



Eric J. Holcomb, Governor

Indiana Government Center South
402 West Washington Street, Room W462
Indianapolis, IN 46204

Award Recommendation Letter

Date: January 21, 2025
To: Lottie Hooyer, Director of Strategic Sourcing
Indiana Department of Administration
From: Lindsey Osborne, Procurement Specialist
Indiana Department of Administration
Subject: Recommendation of Selection for RFP 25-80064 Cosmetology and Barber Licensing Exam Services

Based on its evaluation of responses to RFP 25-80064, it is the evaluation team's recommendation that **PSI Services LLC**, be selected to begin contract negotiations to administer Cosmetology and Barber Exam Services for Indiana Professional Licensing Agency.

PSI Services LLC has committed to subcontract 9% of the contract value to **HIELO Services LLC** (a certified Minority-owned Business (MBE)), and has committed to subcontract 12% of the contract value to **Cabello Associates, INC** (a certified Woman-owned Business (WBE)).

The term of the recommendation is for a period of **two (2) years** with an estimated contract value of **\$335,414.00**. There may be two (2) one-year renewals for a **total of four (4) years** at the State's option.

The evaluation team received one (1) proposal from:
1. PSI Services LLC

The proposals were evaluated by Key Stakeholder State Agencies, and IDOA according to the following criteria established in the RFP:

Criteria	Points
1. Adherence to Mandatory Requirements	Pass/Fail
2. Management Assessment/Quality (Business and Technical Proposal)	50
3. Cost (Cost Proposal)	30
4. Buy Indiana	5
5. Minority Business Enterprise Subcontractor Commitment	5 (1 bonus pt. available)
6. Women Business Enterprise Subcontractor Commitment	5 (1 bonus pt. available)
7. Indiana Veteran Owned Small Business Enterprise Subcontractor Commitment	5 (1 bonus pt. available)
Total: 100 (103 if bonus awarded)	

The proposal was evaluated according to the process outlined in Section 3.2 ("Evaluation Criteria") of the RFP. Scoring was completed as follows:

A. Adherence to Requirements

The proposal was reviewed for responsiveness and adherence to mandatory requirements. The proposal was deemed responsive and adhered to the mandatory requirements.

B. Management Assessment/Quality: Initial Scoring

The Respondent’s proposal was evaluated based on their respective Business Proposal and Technical Proposal.

Business Proposal

For the Business Proposal evaluation, the evaluation team considered the information the Respondent provided in the Business Proposal. These areas were reviewed to assess the Respondent’s ability to serve the State:

- Company Information
- References

Technical Proposal

For the Technical Proposal evaluation, the evaluation team considered the Respondent’s proposal in the following areas:

- General Provisions
- Development of Examinations and Other Materials
- Development (Delivery) of Examination Services
- System Security

The evaluation team’s Round 1 scoring is based on a review of the Respondent’s proposed approach to each section of the Business Proposal and Technical Proposal. The initial results of the Management Assessment/Quality Evaluation are shown below:

Table 1: Round 1 – Management Assessment/Quality Scores

Respondent	MAQ Score 50 pts.
PSI Service	44.67

C. Cost Proposal (30 Points)

The price points on the Respondent’s Costs were awarded as follows:

Score =

- If Respondent’s Cost amount is lowest among all Respondents, then score is 30.
- If Respondent’s Cost amount is NOT lowest among all Respondents, then score is:

$$30 * \frac{(\text{Lowest Respondent's Cost Amount})}{(\text{Respondent's Cost Amount})}$$

The cost scoring as a result of the Respondents’ cost proposals is as follows:

Table 2: Round 1 – Cost Scores

Respondent	Cost Score 30 pts.
PSI Services LLC	30

D. First Round Total Scores

The combined Round 1 MAQ and Cost scores from the initial evaluation are listed below.

Table 3: Round 1 – Total Scores (MAQ + Cost)

Respondent	Total Score 80 pts.
PSI Services LLC	74.67

E. Post Best and Final Offer Opportunity – Final Round Cost Scores

The State elected to issue Best and Final Offers (BAFOs) to the respondent. The results are listed below:

Table 5: Round 2 – BAFO Cost Scores

Respondent	Cost Score 30 pts.
PSI Services LLC	30

F. Round 2 - Total Scores

The combined final score for the Respondent, based on Round 2 Management Assessment/Quality and BAFO Cost Score is listed below.

Table 6: Round 2 - Evaluation Scores

Respondent	MAQ Score	Cost Score	Total Score
Points Possible	50	30	80
PSI Services LLC	44.67	30	44.67

G. IDOA Scoring

IDOA scored the Respondent in the following areas: MBE Subcontractor Commitment (5 points + 1 available bonus point), WBE Subcontractor Commitment (5 points + 1 available bonus point), IVOSB Subcontractor Commitment (5 points + 1 available bonus point), and Buy Indiana (5 points) using the criteria outlined in the RFP. IDOA requested updated M/WBE and IVOSB commitments from the Respondent who submitted BAFO Cost Proposal. Once the final M/WBE and IVOSB forms were received from the Respondent, the total scores out of 100 possible points were tabulated and are as follows:

Table 7: Final Evaluation Scores

Respondent	MAQ Score	Cost Score	Buy Indiana*	MBE*	WBE*	IVOSB*	Total Score
Points Possible	50	30	5	5 (+1 bonus pt.)	5 (+1 bonus pt.)	5 (+1 bonus pt.)	100 (+3 bonus pt.)
PSI Services LLC	44.67	30	0	6	6	-1	85.67

* See Sections 3.2.5, 3.2.6, and 3.2.7 of the RFP for information on available M/WBE and IVOSB bonus points.

Award Summary

During the course of evaluation, the State scrutinized the proposal to determine the viability to meet the goals of the program and the needs of the State. The team evaluated proposals based on the stipulated criteria outlined in the RFP document.

