

**EVALUATION OF BID  
PROPOSALS**

FOR: PRODUCT REQUIREMENTS CONTRACT FOR FRESNO AREA EXPRESS FARE MEDIA

Bid File No. 12400064  
Bid Opening: 8/29/2023

**BIDDERS**

**TOTAL NET BID AMOUNT**

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1. EDM Technology Inc. 210 Old Thomasville Rd High Point, NC 27260	\$169,264.37
2. Nagels North America LLC 101 Federal St, Unit 1900 Boston, MA 02110	\$175,426.23
3. Magnetic Ticket & Label Corp 8719 Diplomacy Row Dallas, TX 75247	\$180,607.53

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Each bidder has agreed to allow the City ninety (90) days from date bids are opened to accept or reject their bid proposal. Purchasing requests that you complete the following sections and return this bid evaluation to the Purchasing Division at the latest by Monday, September 25, 2023 5:00 P.M.

The current contract pricing is 15% above the independent cost estimate pricing. FAX personnel decided to proceed with the EDM proposal because it was the lowest of the three bidders.

**BACKGROUND OF PROJECT**

Fresno Area Express (FAX) directly operates 124 fixed route buses throughout the City of Fresno's 18 route transit system. Last fiscal year, FAX provided over 8.1 million rides, transporting passengers over 23 million miles. FAX expects these numbers to grow substantially in the coming years as ridership returns to pre-pandemic levels. A rise in ridership will increase FAX's need for physical fare media. Ride tickets and passes such as those advertised in this contract are used by a wide variety of riders. Organizations such as the Department of Child and Family Services, the Department of Corrections, and Turning Point of Central California purchase these passes in bulk to provide their customers with transportation to and from many essential services. Several school districts throughout Fresno also purchase passes in bulk to hand out to students providing transportation to and from class for students who may not have access to personal vehicles or school provided transportation. Manchester Transit Center offers these ride tickets and passes for individuals sold at a discounted rate. Offering physical fare media helps ensure equitable access to public transportation offered by the City of Fresno's Department of Transportation.

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**DEPARTMENT CONCLUSIONS AND RECOMMENDATION:**

Award a contract in the amount of \$169,264.37 \_\_\_\_\_

to EDM Technology Inc.  
as the lowest responsive and responsible bidder.

Remarks:

Reject all bids. Reason:

Department Head Approval

  
\_\_\_\_\_  
Title Interim Director of Transportation  
Date \_\_\_\_\_

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Approve Dept. Recommendation

Approve GSD/Purchasing Recommendation

Disapprove

Disapprove

See Attachment

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GENERAL SERVICES DEPARTMENT

CITY MANAGER

  
\_\_\_\_\_  
Purchasing Manager                      Date

09/11/2023

Date

  
\_\_\_\_\_  
City Manager or Designee                      Date

  
\_\_\_\_\_  
Brian Barr (Sep 11, 2023 11:02 PDT)  
General Services Director                      Date

Sep 11, 2023

Date

**FISCAL IMPACT STATEMENT**

PROGRAM:

<u>RECOMMENDATION</u>	<u>TOTAL OR CURRENT</u>	<u>ANNUALIZED COST</u>
Direct Cost	<u>\$338,528.74</u>	<u>\$169,264.37</u>
Indirect Cost	<u>\$0.00</u>	<u>\$0.00</u>
TOTAL COST	<u>\$338,528.74</u>	<u>\$169,264.37</u>
Additional Revenue or Savings Generated	<u>\$0.00</u>	<u>\$0.00</u>
Net City Cost	<u>\$338,528.74</u>	<u>\$169,264.37</u>
Amount Budgeted (If none budgeted, identify source)	<u>\$338,528.71</u>	<u>\$169,264.37</u>