

CITY OF SANTA ROSA  
BOARD OF PUBLIC UTILITIES

TO: CHAIR AND BOARD MEMBERS  
FROM: KIMBERLY ZUNINO, DEPUTY DIRECTOR, WATER  
DEPARTMENT  
BRANDALYN TRAMEL, PURCHASING AGENT, FINANCE  
DEPARTMENT  
SUBJECT: AMENDMENT TO BLANKET PURCHASE ORDER 164811 – ONE  
YEAR EXTENSION AND INCREASE COMPENSATION FOR  
UTILITY BILL PRINTING, BILL INSERTS, AND MAILING  
SERVICES

AGENDA ACTION: MOTION

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RECOMMENDATION

It is recommended by Santa Rosa Water and the Finance Department that the Board of Public Utilities (BPU), by motion, approve an amendment to Blanket Purchase Order 164811 for utility bill printing, bill inserts, and mailing services to extend for one year with an 8% increase in unit price and increase in compensation in the amount of \$122,000 to InfoSend, Inc., Anaheim, California, for a not to exceed cumulative value of \$336,000.

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EXECUTIVE SUMMARY

Santa Rosa Water requests to amend Blanket Purchase Order (BPO) 164811 for utility bill printing, bill inserts, and mailing services to extend for one year with an 8% increase in unit cost and increase compensation in the amount of \$122,000, for a total not to exceed amount of \$336,000.

BACKGROUND

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

BLANKET PURCHASE ORDER 164811 AMENDMENT  
PAGE 2 OF 3

On June 22, 2021, the City Council approved, by resolution, the award of BPO 164811 to InfoSend, Inc. for two years with a one-year extension option for a total not to exceed amount of \$184,000 utilizing the pricing from the City of San Luis Obispo Cooperative Purchasing Agreement.

In January 2022, the Water Billing Division was moved from the Finance Department to Santa Rosa Water; thus, this request is being presented to BPU.

See Blanket Purchase Order History below:

<u>Date</u>	<u>Description</u>	<u>Amount</u>	<u>Authorization</u>
June 22, 2021	Award of two-year BPO	\$184,000	City Council
December 14, 2022	Add funding for bill inserts	\$30,000	Purchasing Agent
<b>Pending</b>	<b>One-year extension and increase compensation</b>	<b>\$122,000</b>	<b>Board of Public Utilities</b>
Cumulative Contract Value		\$336,000	

PRIOR BOARD OF PUBLIC UTILITIES REVIEW

Not applicable

ANALYSIS

InfoSend, Inc. has submitted a one-year extension proposal with an 8% increase in unit prices. The cost increase is based on the US Bureau of Labor Statistics Consumer Price Index (CPI) for all Items in San Francisco-Oakland-Hayward, CA (Series ID: CUURS49BSA0) from June 2021 to January 2023, showing an 8.95% increase.

City staff has thoroughly analyzed the increase in unit pricing and has determined the extension proposal is considered fair, reasonable, and in the City's best interest to extend the current agreement.

FISCAL IMPACT

Funds for this expense are included in the Fiscal Year 2022-23 adopted operational budget under Santa Rosa Water. As a regular operating expenditure, the services, as described, are expected to be included in subsequent years' budget proposals when presented to the City Council.

ENVIRONMENTAL IMPACT

This action is exempt from the provisions of the California Environmental Quality Act (CEQA) under CEQA Guidelines Sections 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 no further environmental review is required.

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

Not applicable

NOTIFICATION

Not applicable

ATTACHMENTS

Not applicable

PRESENTER

Keni Cook, Revenue Operations Supervisor, Santa Rosa Water  
Brandalyn Tramel, Purchasing Agent, Finance Department