COLLIER COUNTY
BOARD OF COUNTY COMMISSIONERS

REQUEST FOR PROPOSAL (RFP)

FOR

PRINTING AND MAILING SERVICES FOR UTILITY BILLING

SOLICITATION NO.: 22-8010

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SOLICITATION PUBLIC NOTICE

REQUEST FOR PROPOSAL (RFP) NUMBER:	**22-8010**
PROJECT TITLE:	**PRINTING AND MAILING SERVICES FOR UTILITY BILLING**
PRE-PROPOSAL CONFERENCE:	**N/A**
LOCATION:	**PROCUREMENT SERVICES DIVISION, CONFERENCE ROOM A, 3295 TAMIAMI TRAIL EAST, BLDG C-2, NAPLES, FLORIDA 34112**
DUE DATE:	**JULY 22, 2022 AT 3:00 PM**
PLACE OF RFP OPENING:	**PROCUREMENT SERVICES DIVISION** **3295 TAMIAMI TRAIL EAST, BLDG C-2** **NAPLES, FL 34112**

All proposals shall be submitted online via the Collier County Procurement Services Division Online Bidding System: https://www.bidsync.com/bidsync-cas/

INTRODUCTION

As requested by the Financial Operations Support Division (hereinafter, the "Division"), the Collier County Board of County Commissioners Procurement Services Division (hereinafter, "County") has issued this Request for Proposal (hereinafter, "RFP") with the intent of obtaining proposals from interested and qualified vendors in accordance with the terms, conditions and specifications stated or attached. The vendor, at a minimum, must achieve the requirements of the Specifications or Scope of Work stated.

The objective for the Request for Proposal (RFP) is to select a firm to provide Collier County Government, Public Utilities Department (PUD), and Financial Operations Support (FOS) Division with services for printing, mailing, emailing of e-bills, and web access of all its utility bills and any supporting documentation.

The results of this solicitation may be used by other County departments once awarded according to the Board of County Commissioners Procurement Ordinance.

Historically, County departments have spent approximately $187,000; however, this may not be indicative of future buying patterns.

BACKGROUND

Financial Operations/UBCS (FOS/UBCS) division of the county has been outsourcing the printing, mailing, emailing of e-bill availability, and web access of all its utility bills and any supporting documentation.

Currently FOS/UBCS bills utility bills for approximately fifty-four (54) cycles with approximately 80,000 customers, consequently multiple cycles of bills are printed on some days. Bills are printed and mailed every business day of the year with very few exceptions. The average number of bills printed each day is three thousand three hundred (3,300). The estimated highest number of bills printed in a day is approximately seven thousand (7,000). FOS/UBCS estimates that the number of customers billed each year increases by two (2) percent.

FOS/UBCS bills that are mailed to customers currently, consists of a one (1) page bill (two (2) sides, with the reverse side changing annually) and a return envelope (see attached Exhibit A for current FOS/UBCS bills and Exhibit B for inserts). The bill is printed on an 8 1/2" by 11" stock bill form with a perforated tear off payment remittance slip on the bottom of the bill, current print colors may be changed in the future. Inserts may be included monthly with each customer bill. The inserts are either one or two (maximum) 8 ½" by 11" pages. The inserts might be smaller than 8 ½" by 11" or one folded 8 ½" X 14". In the future, FOS/UBCS may be interested in sending multiple pages as a part of their utility bills. A large majority of customer bills are mailed to addresses within the U.S.; however, bills are sent to addresses in other countries. Approximately 5% of the bills per month are mailed internationally, including Canadian addresses, and 95% of the bills per month are mailed domestically.

The final processing and printing of bills for a cycle is all completed within one (1) day. The due date that is printed on the bills is calculated based on the assumption that the bills will be printed on the same date that the bill is processed in the system. If the bills are printed and mailed on a date after the date the final bill processing is performed, the customer's ability to pay before the due date printed on the bill is impacted. Thus, it is imperative that customer bills be printed and mailed on the same day that the final processing is performed.

The County currently has a standard bill print that is used for all customer utility bills. FOS/UBCS must be able to locally print copies of bills from the vendor's website in the FOS/UBCS offices.

After the final processing of a cycle of customer accounts is completed, the billing system creates a file that contains the customer bill information. The format that the County presents the file to the current outsource vendor is a TXT formatted file; within the file are headers, trailers, detail, location, description of bill, totals, draft information, message, and special characters contained by the format regulated data created by the software. The formatted data file will be presented by the Harris Computer Firm; (The vendor will capture the data, and per the County's approved design, populate and print bills; fold and stuff into envelopes provided by the supplier; seal and meter; and deliver to the United States Postal Service (USPS) daily. Postage for the mailing of local and nationwide customer bills will be charged to the County's USPS postage permit, international postage will be paid in advance via a purchase order.

The County's current Impresa system identifies customer bills that are automatically paid by customers using bank drafts and other automated payments. Those customers receive a copy of their bill; however, the bill is marked as paid via bank draft or auto pay and the bill does not include a return envelope. The county's current Impresa system also identifies customer accounts where a duplicate bill has been requested to be sent to a secondary address. Email notification of bill availability is also a feature of the billing options provided to customers; the Impresa system identifies those customer bills where the customer has elected to receive eBill notification.

The County requires the vendor to upload the customer bills (PDF Format), to the vendor's website.

TERM OF CONTRACT

The contract term, if an award(s) is/are made is intended to be for three (3) years with two (2) year renewal options. Prices shall remain firm for the initial term of this contract.

Surcharges will not be accepted in conjunction with this contract, and such charges should be incorporated into the pricing structure.

The County Manager, or designee, may, at his discretion, extend the Agreement under all of the terms and conditions contained in this Agreement for up to one hundred eighty (180) days. The County Manager, or designee, shall give the Contractor written notice of the County's intention to extend the Agreement term not less than ten (10) days prior to the end of the Agreement term then in effect.

All goods are FOB destination and must be suitably packed and prepared to secure the lowest transportation rates and to comply with all carrier regulations. Risk of loss of any goods sold hereunder shall transfer to the COUNTY at the time and place of delivery; provided that risk of loss prior to actual receipt of the goods by the COUNTY nonetheless remain with VENDOR.

DETAILED SCOPE OF WORK

The selected Vendor shall be responsive to the FOS/UBCS requirements below and provide costs which will be inclusive of labor, equipment, materials, and other services to complete the entire scope of service.

1. Data, Security and Technical Support
    a. Provide a secure FTP site, or approved equivalent, for FOS/UBCS to send, and the vendor to receive the daily files from FOS/UBCS in the format identified by the County.
    b. Provide all technical support staff, software, and equipment to complete the entire scope of work.
    c. Ensure that the County's data is protected, secured, and not shared with third-party vendors, or other individuals, in accordance with local, state and federal regulations.
    d. Provide a "1-800" toll free or local telephone number for FOS/UBCS support; telephone support must be between 7:00 AM-5:00 PM (Eastern Standard Time), Monday - Friday.
    e. Provide a four (4) hour, or less, response time for technical calls.
    f. Provide a system for an escalation of issues, along with contract names, telephone numbers and emails.
    g. Provide redundant data centers and equipment delivery systems in the event of a declared or undeclared (by the County) disaster. A disaster is defined as fire, weather related, or other catastrophic loss of operational capability at the vendor's primary location for the execution and delivery of service as outlined in this RFP.

2. Internet Site
    a. The vendor is required to upload customer bills to the vendor's website at the completion of each printing cycle and maintain a minimum of twenty-four (24) months of bills for each account. FOS/UBCS customers will access this site via a link from the County's online account access website. FOS/UBCS will replicate the printing of bills from this site in the event customers do not have access to the internet. Any inserts will be uploaded to the vendor's website as well as the County's website.

b. Electronic bill presentment is presently performed by a third-party vendor (payor portal/hosting services).

3. Design, Print, Meter and Mail Services
   a. Provide complete FOS/UBCS invoice (bill, insert and envelope) design, printing, metering and processing of all bills per approved FOS/UBCS proof of concept acceptance. Bills must be printed with the following names, addresses, bar codes, OCR characters, plus billing usage information and graphical images (graphical images may or may not apply), per FOS/UBCS specifications. See Exhibit A for a sample of the County's billing data, a definition of the data elements in the billing data, and a definition of which data elements in the billing data that must be printed on the bill.
   b. Provide on-going changes to design of bills or inserts at the request of FOS/UBCS. Quotes will be provided for all bill design changes and inserts printed by vendor. Quotes for inserts should include a per thousand basis as well as full customer base distribution.
   c. Provide a maximum of two one page "8 ½ X 11" inserts or one "8 ½ X 14" folded insert, with option for multiple pages. Collier County would like to have quotes for printing in the range of 70,000 flyers. Inserts can be flyers, brochures, etc.
   d. FOS/UBCS data sent to the FTP site by noon each day must be processed, printed, metered and mailed the same day. Data sent after noon, must be processed, printed, metered and mailed by noon the following day.
   e. The customer due date that is printed on the bills must be twenty (20) days from the date the bill is printed (i.e. if the print date is 10/1/2022, the customer due date is 10/20/2022).
   f. Provide the separation of bills that are printed (i.e. customers using bank drafts and other auto pay methods will not receive return envelopes or targeted messages).
   g. Provide the separation of bills where customers have elected to receive email notification of e-Bill availability via the County's website and send emails as appropriate.
   h. Provide email delivery failure notification with rejection codes by billing cycles.
   i. Provide the printing of duplicate bills to a secondary address based on data in the bill file.
   j. Provide the lowest prevailing first-class meter rate available for the Utility bill metering.
   k. Outgoing bills via USPS should be post marked with a Florida (preferably Collier or Lee County) post mark, unless mailed under a disaster condition.
   l. Bills must be printed so that the use of return paper, envelopes, postage, etc. by billed customers is minimized.
   m. Provide daily reports in Excel format of what has been printed, mailed, metered by class, etc.
   n. Provide reports for reconciliation of fees charged to Collier County.
   o. Provide reports for reconciling out of country postage and other miscellaneous postal fees.

4. Miscellaneous
   a. Vendor will be required to comply with USPS Cass/Mass Standards (notification of non-compliance is to be reported in written format to a Collier County Representative or designee within one (1) business day of notification by the USPS).
   b. Vendor will also have certification of USPS NCOA – Link system (notification of non-compliance to be reported in written format to a Collier County Representative or designee within one (1) business day of notification by the USPS).
   c. Ensure compliance with USPS address verification/validation.
   d. Demonstrate the use of "environmentally friendly products" (inks, paper, etc.) without additional costs to this contract.
   e. Demonstrate a monthly quality assurance program to ensure that bills are being printed properly, metered and sent from the supplier's location.
   f. Provide reasonable training to other County Divisions to incorporate similar bill, print and meter services for the same cost.
   g. Vendor will notify Collier County of postal rate changes a minimum of thirty (30) days of effective date.
   h. Vendor will provide a report of all address changes received from the USPS.
   i. Compliance/adherence to:
      1. Exhibit A - County's Bill Format
      2. Exhibit B – County's Insert

5. Disaster Recovery Plan
   a. Provider disaster recovery plans in the event the distribution facility is down; recovery is of the utmost importance and service must be reinstated within forty-eight (48) hours of the disaster declaration by Collier County.
   b. Use of third-party vendors during the disaster must adhere to all the terms and conditions of this contract, including the security of the County's data.
   c. Disaster recovery facilities must be provided from outside of the State of Florida. Bills must be mailed on the same schedule reported in 3.D post mark and color printing requirements may be eased in a disaster scenario.

REQUEST FOR PROPOSAL (RFP) PROCESS

1.1 The Proposers will submit a qualifications proposal which will be scored based on the criteria in Evaluation Criteria for Development of Shortlist, which will be the basis for short-listing firms.

The Proposers will need to meet the minimum requirements outlined herein in order for their proposal to be evaluated and scored by the COUNTY. The COUNTY will then score and rank the firms and enter into negotiations with the top ranked firm to establish cost for the services needed. The COUNTY reserves the right to issue an invitation for oral presentations to obtain additional information after scoring and before the final ranking. With successful negotiations, a contract will be developed with the selected firm, based on the negotiated price and scope of services and submitted for approval by the Board of County Commissioners.

1.2 The COUNTY will use a Selection Committee in the Request for Proposal selection process.

1.3 The intent of the scoring of the proposal is for respondents to indicate their interest, relevant experience, financial capability, staffing and organizational structure.

1.4 The intent of the oral presentations, if deemed necessary, is to provide the vendors with a venue where they can conduct discussions with the Selection Committee to clarify questions and concerns before providing a final rank.

1.5 Based upon a review of these proposals, the COUNTY will rank the Proposers based on the discussion and clarifying questions on their approach and related criteria, and then negotiate in good faith an Agreement with the top ranked Proposer.

1.6 If, in the sole judgment of the COUNTY, a contract cannot be successfully negotiated with the top-ranked firm, negotiations with that firm will be formally terminated and negotiations shall begin with the firm ranked second. If a contract cannot be successfully negotiated with the firm ranked second, negotiations with that firm will be formally terminated and negotiations shall begin with the third ranked firm, and so on. The COUNTY reserves the right to negotiate any element of the proposals in the best interest of the COUNTY.

RESPONSE FORMAT AND EVALUATION CRITERIA FOR DEVELOPMENT OF SHORTLIST:

1.7 For the development of a shortlist, this evaluation criterion will be utilized by the COUNTY'S Selection Committee to score each proposal. Proposers are encouraged to keep their submittals concise and to include a minimum of marketing materials. Proposals must address the following criteria:

	Evaluation Criteria	Maximum Points
1.	Cover Letter and Proof of Concept	25 Points
2.	Cost of Services to the County	25 Points
3.	Specification Compliance	20 Points
4.	Disaster Recovery Facility and References	15 Points
5.	Local Vendor Preference	10 Points
6.	Certified Minority Business Enterprise	5 Points
	TOTAL POSSIBLE POINTS	**100 Points**

Tie Breaker: In the event of a tie at final ranking, award shall be made to the proposer with the lower volume of work previously awarded. Volume of work shall be calculated based upon total dollars paid to the proposer in the twenty-four (24) months prior to the RFP submittal deadline. Payment information will be retrieved from the County's financial system of record. The tie breaking procedure is only applied in the final ranking step of the selection process and is invoked by the Procurement Services Division Director or designee. In the event a tie still exists, selection will be determined based on random selection by the Procurement Services Director before at least three (3) witnesses.

Each criterion and methodology for scoring is further described below.

__Proposals must be assembled, at minimum, in the order of the Evaluation Criteria listed or your Proposal may be deemed non-responsive__

EVALUATION CRITERIA NO. 1: COVER LETTER AND PROOF OF CONCEPT (25 Total Points Available)
Provide a proof of concept that contains all elements that are currently included on the bill (Name, address, OCR, barcodes, etc.)

1. Proof of Concept should include three types of bills:
   a. A Proof of Concept of typical bill with no inserts, including bill and return envelope
   b. A Proof of Concept of typical bill with no inserts assuming bank draft or AutoPay

c. A Proof of Concept of typical bill with inserts and return envelope
2. Describe any additional information about the Proof of Concept that you want the County to consider.

Proof of concept: Vendors must provide a "proof of concept" program as a part of this proposal package. See Exhibit A: County's Bill Format of the County's current bill format, a sample of the County's billing data, a definition of the data elements in the billing data, and a definition of which data elements in the billing data must be printed on the bill. Vendors are required to submit a Utility bill sample proof of concept using the data provided. The design, print, and quality of the bills will be evaluated as a part of the vendor's proposal.

The County also requests a cover letter, signed by an authorized officer of the firm, indicating the underlying philosophy of the firm in providing the services stated herein. Include the name(s), telephone number(s) and email(s) of the authorized contact person(s) concerning proposal. Submission of a signed proposal is Vendor's certification that the Vendor will accept any awards as a result of this RFP.

<u>EVALUATION CRITERIA NO. 2: COST OF SERVICES TO THE COUNTY</u> (25 Total Points Available)

Provide the following price information in the format requested below.

Scenarios	**Price for Design, Printing, Sorting, Mail Preparation (assumes volume of 46,000 per month)**	**Postage Price per Piece (assumes volume of 46,000 per month)**
A proof of concept of typical bill with no inserts, including bill and return envelope	$________________ **Price per piece**	$ _______ per piece (Domestic) $ _______ per piece (Canada) $ _______ per piece (International)
A proof of concept of typical bill with no inserts assuming bank draft	$________________ **Price per piece**	$ ______ per piece (Domestic) $ _______ per piece (Canada) $ _______ per piece (International)
A proof of concept of typical bill with inserts and return envelope	$________________ **Price per piece**	$ ______ per piece (Domestic) $ _______ per piece (Canada) $ _______ per piece (International)
eBill notification through registered email address via the Internet (no printing, no envelope, no inserts)	$________________ **Price per piece**	
<u>Electronic inserts for eBill customers</u>	$________________ **Price per insert**	

Printing of 8 ½" X 11" 50# white offset inserts	4/0 no bleeds - $ _______ 2/2 no bleeds - $ _______ 4/4 no bleeds - $ _______ **Above prices are for 46,000 inserts**	
	4/0 no bleeds - $ _______ 2/2 no bleeds - $ _______ 4/4 no bleeds - $ _______ **Above prices are for 1,000 inserts**	
Printing of 8 ½" X 11" 90# gloss inserts	4/0 no bleeds - $ _______ 2/2 no bleeds - $ _______ 4/4 no bleeds - $ _______ **Above prices are for 46,000 inserts**	
	4/0 no bleeds - $ _______ 2/2 no bleeds - $ _______ 4/4 no bleeds - $ _______ **Above prices are for 1,000 inserts**	

Note: Above pricing is for printing of statement inserts only. Any variation in insert size or paper stock will require a quote. Likewise, any stand-alone direct mail projects will be quoted on a project-by-project basis.

EVALUATION CRITERIA NO. 3: SPECIFICATION COMPLIANCE (20 Total Points Available)

Provide the following information for backup, including web site/local print, “Fail/Safe” system.

1. Indicate the following information for any subcontractors who will be used in the award of this request for proposal by your firm:
    a. Name of third-party vendor
    b. Functions that third party vendor would perform
    c. Contact name and telephone number

2. Describe the location of where the County’s utility bills will be printed and mailed, including the location of the postmark.

3. Provide days and hours of operation.

4. Describe the proposed implementation plan to a to achieve the outsourcing of the County’s utility bill, including tasks, milestones, and timelines.

5. Describe the components of the Date, Security and Technical Support plan of executing this contract with the County.

6. Submit a copy of the USPS CASS/MASS certificate of compliance and the USPS NCOA – Link System certification.

7. Describe the quality assurance process used in this scope of work.

8. Describe any other support services that your company will include in their proposal.

<u>EVALUATION CRITERIA NO. 4: DISASTER RECOVERY FACILITY AND REFERENCES</u> (15 Total Points Available/3 Page Limitation)
In the event of a disaster or emergency, the vendor shall continue to provide the services outlined in this RFP.

Describe the complete disaster recovery plan (including maximum number of days of non-service) and the redundant data and equipment delivery system, include comments on if the distribution facility is inoperative, how will the County's bills be printed, metered, and mailed; include response and timeline to the closing of its facility and the backup plan for producing the County's FOS/UBCS customer invoices and data backup and retrieval.

The County requests that the vendor submit no more than three (3) completed reference forms from utility clients whose projects are of a similar nature to this solicitation as a part of their proposal. Provide information on the projects completed by the vendor that best represent projects of similar size, scope and complexity of this project using form provided in Attachment B – Form 8. Vendors may include two (2) additional pages for each project to illustrate aspects of the completed project that provides the information to assess the experience of the Proposer on relevant project work.

<u>EVALUATION CRITERIA NO. 5: LOCAL VENDOR PREFERENCE</u> (10 Total Points Available)
Local business is defined as the vendor having a current Business Tax Receipt issued by the Collier or Lee County Tax Collector for at least one year prior to proposal submission to do business within Collier County, and that identifies the business with a permanent physical business address located within the limits of Collier or Lee County from which the vendor's staff operates and performs business in an area zoned for the conduct of such business.

<u>EVALUATION CRITERIA NO. 6: CERTIFIED MINORITY BUSINESS ENTERPRISE</u> (5 Total Points Available)

Submit certification with the Florida Department of Management Service, Office of Supplier Diversity as a Certified Minority Business Enterprise

<u>VENDOR CHECKLIST</u>

Vendor should check off each of the following items as the necessary action is completed (please see, Vendor Check List)