

**COUNCIL LETTER
CITY OF GALESBURG
FEBRUARY 19, 2018**

AGENDA ITEM: Bill printing and mailing services.

SUMMARY RECOMMENDATION: The City Manager, Director of Finance & Information Systems, Senior Accountant, Junior Accountant-Utility Billing, and Purchasing Agent recommend approval of the proposal submitted by Sebis Direct, Inc. (Bedford Park, IL) to provide printing and mailing services for the City.

BACKGROUND: As a result of switching from quarterly billing to monthly billing, a new method of processing utility bills had to be selected in order to meet production time without having to add additional staff. With the addition of monthly billing, there will be triple the volume of bills processed on a monthly basis. As staff time must be reallocated to customer service at the front counter, a proposal request for providing the printing and mailing of monthly bills was advertised in the Register Mail as well as being made available on the City website.

The City received a total of thirteen proposals from various companies who provide these services to varying degrees. A four person committee was selected to evaluate the proposals based on the following criteria:

- 1) Vendor Experience
- 2) Vendor's Work Plan (including security and disaster implementation)
- 3) Vendor's Cost Proposal

The proposals received ranged in both capability of what each proposer could accomplish as well as pricing. The independent scores were averaged together to narrow down the selection to three. A detail of the score evaluation is attached to this document. Once the narrowing had occurred, the evaluation committee met to discuss the merits of the proposals and to determine which company would best meet the City's needs at a fair price. After discussion, it was determined that Sebis Direct, Inc. provided the best overall proposal meeting the needs of the request. Benefits of selecting Sebis Direct include:

- Invoice stock and envelopes are included in proposal pricing
- Custom setup of invoicing is included in pricing
- Vendor has technology to accept City data in current format (cost savings)
- Vendor has technology to certify mailing addresses, which will save City money as this is currently considered a modification with the utility billing software package. The benefit of this is that, at no additional cost, the City will pay the lowest postage rate possible to send out the first class invoices.
- Vendor's location provides for two day mailing to customers in most cases, which matches our current internal timeline.
- Vendor utilizes technology that allows the City to confirm when invoices have been received by customers (at no charge to the City).
- Vendor already works with Accela/Springbrook customers.

The committee completed a phone interview with the Sebis representative to discuss their proposal as well as offer any clarifications to areas of the proposal. The committee was greatly impressed with the detailed presentation from Sebis. The technology utilized by Sebis meets all of requests in the proposal. In addition, Sebis offers functions included in their process that provide cost savings to the City. Further, Sebis works with multiple municipalities in Illinois as well as multiple entities that utilize the Accela/Springbrook software solution (same as City).

Based on these factors, City staff recommend approval of the proposal submitted by Sebis Direct, Inc. to perform this service.

Staff would also request direction with regards to the addition of a return envelope for the utility bill. Under the recommended proposal, estimated City costs for return envelopes to be included would be as follows:

Function	Estimated Quantity Per Year	Estimated Cost Per Year
Return Envelope for Original Bill	144,000	\$2,232.00
Return Envelope for 2 nd Notice	7,200	\$112.00

Which of the following options would the City Council prefer?

- 1) No return envelope
- 2) Return Envelope for Original Bill only
- 3) Return Envelope for 2nd Notice only
- 4) Return Envelope for all

BUDGET IMPACT: Sufficient funds are budgeted annually for the printing and distribution of bills for the City.

SUPPORTING DOCUMENTS:

1. Proposal Evaluation Summary
2. Anticipated Monthly or Annual Cost (after setup) with each proposal

Proposal Evaluation Summary for Bill Printing & Mailing

Vendor	Vendor Experience	Vendor's Work Plan	Vendor's Cost Proposal	Total Score (90 Possible)	Ranking
Postal Pros Southwest	30.00	28.25	25.25	83.50	7
The Master's Touch, LLC	30.00	28.25	25.75	84.00	6
Infosend	30.00	30.00	27.00	87.00	4
Divdat	30.00	27.00	25.25	82.25	8
SourceLink	30.00	26.25	25.75	82.00	9
Input Technology, Inc.	30.00	26.25	23.75	80.00	11
The Data Center	30.00	26.00	26.00	82.00	9
BMS Direct	30.00	28.00	27.75	85.75	5
Data Prose	30.00	29.75	29.50	89.25	1
Pinnacle Data Systems	30.00	29.50	29.75	89.25	1
TouchPoint	27.50	21.25	26.00	74.75	12
The Register-Mail	15.00	13.75	13.25	42.00	13
Sebis Direct, Inc.	30.00	30.00	29.25	89.25	1

**Monthly/Annual Costs for processing bills after setup
(does not take into consideration added features included by some)**

Vendor	UB Statement			Final Notices			# 10 Envelope			# 9 Return Envelope			Monthly Anticipated Cost	Yearly Anticipated Cost
	QTY	Cost	Extension	QTY	Cost	Extension	QTY	Cost	Extension	QTY	Cost	Extension		
Postal Pros	12,000	0.1087000	1,304.40	600	0.108700	65.22	12,600	0.026300	331.38	12,600	0.0245000	308.70	2,009.70	24,116.40
The Masters Touch	12,000	0.0870000	1,044.00	600	0.240000	144.00	12,600	0.025000	315.00	12,600	0.0240000	302.40	1,805.40	21,664.80
Infosend	12,000	0.0960000	1,152.00	600	0.096000	57.60	12,600	0.033000	415.80	12,600	0.0140000	176.40	1,801.80	21,621.60
Divdat	12,000	0.0990000	1,188.00	600	0.099000	59.40	12,600	0.024500	308.70	12,600	0.0210000	264.60	1,820.70	21,848.40
Sourcelink	12,000	0.0900000	1,080.00	600	0.200000	120.00	12,600	0.028000	352.80	12,600	0.0160000	201.60	1,754.40	21,052.80
Input Tech	12,000	0.1010000	1,212.00	600	0.412300	247.38	12,600	0.020500	258.30	12,600	0.0165000	207.90	1,925.58	23,106.96
The Data Center	12,000	0.1090000	1,308.00	600	0.109000	65.40	12,600	0.022000	277.20	12,600	0.0210000	264.60	1,915.20	22,982.40
BMS Direct	12,000	0.1100000	1,320.00	600	0.110000	66.00	12,600		-	12,600		-	1,386.00	16,632.00
Data Prose	12,000	0.0650000	780.00	600	0.065000	39.00	12,600	0.024000	302.40	12,600	0.0130000	163.80	1,285.20	15,422.40
Pinnacle Data Systems	12,000	0.0710000	852.00	600	0.071000	42.60	12,600	0.015000	189.00	12,600	0.0140000	176.40	1,260.00	15,120.00
Touch Point	12,000	0.0650000	780.00	600	0.090000	54.00	12,600	0.045000	567.00	12,600	0.0250000	315.00	1,716.00	20,592.00
The Register Mail	12,000	0.3060000	3,672.00	600	0.466000	279.60	12,600	0.113000	1,423.80	12,600	0.0860000	1,083.60	6,459.00	77,508.00
Sebis Direct, Inc.	12,000	0.0770000	924.00	600	0.077000	46.20	12,600	0.017000	214.20	12,600	0.0155000	195.30	1,379.70	16,556.40