



## METROPOLITAN GOVERNMENT OF NASHVILLE AND DAVIDSON COUNTY

Bartley Davis  
Axis Direct Incorporated  
1631 Lebanon Pike Circle  
Nashville, TN 37210

Re: **RFQ # 121269, Printing, Mailing, and Emailing Services**

Dear Mr. Davis:

The Metropolitan Government of Nashville and Davidson County (Metro) has completed the evaluation of submitted solicitation offer(s) to the above RFQ # 121269 for Printing, Mailing, and Emailing Services. This letter hereby notifies you of Metro's intent to award to Axis Direct Incorporated, contingent upon successful contract negotiations. Please provide a certificate of Insurance indicating all applicable coverages within 15 business days of the receipt of this letter.

If the Equal Business Opportunity (EBO) Program requirements were a part of this solicitation, the awardee must forward a signed copy of the "Letter of Intent to Perform as Subcontractor/Subconsultant/Supplier/Joint Venture" for any minority/women-owned business enterprises included in the response to the Business Assistance Office within two business days from this notification.

Additionally, the awardee will be required to submit evidence of participation of and contractor's payment to all Small, Minority, and Women Owned Businesses participation in any resultant contract. This evidence shall be submitted monthly and include copies of subcontracts or purchase orders, the Prime Contractor's Application for Payment, or invoices, and cancelled checks or other supporting payment documents. Should you have any questions concerning this requirement, please contact Joe Ann Carr, BAO Representative, at (615) 880-2338 or at [joeann.carr@nashville.gov](mailto:joeann.carr@nashville.gov).

Depending on the file sizes, the responses to the procurement solicitation and supporting award documentation can be made available either by email, CD for pickup, or in person for inspection. If you desire to receive or review the documentation or have any questions, please contact Brad Wall by email at [brad.wall@nashville.gov](mailto:brad.wall@nashville.gov) Monday through Friday between 8:30am and 3:30pm.

Thank you for participating in Metro's competitive procurement process.

Sincerely,

*Michelle A. Hernandez Lane*  
Michelle A. Hernandez Lane  
Purchasing Agent

Cc: Solicitation File, Other Offerors

**Pursuant to M.C.L. 4.36.010 Authority to resolve protested solicitations and awards.**

**A. Right to Protest.** Any actual or prospective bidder, offeror or contractor who is aggrieved in connection with the solicitation or award of a contract may protest to the Purchasing Agent. The protest shall be submitted in writing within ten (10) days after such aggrieved person knows or should have known of the facts giving rise thereto.

Procurement Division

730 Second Avenue South, Suite 112  
P.O. Box 196300  
Nashville, Tennessee 37219-6300

[www.Nashville.gov](http://www.Nashville.gov)  
Phone: 615-862-6180  
Fax: 615-862-6179

**RFQ #121269 - Printing, Mailing, and Emailing Services**

	<b>Axis Direct Incorporated</b>
Contract Acceptance	Offeror Accepted Contract Without Exceptions
Cost (35 Points)	35.00
Qualifications and Experience (30 Points)	20.00
Project Approach and Service (35 Points)	20.00
<b>Total (100 Points)</b>	<b>75.00</b>

**Axis Direct Incorporated**

**Strengths** - The offeror has provided services to twenty-six (26) different Metro Departments producing over 34.8 million letters being mailed. The offeror demonstrated that their firm has the infrastructure to provide the requested services being requested in the solicitation. The offeror provided adequate information regarding the contact person that will be available for general contract services. The offeror noted that their equipment is covered under maintenance agreements. For email notifications, the offeror noted that emails will be sent return receipt requested so they can identify which records were delivered and which were actually opened . The offeror provided information regarding quality control processes for each job prior to performing services. The offeror stated they would destroy any confidential information. The offeror shared that all general paper waste and cardboard is recycled and wooden skids are given away for reuse.

**Weaknesses** - The offeror failed to provide specific reference projects to document a minimum of five (5) years' experience providing printing, mailing, and emailing services. The offeror noted they have provided print and mail services to twenty-six (26) different Metro Divisions and private companies but failed to include reference projects to support those claims. The offeror's proposal in the qualifications and experience section lacked detail. The offeror's proposed approach to fulfill all aspects of the scope of services lacked detail; specifically, their was no mention in the proposal of color printing and cutting services. The offeror failed to specifically address how their firm will meet or exceed the forty-eight (48) hour turn-around time to print, address, stuff, mail, or email documents. The offeror failed to provide a description of their process to prevent the duplication of mailings being sent out. The offeror didn't specifically address the risks and challenges (supply chain issues or staffing issues) associated with performing the scope of services. The offeror's plan to promote sustainability practices lacked detail on the services they are currently providing.

Enter Solicitation Title & Number Below		
Printing, Mailing, and Emailing Services; RFQ #121269	Min. SBE/SDV Requirement	Total Cost Points
	3.00%	35.00
Offeror's Name	Bids	RFP Cost Points
Axis Direct Incorporated	\$2,236,873.63	35.00



## Statement of M/WBE Utilization

Proposer's/Firm's Name: Axis Direct, Inc	Proposer's Phone #: 615-391-3034
Solicitation Title: Printing, Mailing, and Emailing Services	Proposer's Email Address: bartley@axisdirect.org
Solicitation #: 121269	Amount Self-performed : 95%
Proposer's/Firm's Ownership: <b>Non-M/WBE</b>	Total Bid Amount: 2236873
<b>Proposed EBO Goal (%)</b> : 5 <u>    </u> MBE% 11 <u>    </u> WBE%	EBO Goal Met? (Y/N) <b>NO</b>

The following MWBE\* subcontractor(s)/supplier(s) will be utilized for the performance of this project:

				Certificate					
MBE/WBE Firm Name		MBE/WBE Firm Address		Type		Code #		Percent	
				(MBE or WBE)		UNSPS/NAICS		of Total Contract	
						Description of Work			
				* MBE/WBE Group Type *		Dollars (\$)			
1	Broadwater and Associates Group Inc	3904 Hillshire Dr	615-256-6707	MBE	Select	14111806	Provide Envelopes	22368	1
2	Burn's Mailing & Printing, Inc.	6131 Industrial Heights Drive	865-584-2265	WBE	Select	73151904	Print Generic Inserts and Flyers	10000	.45
3	Civic Engineering and Information Technologies	25 Lindsley Ave	615-425-2000	WBE	Select	811015	Develop emailing systems if needed	10	0.00045
4	International Office Products	PO Box 2872	615-689-8505	WBE	Select	14110000	Office products and supplies	10000	.45
5				Select	Select				
6				Select	Select				
7				Select	Select				

*I am the duly authorized representative and certify the facts and representations contained in this form and supporting documents are true and correct.*

Authorized Representative (Printed Name/Title/Signature)	Date
<b>Bartley B Davis Jr      VP</b>	08/26/2021
<i>Bartley B Davis Jr</i>	

\*Note: MWBE is defined as business enterprise maintaining a significant business presence in the Program Area & performing a commercial useful function that is owned by one or more of the following: (1) African Americans (2) Native Americans, (3) Hispanic Americans, (4) Asian Americans, and (5) Women.

<b>Has Prime Complied with EBO Goal?</b>	<b>NO</b>	<b>For Internal Office Use ONLY</b>	
		<b>If No, Good Faith Efforts Met?</b>	<b>YES</b>

**BAO Representative:** JoeAnn Carr

**Date:** 10/27/21

<b>Total MBE Subcontracting</b>	1.00	%	§ 22,368.00
<b>Total WBE Subcontracting</b>	.90	%	§ 20,132.00
<b>Total MBE/WBE Participation:</b>	1.90	%	§ 42,500.00

### BAO Small Business Assessment Sheet

BAO Specialist: JoeAnn Carr
Contract Specialist: Brad Wall
Date: 10/27/2021

Department Name: Election Commission
RFP/ITB Number: 121269

**Project Name: Printing, Mailing, and Emailing Services**

Primary Contractor*	Prime Bid Amount	Total Proposed SBE (\$)	Acknowledged SBE Requirement ?	SBE (%)	Comments
Axis Direct, Inc.	\$2,236,873.63	\$77,106.00	Yes	3.45%	The proposed prime is not a Metro-approved SBE, has proposed Metro-approved SBEs and has acknowledged the SBE program participation expectations and consequences of misrepresentation of the project. Proposed SBEs Lellyett & Rogers Company, and International Office Products.