



**To:** Mayor and City Council

**From:** Regina Salazar, Utility Billing Manager

**Via:** Kim Tiehen, Director of Strategic Financial Engagement

**Date:** February 25, 2025

**Reference:** Consider approval of a master service agreement for data processing, printing, and mailing services to Infosend as budgeted in the Water Sewer Fund and the General Fund, in the amount of \$139,869.60; and authorizing the City Manager to sign any necessary documents.

**2040:** **Sustainable City Government**

---

**Introduction:**

The purpose of this agenda item is to seek approval to award a master service agreement to Infosend for data processing, printing, and mailing services of documents including but not limited to utility bills, newsletters, postcards, and letters for an approximate annual cost of \$139,869.60 with an initial term of 12 months and an option to extend the term for up to four additional one-year terms. This request is based on staff's thorough review and analysis of responses to the Request for Proposals (RFP) to determine the total best solution for the City.

**Background:**

The City's current contract for this service was ending, so staff issued an RFP to identify vendors that could provide reliable and cost-effective printing and mailing services for utility bills, newsletters, postcards, and letters. The City received three (3) responses to the RFP. To determine the total best solution, the responses were evaluated based on cost, service capabilities, and alignment with City requirements as well as discussions with references provided by each respondent.

A summary comparison of the more detailed analysis provided with this agenda item is shown below:

	<u>VariVerge</u>	<u>Matrix</u>	<u>Infosend</u>
<b>Total Monthly Cost of Utility Bill Statements</b>	\$ 9,517.50	\$ 8,569.80	\$ 8,815.50
<b>Total Monthly Cost of Late Notices</b>	1,128.00	1,015.68	1,044.80
<b>Total Monthly Printing &amp; Mailing Cost for Utility Bills</b>	\$ 10,645.50	\$ 9,585.48	\$ 9,860.30
<b>Total Cost of Inserts</b>	*N/A	1,296.00	1,795.50
<b>Total Monthly Printing &amp; Mailing Cost for Utility Bills &amp; Inserts</b>	Not Available	\$ 10,881.48	\$ 11,655.80
<b>Estimated Annual Printing &amp; Mailing Cost for Utility Bills &amp; Inserts</b>	N/A	\$ 130,577.76	\$ 139,869.60

VariVerge is not able to meet the City's requirements regarding the newsletter. Therefore, the City would need to outsource this process to another vendor and then coordinate the transfer to this vendor for inclusion with the utility bill and subsequent mailing.

Matrix provided a cost slightly less than Infosend. However, staff's evaluation is that this vendor does not provide the total best solution based on analysis of response to RFP and referral responses.

Infosend is the City's current vendor. Infosend has demonstrated responsive customer service and willingness to collaborate with staff. Staff's evaluation of this vendor's response to the RFP, pricing, and experience results in staff recommending Infosend as the total best solution for this service.

#### **Benefit to the Community:**

Selecting the right vendor ensures timely and accurate delivery of utility bills, minimizing delays and errors for residents. Efficient processing reduces operational costs, ensuring fiscal responsibility while maintaining high service standards for the community.

#### **Legal Review:**

Agenda item was reviewed by Legal as part of the agenda packet.

#### **Fiscal Impact:**

The fiscal impact of this agenda item is approximately \$139,869.60 budgeted annually in the Water Sewer Fund and General Fund.

#### **Recommendation:**

The Strategic Financial Engagement Department and the Community Information Office recommend approval of awarding a master service agreement to Infosend for above stated services.