

DEPARTMENTAL INPUT
CONTRACT/PROJECT MEASURE ANALYSIS AND RECOMMENDATION

Rev 1

<input type="checkbox"/> New contract	<input type="checkbox"/> OTR	<input type="checkbox"/> CO	<input type="checkbox"/> SS	<input checked="" type="checkbox"/> BW	<input type="checkbox"/> Emergency	Previous Contract/Project No: 8722-3/13-3
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<input type="checkbox"/> Re-Bid	<input type="checkbox"/> Other
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LIVING WAGE APPLIES: ___ YES ___X NO

Requisition/Project No: ROFN1500003

TERM OF CONTRACT: 3 years with ___ one year options-to-renew

Requisition/Project Title: Printing and Mailing Services for Auto Tag Renewal Reminders and Parking Permits

Description: The purpose of this solicitation is to establish a contract for the purchase of printing and mailing services for auto tag renewal reminders and parking permits.

User Department(s): Miami- Dade Finance Department Tax Collector's Office

Issuing Department: Internal Services Department

Estimated Cost: \$250,000

Contact Person: Ingrid Bernal Phone: 305-375-2102

Funding Source: Proprietary Funds

ANALYSIS

Commodity/Service No: <u>966, 91559</u>		SIC: _____	
Trade/Commodity/Service Opportunities			
Contract/Project History of Previous Purchases For Previous Three (3) Years Check Here _____ if this is a New Contract/Purchase with no Previous History			
EXISTING		2ND YEAR	3RD YEAR
Contractor:			
Small Business Enterprise:			
Contract Value:			
Comments:			
Continued on another page (s): ___ Yes ___ No			

RECOMMENDATIONS

SBE	Set-Aside	Sub-Contractor Goal	Bid Preference	Selection Factor
		%		
		%		
		%		
		%		

Basis of Recommendation:

Signed: Ingrid Bernal

Date to DBD: 05/14/2015

Date Returned to DPM: _____

MIAMI-DADE COUNTY

SECTION 3
TECHNICAL SPECIFICATIONS

**PRINTING AND MAILING SERVICES FOR AUTO TAG RENEWAL REMINDERS
AND PARKING PERMITS**

3.1. SCOPE OF WORK

Printing and mailing of approximately 1.8 million annual auto tag vehicle/vessel/mobile home/registration renewal reminders and handicapped/parking permits to Miami-Dade County vehicle, vessel, and mobile home owners. This volume is expected to grow at the rate of approximately 2.5% per year. This service is performed monthly with a varying volume of between 140,000 and 200,000 registration renewal reminder notices. The initial mail shall be for approximately 150,000 units and shall take place within thirty (30) calendar days after Contract effective date. All subsequent deliveries shall be for approximately 150,000 to 200,000 units per interval and shall occur at an interval of every thirty (30) calendar days; until such time as the total number of units is received.

Vehicle, vessel and mobile home owners in Miami-Dade County must continue to receive their courtesy reminder notices. This not only reminds owners that it is time to pay for their annual renewal but provides the paperwork and return envelope to return their renewal payment to the Tax Collector's Office with check and stub(s) enclosed, or to pay online using the information supplied in the renewal notice in order to do so.

3.2. REQUIREMENTS

The service requires the acquisition of the customers' data file each month from FHSMV. The awarded bidder shall be able to convert the data file provided by FHSMV into the correct customer information contained in the scan line. Bidder must have the ability to accept pre-formatted print files over secure network. The awarded bidder shall print and ensure the mailing of each customer courtesy registration reminder form comprising details of Instructions and methods of renewal available, written in English, Spanish and Creole (just the instructions on the renewal notice need to be tri-lingual). A payment voucher is attached and is removable by tearing along the perforation. The payment voucher contains various fields, which are populated with the customers' vehicle/vessel/mobile home/parking permit data. Samples of a prior notice and envelopes are included in Appendix B; however, the awarded bidder shall design the final notice and envelope.

The awarded bidder shall insert single and multiple vehicle/vessel renewals in a single envelope to reduce postage costs. The scan line and bar code on the payment voucher will contain the variable data for each vehicle owned by each customer as per the sample. This scan line must be accurate and be readable and processable by the County's Opex 3600i and NCR Itran payment imaging and processing equipment. On the reverse side of the payment voucher there shall be three sections as per the sample provided; one for customer change of address information, insurance information and voluntary trust fund contributions.

The awarded bidder shall be responsible each month for changes imposed by FHSMV in the vehicle registration renewal process or changes requested by Miami-Dade County. The changes shall include but are not limited to content including existing or new instructions, changes in renewal data, changes to field and scan line content, and changes to voluntary trust fund contribution organizations. The payment voucher/information sheet shall be folded and inserted into an envelope for mail out, along with a return envelope which shall also be inserted into the mail out envelope. The mail out will be processed by the United States Postal Service (USPS).

MIAMI-DADE COUNTY

SECTION 3 TECHNICAL SPECIFICATIONS

PRINTING AND MAILING SERVICES FOR AUTO TAG RENEWAL REMINDERS AND PARKING PERMITS

The County holds a United States Postal Service Permit and will pay for postage. Each month, the awarded bidder shall provide a report detailing the mail date, total records, singles, multiples, total envelopes, single envelopes and multiple envelopes

Note: *The largest percentages are single tag mailings to a single address; however, there are instances of up to six (6) tags mailed to a single mailing address in the same envelope.

3.3 TECHNICAL OPERATIONAL CONSIDERATIONS FOR FAST FORWARD SERVICES

The awarded bidder shall:

1. Shall design, develop and produce elements of the renewal notice, remittance envelope, flyers as required and carrier envelopes.
2. Furnish all printed materials and envelopes. The awarded bidder shall include additional public information content provided by Miami-Dade County. Miami-Dade County will provide its data via the FHSMV registration system, subject to security requirements safeguarding driver personal information, as required under Federal and State laws. Shall have the ability to accept pre-formatted print files over secure network or can provide document composition services.
3. Work with the FHSMV to receive the data files monthly and execute the mailing in the time frame required by Miami-Dade County Finance Department.
4. Insert, assemble, and package the renewal notices, and remittance envelope into the carrier envelope for mailing including any public information flyers that the Tax Collectors requires for specified periods of time.
5. Insert, assemble and package the renewal notice, informational material, and return envelope into the carrier envelope for delivery by the U.S. Postal Service, in accordance with the U.S. Postal Service regulations at the volume discounts for at least a 3-digit zip code sort.
6. Have the capability to utilize the National Change of Address (NCOA) address hygiene, (or any future address hygiene required by the Post Office to guarantee lowest rates) and the ability to modify the mailing address on the renewal notice to reflect the current USPS address.
7. Have the capability to correctly insert six (6) variable numbers of applications in the same envelope to result in the lowest possible postage costs. This may include mailing as many as four renewals to a common address in the same envelope.
8. Perform at the specified level of timeliness, reliability, security, and accuracy without any disruption or delay of the remittance processes.
9. Receive the production file monthly as well as updated message tables for the renewals. Process flow is from the FHSMV to the awarded bidder.

MIAMI-DADE COUNTY

SECTION 3 TECHNICAL SPECIFICATIONS

PRINTING AND MAILING SERVICES FOR AUTO TAG RENEWAL REMINDERS AND PARKING PERMITS

10. Be authorized by FHSMV to handle/manipulate the data and shall be well versed and experienced doing this because of the importance of this mail out to 1.8 million Miami-Dade County vehicle, vessel and mobile home owners. As per the scope of work Section 3, Paragraph 3.1, all information required is contained within the data file provided by FHSMV.
11. Combine inserting & sorting fee as and when require by the Tax Collector for limited mailing periods upon request as per the enclosed sample in Appendix B.

The size of the renewal notice and envelopes are as follows:

- a) Renewal Notice with address and logo print in colors: blue, green and black in size: 8.5 x 11
 - b) Outgoing Window Envelope No. 10 with address and logo print in colors: blue, green and black in size: 9 7/8"L x 4 1/8"H
 - c) Return Envelope No. 9 with address and logo print in colors: blue, green and black in size: 8 13/16"L x 3 14/16"H
12. Contact FHSMV for clarification on the pre-formatted print files and document composition services. FHSMV provides all mail out information.

3.4 COUNTY'S RESPONSIBILITY:

The County will deposit monies in a United States Postal Service (USPS) permit account in order to fund future monthly mail-outs as required. The monthly postage fund balance on the report shall note the total postage used and the total number of items mailed.

The County will transfer sufficient funds payable to the awarded bidder's designated United States Postal Service "Post Master", for the postage costs to mail the Miami-Dade County motor vehicle registration renewal packages.

Miami-Dade County will use their USPS permit number. The County will send a check to the US Post Office to pay for the postage costs that the awarded bidder will mail out. The rate per item is agreed between the awarded bidder and USPS, not Miami-Dade County. There is not an exception permitted to this stated process.

MIAMI-DADE COUNTY

SECTION 4
BID SUBMITTAL FOR:

PRINTING AND MAILING SERVICES FOR AUTO TAG RENEWAL REMINDERS
AND PARKING PERMITS.

FIRM NAME: _____

ITEM	ESTIMATED QUANTITIES	DESCRIPTION	UNIT PRICE
1.	1,800,000 each	Renewal Notice with address and logo print in colors: blue, green and black in size: 8.5 x 11 (As per Section 3, Paragraph 3.3, Item No.: 11. a)	\$ _____/ea.
2.	1,800,000 each	Combine inserting & sorting fee (As per Section 3 Paragraph 3.3, Item No. 11)	\$ _____/ea.
3.	1,800,000 each	Outgoing Window Envelope No. 10 with address and logo print in colors: blue, green and black in size: 9 7/8"L x 4 1/8"H (As per Section 3, Paragraph 3.3 Item No. 11. b)	\$ _____/ea.
4	1,800,000 each	Return Envelope No. 9 with address and logo print in colors: blue, green and black in size: 8 13/16"L x 3 14/16"H (As per Section 3, Paragraph 3.3 Item No. 11. c)	\$ _____/ea.
5.	150,000 each	<u>Fast Forward Services:</u> Forward automatically to the new correct address with a National Change of Address Form from the Post Office (As per Section 3, Paragraph 3.3 Item 6)	\$ _____/ea.



INTERNAL SERVICES DEPARTMENT
PROCUREMENT MANAGEMENT SERVICES

Justification/Input Document for Non-Competitive Acquisition

It is the policy of Miami-Dade County to consistently purchase goods and services using full and open competition. The citizens of Miami-Dade County are best served when we make sound business decisions based on competitive bids or proposals. Early acquisition planning that includes consultation with Internal Service Department's procurement staff can help avoid delays and facilitates effective market research. However, there may be instances when other than full and open competition may be justified. When a user department(s) determines that other than full and open competition is necessary or in the best interest of the County, appropriate justification for that course of action must be submitted to ISD for approval and execution in order to waive the competitive bid/proposal process.

Please provide the information requested below to support the need and feasibility for waiving the competitive bid/proposal process:

Department:	Finance/Tax Collector		
Contact Person:	Peter Cam	Phone Number:	305-375-5570
Requisition No.:	RQFN1500003	Estimated Value:	\$ \$450,000 for three years
Proposed Vendor:	Axis Data Solutions		
Previous Contract Number:	OTR 8722-3/13-3	Previous Contract Value:	\$700,000

Purpose of the Purchase

Please describe your minimum requirements and the benefits of making the acquisition.

Axis Data Solutions has been serving the Finance Department Tax Collector's Office flawlessly since 2008. Monthly data files are obtained from Florida Division of Motor Vehicles and used by Axis Data Solutions to generate and mail out approximately 150,000 monthly registration renewal reminder notices to vehicle, vessel, mobile home owners and Disabled Parking Placard applicants in Miami-Dade County. Following the expiration of the contract, Internal Services Department (ISD) Print Shop, intended to take on this critical and essential monthly function. However, owing to technical difficulties the Print Shop is not yet able to perform this complex and specialized work as yet. Further research, development and testing is required by ISD over forthcoming months, before it can be approved by Florida DMV to take on this task.

In order to maintain continuity of this required monthly production and mail out, it is requested that we continue with the services provided by Axis over the past seven years until ISD Print Shop is able to perform the work.

Axis is an approved Division of Motor Vehicles (DMV) vendor has over fifteen years' experience dealing with the data files that contain the information required to produce the monthly registration renewal reminder notices. It is the only vendor that Miami-Dade County has employed to perform this work and is one of only two vendors in the State of Florida authorized and capable of doing this work.



INTERNAL SERVICES DEPARTMENT
PROCUREMENT MANAGEMENT SERVICES

Best Interest of the County / Uniqueness of Product

Please provide a detailed description as to why a waiver of formal bidding is in the County's best interest (e.g., product standardization, compatibility, proprietary access or distributorship, how vendor is uniquely qualified to provide the needed product or service, etc.). Please note that a lack of advance planning is not an acceptable justification for a non-competitive acquisition.

Miami-Dade County is the largest and most complex County in Florida pertaining to Auto Tag Registration Renewal Notices with approximately 1,902,600 annual renewals. Axis Data Solutions is uniquely qualified and approved DMV vendor. Axis has worked over seven years of with Miami-Dade County generating and mailing approximately 150,000 registration renewal reminder notices per month to vehicle, vessel and mobile home owners within Miami-Dade County. This is highly complex and exacting work as each field on every registration renewal is different. The Tax Collector cannot be in a situation whereby customers do not receive a renewal notice, or receive incorrect registration renewal notices that may ultimately expose the County to claims that may constitute in a liability.. Based on our market research, only two vendors in the State of Florida are capable and qualified to perform this highly specialized technical work involving the manipulation of complex and high volume data files, supplied by Florida's Division of Motor Vehicles and processed by large Tax Collector Offices, like Miami Dade County,. Axis has been the only vendor contracted with Miami-Dade County. Therefore, it is in the best interest of the County, to continue contracting the services of Axis Data Solutions for the foreseeable future until ISD Print Shop is able to provide the services and be approved by DMV..

Market Research

Please describe your market research and the results thereof. This should include a description of other, similar sources or products available in the market if any and why they are not acceptable.

- a) Axis Data Solutions, our current qualified Division of Motor Vehicles (DMV) vendor produces and mails Auto Tag Registration Renewal Reminder Notices for 28 Florida Tax Collector Offices
- b) CASS Data & Mailing (qualified DMV vendor) produces and mails Auto Tag Renewal Reminder Notices for 36 Florida Tax Collector Offices.
- c) These two vendors account for 64 out of 67 Florida Tax Collector Offices.
- d) South West Direct Inc. performs the same service for 1 very small Florida County (Charlotte) too small for our scale of business requirements with 200,023 annual renewals.
- e) Miami-Dade County is the largest and most complex County in Florida pertaining to Auto Tag Registration Renewal Notices with approximately 1,902,600 annual renewals.
- f) Broward uses CASS Data & Mailing is second largest with 1,483,000 annual renewals.
- g) A vendor must be Florida DMV qualified to perform this work, and have extensive high volume experience. of this complex work within Florida for Florida Tax Collectors for this specific work.



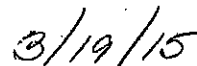
INTERNAL SERVICES DEPARTMENT
PROCUREMENT MANAGEMENT SERVICES

Proposed Actions

Please describe the actions the department will take to overcome the present barriers to competition prior to any future acquisitions of this product or service.

Continue to work with the County's ISD Print Shop over the coming months to resolve technical issues that will enable them to move forward with the Auto Tag Registration Renewal production and mail out project and be Florida DMV qualified.


Department Director's Approval


Date Approved