



To: City Council

From: Community Development & Finance & Purchasing

Re: Mailing and Printing Services for Business License, Utility and Tax Billing, RFP 16-105-L

Date: May 12, 2016

The City of Roswell issued a Request for Proposals (RFP) for Mailing and Printing Services for Business License, Utility and Tax Billing. The purpose of the RFP was to solicit proposals from qualified Mailing and Printing firms (“offerors”) to provide Mailing and Printing Services for Business License, Utility and Tax Billing Services. Offerors were to provide the following as part of their submittal documents:

- Description of the history of the company indicating its philosophy in providing the service.
- Description in detail of how the service will be provided including, but not limited to: quality control, programming, record retention and back-up, process improvement, cost reduction, customer service and implementation according to the required specifications.
- Qualifications and experience of staff who will be assigned to this contract.
- References & Samples

On Thursday April 14, 2016, the City received seven (7) proposals in response to the RFP. The proposals were examined for administrative compliance with the solicitation submittal instructions and then forwarded to the evaluation committee for review. The proposals were evaluated based on the requirements listed in the Description of Requirements. Based upon the technical ranking by the evaluation committee, four (4) vendors were selected for oral presentations. They were:

- Envelopes & Forms Inc DBA Surebill
- Data Integrators
- Level One
- Pinnacle Data Systems

Oral presentations took place on Friday May 6, 2016. Rankings for the oral presentations were submitted to Purchasing from the evaluation committee members.

Evaluation

Evaluation of proposals was conducted by an Evaluation Committee composed of the following departments:

- Finance
- Community Development

The proposals were ranked based on the responses provided in the offeror's technical proposal, oral presentation, and cost. Based on the rankings, the recommended vendor for the project is Pinnacle Data Systems.

Evaluation Committee justification for selecting Pinnacle Data Systems

Project Knowledge & Experience:

- Dedicated Project Manager and team assigned to the City of Roswell are very qualified.
- Local office in Suwanee which operates 24/7 and largest single held company in the United States
- Graphic Images for bills and will customized for City of Roswell
- Customer Service approach is above and beyond
- Pinnacle has investment in latest technology
- USPS onsite with three (3) times a day delivery and tracking to Roswell post office.
- Provides marketing for E-billing with capabilities to track delivered and opened emails and as well as reporting
- Pinnacle has a production turnaround time of 24 hours for utilities and business license and 72 hours for property taxes.

Final Recommendation

Based on the assessment of proposals described herein, it is the Evaluation Committee's recommendation that the proposal submitted by Pinnacle Data Systems is the most advantageous for the City. The initial annual contract price will include Mailing and Printing Services for Business License, Utility and Tax Billing in the amount of \$191,268.58.