



CITY OF HOUSTON

Office of Business Opportunity

Interoffice Memorandum

To: Marsha E. Murray, OBO Deputy Director
From: Barbara Fisher, Procurement Specialist
Date: June 1, 2017
Subject: Good Faith Effort Request
Pre-Award, FIN/FMD, Automotive, Vehicle Decals & Decal Materials

The Good Faith Effort Request submitted by International Name Plate Supplies Ltd. for the above referenced project has been reviewed and evaluated. This solicitation involves the purchase of automotive, vehicle decals and decal materials with a 4.41% MWBE goal.

FIN/SPD Department provided the following information:

Finance Department's Strategic Purchasing Division provided a Good Faith Effort Request for evaluation by OBO from International Name Plate Supplies Ltd. The contract was advertised on December 30, 2016 with a bid submission date of February 23, 2017.

FIN/SPD furnished the Proposer's Good Faith Effort, which consists of the following:

- Professional Services/Goods/Non-Professional Services -- MWBE Goal Compliance Departmental Checklist, dated May 23, 2017
- Proposer's explanation of Good Faith Effort (On International Name Plate Supplies Ltd. Letterhead, dated May 17, 2017)
- List of MWBE Subcontractors that International Name Plate Supplies Ltd. stated they contacted.
- Pre-Bid Conference Attendance Sheet – January 10, 2017 @ 1:00pm
- City of Houston Technical Specifications for Automotive, Vehicle Decals & Decal Materials for the Fleet Management Department

This solicitation involves the purchase vehicle decals and decal materials. Types of items being purchased:

- Finished reflective, automotive engineered graphic kits
- Single decals (letters and numbers)
- Vinyl requirements: 3M 680-CR series Scotchlite removable reflective graphic film with comply adhesive, reflective sheeting. Scotchlite printing ink series 4400, coated with Scotchlite 4430-R clear coating.
- No digital prints will be accepted – all prints must be screen printed.
- Pre-mask must be 3M SCPM-55 material. Pre-mask must be applied to all decals to ensure that there is no lifting from the graphic.

Project Details:

- Project Advertised Date: December 30, 2016
- Pre-Bid Meeting Date: January 10, 2017
- Bid Due Date: February 23, 2017
- Bidder's Bid Amount: \$829,447.19



Proposer provided the following information:

FIN/SPD selected International Name Plate Supplies Ltd. to automotive, vehicle decals and decal materials. However, International Name Plate Supplies Ltd. was unable to comply with the advertised 4.41% MWBE Contract Goal and submitted a Good Faith Effort Request for review.

- A letter was submitted by International Name Plate Supplies Ltd., dated May 17, 2017, outlining explanation of their outreach.
- International Name Plate Supplies Ltd. provided a list of certified MWBE firm they contacted to provide decal installation services, they are as follows:
 - Merek-Hill Design – Certified MBE, NAICS Code 541430, Graphic Design Services
 - Merek response: *Does not do fleet graphic installation.*
 - Graphics One Design – Certified MBE & WBE, NAICS Code 541430, Graphic Design Services
 - Graphics One Design: *Does not do fleet graphic installation.*
 - Graphics Impressions (E-Lim) – Certified MBE & WBE, NAICS Code 541430, Graphic Design Services
 - Graphic Impressions response: *Does not do fleet graphic installation.*
 - DimDrop LLC – Certified MBE, NAICS Code 541511, Software Development
 - DimDrop LLC response: *Does not do fleet graphic installation.*

OBO - Department Services (DS) Findings:

Per FIN/SPD, the subcontracting opportunity of decal installation was a part of the original e-bid solicitation; therefore Name Plate Supplies Ltd. contacted four (4) MWBE certified firms to subcontract the decal installation portion of the contract, which was considered a viable work element. However, the decal installation was removed from the original solicitation based on decision that was made via an award review by FMD and SPD. The decal installation was designated to be completed under an existing contract 4600012726 (Tommie Vaughn Motors, Inc.).

While Name Plate Supplies Ltd. did not extend their outreach outside of the four (4) certified firms they stated they contacted for the decal installation, the installation portion of the contract will not be required for this contract, therefore, removing the subcontracting opportunity for MWBE participation. Department Services researched the City online directory for certified MWBEs that provides decal installation, none were found.

Name Plate Supplies Ltd. will design and manufacture the decals according to required specification and they will direct ship the decal to the City from their company location in Longview, TX, therefore, delivery will not be considered a viable work element.

Finance Department (FIN)
Strategic Procurement Division (SPD)
Automotive, Vehicle Decals & Decal Materials
June 1, 2017
Page 3

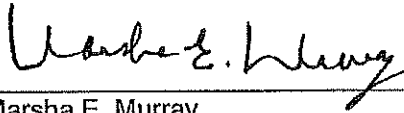
Lastly, Department Services (DS) researched previous contracts and history for vehicle decals:

- **Contract 4600009527**, Goal set at 0.00%
 - Effective Dates: 3/4/2009 – 3/4/2014
 - Prime: Graphic Designs International
 - Contract is considered open.

Therefore, it is the recommendation to **APPROVE** this good faith effort request which results in a MWBE participation plan of 0.00% for Name Plate Supplies Ltd.

Reviewed and Accepted

Date

6/2/17

Marsha E. Murray
OBO Deputy Director