

Staff Report

TO: Board of Directors

FROM: Chip Close, Director of Water Operations
Aurora Penaluna, Customer Service Administrator

DATE: January 22, 2025

SUBJECT: Bulk Mailing 2025 Purchase Order (Consent)

WATER OPERATIONS

RECOMMENDATION:

Approve a purchase order to DataProse for 2025 bulk mailing services in the amount of \$240,000 and authorize the General Manager to execute the appropriate documents.

BACKGROUND:

Until 2014 bulk mailing, then estimated at over 135,000 pieces of mail annually, was handled in house. In 2014 District staff explored the option of outsourcing bulk mail. Staff analyzed the internal costs and compared to quotes received from four vendors that specialize in this service. It was determined that internal costs far exceeded outsourcing and of the four vendors, DataProse was the lowest cost option. Additionally, Dataprose was selected based on their familiarity with the District's Utility Billing software and endorsements from neighboring water agencies. The Board approved the contract with DataProse in March 2014.

Since 2014 the District has switched from bimonthly to monthly treated water billing, increasing the District's volume of bulk mailing. DataProse has continued to be the District's bulk mailing service provider. They have proven to be reliable, timely, and responsive. Furthermore, DataProse fees have not increased since the original contract was signed in 2014.

In 2025 the District anticipates mailing Proposition 218 notices, therefore the purchase order to DataProse has increased over 2024 to include the estimated cost of this special mailer.

BUDGETARY IMPACT:

The current annual cost of bulk mailing is included in the 2025 Operating Budget.

Attachments None