



# Cost Response

Fleet Management Division

CRFP FLT200000000001

Secure Vehicle Reservation & Integrated Key Control System

**Prepared for:**

State of West Virginia  
Department of Administration  
Purchasing Division  
2019 Washington St E  
Charleston, WV 25305

**Prepared by:**

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**ORIGINAL**

# COST PROPOSAL

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## 1 INTRODUCTION PRICING NARRATIVE

**NOTE: SECTION 5 includes our complete Pricing Schedule**

Documented in this cost proposal are all costs related to providing our off-the-shelf secure vehicle reservation system with integrated key control products and services to the Fleet Management Division (FMD) for the State of West Virginia ("State"). We encourage evaluators to read Section 2 of this document as we believe it will help clarify our costs and help the State understand how we can mutually work together to lower the total cost of implementing our solution. You might ask, "Well, why didn't you just quote the lowest price you offer then?" Simple. We had to respond to the RFP as written. With twenty years of experience working with similar clients, we have maximized cost-cutting implementation and support methodologies. And, we have expanded our product offering to include cost-reducing solutions such as smaller key boxes, software-only dispatching options, and more. We look forward to partnering with the State and driving down costs to save taxpayers money.

We are confident in the estimated costs contained within our proposal due to our experience delivering similar solutions to government clients of all sizes. We have significant experience working with state fleets in delivering this technology to help facilities and fleet managers manage right-size their geographically dispersed fleet of vehicles. We are the recognized industry leader providing vehicle sharing technology with fully integrated electric key systems. We authored *The Ultimate Guide to Fleet Utilization* that is endorsed by the National Association of Fleet Administrators (NAFA). FleetCommander is used nationwide by federal, state, and local governments to manage vehicle utilization, collect and report on vehicle high/low mileage, management maintenance, and more.



*Our Chantilly Virginia-based team is anxious to help the State succeed*

We look forward to working with the Fleet Management Division for the State of West Virginia.

## 2 COST NARRATIVE

As we were required by the RFP directions to respond to pricing in a particular format, this section is provided to describe our pricing response and to provide insights in to how we may lower costs to support State’s needs.

### 2.1 Annual Reservation Service Charge

In the Annual Reservation Service Charge section, the stated cost is inclusive of the Motor Pool software, hosting, technical support, and software maintenance for one license.

Description	Unit Cost Year One	Unit Cost (Optional Renewal Year Two)	Unit Cost (Optional Renewal Year Three)	Unit Cost (Optional Renewal Year Four)	Estimated Quantity	Extended Cost
<b>Annual Reservation Service Charge</b>						
1 to 250 Vehicles	175	\$ 175.00	\$ 175.00	\$ 175.00	4	\$ 1,225.00
251 to 750 Vehicles	175	\$ 175.00	\$ 175.00	\$ 175.00	4	\$ 1,225.00
751 to 1000 Vehicles	175	\$ 175.00	\$ 175.00	\$ 175.00	4	\$ 1,225.00
1001 vehicles and above	175	\$ 175.00	\$ 175.00	\$ 175.00	4	\$ 1,225.00
<b>Subtotal A - Annual Reservation Service Charge</b>						<b>\$ 4,900.00</b>

### 2.2 Additional Services

In the Additional Services section:

1. We did not provide a value for “Maintenance yearly.” These costs are captured in the *Annual Reservation Service Charge, Software, and Kiosk and Key Box* sections.
2. We did not provide a value for “Tech Support/upon occurrence.” Technical support outside of our normal, stated services will be billed at the Professional Services Support rate (row 72).
3. We did not provide a value for “Extended Warranty.” All offered warranties are captured in the *Annual Reservation Service Charge, Software, and Kiosk and Key Box* sections. Please note that a warranty is not provided for the Indoor Kiosk or the Outdoor Kiosk beyond the third year.

Description	Unit Cost Year One	Unit Cost (Optional Renewal Year Two)	Unit Cost (Optional Renewal Year Three)	Unit Cost (Optional Renewal Year Four)	Estimated Quantity	Extended Cost
<b>Additional Services</b>						
Maintenance yearly					4	\$ -
Tech Support/upon occurrence					4	\$ -
Extended Warranty					4	\$ -
Key box upgrade to the next size	574.67	0	0	0	4	\$ 574.67

### **2.3 Online Training**

Using online training as opposed to on-site training for the bulk of training is more efficient for the installation teams and State end users and support staff. We estimate that between \$10,000 - \$20,000 would be saved by performing most training online.

A significant advantage of utilizing online training is that smaller, more “bite-sized” training sessions can be provided to State staff. Often, we find that staff are not available for a full day of onsite training, or staff lack the attention span to attend a full-day training course. Online training allows for training to be broken up into several smaller sessions over a few days.

### **2.4 Offering Alternative Vehicle Dispatching Options**

A key component of right-sizing initiatives is to maximize vehicle sharing. Sometimes vehicle sharing will take place using a centralized motor pool where it makes sense to secure keys and fuel cards. However, in some situations, there may be staff available to hand out and collect keys. In situations such as this, FleetCommander’s simple dispatching dashboards can be used to easily check-out and check-in vehicles. In these scenarios, there’s no need to purchase key boxes to realize the benefit of rightsizing and more effectively share vehicles. Additionally, our proposed solution includes a self-service vehicle check-out and check-in kiosk. The kiosk is used in controlled environments where keys are generally stored in a secure location within a facility. Using the kiosk, drivers still check-out and check-in the vehicle, but the keys and fuel cards are available on hooks or some mechanism other than an electronic key box. The beauty of our solution is that our clients can utilize the dispatching option that works best for each location.

### **2.5 Sample Pricing**

Sometimes when viewing pricing in a schedule format, it is difficult to discern what the actual costs may be. This sample pricing may help.

The price samples below assume that a first site implements a 20-vehicle motor pool with an indoor key control system and kiosk. A second site with 30 vehicles is added. This site will manually dispatch using fleet staff and not a key control system and kiosk. Last, a third site of 15 vehicles is added. This site will allow self-dispatching with an indoor kiosk, but they will not be using a key control system. The keys are in an office environment and hanging on hooks. There is a high trust level that users will not take keys without first making a reservation.

*First Site: 20 Motor Pool licenses, 24-key system, 1 indoor kiosk (for five years)*

Qty	Description	Unit Price	Ext Price
20	1 to 250 Vehicles	\$175.00	\$3,500.00
1	Kiosk management software	\$272.25	\$272.25
1	Key control software	\$2,400.00	\$2,400.00
1	Inside Box 24 keys	\$9,283.20	\$9,283.20
1	Indoor kiosk	\$3,258.15	\$3,258.15
40	PS hours	\$195.00	\$7,800.00
			<b>\$26,513.60</b>
			<b>Year 2</b> \$6,049.27
			<b>Year 3</b> \$6,049.27
			<b>Year 4</b> \$6,049.27
			<b>Year 5</b> \$6,049.27
			<b>\$50,710.66</b>

*Second Site: 30 Motor Pool licenses, manually dispatching (for five years)*

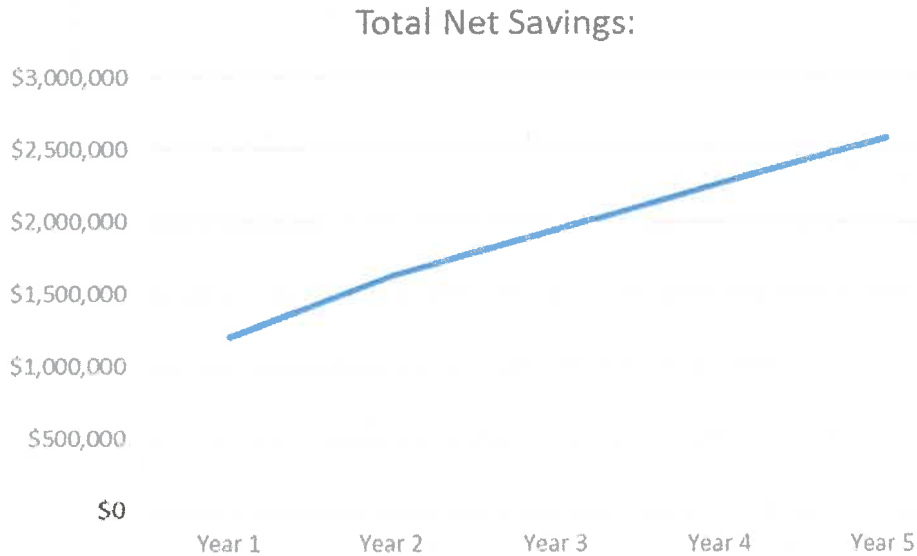
Qty	Description	Unit Price	Ext Price
30	1 to 250 Vehicles	\$175.00	\$5,250.00
15	PS hours	\$195.00	\$2,925.00
			<b>\$8,175.00</b>
			<b>Year 2</b> \$5,250.00
			<b>Year 3</b> \$5,250.00
			<b>Year 4</b> \$5,250.00
			<b>Year 5</b> \$5,250.00
			<b>\$29,175.00</b>

*Third Site: 15 Motor Pool licenses, 1 indoor kiosk (for five years)*

Qty	Description	Unit Price	Ext Price
15	1 to 250 Vehicles	\$175.00	\$2,625.00
1	Kiosk management software	\$272.25	\$272.25
1	Indoor kiosk	\$3,258.15	\$3,258.15
20	PS hours	\$195.00	\$3,900.00
			<b>\$10,055.40</b>
			<b>Year 2</b> \$3,181.79
			<b>Year 3</b> \$3,181.79
			<b>Year 4</b> \$3,181.79
			<b>Year 5</b> \$3,181.79
			<b>\$22,782.54</b>

### 3 RETURN ON INVESTMENT

An RFP is used to gather technical proposals and costs from vendors. Rarely do RFPs ask respondents to identify the estimated cost savings of one solution versus another. Ed Smith, our company's president, is a subject matter expert on fleet utilization and authored the *Ultimate Guide to Understanding Fleet Utilization*. He worked with fleet professionals and financial analysts to develop the company's 5-Year Return on Investment (ROI) and Savings Assessment model to help organizations understand the estimated 5-year savings of using our solution. This tool is available free of charge during best and final offers (BAFO) discussions should this be desired.



*Sample output from a recent ROI / Fleet Savings Assessment*

Note: Not all electronic key systems are equal. The model above assumes the efficiencies of utilizing FleetCommander's powerful reservation capabilities. Many features unique to FleetCommander help maximize savings and right-size the fleet.



## 4 Summary

We welcome the opportunity to help the State establish a secure, vehicle reservation and integrated key control system.



**Matt Wade**  
VP of Client Success



**Ed Smith**  
President

## 5 Pricing Schedule

<b>Description</b>	<b>Unit Cost Year One</b>	<b>Unit Cost (Optional Renewal Year Two)</b>	<b>Unit Cost (Optional Renewal Year Three)</b>	<b>Unit Cost (Optional Renewal Year Four)</b>	<b>Estimated Quantity</b>	<b>Extended Cost</b>
<b>Annual Reservation Service Charge</b>						
1 to 250 Vehicles	175	\$ 175.00	\$ 175.00	\$ 175.00	4	\$ 1,225.00
251 to 750 Vehicles	175	\$ 175.00	\$ 175.00	\$ 175.00	4	\$ 1,225.00
751 to 1000 Vehicles	175	\$ 175.00	\$ 175.00	\$ 175.00	4	\$ 1,225.00
1001 vehicles and above	175	\$ 175.00	\$ 175.00	\$ 175.00	4	\$ 1,225.00
<b>Subtotal A - Annual Reservation Service Charge</b>						\$ 4,900.00
<b>Software</b>						
Kiosk management software	\$ 272.25				4	\$ 272.25
Key control software (between Key box and kiosk and reservation software)	\$ 2,400.00				4	\$ 2,400.00
Software Maintenance yearly		\$ 400.84	\$ 400.84	\$ 400.84	4	\$ 2,405.03
Technical Support yearly		\$ 267.23	\$ 267.23	\$ 267.23	4	\$ 1,603.35
<b>Subtotal B- Software</b>						\$ 6,680.63
<b>Kiosk and Key Box</b>						
Inside Box 8 keys	6,019.20	902.88	902.88	902.88	4	\$ 11,436.48
Inside Box 16 keys	7,864.80	1,179.72	1,179.72	1,179.72	4	\$ 14,943.12
Inside Box 24 keys	9,283.20	1,392.48	1,392.48	1,392.48	4	\$ 17,638.08
Inside Box 32 keys	10,474.80	1,571.22	1,571.22	1,571.22	4	\$ 19,902.12
Inside Box 64 keys	14,164.80	2,124.72	2,124.72	2,124.72	4	\$ 26,913.12
Inside Box 96 keys	16,965.60	2,544.84	2,544.84	2,544.84	4	\$ 32,234.64
Inside Box 12 cards/keys	7,965.60	1,194.84	1,194.84	1,194.84	4	\$ 15,134.64
Inside Box 20 cards/keys	10,230.00	1,534.50	1,534.50	1,534.50	4	\$ 19,437.00
Inside Box 35 cards/keys	13,640.40	2,046.06	2,046.06	2,046.06	4	\$ 25,916.76
Inside Box 56 cards/keys	17,762.40	2,664.36	2,664.36	2,664.36	4	\$ 33,748.56
Outdoor Box 8 keys	10,288.50	1,543.28	1,543.28	1,543.28	4	\$ 19,548.15
Outdoor Box 16 keys	12,134.10	1,820.12	1,820.12	1,820.12	4	\$ 23,054.79
Outdoor Box 24 keys	13,552.50	2,032.88	2,032.88	2,032.88	4	\$ 25,749.75
Outdoor Box 32 keys	14,744.10	2,211.62	2,211.62	2,211.62	4	\$ 28,013.79
Outdoor Box 64 keys	18,434.10	2,765.12	2,765.12	2,765.12	4	\$ 35,024.79
Outdoor Box 96 keys	21,234.90	3,185.24	3,185.24	3,185.24	4	\$ 40,346.31
Outdoor Box 12 cards/keys	12,234.90	1,835.24	1,835.24	1,835.24	4	\$ 23,246.31
Outdoor Box 20 cards/keys	14,499.30	2,174.90	2,174.90	2,174.90	4	\$ 27,548.67
Outdoor Box 35 cards/keys	17,909.70	2,686.46	2,686.46	2,686.46	4	\$ 34,028.43
Outdoor Box 56 cards/keys	22,031.70	3,304.76	3,304.76	3,304.76	4	\$ 41,860.23
Indoor Kiosk	3,258.15	488.72	488.72		4	\$ 4,235.60
Outdoor Kiosk	4044.6	606.69	606.69		4	\$ 5,257.98
<b>Subtotal C - Kiosk and Key Box</b>						\$ 525,219.32

	<u>Unit Cost Year One</u>	<u>Unit Cost (Optional Renewal Year Two)</u>	<u>Unit Cost (Optional Renewal Year Three)</u>	<u>Unit Cost (Optional Renewal Year Four)</u>	<u>Estimated Quantity</u>	<u>Extended Cost</u>
<b>Tamper Proof Key Ring</b>						
1-inch rigid tamper-proof key ring	5.12	0	0	0	4	\$ 5.12
1-inch flexible tamper-proof key ring	6.74	0	0	0	4	\$ 6.74
1 5/8-inch rigid tamper-proof key ring	5.47	0	0	0	4	\$ 5.47
1 5/8-inch flexible tamper-proof key ring	7.07	0	0	0	4	\$ 7.07
2-inch rigid tamper-proof key ring	5.96	0	0	0	4	\$ 5.96
2-inch flexible tamper-proof key ring	7.76	0	0	0	4	\$ 7.76
3-inch rigid tamper-proof key ring	6.55	0	0	0	4	\$ 6.55
3-inch flexible tamper-proof key ring	8.58	0	0	0	4	\$ 8.58
4-inch rigid tamper-proof key ring	7.2	0	0	0	4	\$ 7.20
4-inch flexible tamper-proof key ring	9.36	0	0	0	4	\$ 9.36
Twisty key rings	3	0	0	0	4	\$ 3.00
Cardholders	1.34	0	0	0	4	\$ 1.34
Closer tool	51.41	0	0	0	4	\$ 51.41
Crimper tool	126.68	0	0	0	4	\$ 126.68
<b>Subtotal D - Tamper Proof Key Rings</b>						\$ 252.24
<b>Additional Services</b>						
	<u>Unit Cost Year One</u>	<u>Unit Cost (Optional Renewal Year Two)</u>	<u>Unit Cost (Optional Renewal Year Three)</u>	<u>Unit Cost (Optional Renewal Year Four)</u>	<u>Estimated Quantity</u>	<u>Extended Cost</u>
Maintenance yearly					4	\$ -
Tech Support/upon occurrence					4	\$ -
<b>Extended Warranty</b>					4	\$ -
Key box upgrade to the next size	574.67	0	0	0	4	\$ 574.67
Cellular Router	775	0	0	0	4	\$ 775.00
Cellular Router Annual Connectivity Serv	1440	1440	1440	1440	4	\$ 10,080.00
Telematics data connection annual service per device	48	48	48	48	4	\$ 336.00
RFID card reader	285	0	0	0	4	\$ 285.00
RFID card charge per 25	3.56	0	0	0	4	\$ 3.56
Professional Services Support (per hour)	195	0	0	0	4	\$ 195.00
<b>Subtotal E - Additional Services</b>						\$ 12,249.23
<b>TOTAL BID AMOUNT (Includes Applicable Shipping Charges) (Subtotal A - D)</b>						\$ 549,301.41

We have included soft copy of this narrative document and the pricing spreadsheet on a flash drive included with this proposal.