

LISTING OF PROPOSERS

FOR: REQUEST FOR PROPOSALS REQUIREMENTS CONTRACT FOR MYSTERY RIDER PROGRAM

RFP No. 12300134
RFP Opening: 11/1/2022

PROPOSERS

(In alphabetical order)

TOTAL PROPOSAL AMOUNT

1. A Customer's Point of View, Inc. 1883 McDonough Rd, Bldg 100-B Hampton, GA 30228	\$772,200.00
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Each proposer has agreed to allow the City One Hundred Twenty (120) days from date proposals were opened to accept or reject their proposal.

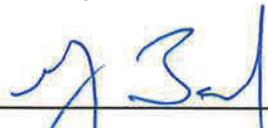
DEPARTMENT CONCLUSIONS AND RECOMMENDATION:

Award a contract in the amount of \$ _____
to _____
in accordance with the Selection Committee recommendation.

Reject all proposals. Reason:

Remarks: The committee evaluated the proposal and determined that the proposal does not provide the best value in meeting the interest of the City and the objectives of the project and recommended a reject all. The Department of Transportation concurs with the committee's recommendation.

Department Head Approval



Title: Director of Transportation

Date: 2/24/23

Anticipated Council Date: March 30th, 2023

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The recommended Contractor complied with the DBE requirements pursuant to the proposal documents.

Not applicable - Rejecting all bids
DBE Program Coordinator Date

- | | |
|--|---|
| <input checked="" type="checkbox"/> Approve Dept. Recommendation | <input checked="" type="checkbox"/> Approve GSD/Purchasing Recommendation |
| <input type="checkbox"/> Disapprove | <input type="checkbox"/> Disapprove |
| <input type="checkbox"/> See Attachment | |

GENERAL SERVICES DEPARTMENT

CITY MANAGER

DocuSigned by:

 CE4CF5EAB18D46B... 2/27/2023
 Purchasing Manager Date

DocuSigned by:

 4B59C02BA274430... 2/28/2023
 City Manager or Designee Date

DocuSigned by:

 99B07275D7AD479... 2/28/2023
 General Services Director Date



COMMITTEE MEMBERS:

ORIE RUBALCAVA – Senior Management Analyst, Fresno Area Express
AMIE PAINTER – Senior HR Risk Analyst, Personnel Department
DANIEL COLBERT – Safety Officer, Fresno Area Express
LEROY SPEARS – Transit Supervisor I, Fresno Area Express

BACKGROUND

The City of Fresno's Department of Transportation/Fresno Area Express (FAX) solicited Request for Proposals (RFP) for the Mystery Rider Program to satisfy its requirements for ADA oversight. On November 1, 2022, FAX received one proposal from A Customer Point of View Inc. (ACP View) expressing interest in providing FAX mystery rider services. On January 11, 2023, the committee members assembled and discussed the merits of the proposal from ACP View.

SIGNIFICANT EVENTS

August 24, 2022 – Proposal Release
November 1, 2022 – Proposal Opening
January 11, 2023 – Committee Meeting

EVALUATION CRITERIA

Selection Committee evaluated the proposal based upon five categories:

1. Approach to Program - This category will evaluate the Consultant's approach to the project. Some things that will be considered when evaluating this category are:
 - Contractor's Methodology
 - Contractor's expectations of staff
 - Does the Consultant have sufficient resources to complete tasks required by the project schedule?
2. Past Performance and Experience - What is the Contractor's experience and history in Mystery Rider services relevant to FAX's needs, including a description of direct experience on projects of similar size, scope, and complexity?
3. Qualifications of Key Personnel - Technical experience in performing work of a closely similar nature; experience working with public agencies; experience in providing specifically this type of service, strength and stability of the firm; strength, stability, experience, and technical competence of sub-consultants; assessment by client references; references with demonstrated success in providing similar services.

4. Completeness of Response - The reasonableness and competitiveness of the total price for services rendered to FAX, the adequacy of source data and information provided to support cost quotes and figures, and the use of industry and government recognized measurements when compiling estimates.
5. Technology - The efficiency and effectiveness of the Contractor's hardware and software to capture the necessary information listed in the Statement of Work discretely.

COMMITTEE NOTES

ACP View – The proposer demonstrated they possessed a great deal of experience in providing Mystery Rider services for the Transportation industry and their approach to the project was a practical option. However, the price analysis and responsive & responsibility determination raised concerns. In the price analysis it was determined that the proposed pricing was 61% above the independent cost estimate. Additionally, research revealed that payments to their frontline workers can be extremely low, raising questions about whether the proposed cost would be a fair and reasonable to the City.

SUMMARY RECOMMENDATION

After independent evaluation of the proposals and group deliberation, the committee determined that the proposal does not provide the best value in meeting the interest of the City and the objectives of the project. The committee recommends a rejection of the proposal.