

**CITY OF TAMARAC
INTEROFFICE MEMORANDUM
FINANCIAL SERVICES DEPARTMENT**

**To: Michael C. Cernech,
City Manager**

**From: Christine Josephs-Cajuste, CPA
Interim Director of Financial Services**

Date: May 1, 2020

**Re: Approval of Assignment Agreement for Utility Billing Services Contractor
– InfoSend, Inc. (Formerly Southwest Direct, Inc.) TR No. 13428**

Recommendation:

Please approve an Assignment Agreement to assign the City's current Agreement with Southwest Direct Inc. for Utility Billing Services to InfoSend, Inc. as the result of a corporate buyout.

Issue:

Recently, InfoSend, Inc. acquired the assets of Southwest Direct, Inc., our current contractor for the City's Utility Billing Services. As a result of this buyout, approval is now required for an assignment of the existing agreement from Southwest Direct Inc., to InfoSend, Inc. in order to maintain continuity of services for the City's Utility Billing Services.

Background:

The City has been utilizing the services of an outside contractor for the printing and mailing of City utility bills since 2004. This service was implemented to address workload and streamline processes. Southwest Direct, Inc. began providing services to the City in late 2013, utilizing a Collier County Contract, which was eligible to be piggy-backed in accordance with the provisions of Section 6-148 (f) of the Tamarac Procurement Code providing that the City may purchase goods or services awarded by other governmental entities when such agreements were awarded as a result of a formal competitive process. The agreement currently in place with Southwest Direct, Inc. was awarded by the Collier County Commission as their agreement #18-7312 effective on June 26, 2018. This agreement was awarded pursuant to the formal competitive solicitation of Collier County RFP #18-7312 in 2018. That agreement provides for an initial three (3) year term and has the option for two – one (1) year renewal options for a total of five (5) years. The City's piggyback agreement of Collier County Agreement #18-7312 was approved by our City Commission for an initial three (3) year term via Resolution R-2018-97 at its August 22, 2018 Meeting with an estimated three (3) year value of \$120,000. The Commission additionally authorized the City Manager to approve subsequent renewal options.

InfoSend, Inc., which is a California-based firm that also specializes in printing and mailing services entered into an agreement to acquire the assets of Southwest Direct, Inc. effective November 15, 2019, which allowed them to have an operating facility to provide for a Florida presence. Once InfoSend, Inc. had completed the acquisition, they then sought the approval of the Collier County Commission to assign the agreement for the buy-out. The Collier County Commission approved the Assignment Agreement on March 10, 2020. Inasmuch as Collier

County has now approved the Assignment Agreement with InfoSend, Inc., the City needs to follow-through and approve the Assignment Agreement subsequent to Collier County's approval, since we are piggy-back their Collier County's agreement. InfoSend has approved the new Assignment Agreement, and we are asking that the City Commission now approve the Assignment Agreement between InfoSend, Inc. and the City.

City staff has been very satisfied with the services provided as well as with the customer service, support and responsiveness provided by Southwest Direct, Inc., and InfoSend, Inc. brings many additional resources to the table, while maintaining the existing Southwest Direct, Inc. location as InfoSend's new Florida operations center. Accordingly, we are recommending the approval of the attached Assignment Agreement with InfoSend, Inc. for the remainder of the contract term through June 25, 2021, with up to two (2) additional one (1) year extensions at the original price

Fiscal Impact:

The estimated cost for this Agreement is approximately \$40,000 per year, Funding is allocated in account 425-1560-536.34-17 for the printing and mailing of the utility bills.

Approved _____

Not Approved _____

Attachment