

# PROPOSAL RESPONSE

Invitation To Bid (ITB) #12-003  
for  
“Utility Bill Processing, Printing, Postage, Print Stock and Envelopes”

PREPARED FOR:



City of Key West, Florida

By

SUREBILL®

April 11, 2012

ORIGINAL

Presorted  
First Class Mail  
U.S. Postage Paid  
Orange County  
Utilities

ORANGE COUNTY UTILITIES  
P.O. Box 312  
Orlando, FL 32802-0312

ADDRESS SERVICE REQUESTED

UTILITY BILL ENCLOSED



DeKalb County Treasury Services  
Government Annex Building  
1300 Commerce Drive  
Decatur, Georgia 30030



WATER

Presort  
First Class Mail  
U.S. Postage  
PAID  
Atlanta, GA  
Permit No. 6919

RETURN SERVICE REQUESTED



TO OPEN: FOLD ALONG PERFORATION AND TEAR

SureBill  
2505 Meadowbrook Parkway  
Duluth, GA 30096

**Presorted  
First-Class Mail  
US Postage  
PAID  
Atlanta, GA  
Permit No.6919**

74

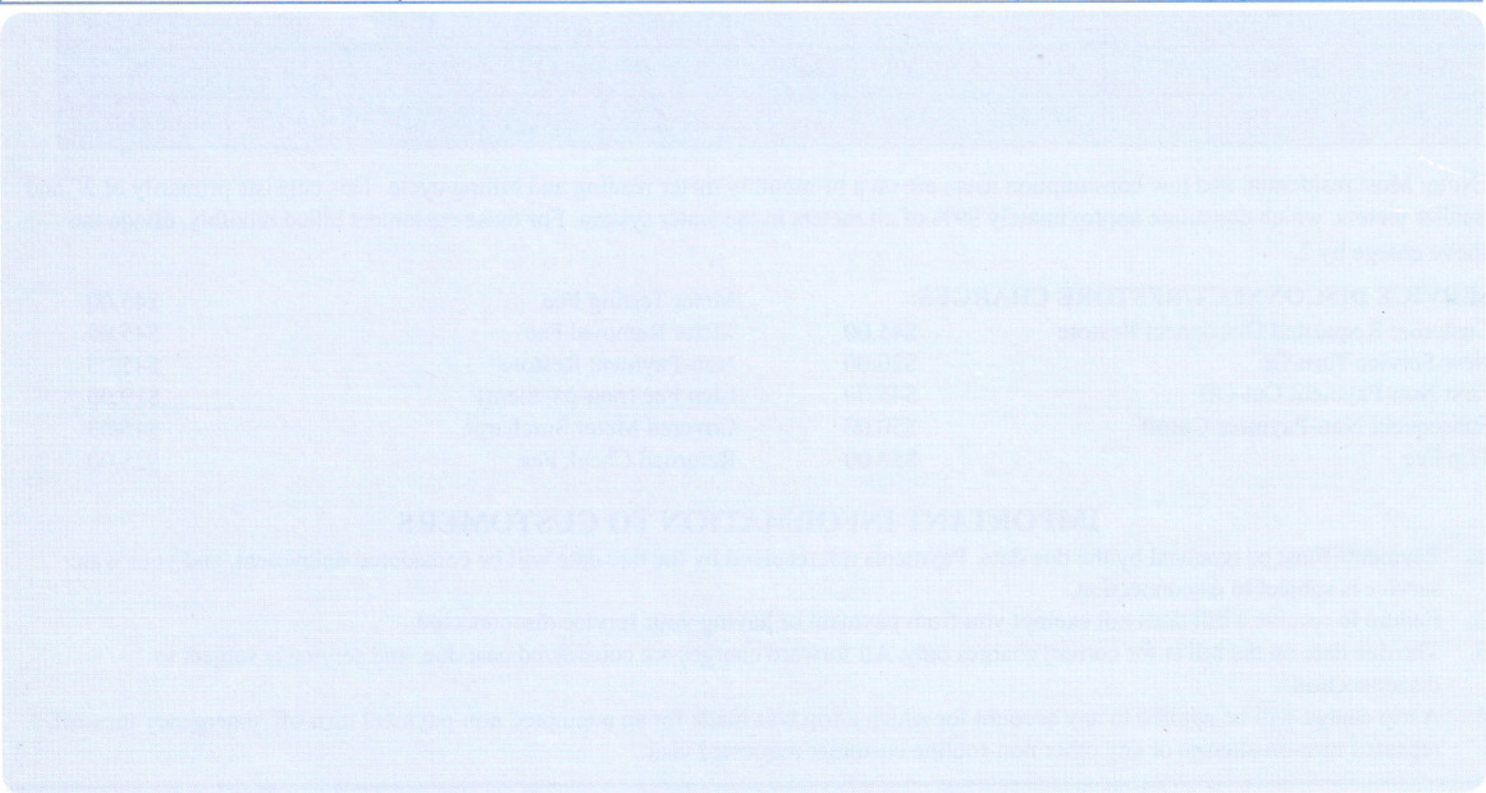


Customer  
P.O. Box 555  
Duluth, GA 30096



**DeKalb County WaterShed Management**  
**Payment Office located at 1300 Commerce Dr. Decatur, GA**  
**Lobby Hours 8:30 - 5:00, Monday - Friday**  
**Call Center (404) 378-4475 8:30 - 5:00, Monday - Friday**

Customer Number	Service Address	Due Date	Amount Due
Service Loc. #	Service Period	Amt. Last Paid	After Due Date



**SPECIAL MESSAGES:**

**RETURN THIS PORTION WITH PAYMENT. PLEASE DO NOT SEND CASH THROUGH THE MAIL**

Due Date	After Due Date	Amount Due





## DeKalb County Government

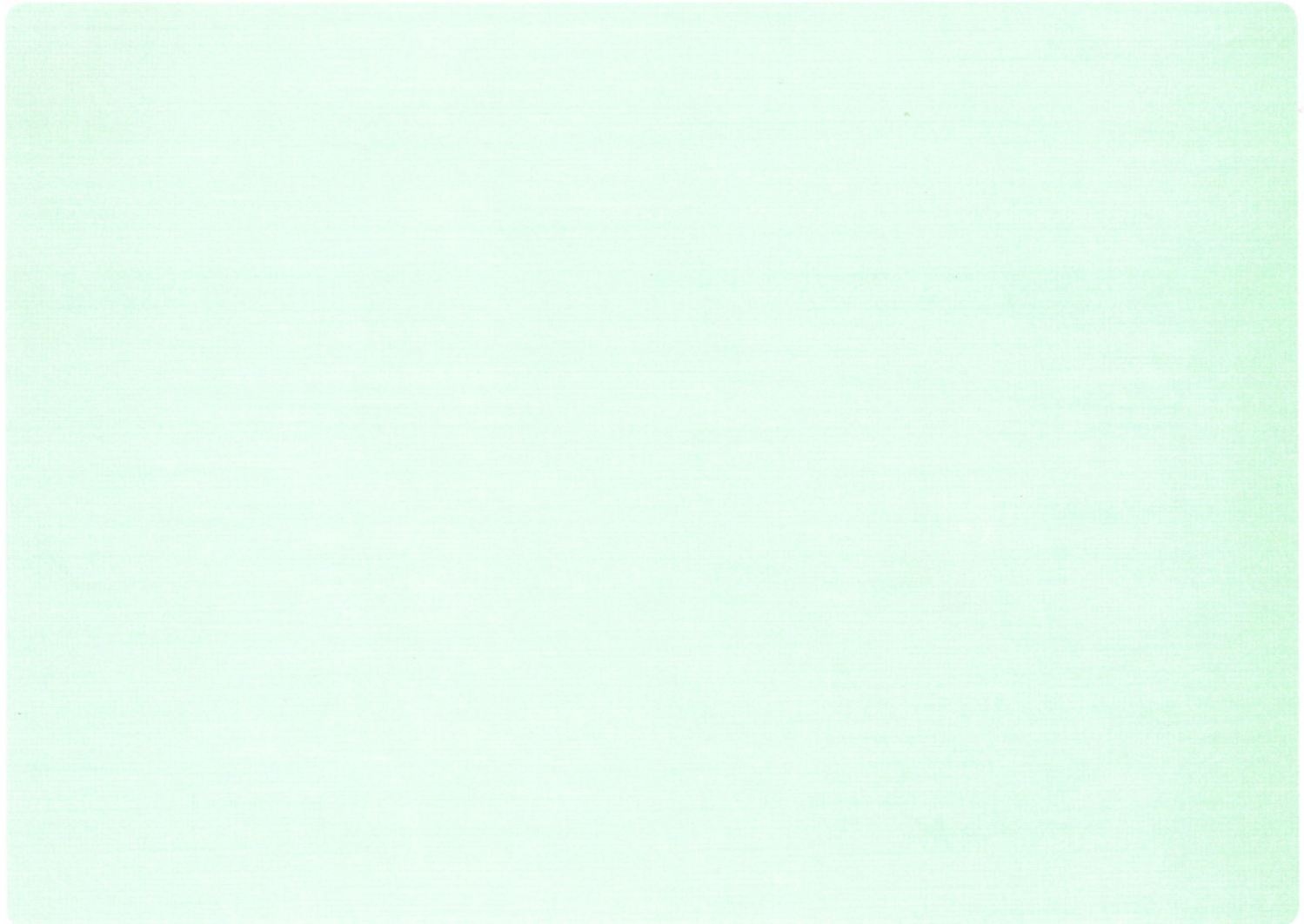
P.O. Box 1027, Decatur, GA 30031-1027

Office at 1300 Commerce Dr., Decatur, GA, Open 8:30-5:00, Monday-Friday

For Sanitation Inquiries, Please call (404) 294-2900 or fax (404) 294-2774

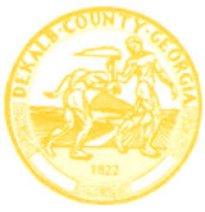
Email: [sanitation@dekalbcountyga.gov](mailto:sanitation@dekalbcountyga.gov)

Customer Number	Location	Date Due	Amount Due



RETURN THIS PORTION WITH PAYMENT. PLEASE DO NOT SEND CASH THROUGH THE MAIL

Customer Number	Statement Date	After Due Date	Date Due	Amount Due

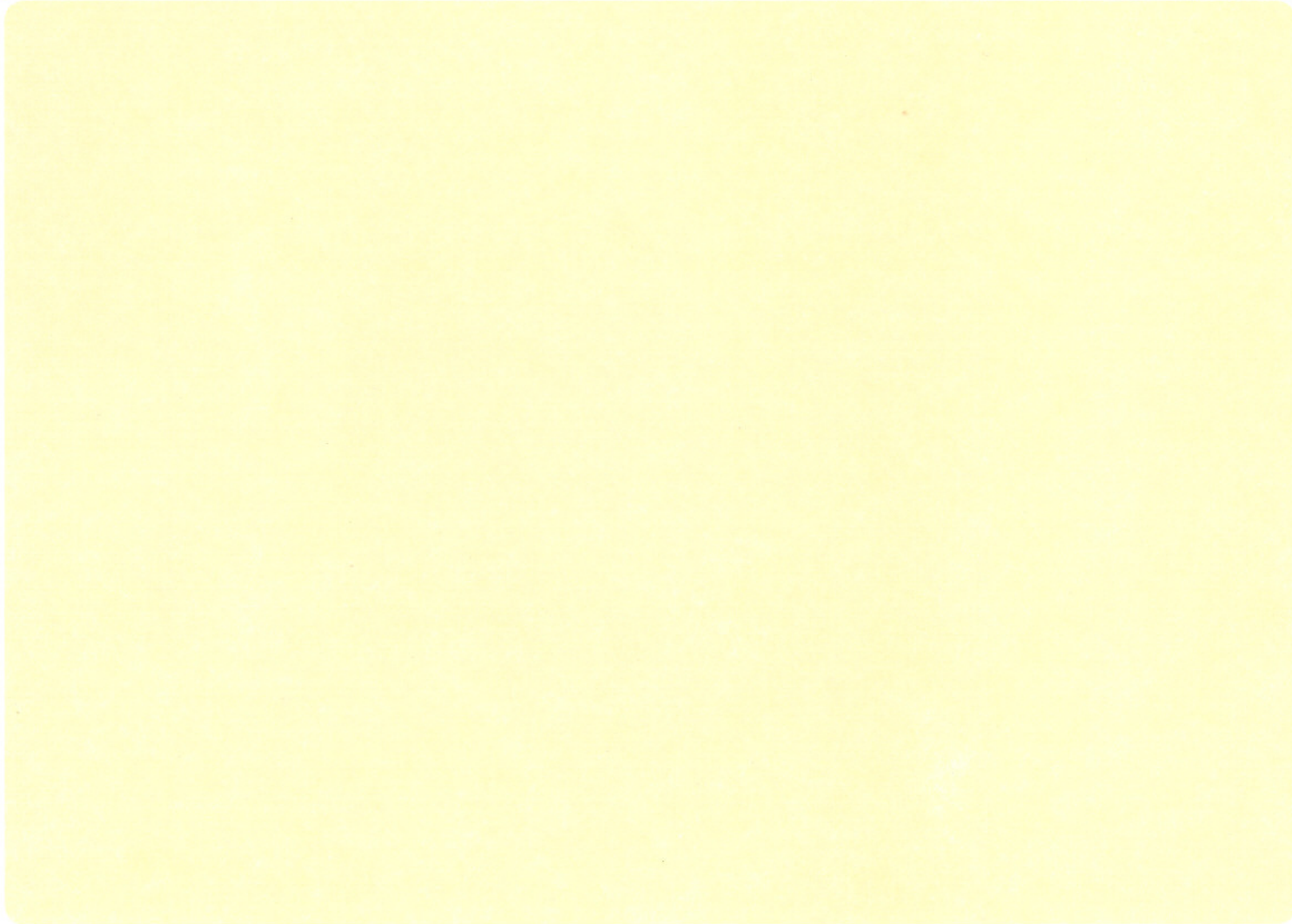


## DeKalb County Government

P.O. Box 1027, Decatur, GA 30031-1027

Office at 1300 Commerce Dr., Decatur, GA, Open 8:00-5:00, Monday-Friday  
For Inquiries, Please call (404) 371-2068 or fax (404) 371-2679

Customer Number	Location	Date Due	Amount Due



**RETURN THIS PORTION WITH PAYMENT. PLEASE DO NOT SEND CASH THROUGH THE MAIL**

Customer Number	Statement Date	After Due Date	Date Due	Amount Due





UTILITY SERVICES DIVISION  
132 E. BROUGHTON STREET  
P.O. BOX 1968  
SAVANNAH, GEORGIA 31402-1968

↑ DETACH AT PERFORATION AND RETURN THIS STUB WITH PAYMENT ↑  
To insure proper handling, address on reverse side of this remit portion must appear in window.



UTILITY SERVICES DIVISION  
132 E. BROUGHTON STREET  
P.O. BOX 1968  
SAVANNAH, GEORGIA 31402-1968

↑ DETACH AT PERFORATION AND RETURN THIS STUB WITH PAYMENT ↑

To insure proper handling, address on reverse side of this remit portion must appear in window.





THE CITY OF KEY WEST  
Post Office Box 1409 Key West, FL 33041-1409

customers to create a customized statement. Does this sufficiently cover the needs of the City?

*We would prefer to use the same PDF export we are using currently.*

14. Is it safe to assume that you require PDF image copies of all bills prior to printing, so you can review any and all statements?

*Yes.*

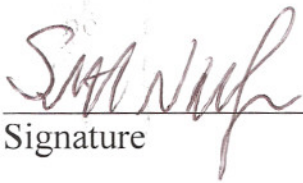
15. You state that 20 lbs is the minimum requirement, however automated payment vendors and equipment require 24 lbs long-grain paper. Do you anticipate requiring 24lbs long-grain paper for any automation in the future?

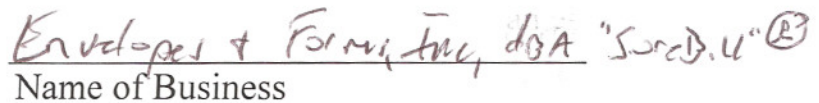
*We anticipate that we will continue to use the 20 lbs minimum. No change is anticipated.*

16. On the Bid Schedule, you are asking the cost for monthly quantities of #9 envelopes. We normally use selective feeding for #9 envelopes to save our customers money for Bank Draft customers and other accounts that are paid automatically. Do you have an estimate of the accounts that would not require #9 envelopes in your mailings, if any?

*We do not have such an estimate. You should plan on using the full amount of # 9 envelopes.*

All Bidders shall acknowledge receipt and acceptance of this Addendum # 1 by acknowledging this Addendum in their proposal or by submitting the addendum with the bid package. Bids submitted without acknowledgement or without this Addendum may be considered non-responsive.

  
Signature

  
Name of Business

# Point by Point to Sections 2-4 of ITB

Below are answers, comments and/or responses to Sections 2-4 of the ITB.

## SECTION 2 SOFTWARE SPECIFICATIONS

- 2.1 Document Design – We comply.
- 2.2 Data Processing – We will be happy to demonstrate our capabilities and we produce multi-page bills. We have been in business since 1984 and we have been performing bill printing & mail services since the mid-1990s. We have secure FTP servers and automatically receive files from our clients. We comply with your requirements.
- 2.3 Bill Imaging and Retrieval – We will comply.
- 2.4 Document Format - We do and will comply.
- 2.5 Document Print and Mail Services – We can and will supply. Note that the USPS has established a Detached Mail Unit (DMU) with MERLIN™ capability, so your mail will be tested and accepted within our facility. Because of this arrangement and our deep USPS expertise on-staff, your mail will be handled as efficiently as possible. With the USPS discontinuing next day deliver as of January, 2012, your mail should be delivered as quickly as is possible.
- 2.6 Postal Requirements – We will comply. The Business Mail Entry Unit is called North Metro (Atlanta), and it is located 0.6 miles from our facility. Per 2.5 above, the USPS has representatives based within our facility to test and accept our mail each day. Note also that we are USPS Certified to offer complete Intelligent Mail Barcode (IMB) services.
- 2.7 Reporting and Tracking Services – We will comply. Visibility into tracking reply mail (remittances) will be via use of IMB features and functionality.
- 2.8 Security Requirements – We do and will comply. Note that SureBill has been SAS-70 and PCI Certified, so you can be confident sensitive information will be handled properly and securely.
- 2.9 Emergency Recovery – We comply. We have redundant production systems for all critical functions in-house, a complete set of spare parts, and 5 trained technicians on our payroll. We have secure backup servers placed in several separate sites and we have a fully tested, fully stocked alternative production facility located 150 miles away. While it has never been called into service, it is always stocked and ready to go into service promptly.

## SECTION 3 VENDOR INFORMATION / REQUIREMENTS

- 3.1 Minimum Requirements – We do and will comply.
- 3.2 Background Information – We have complied – see below:
  - a) Parent Company – Envelopes & Forms, Inc., dba “SureBill”
  - b) Organization Type – We are a privately owned Corporation
  - c) We have been in business since 1984 (Commercial Printing, e.g. Preprinted Forms, Water Quality Reports and other inserts). Several years later we began converting (manufacturing) envelopes. In the mid-1990s, we began offering print and mail services, and four years ago we were certified by the USPS as a Mail Combiner/Presorter.

d. Please see the attached References sheet. We will be happy to provide more references at any time, and we have several who utilize SUNGARD billing software.

e. See d. above. We have print and mail clients from as far South as Florida, as far North as Massachusetts and as far West as Washington State. Our largest client sends out ~1,500,000 bills per month and our smallest send as few as 1000. We are most interested in doing this work for City of Key West and we are fully capable of doing so.

f. We are available for customer support 24 hours per day. Our production facility normally operates from 6:00AM to 7:00PM daily and sometimes Saturday as necessary. Key management personnel are available by remote email and cell phones.

3.3 General Implementation Requirements – We will comply. This is a unique strength of SureBill as we do all of this work in-house – preprints, envelopes, LASERING, and presorting.

3.4 Service Maintenance – We will comply.

3.5 Training and Support – We have yet to perform on-site training for a new print & mail client, because we make the process straight-forward and painless.. At most a conference call or two will be necessary after contract execution, followed by smaller group or individual phone conversations and/or emails. We are able to visit and meet with you to address your concerns and execute an Agreement, but formal training should not be necessary.

3.6 Demonstration – We will comply as requested.

3.7 Evaluation Process for Vendor Responsibility – We have complied – see below:

We have an excellent track record in meeting our client’s needs and strongly encourage you to speak with our references.

In our experience in this industry we have found that well designed billing systems support independence of the bill printing from the billing system, and SUNGARD is such a system. You are not “boxed in” to any one bill print and mail provider since you use this system.

We have many scores of print and mail customers currently. Quite a few are Utilities and Municipalities, as well as Fortune 500 Corporations, Collections Firms, Educational Institutions and others.

We will provide you with excellent support and encourage you to speak with Our references about this. We do not charge for support in general; however Large projects requiring I/T programming and/or Graphics Design support may lead to hourly charges per our “Unit Price Bid Schedule”. Generally these are rare occasions in our experience.

A unique strength of SureBill is we do all of this work in-house – preprints, envelopes, LASERING, and presorting. You will be “dealing direct”, meaning there will be no-third parties, and their associated overhead costs, built into the process.

We feel we have adhered to the requested proposal format EXACTLY and hope you agree.

ITB Award Recommendation – Understood.



## SECTION 4 TERMS, CONDITIONS AND PRICING

- 4.1 Indemnity, Liability and Insurance Requirements – We do and will comply.
- 4.2 Proposed Cost – We have complied
- 4.3 Taxes – We have complied
- 4.4 City of Key West License Required – We will comply
- 4.5 Agreement Period – Understood
- 4.6 Termination for Convenience – Understood
- 4.7 Local Preference – Understood
- 4.8 Domestic Partner Benefits – We comply
- 4.9 Miscellaneous Provisions – Understood

# Unit Price Bid Schedule

*Quantities may vary due to online billing and conversion of City's sewer billing to Florida  
Keys Aqueduct Authority*

Printing of Bills, Stuffing of Envelopes, and Processing of Information per Month – (12,100 quantity, LASERed Duplex)		\$713.90
Billing Stock		
8 ½” x 11” Stock	(12,100 qty) per month	\$121.00
#9 Regular Envelopes, blk/0	(12,100 qty) per month	\$181.50
#10 Window Envelopes, blk/0	(12,100 qty) per month	\$193.60
9” x 12” Insertion Envelopes, blk/0	(70 quantity) per month	\$7.00
Postage (pass through)	(12,100 qty) per month	\$4,416.50
Other (Please List Each Item)		
Double-Panel Postcard (Dunning Notices, Disconnect Notices)		\$0.36 <sup>1</sup>
Initial Setup Fee		
Inserting of Printed Inserts		No Charge
Programming Changes		\$125/Hour <sup>2</sup>
Graphic Design Changes		\$75/Hour <sup>2</sup>
Training, Customer Service		No Charge <sup>3</sup>
pdf Copies of All Bills		<u>No Charge</u>
<b>TOTAL</b>		<b>\$5,633.50/month</b>

<sup>1</sup>Note: This price includes First Class Postage

<sup>2</sup>Note: Typical, minor changes taking 15 minutes or less are done at no-charge

<sup>3</sup>Note: On-site raining should not be necessary – please see our response to section 3.5

# References

Below find several SureBill® utility bill clients. We encourage you to contact them all and we will be happy to provide more references at any time.

- 1) Orange County Utilities Department  
Mr. Jim DiMartino  
Program Manager  
9150 Curry Ford Road  
Orlando, Florida 32825  
407-254-9948  
[james.dimartino@ocfl.net](mailto:james.dimartino@ocfl.net)
  
- 2) City of Savannah  
Ms. Nicole Brantley  
Utility Services Administrator  
P.O. Box 1228  
Savannah, Georgia 31402  
[nbrantley@savannahga.gov](mailto:nbrantley@savannahga.gov)  
912-651-6957
  
- 3) Gwinnett County Water  
Ms. Alicia Voutas  
Billing/Collections Manager  
Lawrenceville, Georgia 30045  
[alisha.voutas@gwinnettcountry.com](mailto:alisha.voutas@gwinnettcountry.com)  
678-376-6866
  
- 4) Dekalb County Government  
Mr. Gerald Bowers  
Revenue Collections Manager  
DeKalb County Government  
1300 Commerce Drive, Annex  
Decatur, Georgia 30030  
[glbowers@dekalbcountyga.gov](mailto:glbowers@dekalbcountyga.gov)  
770-724-1484
  
- 5) Seneca Light and Power  
Ms. Patsy Hart  
Billing Supervisor  
250 East North 2<sup>nd</sup> Street  
Seneca, South Carolina 29678  
[phart@seneca.sc.us](mailto:phart@seneca.sc.us)  
864-885-2728



## EXECUTIVE SUMMARY

Surebill is a Division of Envelopes and Forms, Inc., and we are pleased to present this proposal in response to your ITB. We have been in business since 1984, and we have been performing the specified print & mail services since the mid-1990s.

Our company is fully compliant with the ITB requirements and we are not only highly capable of performing this critical work for City of Key West, we are expert in transitioning clients such as you seamlessly.

We have provided five references in our response as requested and strongly encourage you to speak with them. Note that one reference is Orange County, FL, whom we began printing and mailing utility bills for in mid-2011, so they have had recent experience with us in setting up to print & mail their bills. We will be happy to provide more references at any time.

SureBill is an experienced & reliable provider of all the products and services requested within your solicitation. ***Our company is unique as we produce the preprinted forms, manufacture the envelopes, laser print the variable data, presort and mail all documents associated with your bills, thus we use no subcontractors.*** This highly integrated operation allows us to be very price competitive and at the same time allows us to control our production quality at a very high level. No subcontractors perform any aspect associated with this project for us; however we do source critical supplies and materials from a Minority Owned subcontractor, whose services represent a significant percentage of our production costs.

***We also are SAS-70 and PCI Certified*** so you can rest assured that sensitive customer information will be handled securely and properly.

Our mailing expertise is unmatched in the industry, as we have over 65 years of Executive USPS Management experience on our staff, including two former Postmasters. We have an excellent understanding of postal regulations & procedures, and great working relationships with key USPS personnel as a result. In addition, the major USPS Business Mail Entry Unit (BMEU) facility serving our company is only 0.6 miles from our plant. We perform Local, National and Regional mailings every day and offer a 24-hour turnaround Service Level Agreement.

We are also USPS certified to perform mail combining services. By combining City of Key West's mail with that of our other large mail customers, we can achieve even higher mail volumes and qualify your mail at minimum rates.

***Another benefit SureBill offers: the USPS has established a Detached Mail Unit (DMU) with Merlin Acceptance<sup>TM</sup> within our facility so your mail will be accepted and processed by the Postal Service on-site.*** We not only presort letter mail, but also larger Flat envelopes (e.g. 9" x 12") as part of this service.

A further postal related benefit is that SureBill has been USPS certified to offer Full-Service Intelligent Mail Barcode (IMB) services. There are many important features and benefits the IMB offers, but in particular it offers immediate move update information and a means to electronically track an individual piece of mail as it is processed through the system, including delivery confirmation.

As mentioned earlier, one major differentiator between our company and any competitor is that we are a fully integrated operation – Commercial Printing (e.g. preprinted forms, inserts, etc.), Envelope Manufacturing, Print & Mail Services, and Mail Combining/Presorting are all done in-house. By choosing SureBill you are “dealing direct” – no outside suppliers are involved, so no third party markups mean we offer you the best possible pricing, and we maintain complete control of our quality.

Finally, we have introduced a Double-Panel Postcard product that has become very popular with our clients. This product is ideal for Late Notices, Dunning Notices and other succinct communications. ***The postage savings alone for this First Class mail product will be over 35% lower than for a First Class letter.***

A “point by point” response/acknowledgement to Sections 2-4 of the ITB has been provided. As requested within the ITB, we have included these proposal sections:

- \* Cover Letter
- \* Executive Summary (this section)
- \* References
- \* Sample Contract
- \* Pricing Schedule
- \* Samples

We have also attached samples of preprints, inserts and envelopes we have developed and are utilizing today for other clients, which gives you an idea of what we are capable of implementing for City of Key West. Also included is a sample of a Double-Panel postcard KEY's Disconnect Notices.

Clearly this ITB is focused on print and mailing services for the County's bills; however, our company is very experienced in Electronic Bill Presentment and Payment. If selected, we will be interested in assisting your organization in transitioning to the electronic environment as soon as you are ready.

Please review our information and let us know if you have any questions or require more information. We have attached a Powerpoint overview on our company for you further review.



# **Table of Contents**

Cover Sheet

Table of Contents (this Section)

Executive Summary

References

Sample Contract

Pricing Schedule

Point by Point to Sections 2-4 of ITB

Samples

April 11, 2012

City Clerk's Office  
City of Key West  
3126 Flagler Avenue  
Key West, Florida 33040

Reference: Invitation to Bid (ITB) #12-003 – "Utility Billing"

Dear Sir or Madam:

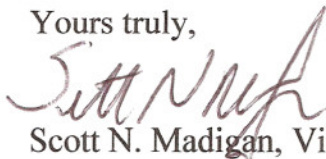
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Our company is fully compliant with the ITB requirements and we are not only highly capable of performing this critical work for City of Key West, we are expert in transitioning clients such as you seamlessly.

By my signature below, I affirm the accuracy of all information provided and acknowledge our agreement to be bound by and in compliance with your terms and conditions.

Thank you for providing us this opportunity. We look forward to hearing back from you.

Yours truly,



Scott N. Madigan, Vice President, Surebill  
770-623-5188