

Review of Proposals
RFP 0-2067 Mobile Ticketing Application
Presented to Board of Directors - May 11, 2020
9 firms proposed, 2 firms were interviewed, 1 firm is being recommended

Overall Ranking	Proposal Score	Firm & Location	Sub-Contractors	Evaluation Committee Comments	Total Firm-Fixed Price for the Initial Term
1	87	Byemark, Inc. New York, New York	None	Highest-ranked firm overall. Experience developing and implementing mobile ticketing applications for public agencies similar in size to Orange County Transportation Authority (OCTA). Experience transitioning clients from moovel and working with INIT. Proposed project manager has 12 years of experience. Proposed project team has worked together on similar past projects. Detailed approach for implementing the new mobile ticketing application. Proposed solution will closely mirror OCTA's current mobile ticketing application. Discussed integrating with INIT validators. Detailed features of the proposed solution and back office. Presented approach and answered questions during the interview. Received positive responses from references. Proposed competitive total firm-fixed price.	\$1,117,423
2	75	Dallas Area Rapid Transit (DART) Dallas, Texas	Unwire	Developed GoPass for DART and has implemented GoPass for small public agencies. Proposed Unwire, a mobile ticketing platform provider, as a subcontractor. Experience described did not include working with INIT. Proposed project team comprised of staff from both DART and Unwire and a project manager is proposed from each firm. Proposed project manager from DART was involved in the launch of GoPass. Proposed project manager from Unwire has 21 years of experience developing mobile solutions. Discussed approach for implementing the new mobile ticketing application. Described features and functionality of proposed solution. Did not elaborate on integration with INIT validators. Presented approach and answered questions during the interview. Received positive responses from references. Proposed lower total firm-fixed price.	\$1,034,450

Evaluation Panel:

- Internal:
- Revenue and Grants Administration (1)
 - Finance Planning and Analysis (1)
 - Scheduling and Bus Operations Support (1)
 - Information Systems (1)
 - Marketing and Customer Engagement (1)

Proposal Criteria

- Qualifications of the Firm
- Staffing and Project Organization
- Work Plan
- Cost and Price

Weight Factors

- 30%
- 25%
- 25%
- 20%