


Date: June 30, 2015

To: Honorable Chairman, Jean Monestime
and Members, Board of County Commissioners

From: Carlos A. Gimenez
Mayor 

Subject: Supplement to Recommendation for Approval to Award: T-Shirts

Supplement to
Agenda Item No. 8F5

This supplement is in response to a discussion between members of the Strategic Planning and Government Operations Committee at their meeting on May 12, 2015 regarding the usage of t-shirts countywide, the amount of revenue from the sale of t-shirts, the purchase of t-shirts by the Community Information and Outreach Department for internal customers, and the use of an Invitation to Bid rather than an open pre-qualification pool.

As requested, staff from the Internal Services Department's Procurement Management Division contacted user departments and asked each department to further explain their allocation for t-shirts and to advise of any revenue obtained from the resale of t-shirts. As part of this exercise, usage of the current contract was re-examined, which resulted in some departments revising their requested allocations to better align with usage on the current contract. In the case of the Community Action and Human Services Department, certain shirts are no longer needed and the associated allocation request was removed.

Department	T-shirts Usage	Original Allocation	Revised Allocation
Community Action and Human Services	Custodians	\$60,000	\$7,000
Community Information and Outreach	Marketing, public educational, and promotional outreach efforts	253,000	120,000
Parks, Recreation and Open Spaces	Summer campers, staff, and volunteers	750,000	640,000
PortMiami	In-house personnel including custodians, electricians, maintenance mechanics, painters, plumbers, and welders	250,000	75,000
Public Housing and Community Development	In-house personnel including carpenters and plasterers	40,000	19,000
Public Works and Waste Management	In-house personnel including waste attendants, refuse drivers, crane operators, mechanics, electricians, and welders	140,000	82,000
Water and Sewer	Field personnel	115,000	115,000
Total		\$1,608,000	\$1,058,000

Parks, Recreation and Open Spaces, which is the only department that resells t-shirts, has 51 camps during the summer that utilize t-shirts for identification and safety purposes. Each camp uses a different color t-shirt with the name of the park printed on the back of the shirt. When multiple camps go on the same fieldtrip, the different t-shirt colors ensure that the campers can be easily identified. The camp registration fee includes a summer camp t-shirt per child. Additional t-shirts can be purchased for \$7.00 each. All the revenue generated by the sale of t-shirts from the summer camps is deposited into the General Fund.

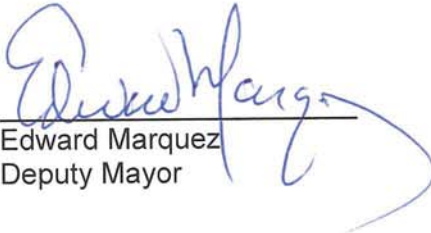
Community Information and Outreach, as the centralized provider of marketing, communication and outreach services, purchases t-shirts on behalf of customer departments as part of integrated marketing campaigns. This is an internal service provided to departments and the cost of purchasing the actual t-shirts is passed on to the requesting department.

This award recommendation is the result of an Invitation to Bid. The method of award was to the lowest-priced, responsive and responsible bidder by item in the two (2) groups: Group 1-Non-federally Funded and Group 2-Federally Funded. Each item represented a particular style of t-shirt along with additional product specifications such as sizes, logo, silk screening, and colors. The t-shirt styles were defined by brand, material, pockets, sleeve length, neck style, stitching, brand, etc.

As noted at the Committee meeting, this solicitation was not a pre-qualification pool since the product specifications were established for the goods needed. When this level of certainty exists and there is no need for a qualitative review of offers, a price competition is used. An open pool is generally used when exact products and/or the quantities are not known.

While there was discussion regarding local participation, it should be noted that four (4) of the five (5) firms recommended have a principal business address in either Miami-Dade or Broward County. All of Group 1 was set-aside for Small Business Enterprises. Three (3) of the five (5) firms being awarded are registered Micro Business Enterprises with the County.

Lastly, at the Committee meeting, the owner of Holsen, Inc., Mr. Hosendolph, stated that, as an incumbent vendor awarded under the current contract, he was not notified of the replacement solicitation. The Internal Services Department's Small Business Development Division contacted all of the small business firms registered under the t-shirt commodity, including Holsen, Inc., to confirm that they would be able to supply the goods as listed in the replacement solicitation. Mr. Hosendolph acknowledged receipt of the Small Business Development Division's communication on June 17, 2014 confirming that his firm could participate. All bidders registered under the t-shirt commodity, including Holsen, Inc., received notification from the County's electronic bidding system (BidSync) on October 16, 2014, indicating that the solicitation for t-shirts was advertised and bids were being accepted.



Edward Marquez
Deputy Mayor