



SELECTION COMMITTEE REPORT

For

RFP 12401701

**Requirements Contract for Fresno Area Express (FAX)
Mobile Fare Payments &
Mobility-As-A-Service (Maas) Platform**

February 2025

Prepared by:

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Department of Transportation

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Selection Committee Sign-Off

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



Linda Taylor
Administrative Manager
Department of Transportation



Levi Ruiz
Network System Specialist
Information Services Department



Daniel Colbert
Safety Officer
Department of Transportation



Elizabeth Torres
Senior Management Analyst
Department of Transportation



Auxbree Stapp
Business Manager
General Services Department

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I. EXECUTIVE SUMMARY

FAX released a Request for Proposals (RFP) on February 16, 2024, seeking qualified proposals from qualified vendors who can successfully implement a Mobility as a Service (MaaS) and Fare Payment-as-a-Service (FPaaS) solution that would allow transit passengers in Fresno to plan, pay, travel, and communicate as quickly, conveniently, and seamlessly as possible across a variety of transportation modes.. FAX utilized the following criteria to assess proposals:

- Proposed Approach to Complete the Work, Including Scalability [35%]
- Qualifications and Experience [30%]
- Scenario Based Cost Proposals and Conformance to the Terms and Conditions of the RFP [25%]
- References [10%]

On April 16, 2024, FAX received twelve (12) proposals which were reviewed and deliberated by the Selection Committee. After making great effort in examining the proposals against the criteria, the Selection Committee determined that deficiencies within the RFP created conditions that prevented the Selection Committee from forming a fair and balanced decision on award. As such, the Selection Committee has recommended that all proposals be rejected.

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II. COMMITTEE MEMBERS & FACILITATORS

SHARLEE FLORES	Committee Chair (Non-Voting)
TAMRA TORRENCE	Co-Facilitator (Non-Voting)
LINDA TAYLOR	<i>Committee Member (Voting)</i>
DANIEL COLBERT	<i>Committee Member (Voting)</i>
ELIZABETH TORRES	<i>Committee Member (Voting)</i>
AUBREE STAPP	<i>Committee Member (Voting)</i>
LEVI RUIZ	<i>Committee Member (Voting)</i>
ORIE RUBALCAVA	<i>Advisor (Non-Voting)</i>

III. SIGNIFICANT EVENTS

February 16, 2024 – Solicitation Posted
April 16, 2024 – Proposals Due

IV. EVALUATION CRITERIA

The Selection Committee evaluated the proposal based on four categories:

Proposed Approach to Complete the Work, Including Scalability: [35%]

This category will evaluate the Proposed Approach included in the submittal. Some factors that will be considered when evaluating this category are:

- What is the proposed approach to completing the work?
- What is the proposed approach to project management and quality control?
- What are the team's expectations of FAX staff?
- What is the proposed approach to scaling the app based on FAX funding levels, as well as the needs of the agency and end-users?
- What is the proposed approach for marketing the app to increase use of the app?

Qualifications and Experience: [30%]

This category will examine the qualifications and experience of each firm, associated staff, and specific individuals that will be assigned to the project. Some factors that will be considered when evaluating this category are:

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- Does the firm possess the technical capabilities to deploy the app?
- What is the background and experience of the staff from each firm?
- Does the team have sufficient staffing and technical/analytical skills to complete the proposed tasks?
- Does the team have experience with public outreach efforts and activities?

Scenario Based Cost Proposal and Conformance to the Terms and Conditions of the RFP [25%]

This category will evaluate the reasonableness and competitiveness of the proposed costs for each phased scenario, and the proposer's conformance to the terms and conditions of the RFP.

References [10%]

This category will evaluate each firm and/or team member based on the information obtained from the references listed in the submittal.

- Did FAX receive favorable information about each firm and/or team member when conducting reference checks?

V. NEGOTIATIONS

The Selection Committee did not enter negotiations.

VI. RECOMMENDATION

In conducting evaluations, the Selection Committee must consider all evaluation factors specified in the solicitation and is barred from modifying evaluation factors after proposals have been submitted. Furthermore, the Selection Committee must ensure procurement activities are conducted objectively and without creating, whether intentionally or unintentionally, an unfair competitive advantage. After independent evaluation of the proposals and group deliberation, the Selection Committee determined that deficiencies within the RFP created conditions that prevented the Selection Committee from forming a fair and balanced decision on award. As such, the Selection Committee recommends that all proposals be rejected.