

Internal



**Finance Department**  
Purchasing Division

**REQUEST FOR PROPOSALS (RFP)**  
**Specification No. 24-11657-C**  
**FOR**  
**PRINTING & MAILING SERVICES FOR CITY BILLING**  
**ADDENDUM "A"**  
**3/6/2024**

Dear Proposer:

Questions received from proposers along with answers are provided here in Addendum A.

Proposals/bids must be received no later than 2:00 p.m. on Thursday, March 14, 2024. All responses should be sent via email to [purchasing@berkeleyca.gov](mailto:purchasing@berkeleyca.gov) and have "PRINTING & MAILING SERVICES FOR CITY BILLING" and Specification No. 24-11657-C indicated in the subject line of the email. Please submit one (1) PDF of the technical proposal. Corresponding cost proposal shall be submitted as a separate PDF document.

Proposals will not be accepted after the date and time stated above.

We look forward to receiving and reviewing your proposal.

Sincerely,

A handwritten signature in blue ink, appearing to read 'D. Sweet'.

Darryl Sweet  
General Services Manager

**Addendum “A”**

Questions and Answers for Specification No. 24-11657-C  
PRINTING & MAILING SERVICES FOR CITY BILLING

The City of Berkeley has received questions from some potential respondents regarding **Specification No. 24-11657-C, PRINTING & MAILING SERVICES FOR CITY BILLING**. In an effort to provide the same information to all, listed below are the questions received to date, with responses from City staff.

**Q1: Will the city be providing a Cost Proposal Sheet or spreadsheet for all vendors to complete and provide pricing based on the same information?**

A1: No pricing sheet will be provided. Please provide pricing on a separate PDF, in a manner that addresses the services requested in the RFP.

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**Q2: Do we need to provide pricing for the potential future billing services? If so, can you please provide color samples and detailed specifications (simplex or duplex, number of colors printed on each side, envelopes, etc.) for each item to be priced for printing?**

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A2: Future Billings - Items:

- 8.5 x 11-inch printed stock duplex, color (black/white/blue) with a perforation for tear off payment stub (on bottom) and OCR line
- Standard double window envelope
- A single window return envelope (enclosed)
- 8.5 x 11-inch insert, single B/W
- 8.5 x 11-inch insert, single color
- 8.5 x 11-inch insert, duplex B/W
- 8.5 x 11 insert, duplex color

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**Q3: What is the reason for issuing the RFP?**

A3: The City’s primary procurement policy is to compete either when scheduled, as-needed, periodically, or as required by market conditions. It has been some time since this specific service was competed.

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**Q4: On page 2 you say: "...a print file is electronically sent to the vendor to manipulate..." In what format is that print file?**

A4: Currently, for general bills, the file is a raw data text file that includes billing data. The data does not need to be manipulated, but the layout does to conform to our standard billing format. Typically, raw data is used on the front side of the bill and the reverse side has department-specific information that does not vary.

For business licenses, we provide Word documents that need to be mail merged using data included on spreadsheets. Please see attached.

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**Q5: On page 6 you have as a requirement the ability to print MICR. Is that true MICR that includes magnetic ink, or just one of the fonts such as E-13B and CMC-7?**

A5: Magnetic ink is not necessary. It needs to be printed in a particular font that is easily readable by scanner.

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**Q6: On page 7 you have 'group billing' as a requirement. How many of these do you send, and do you have any samples?**

A6: This is when a customer has multiple accounts for the same bill type and master account number with a shared mailing address. We would like these to be grouped together in one mailing. There are thousands of instances of this. See refuse bill, refuse bill 2, and refuse bill 3 as examples. In refuse bill one you can see a cover letter of sorts to accommodate multiple pieces of mail in one envelope.

This is only needed for general bills, not business licenses.

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**Q7: I was looking over the RFP for printing and mailing services, and under SCOPE OF SERVICES, it mentions to reach out to you for samples of bills, renewals and inserts. Please provide the sample packet of bills, renewals and inserts for the scope of work.**

A7: See attached.

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**Q8: Please include all variations for Statements: Refuse, Rental Housing Safety Program (RHSP), Marina Berth Fees, Environmental Health Annual Permits, RENEWAL NOTICES: Annual Business License Renewals and Delinquent Renewal Notices and Potential Future Billing Services**

A8: See #7.

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**Q9: Any additional visuals that you can provide are greatly appreciated.**

A9: Generally, we provide most, if not all, inserts to our print vendor in pdf format. See attachments, file names starting with "Insert."

Please see pages 3 – 8, 11 – 16, and 19 - 24 of the business license forms for samples of inserts.

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**Q10: Do you have the specs on the #10 Envelope and also on the #9 return. I'm specifically looking for window size and placement.**

A10: See attached.

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**Except as provided herein all other terms and conditions remain unchanged.**