

**LISTING OF PROPOSERS**

FOR: Request for Proposals for Requirements Contract for Print and Mail Services (For Utilities, Business Tax, and Animal License)

RFP No. 9641  
RFP Opening: 03/22/2022

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<b><u>PROPOSERS</u></b> (In alphabetical order)	<b><u>TOTAL PROPOSAL AMOUNT</u></b>
1. DataProse, LLC. 1122 W. Bethel Road, Suite 100 Coppell, Texas 75019	Section 1:\$193,560.00 Section 2: \$13,314.40 Total: \$206,874.40
2. InfoSend, Inc. 1041 S. Placentia Ave. Fullerton, California 92831-5105	Section 1:\$242,640.00 Section 2: \$11,738.00 Total: \$254,378.00
3. Level One LLC a Doxim Co. 1380 Rodrick Rd #102 Markham L3R 4G5, Canada	Section 1:\$228,000.00 Section 2: \$13,264.00 Total: \$241,264.00
4. OSG Billing Services 775 Washington Avenue Carlstadt, New Jersey 07072	Section 1:\$265,200.00 Section 2: \$10,523.60 Total: \$275,723.60
5. Presort Center of Stockton, Inc. 496 S Uruapan Way Dinuba, California 93618	Section 1:\$313,752.00 Section 2: \$17,766.24 Total: \$331,518.24
6. Pro Document Solutions 90 W. Poplar Avenue Porterville, California 93257	Section 1:\$3,300,360.00 Section 2: \$1,553,054.40 Total: \$4,853,414.40
7. Ray Morgan Company 7580 N Ingram Ave Fresno, California 93710	Section 1:\$218,220.00 Section 2: \$12,524.68 Total: \$230,744.68
8. Standard Printing Company 3540 W Lincoln Phoenix, Arizona 85009	Section 1:\$306,600.00 Section 2: \$13,436.00 Total: \$320,036.00
9. Sebis Direct Inc 6516 West 74th Street Bedford Park, Illinois 60638	Section 1:\$279,720.00 Section 2: \$14,029.20 Total: \$293,749.20

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Multiple Award: Award will be based on best value as determined by the Selection Committee. Each section may be awarded to different proposers.

Each proposer has agreed to allow the City One Hundred and Twenty (120) days from date proposals were opened to accept or reject their proposal.

DEPARTMENT CONCLUSIONS AND RECOMMENDATION:

Award a contract in the amount of \$ 206,874.40  
to DataProse, LLC  
in accordance with the Selection Committee recommendation.

Reject all proposals. Reason:

Remarks:

Department Head Approval



Title Controller/Finance Director

Date 12/20/22

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- Approve Dept. Recommendation     Approve GSD/Purchasing Recommendation  
 Disapprove     Disapprove  
 See Attachment

GENERAL SERVICES DEPARTMENT

CITY MANAGER

*unspiral*    12/20/2022  
Purchasing Manager    Date

*[Signature]* 12/22/22  
City Manager or Designee    Date

*[Signature]*    12/20/22  
General Services Director    Date

**REPORT FROM EVALUATION COMMITTEE  
REQUEST FOR PROPOSAL FOR  
PRINT AND MAIL SERVICES  
(For Utilities, Business Tax, and Animal License)  
RFP NO. 9641**

**COMMITTEE MEMBERS:**

- Yvonne Dedmore, Assistant Controller, City of Fresno Finance Department
- Brian Reams, Revenue Manager, City of Fresno Utilities Billing and Collection Division
- Connie Alfaro, Revenue Supervisor City of Fresno Business Tax Unit
- Ryan Whitaker, Central Print Supervisor, City of Fresno Graphic Reproduction Services
- Augustus Krider from the City's Purchasing Division was the facilitator to the Committee

**BACKGROUND**

The goal of this Request for Proposal (RFP) was to solicit proposals to provide professional print and mail services to the Utilities Billing and Collections Division and the Business Tax Unit of the Finance Department. The operator will be responsible for print and mail services as per the specifications.

In response to the RFP, proposals were received from nine vendors by the March 22, 2022 deadline.

To evaluate the proposals, an RFP Review Committee (Committee) was created made up of staff from Utilities Billing and Collection, Business Tax, Finance Administration, and Central Printing. The Committee held its first meeting on April 22, 2022. At that meeting, the Committee members evaluated the nine proposers on 1) the ability to meet the stated service requirements, 2) costs as shown on the proposal cost detail, 3) experience with the services described, and 4) other related information provided by proposers. Four of the nine proposals were cost-prohibitive; thus, those vendors were eliminated from further consideration. At the same meeting, the Committee determined that interviews would be conducted with the following five (5) proposers from May 5, 2022 through May 10, 2022: Data Prose LLC, OSG, Infosend, Ray Morgan Company, and Level One LLC. The final Committee meeting to review notes from the interviews and finalize the vendor selection was held on May 17, 2022.

**COMMITTEE NOTES**

The following are the evaluations of each of the interviewed proposers' bids.

**Level One (Total Annual Cost Proposal: \$241,264.00)** - The vendor's cost proposal was among the higher offerings. It was also recently acquired by another vendor, causing the Committee to become concerned about the consistency of the services offered.

**Ray Morgan Co. (Total Annual Cost Proposal: \$230,744.68)** - The vendor's cost proposal was competitive with other proposals. However, its experience with print and mail service was not as extensive as other vendors considered.

**OSG Billing Services (Total Annual Cost Proposal: \$275,723.60)** - The vendor's cost proposal was highest of the five respondents that were interviewed. Additionally, as the incumbent vendor for the Utilities Billing and Collections Division and the Business Tax Unit, they have not provided

quality service in the past. Finally, OSG Billing Services has a production facility in Tempe, Arizona and headquartered in New Jersey.

**InfoSend (Total Annual Cost Proposal \$254,378.00)** – The vendor has provided print and mail services for twenty-five years. The committee was impressed by its California location, previous experience with municipalities, technology offerings, and close relationship with the USPS. However, its cost proposal was the second highest of the interviewed proposers.

**DataProse LLC (Total Annual Cost Proposal \$206,874.40)** - The vendor has provided print and mail services for over thirty years. They have a West Coast Production facility in Sacramento, extensive experience with municipalities, familiarity with the Sungard Naviline and Munis software programs, technology offerings, and close relationship with the USPS made it the preferred vendor. In addition, their cost proposal the lowest offered.

**Summary Recommendation-** The proposal from DataProse LLC is the best value and the most competitive of the bids. Based on the evaluation criteria, staff determined that DataProse LLC is capable of providing the level of service required to do this project.