

Office of the City Manager

CONSENT CALENDAR
December 17, 2013

To: Honorable Mayor and Members of the City Council

From: Christine Daniel, City Manager

Submitted by: Robert Hicks, Director, Finance

Subject: Contract: DataProse Inc., for Bill Printing and Mailing Services

RECOMMENDATION

Adopt a Resolution authorizing the City Manager to execute a three year contract with DataProse to provide printing and mailing services for the period of July 1, 2013 through June 30, 2016 in the amount of \$255,000, with the option for two 1-year extensions through June 30, 2018, for a total five year amount not to exceed \$425,000 subject to the City's annual budget appropriation process.

FISCAL IMPACTS OF RECOMMENDATION

The Finance/Revenue Collection Division currently spends approximately \$85,000 annually for these services. Funds to be used include General Fund, Rental Housing Safety (RHSP) and Refuse Funds.

Funds are budgeted in 010-3601-410-3038 (Revenue Collection/Miscellaneous Professional Services), 010-3601-410-4050 (Revenue Collection/Printing and Binding), 820-3601-410-4050 (Refuse/Revenue Collection/Printing and Binding) and 375-8605-463-5110 (Rental Housing Safety Program/Mail Services and Postage).

This contract has been entered into the City's contract management database and assigned CMS No. AC17M.

Funding will be included in the budget for each fiscal year that the contract is in effect. However, the authority to spend these funds is subject to the Budget Adoption each fiscal year and, therefore, the contract will be subject to termination for non-appropriation of funds.

CURRENT SITUATION AND ITS EFFECTS

The City of Berkeley's Finance Department first contracted (Contract No. 4430) for printing and mailing services with Newport Printing Services (which later became Pinnacle Printing Systems) in 1999. On March 8, 2007, the City released Request for Proposal (RFP) number 06-10151-C for printing and mailing services. Six firms were solicited and two responses were received. Based on the responses, City staff recommended that DataProse be awarded the contract. On June 21, 2013, the City released a new Request for Proposal (RFP) 13-10739-C for printing and mailing

services. The City sent the solicitation to 13 vendors, posted it to the City's website, and in front of Old City Hall. On July 16, 2013 (the submission date) the City received two responses. One was from Bill Trust and the other from DataProse. After reviewing the submitted proposals, the City determined that DataProse is the only vendor that complied with all the requirements.

BACKGROUND

Prior to 1998, the City of Berkeley's (Finance/License & Collections Division) bill printing and mailing was done in house – often hand stuffing bills into envelopes and mailing the bills at the full first class postage rate. It was determined in 1998 that the City no longer had the resources to do bill printing and mailing in house and went out to bid for these services. In 1999, the City contracted (Contract No. 4430) with Newport Printing Services (which later changed its name to Pinnacle Printing Systems) to print and mail quarterly refuse bills.

On March 8, 2007 the City released Request for Proposal (RFP) number 06-10151-C. Six firms were solicited with two responses. Based on the responses, City staff recommended that DataProse be awarded the contract. Bill print and mailing services were expanded to include monthly Marina Berth rental bills, annual RHSP bills and delinquent notices annual Environmental Health permit renewal notices, annual Business License renewal notices, and annual Residential Preferential Parking (RPP) renewals as well as delinquent Business License notices.

On June 21, 2013 the City released a new Request for Proposal (RFP) 13-10739-C. The City sent the solicitation to 13 vendors, posted it to the City's website and in front of Old City Hall. On July 16, 2013 (the submission date) the City received two responses. One was from Bill Trust and the other from DataProse. After reviewing the submitted proposals, the City determined that DataProse is the only vendor that complied with all the requirements.

RATIONALE FOR RECOMMENDATION

DataProse has experience working with cities, counties and utility districts, both large and small, providing Statement/Notice Print and Mail services, Electronic Bill Presentment and Payment (EBPP), Complete Process Management, Custom Programming, Online Job Tracking and a Searchable Online Bill Archive. Of the two responses the City received to RFP No.13-10739-C, DataProse is the most responsive bidder to the City's requirements.

ALTERNATIVE ACTIONS CONSIDERED

The City has determined that it does not have the resources to do its own bill printing and mailing. The proposal from DataProse is the most responsive and favorable proposal in response to solicitation 13-10739-C. No other actions were considered.

CONTACT PERSON

Heather Murphy, Revenue Collection Manager, Finance, (510) 981-7261

CONSENT CALENDAR December 17, 2013

Attachment:

1: Resolution

RESOLUTION NO. ##,###-N.S.

CONTRACT: DATAPROSE INC. FOR BILL PRINTING AND MAILING SERVICES

WHEREAS, a Request for Proposal (Specification 13-10739-C) was distributed to 13 firms or individuals, posted on the City's Website, and in front of Old City Hall on June 21, 2013; and

WHEREAS, two proposals were received on the July 16, 2013 deadline; and

WHEREAS, after careful analysis the proposal that was ranked most favorably by staff is DataProse; and

WHEREAS, the Funds are available in the following budgets: 010-3601-410-3038 (Revenue Collection/Miscellaneous Professional Services), 010-3601-410-4050 (Revenue Collection/Printing and Binding), 820-3601-410-4050 (Refuse/Revenue Collection/Printing and Binding) and 375-8605-463-5110 (Rental Housing Safety Program/Mail Services and Postage); CMS No. AC17M.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager is authorized to execute a three year contract with DataProse Inc. to provide printing and mailing services for the period of July 1, 2013 through June 30, 2016 in the amount of \$255,000 with the option for a two 1-year extensions through June 30, 2018 for a total five year amount not to exceed \$425,000 subject to the City's annual budget appropriation process.