoho Learn, an LMS platform with features such as robust content management, role-based access, and comprehensive reporting and analytics. The platform supports mobile accessibility, SCORM compliance, and seamless integration with existing systems through APIs, but it does not include pre-built courses tailored for EMS or firefighter training.

The proposed cost is \$181,000 for a five-year term, which is competitive. However, the proposal does not fully meet the department's needs as it lacks specific off-the-shelf EMS or firefighter courses.



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COST COMPARISON

Vendor	Base Cost (Year 1)	Total (4-Year Cost)
A Cultivated Mindset	\$30,000	\$105,000
Absorb Software North America, LLC	\$68,300	\$68,300
Advanced Problem Solving, LLC	\$36,540	\$140,700
Aspire HR, LLC	\$171,775	\$171,775
Clarion Events, Inc. dba. Fire Engineering Training	\$31,947	\$159,735
CoGrammar Corp	\$122,600	\$613,000
Cornerstone OnDemand, Inc.	\$35,000	\$175,000
Edunext Inc	\$43,000	\$179,190
Envolvemedia LLC	\$284,412	\$284,412
Locality Media Inc. dba First Due	\$56,640	\$286,723
Noverant Inc	\$155,619	\$155,619
NuageConcepts	\$87,850	\$87,850
Smart IT Pros Inc.	\$380,150	\$380,150
TargetSolutions Learning, LLC dba. Vector Solutions	\$32,395	\$164,750
Wellomytech Inc	\$36,000	\$181,000

SUMMARY RECOMMENDATION

Based on a thorough and comprehensive review of all submitted proposals, including evaluations of technical functionality, cost-effectiveness, implementation strategy, vendor qualifications, and long-term supportability, the committee has determined that **TargetSolutions Learning, LLC** currently presents the most advantageous solution for needs of the Fresno Fire Department.



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TargetSolutions Learning LLC. is the only proposer that meets all required specifications outlined in the scope of work, offering a unified platform that directly supports the full range of training requirements and processes within FFD's Training Division. In addition to meeting all technical and operational requirements, TargetSolutions submitted a proposal with good value and had total costs very competitive compared with the other vendors. Moreover, the department's existing use of their platform ensures seamless continuity, minimizes training and transition time, and avoids the additional implementation and setup costs typically associated with onboarding a new vendor. That being said, with technology advancements and through collaboration, vendors are becoming more competitive and LMS platforms will continue to evolve.

Given the alignment of this proposal with both the department's current infrastructure and its future strategic goals, the committee recommends proceeding with TargetSolutions Learning LLC. and awarding the contract in the amount of \$164,750 over five years.



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Evaluation Committee Sign-Off

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

DocuSigned by:

Jonathan Chew

8/26/2025

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Name: Jonathan Chew
Title: Fire Deputy Chief
Fire Department

Signed by:

Gilbert Elizondo

9/2/2025

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Name: Gilbert Elizondo
Title: Senior Management
Analyst
Fire Department

DocuSigned by:

Brian Price

8/29/2025

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Name: Brian Price
Title: Fire Battalion Chief
Fire Department

Tamra Torrence 9/9/25

Name: Tamra Torrence
Title: Sr. Procurement Specialist
GSD Department /Purchasing

Signed by:

Manuel Graves

8/29/2025

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Name: Manuel Graves
Title: Training Officer
Fire Department

Signed by:

CODY CHARETTE

8/29/2025

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Name: Cody Charette
Title: Programmer/Analyst II
Fire Department

Signed by:

SANJAY PATTERSON

9/2/2025

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Name: Sanjay Patterson
Title: ISD Services Support
ISD Department



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Department Recommendation

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

The Fresno Fire Department (FFD) requires a reliable Learning Management System (LMS) to deliver, track, and document firefighter and administrative training. A competitive RFP in 2024 showed that only TargetSolutions met all technical and compliance requirements, including ISA and CICCIS Red Card reporting. Continuing with TargetSolutions ensures seamless service, minimizes transition costs, and maintains compliance for over 700 personnel across 20 fire stations.

☒ Award a contract as follows:

Proposer	Award Amount
TargetSolutions Learning LLC	\$164,750

The Budget Allocation for this expenditure is \$36,100 per year. The contract price is 9% below.
(If the overage is greater than 10% provide an explanation below.)

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

Anticipated Council Date: 10/16/2025



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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	
Grantor name, granting agency, or office name (if any)	
Fiscal year of the funding award	
Date grant agreement was approved by Council	

Fiscal Impact Table:

Type	Current Year Estimate	Annual Continuing Costs Thereafter	Number of Years
Operating	\$32,950	\$131,800	5
Capital	\$0		
Total	\$32,950	\$131,800	5
Describe all 'soft-cost' expenses:			



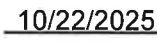
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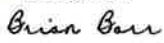
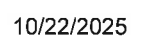
Approvals

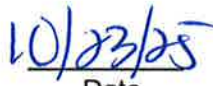
The signature below constitutes approval from the department head.

 _____ Department Head	 _____ Date
 _____ Title	

The signatures below constitute approval of the department recommendation.

 _____ Purchasing Manager	 _____ Date
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DocuSigned by:  _____ General Services Department Director	 _____ Date
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 _____ City Manager	 _____ Date
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