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Santino Danisi
Controller/ Finance Director

MEMORANDUM

DATE: September 18, 2024

TO: GEORGEANNE A. WHITE, CITY MANAGER

FROM: SANTINO DANISI, Finance Director | Controller *SMD*
BRIAN REAMS, Revenue Manager

SUBJECT: UNIQUELY QUALIFIED DETERMINATION FOR FIRST MOBILE TRUST LLC TO PROVIDE ELECTRONIC BILL PRESENTMENT AND PAYMENT (EBOO) SERVICES

The purpose of this memorandum is to request authorization to dispense with the City's standard Request for Proposal (RFP) process set forth in Administrative Order 6-10, so that the Finance Department ("Department") may ask Council to enter a professional consulting agreement with First Mobile Trust, LLC DBA First Billing Services for Electronic Bill Presentment and Payment (EBPP) services for its 140,000 utilities customers. First Billing Services has previously provided these services for the Utilities Billing and Collections Division (UB&C). They are seeking to sign a new three-year agreement covering November 1, 2024 through October 31, 2027. There is no increase in the current price of \$13,300/month (\$159,600/year).

Since 2017, City utility customers have utilized EBPP services provided by third party vendor, First Billing Services, to make use of web, cell phone, interactive voice response (IVR) and text messaging communication channels for gathering account information and to be able to make electronic payments (including automatic bill payments). The City is currently in an exclusive agreement with Heartland Payment Systems, Inc., (Heartland) to process all City credit and debit card payments, including ACH transactions. Heartland partners exclusively with First Billing Services as a single source vendor to offer EBPP services to their clients who utilize the SunGard/Central Square Utilities Billing software, which is currently utilized by the Utilities Billing section of the Finance Department. Given the City's relationship with Heartland, it is appropriate that the City utilize a Heartland-associated company for services which complement those provided to the City by Heartland. This recommendation is further supported by the fact that Heartland has an exclusive partnership with First Billing for these services.

In addition to First Billing Services relationship with Heartland, it has been determined that of other vendors that provide EBPP solutions, only First Billing has the necessary background with SunGard/Central Square's complex file structure to seamlessly post payments into SunGard's "Fusion" interface, which allows for immediate balance updates to utilities system accounts. They provide unique experience and technical integration necessary to ensure consistent and effective integration of these complex processes. This is a critical feature to the billing section,

as the timeliness of receiving this data can determine whether a customer's water service is discontinued for non-payment or not.

Due to the relationship with Heartland and their integration with SunGard/Central Square, we believe First Billing Services, LLC continues to remain uniquely qualified as a sole provider and are recommending that the City continue its agreement with First Billing Services for EBPP services. If you have any additional questions, or require additional information and data, please do not hesitate to contact me at 559-621-7006.

Approved  _____

Denied _____



Georgeanne A. White, City Manager



Date