

To: Sean Carroll, NYS Office of General Services
CC: Colleen Franchini, NYSPSP; John Normile, NYS OGS
From: Christine McCann Empire State Development
Date: August 29, 2017
RE: NYSPSP Application for Belt Equipped Lifesaving Trauma Kits

DESCRIPTION OF APPLICATION

New York State Preferred Source Program for people Who Are Blind (NYSPSP) is requesting to sell a Belt Equipped Lifesaving Trauma Kit. This kit includes a carrier case, mechanical tourniquet, chest seal, hemostatic gauze, gloves, 4" bandage and CPR face shield.

NYSPSP's affiliate agency Alphapointe in Brooklyn will partner with several companies across the United States for the supplies in the kit. They are located in the following states: California, Connecticut, Georgia, New Jersey, New York, Pennsylvania, Texas and Washington.

MARKETPLACE

The sources below were used to assess the marketplace:

1. NYSPSP annual estimate provided in the application;
2. Survey of Agencies;
3. OGS Centralized Contracts;
4. Search for NYS small business firms through NYS Contract System, Hoovers.com, Google and GSA Advantage;
5. Survey of companies identified by search; and
6. Historical Contract Reporter Ads.

In addition to the above data sources, the marketplace includes purchases done through discretionary spend and purchase cards (P-Card) which are not collected by OGS. The records for P-Card information do not provide spend details on what specific items are purchased. Agencies would have to give P-Card and discretionary spend information voluntarily. In addition, the Preferred Source designation would also provide exclusivity to purchases made by local governments and municipalities. No database records the purchase or spend data of these entities.

ESD performed analysis based on available data provided by publicly available data sources and survey responses. All survey data collected from agencies and businesses is voluntary and self-reported. Therefore, a complete marketplace analysis is not possible and the analysis below

does not encompass the entire spend on belt equipped lifesaving trauma kits. Each section below includes an analysis and survey results using the available data.

NYSPSP Estimate of Annual Sales

NYSPSP is estimating their total annual sales to be \$374,493. Each trauma kit costs \$62.42 and six will be in a case for \$374.52. They anticipate selling 1,000 cases or 6,000 trauma kits annually.

NYSID sells a belt trauma kit for \$101.62 which is not an exact match for Belt Equipped Lifesaving Trauma Kit. The Belt Equipped Lifesaving Trauma Kit has additional and different items.

Survey Results with State Agencies

The state agencies surveyed and their responses about their purchase of belt equipped lifesaving trauma kits are below:

Agency/Authority	Total Amount Per Year Spent on Belt Trauma Kits	Purchasing Method
MTA	No response	
NYS DEC	\$3,957 for Forest Protection Unit	NYSID
NYS DOCCS	\$0	
NYS Police	\$0	
NYS PRHP	\$0	
NYS Thruway Authority	\$0	
Port Authority of NY & NJ	\$170,000 – one-time purchase	No response

OGS Centralized Contracts

A comparable product is listed on the Hazardous Incident Response Equipment centralized contract as Belt Trauma Kit with Combat Gauze. The contract has been in effect since June 1, 2014 and OGS has stated that there have been no contract sales for this product. The vendor is Atlantic Diving Supply, Inc. (ADS, Inc.) from Virginia Beach, VA.

Search Results for NYS Small Business

Searches were conducted in Google, Hoovers.com, the NYS Contract System and the GSA Advantage website. The breakdown of each search result is below:

Google Search	# of search results¹
Google Searches – belt equipped lifesaving kit, police office trauma kits, trauma kits NY, law enforcement supplies NY, trauma kits with quick clot, and NYS restrictions selling tactical supplies.	22

Hoovers Search	# of search results¹
Hoovers – NY state <=99 employees NAICS code 423450 ²	1,064
Hoovers – NY state <=99 employees NAICS code 424210 ³	1,132
Hoovers – NY state <=99 employees NAICS code 339113 ⁴	180
Total	2,376

NYS Contract System Search	# of search results⁵
MWBE Certified Directory – first aid kits	5
MWBE Certified Directory – emergency medical	3
MWBE Certified Directory – tactical	8
MWBE Certified Directory – trauma	5
MWBE Certified Directory – law enforcement equipment	2
Total	23

GSA Advantage website	# of search results⁵
Companies that sell similar products	11

¹ Company counts are non-exclusive per category. Single entities may be in multiple categories by nature of raw data.

² NAICS code 423450 Medical, Dental, and Hospital Equipment and Supplies Merchant Wholesalers

³ NAICS code 424210 Drugs and Druggists' Sundries Merchant Wholesalers

⁴ NAICS code 339113 Surgical Appliance and Supplies Manufacturing

⁵ Company counts are non-exclusive per category. Single entities may be in multiple categories by nature of raw data.

Survey Results with Companies

Of the 110 company subset, thirteen New York small businesses were determined to sell belt trauma kits. The thirteen companies were surveyed via phone or emails. Of the thirteen companies contacted/surveyed, three are WBE firms.

Below are the results of the survey respondents:

Company	Total # of employees	Agencies or municipalities sold to	% of government sales for belt trauma kits	\$ value of belt trauma kits sales to government	Certification
Company A	12	NYSDEC, NYS Police, MTA, Port Authority, NYS Div of Alcohol & Beverage Control	90%	\$2.2 million	
Company B	18	Sells trauma kits only to federal government entities	0%	0	
Company C	2	Yes, however he could not remember the governmental agencies	8%	\$15,000	
Company D	2	Does not sell belt trauma kits	0%	0	WBE
Company E	12	No	0%	0	WBE
Company F	<10	Does not sell belt trauma kits	0%	0	
Company G		No response			
Company H	12	Does not sell belt trauma kits	0%	0	
Company I	5	On occasion. Only sells belt trauma kits to gov't entities	100%	Small figure	
Company J	7	NYPD, FDNY, OEM, NYCDC	<10%	Unknown	WBE
Company K	1	Would not disclose the NYS gov't entities	3%	Would not disclose his \$ value	
Company L		No response			

Company M	49	FDNY, nationwide & NYS counties and city; United Nations	30%	\$600,000	
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Contract Reporter Ads

A search was conducted for any ads that were posted from January 1, 2010 to August 1, 2017. There were no ads posted for the following searched phrases: trauma kits, lifesaving trauma kits and belt equipped.

ANALYSIS AND RECOMMENDATION

Based on our review of NYS small businesses, ESD's assessment of the marketplace is larger than NYSPSP's estimated annual sales figure of \$374,493. How large the market is still being determined at this time given the limitations as stated in the agency survey results table. One small business alone has \$2.2 million of its revenue from the sale of belt trauma kits to state agencies and authorities. Sales of a second small business are \$600,000. There are small businesses located in New York that are already competing in this market and have a large market share which is far greater than the NYSPSP's estimate of \$374,493.

NYSPSP stated they will purchase supplies for the trauma kits from nine businesses located in eight different states. Two of the companies are located in New York (EverReady First Aid and Alphapointe). ESD's research found two WBEs located in New York that sell the supplies included in NYSPSP's for the belt trauma kits.

The marketplace currently supports both small businesses and NYSPSP. If this product is approved as a preferred source, it will be taking away sales and business from small businesses and MWBEs located in New York.

Therefore, ESD's recommendation is to deny the NYSPSP application for belt equipped lifesaving trauma kits as a new Preferred Source commodity.