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Finance Department  
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Appleton, WI 54912  
920-832-6442

**TO:** Chairperson Vered Meltzer and Members of the Utilities Committee

**FROM:** Kelli Rindt, Enterprise Fund Accounting Manager

**DATE:** July 10, 2020

**RE:** *Request to award three- year contract for City Service invoice printing and mailing services to Primadata LLC.*

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The City prints and mails over 100,000 invoices and approximately 50,000 reminder notices annually for water, wastewater, stormwater and residential refuse service. Finance Department staff currently print all invoices and reminder notices on a high-speed printer located in the Clerk’s Office. The inserting and mailing functions were outsourced to a vendor a few years back when the high-speed folding and inserting machine was failing and in need of replacement.

One staff member currently spends between 8-16 hours a month in the mail and copier room located in the Clerk’s Office printing the invoices or notices and preparing them to be picked up by the mailing vendor. During this time the staff member is away from her desk and cannot easily or quickly respond to any customer service needs during this time.

There is no secondary high-speed printer available at City Hall if the machine is need of repair, staff either needs to print bills on a much slower machine within the Finance Department or wait until the machine is fixed. While most months multiple days are available to complete the printing process and mail invoices within Public Service Commission guidelines, many months there is only a short window of one or two days to complete the printing process and thus some overtime has been needed to complete the printing process on-time due to the high-speed printer not being in working condition.

The intent of this RFP is to select a vendor that could print, mail and combine multiple meter account mailings. The City received proposals from three companies with previous printing and mailing experience for municipalities. The responses were reviewed by staff from the Finance and Information Technology Departments. The following table identifies the proposal scores and estimated annual costs.

<b>COMPANY</b>	<b>Proposal Score</b>	<b>Value Score</b>	<b>Total Score</b>	<b>Estimated Annual Cost</b>
Mail Haus	61.5	22.8	84.3	\$82,495
Primadata	72	24.5	96.5	\$77,065
United Mailing Services	67.5	25	92.5	\$75,515

The evaluation team found that Primadata LLC had the highest total score and met the City's needs for this service. References were also reviewed for all proposals. The 2019 costs for paper, copier rental charges, envelopes, mailing services and postages was \$93,000.

Fees for envelopes, paper and printing costs will be fixed with the three-year contract. Actual postage costs will fluctuate during the contract period based on current USPS costs.

Based on the total score staff recommends awarding the contract for Printing and Mailing services to Primadata LLC. Should you have any questions regarding this project please contact me at phone: 832-6316.