



# STATE OF INDIANA

**Mike Braun, Governor**

## DEPARTMENT OF ADMINISTRATION Commissioner's Office

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

### Award Recommendation Letter

Date: May 20, 2025

To: Jennifer Jansen, Procurement Director,  
Indiana Department of Administration

Signed by:

*Jennifer Jansen*

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From: Angie Alexander, Procurement Specialist,  
Indiana Department of Administration

Subject: Recommendation of Selections for RFP 25-80190 Driver Safety Program

Based on its evaluation of responses to RFP 25-80190, it is the evaluation team's recommendation that the following respondents be selected to begin contract negotiations to administer the Driver Safety Program.

1. Alderson Group, LLC
2. All Star Driver Education
3. American Safety Council, Inc. D/B/A Certus
4. Cyberactive, Inc.
5. Defensive Drivers Institute
6. Drive Zone, LLC
7. DriveSafeToday.com
8. Driving Logic, Inc.
9. I Drive Safely, LLC
10. Interactive Education Concepts, Inc.
11. Inventrum LLC D/B/A Indiana Online Driver Safety Limited
12. J.E.M. Star Inc. D/B/A Indiana Driver Safety Program
13. National Traffic Safety Institute (NTSI)
14. Probity Investments Inc. D/B/A www.cheapeasycourse.com
15. Traffic Safety Consultants, Inc. (TSC)
16. Traffic101.com, Inc.
17. Welcome Driver, Inc.

The terms of this recommendation are included in this letter.

The term of the contract shall be for a period of four years (4) years from the date of contract execution. There may be four (4) one-year renewals for a total of eight (8) years at the State's option.

The evaluation team received seventeen (17) proposals from each of the Respondents listed above. The proposals were evaluated by Bureau of Motor Vehicles ("BMV") and the Indiana Department of Administration ("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 proposals were evaluated according to the process outlined in Section 3.2 ("Evaluation Criteria") of the RFP. Scoring was completed as follows:

**A. Adherence to Requirements**

Each proposal was reviewed for responsiveness and adherence to mandatory requirements. All seventeen (17) proposals received were deemed responsive and adhered to the mandatory requirements.

**B. Management Assessment/Quality: Initial Scoring**

The Respondents' proposals were each evaluated based on their respective Business Proposal and Technical Proposal.

**1) 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

**2) Technical Proposal**

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

- Data Management and Security of Data and State Equipment
- Onsite (Classroom) Specific Solutions
- Deliverable (Internet and DVD) Format
- Implementation and Transition
- Customer Service and Account Management
- Reporting
- Disaster Recovery

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.

**Table 1: Round 1 – Management Assessment/Quality Scores**

Respondent	MAQ Score 50 pts.
Alderson Group LLC	41.00
All Star Driver Education	38.75
American Safety Council, D/B/A Certus	39.50
Cyberactive, Inc.	37.00

Defensive Drivers Institute	40.25
Drive Zone LLC	32.00
DriveSafeToday.com Inc.	37.00
Driving Logic Inc.	35.50
I Drive Safely, LLC	41.00
Interactive Education Concepts, Inc.	41.00
Inventrum LLC D/B/A Indiana Online Driver Safety Limited	41.00
J.E.M Star Inc. D/B/A Indiana Driver Safety Program	45.00
National Traffic Safety Institute (NTSI)	38.00
Probit Investments Inc. D/B/A www cheap easy course com	31.50
Traffic Safety Consultants, Inc. (TSC)	41.00
Traffic101.com, Inc.	37.00
Welcome Driver, Inc.	31.50

### C. Cost Proposal (30 Points)

The price points on the Respondent's Costs were calculated and awarded according to the following formula, as provided in the RFP.

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.
Alderson Group LLC	6.43
All Star Driver Education	6.93
American Safety Council, D/B/A Certus	6.43
Cyberactive, Inc.	6.63

Defensive Drivers Institute	11.27
Drive Zone LLC	5.14
DriveSafeToday.com Inc.	6.22
Driving Logic Inc.	6.22
I Drive Safely, LLC	5.00
Interactive Education Concepts, Inc.	5.63
Inventrum LLC D/B/A Indiana Online Driver Safety Limited	7.51
J.E.M Star Inc. D/B/A Indiana Driver Safety Program	5.63
National Traffic Safety Institute (NTSI)	7.51
Probit Investments Inc D/B/A www cheap easy course com	8.58
Traffic Safety Consultants, Inc. (TSC)	6.43
Traffic101.com, Inc.	30.00
Welcome Driver, Inc.	5.63

**D. First Round Total Scores and Shortlisting**

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

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

<b>Respondent</b>	<b>Total Score 80 pts.</b>
Alderson Group LLC	47.43
All Star Driver Education	45.68
American Safety Council, D/B/A Certus	45.93
Cyberactive, Inc.	43.63
Defensive Drivers Institute	51.52
Drive Zone LLC	37.14
DriveSafeToday.com Inc.	43.22
Driving Logic Inc.	41.72
I Drive Safely, LLC	46.00
Interactive Education Concepts, Inc.	46.63
Inventrum LLC D/B/A Indiana Online Driver Safety Limited	48.51
J.E.M Star Inc. D/B/A Indiana Driver Safety Program	50.63
National Traffic Safety Institute (NTSI)	45.51
Probity Investments Inc. D/B/A www cheap easy course com	40.08
Traffic Safety Consultants, Inc. (TSC)	47.43
Traffic101.com, Inc.	67.00
Welcome Driver, Inc.	37.13

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

The State elected not to issue Best and Final Offers (BAFOs) to the Respondents as this is a no-cost contract.

**F. IDOA Scoring**

IDOA scored the Respondents 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 Respondents who submitted BAFO Cost Proposals. 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**

<b>Respondent</b>	<b>MAQ Score</b>	<b>Cost Score</b>	<b>Buy Indiana*</b>	<b>MBE*</b>	<b>WBE*</b>	<b>IVOSB*</b>	<b>Total Score</b>
<b>Points Possible</b>	<b>50</b>	<b>30</b>	<b>5</b>	<b>5 (+1 bonus pt.)</b>	<b>5 (+1 bonus pt.)</b>	<b>5 (+1 bonus pt.)</b>	<b>100 (+3 bonus pt.)</b>
Alderson Group LLC	41.00	6.43	0.00	-1.00	-1.00	-1.00	44.43
All Star Driver Education	38.75	6.93	0.00	-1.00	-1.00	-1.00	42.68
American Safety Council, D/B/A Certus	39.50	6.43	0.00	-1.00	-1.00	-1.00	42.93
Cyberactive, Inc.	37.00	6.63	0.00	-1.00	-1.00	-1.00	40.63
Defensive Drivers Institute	40.25	11.27	0.00	-1.00	-1.00	-1.00	48.52
Drive Zone LLC	32.00	5.14	0.00	-1.00	-1.00	-1.00	34.14
DriveSafeToday.com Inc.	37.00	6.22	0.00	-1.00	-1.00	-1.00	40.22
Driving Logic Inc.	35.50	6.22	0.00	3.75	-1.00	-1.00	43.47
I Drive Safely, LLC	41.00	5.00	0.00	-1.00	-1.00	-1.00	43.00
Interactive Education Concepts, Inc.	41.00	5.63	0.00	5.00	-1.00	-1.00	49.63
Inventrum LLC D/B/A Indiana Online Driver Safety Limited	41.00	7.51	0.00	6.00	6.00	6.00	66.51
J.E.M Star Inc. D/B/A Indiana Driver Safety Program	45.00	5.63	0.00	-1.00	-1.00	-1.00	47.63
National Traffic Safety Institute (NTSI)	38.00	7.51	0.00	-1.00	-1.00	-1.00	42.51
Probity Investments Inc. D/B/A www.cheapeasy course.com	31.50	8.58	0.00	-1.00	-1.00	-1.00	37.08
Traffic Safety Consultants, Inc. (TSC)	41.00	6.43	0.00	-1.00	-1.00	0.00	45.43
Traffic101.com, Inc.	37.00	30.00	0.00	-1.00	-1.00	-1.00	64.00
Welcome Driver, Inc.	31.50	5.63	0.00	-1.00	-1.00	-1.00	34.13

\* 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 all proposals 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. The State decided to award to all 17 vendors as listed above.

The term of the contract shall be for a period of four (4) years from the date of contract execution. There may be four (4) one-year renewals for a total of eight (8) years at the State's option.