

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL
FROM: BRANDALYN TRAMEL, PURCHASING AGENT, FINANCE
DEPARTMENT
SUBJECT: AWARD OF A PURCHASE ORDER TO INFOSEND, INC. FOR
UTILITY BILL PRINTING, BILL INSERTS, AND MAILING
SERVICES

AGENDA ACTION: RESOLUTION

RECOMMENDATION

It is recommended by the Finance Department that the Council, by resolution, approve the award of a Purchase Order for utility bill printing, bill inserts, and mailing services for two years with a one-year extension option to InfoSend, Inc., Anaheim, California, utilizing the City of San Luis Obispo Cooperative Purchasing Agreement, for a total amount not to exceed \$184,000.

EXECUTIVE SUMMARY

Water Billing Operations submitted a Purchase Request to utilize the City of San Luis Obispo Cooperative Purchasing Agreement for utility bill printing, bill inserts, and mailing services.

BACKGROUND

There are approximately 52,000 utility bills generated by the City each month using the City's Advanced CIS Infinity software, which are exported via data file to the contractor's computer system for conversion into printed City utility bills. The contractor is responsible for the mailing of the utility bills and postage is reimbursed by the City through this award. Various departments will utilize the Purchase Order to produce inserts that are included with the utility bill to reach city residents providing information such as emergency preparedness, water conservation, and other important communications.

PRIOR CITY COUNCIL REVIEW

Not applicable

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ANALYSIS

The current Agreement with InfoSend, Inc. expires on July 31, 2021. The new proposal submitted by InfoSend, Inc., utilizing the City of San Luis Obispo Cooperative Purchasing Agreement, proposes a 5.25% increase above the current Agreement pricing that went into effect on July 31, 2017. The CPI increase from June 2017 to January 2021 is 10.56%. InfoSend, Inc., has agreed to standard City Purchase Order Terms and Conditions.

The proposal submitted by InfoSend, Inc. includes an 8.6% discount off of the City of San Luis Obispo Cooperative Purchasing Agreement pricing based on the City of Santa Rosa's larger monthly printing volume.

City Staff has determined that utilizing the City of San Luis Obispo Cooperative Purchasing Agreement pricing is considered to be fair and reasonable.

This cooperative purchase is available for use by the City of Santa Rosa, which is allowed by City Code Section 3.08-160 when advantageous to the City. Upon approval by Council, a Purchase Order will be issued for the service and amount as identified above using the City's standard terms and conditions.

FISCAL IMPACT

Funds for this expense are included in the current Fiscal Year (FY) and will be included in the proposed budget for FY 2021-2022 as a normal operating expense when presented to the City Council.

ENVIRONMENTAL IMPACT

The Council finds that the proposed action is exempt from the provisions of the California Environmental Quality Act (CEQA) under section 15061(b)(3) and 15378 in that there is no possibility that the implementation of this action may have significant effects on the environment, and that no further environmental review is required

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

Not applicable

NOTIFICATION

Not applicable

ATTACHMENTS

- Resolution/Exhibit A - InfoSend Data Processing, Print and Mail Pricing Proposal

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