

APPROVED
BY THE CITY COUNCIL

SEP 29 1987

OFFICE OF THE
CITY CLERK



5

CITY MANAGER'S OFFICE
RECEIVED
SEP 29 1987

DEPARTMENT OF
GENERAL SERVICES

OFFICE OF THE DIRECTOR

CITY OF SACRAMENTO
CALIFORNIA

5730 24TH STREET
BUILDING FOUR
SACRAMENTO, CA
95822-3699

916-449-5548

DIVISIONS:

COMMUNICATIONS
FACILITY MANAGEMENT
FLEET MANAGEMENT
RISK MANAGEMENT
AND INSURANCE
SUPPORT SERVICES

September 21, 1987
SS:Admin:FM:DK:BH:bb

City Council
Sacramento, California

Honorable Members in Session:

SUBJECT: Recommendation of Award

SUMMARY

Attached are tabulations of sealed proposals received by the City Clerk for furnishing equipment and services in accordance with specifications adopted by the City Council.

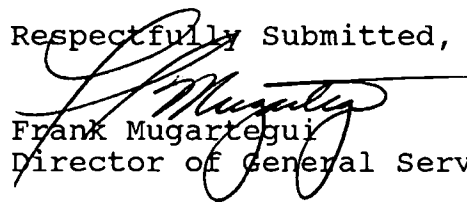
RECOMMENDATION

It is recommended that, in the City's best interest, the City Council accept the lowest responsive and responsible proposals submitted as follows:

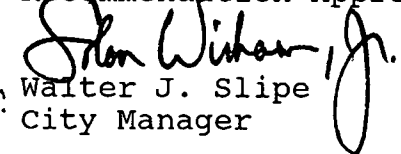
<u>Bid No.</u>	<u>Bidder</u>	<u>Items Awarded</u>	<u>Contract Amount</u>
1121 - Mailing Services (Attachment #1)	Zipsort, Inc. 840 N. 10th Street, #E Sacramento, CA 95814	All	\$25,000.00
1146 - Fire Hydrants and Hydrant Parts (Attachment #2)	Hydraflo, Inc. 1030 Milam Beaumont, TX 77701		\$14,072.09
1146 - Fire Hydrants and Hydrant Parts (Attachment #2)	Sacramento Utility 7832 Ramona Ave. Sacramento, CA 95826		\$ 432.48
1146 - Fire Hydrants and Hydrant Parts	P. E. O'Hair & Co. 8400 - 12th Ave. Sacramento, CA 95826		\$17,948.34

Sufficient funds are available to award the contracts.

Respectfully Submitted,


Frank Mugarategui
Director of General Services

Recommendation Approved:


For: Walter J. Slipe
City Manager

2 Attachments

All Districts
September 29, 1987

ATTACHMENT #1

BID NO. 1121 - MAILING SERVICE

<u>Bidder</u>	<u>Total 1st Year W/Payment Discount Computed</u>	<u>Contract Extension W/% of Increase Computed</u>			<u>Total Contract At Term</u>
		<u>2nd Year</u>	<u>3rd Year</u>	<u>4th Year</u>	
JLH	\$33,184.80	\$34,180.34	\$35,547.55	\$36,969.45	\$139,882.14
Zipsort Inc.	\$14,510.00	\$15,380.00	\$16,611.05	\$18,272.16	\$ 64,773.21
Hunter Mail	\$16,338.70	\$17,155.64*	\$18,013.42*	\$18,914.09*	\$ 70,421.85
Jet Mail	\$18,176.00	\$18,812.16	\$19,658.71	\$20,543.35	\$ 77,190.22

*Total was computed on a potential increase of 5% per year even though there may not be an increase.

Total Award of Contract To: Zipsort Inc.
840 N. 10th Street, #E
Sacramento, CA 95814

Total Amount of Contract: \$25,000.00**

Original Estimated Cost: \$25,000.00

User: Various City Departments

Due Date: August 18, 1987

**Quantities and dollar amounts indicated were for estimating purposes only. A contract amount of \$25,000.00 more closely reflects the needs of the City.

ATTACHMENT #2

BID NO. 1146 - HYDRANTS AND HYDRANT PARTS

<u>Bidder</u>	<u>Total Amount of Bid</u>
Camellia Valley Supply	\$22,602.17
Hydraflo, Inc.	\$14,072.09
Sacramento Utility Supply Co.	\$21,897.48
P. E. O'Hair & Co.	\$30,149.71

NOTE: Prices shown include 6% sales tax; no vendors bid on every item so all prices shown reflect partial bids. Awards made to lowest bidders on an item by item basis.

Total Award of Contract:

Hydraflo, Inc. 1030 Milam Beaumont, TX 77701	Sacramento Utility Supply Co. 7832 Ramona Ave. Sacramento, CA 95826	P. E. O'Hair & Co. 8400 24th Ave. Sacramento, CA 9582
\$14,072.09	\$432.48	\$17,948.34

Total Amount of Contracts: See Above

Original Estimated Cost: \$17,000.00

User: Water Distribution Division

Due Date: September 15, 1987



ROGER HEFTY
Manager

1807 Tribute Road, Suite B, Sacramento, CA 95815
(916) 921-6245

07

 **HUNTER MAIL
ADVERTISING COMPANY**

SEATTLE DIVISION
1020 Airport Way South
Seattle, WA 98134
206/623-0602

MAIL

HUNTER MAIL ADVERTISING

It used to be that mail was a simple thing. You could hand-address a letter and send it almost anywhere within a twenty-mile radius—and expect that it would arrive maybe half the time, weather permitting.

Then a few changes came along... electricity, the telephone, the computer and several billion people.

Many more letters needed mailing. People wanted to be informed, and their being informed meant more services used, more products sold, bigger profits.

Mail came to mean business on a grand scale.



HUNTER MAIL ADVERTISING



- OAKLAND DIVISION 669 20th Street Oakland, CA 94612 415 / 444-1767
- SACRAMENTO DIVISION 1807 Tribute Road, Suite B Sacramento, CA 95815 916 / 921-6245
- SEATTLE DIVISION 1020 Airport Way South Seattle, WA 98134 206/623-0602

NAME _____		LIAISON _____	P.O. NUMBER _____
ADDRESS _____		TELEPHONE _____	DATE _____
CITY _____	ZIP _____		DUE DATE _____
JOB DESCRIPTION _____			QUANTITY ordered from the printer _____
			Date of Delivery _____

LABELING

- Cheshire _____
 3 up _____ NUMBER OF NAMES
 4 up _____
 5 up _____
 _____ Date of List Delivery
- Presort Residential
 730 Cards
 Hand Written
 Typed

POSTAGE

Advance payment required
 _____ DATE CHECK # AMOUNT

HUNTER _____
 Post Office _____
 Account _____

SURPLUS

- Customer Pick-up
 Hunter Delivery
 United Parcel
 Best Way Available
 Other _____

PROCESSING

- | | | |
|---------------------------------------|--|--|
| <input type="checkbox"/> Fold | <input type="checkbox"/> Insert (List Order) | <input type="checkbox"/> Nest (List Order) |
| <input type="checkbox"/> Collate | _____ | _____ |
| <input type="checkbox"/> Seal | _____ | _____ |
| <input type="checkbox"/> Staple | _____ | _____ |
| <input type="checkbox"/> Rubber Stamp | _____ | _____ |
| <input type="checkbox"/> Meter | _____ | _____ |
| <input type="checkbox"/> Stamp | _____ | _____ |
| <input type="checkbox"/> Sort | _____ | _____ |
| <input type="checkbox"/> Tie and Sack | _____ | _____ |

CLASS OF MAIL

- 1st Class
 2nd Class
 3rd Class PERMIT NUMBER _____
 Bulk Rate
 5-DIGIT
 CARRIER ROUTE
- Non Profit
 5-DIGIT
 CARRIER ROUTE

 AUTHORIZING SIGNATURE DATE

HUNTER MAIL ADVERTISING

You may enhance the efficiency of Hunter service by observing the following:

- Use quality stock. Cheap paper is difficult to handle and generally produces an inferior product. 24# bond or better is recommended.
- Avoid side seam envelopes and open cut window envelopes. Window envelopes with cellophane are preferred.
- Order a sufficient number of printed pieces to allow for shortage. A 10% surplus will assure that the printer will send a sufficient quantity to cover the mailing.
- Request care in boxing the printed pieces. Pieces should be facing in the same direction, flat, and banded if possible. Ideally, pieces are delivered to Hunter unfolded.
- Request Run Sheets from the list house. These sheets list zip codes and the number of names in each code, reducing postage cost.
- Postage must be paid in advance. You may deposit monies with Hunter or pay the Post Office directly.
- Under all circumstances it is wise to check postal requirements in the planning phase of your project. Whether your campaign is local, regional or national, Hunter *guarantees* accurate, swift mail preparation.

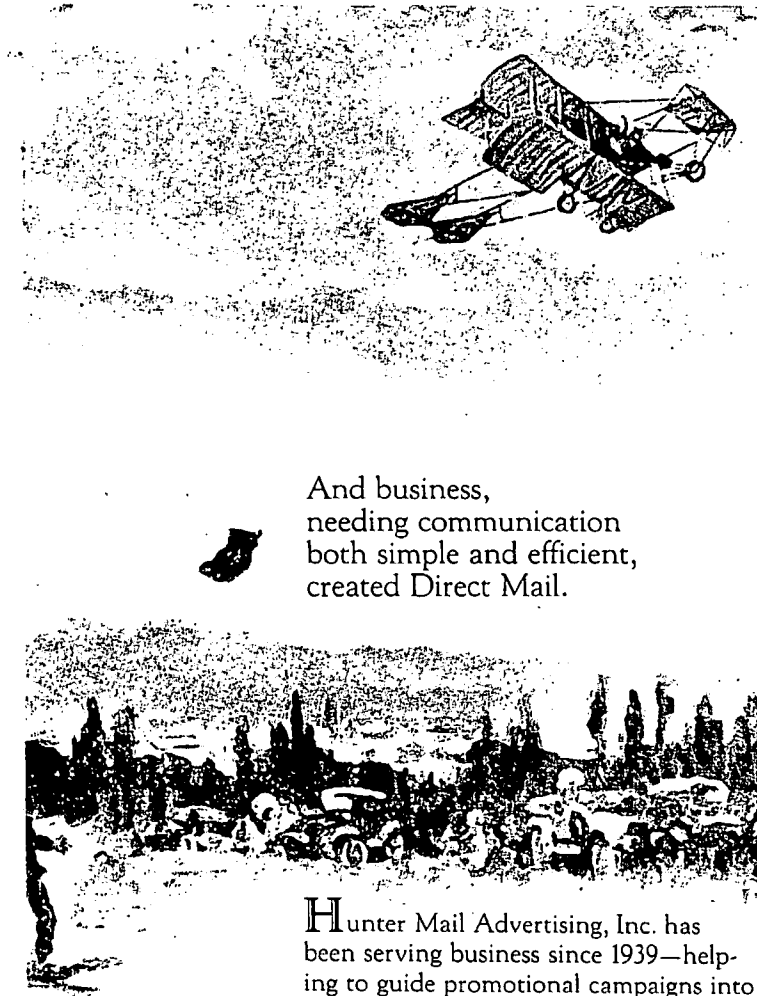
Mail can be simple.

Hunter Mail Advertising.
Swift and Sure.

FILED

AUG 18 1987

By the
Office of the City Clerk



And business,
needing communication
both simple and efficient,
created Direct Mail.

Hunter Mail Advertising, Inc. has been serving business since 1939—helping to guide promotional campaigns into the hands of the right readers with swift and sure completion of postal service requirements.

5

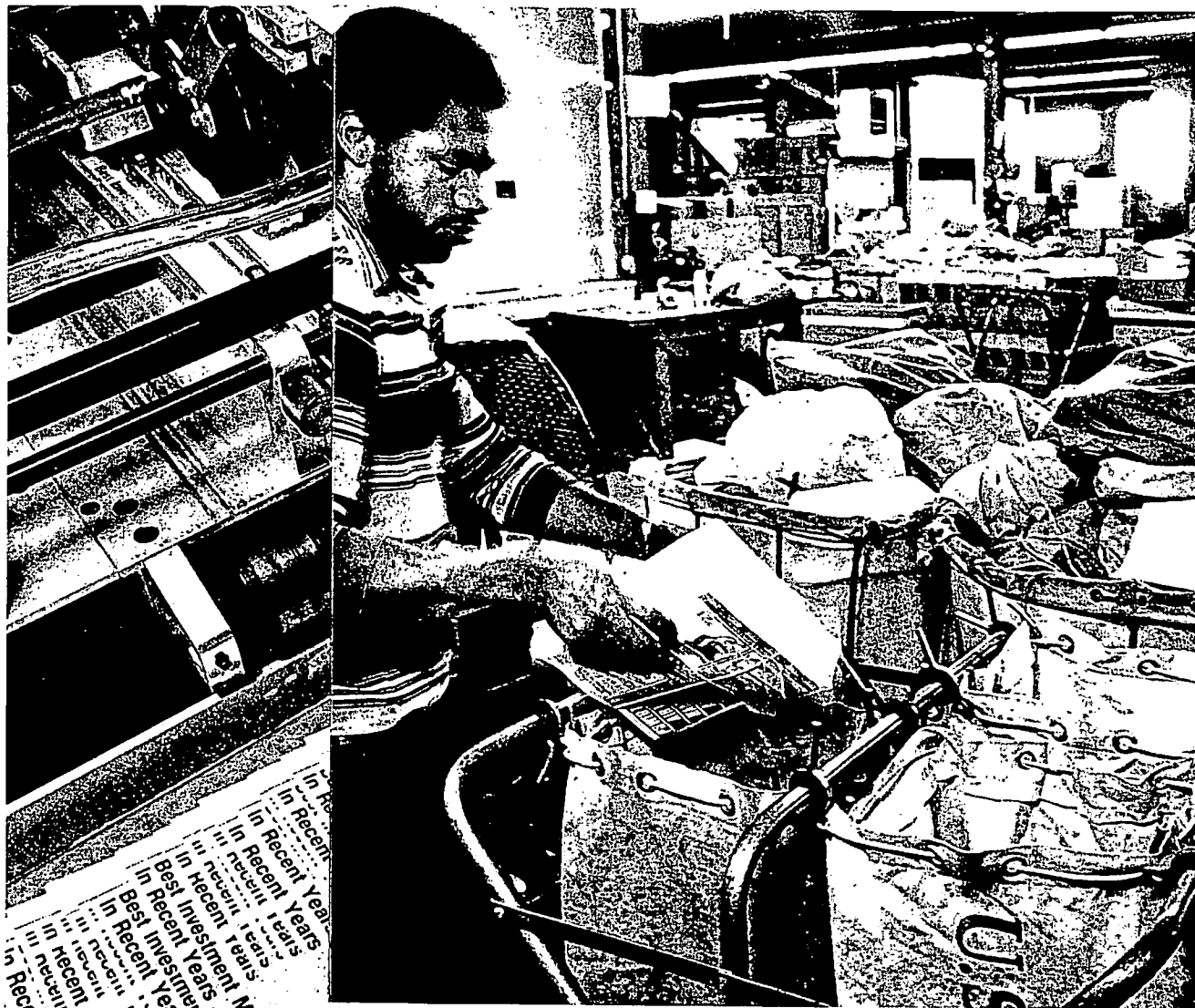
Direct mail is a marvelous tool. It can develop new markets, introduce new products or services, elect candidates, raise funds, sell merchandise, and support dealers or company representatives with effective, economical information.

Direct mail educates, promotes, produces. Each direct mail piece enhances public awareness and business identity.

The elements required to begin a project at Hunter are: the printed piece, the mailing list, a postal deposit and any special instructions (*the checklist provided in this brochure is particularly helpful*).

If you have not yet planned your campaign, Hunter will recommend design and printing consultants suited to the needs of your particular project. Allow plenty of time for planning, design, production, printing and mail preparation.

If you wish, Hunter will coordinate and supervise the design and production of your project. You will be relieved of the technical responsibilities of the project, though you must be available for approvals and proofs.



Kirk Rudy Labeling Machine



Processing continued

FOLDING Deliver printed pieces whose overall dimension is less than 20" x 29" to Hunter unfolded. Accordion, letter or parallel fold, right angle or French fold and folding combinations are possible. Cover weight stock should be scored.

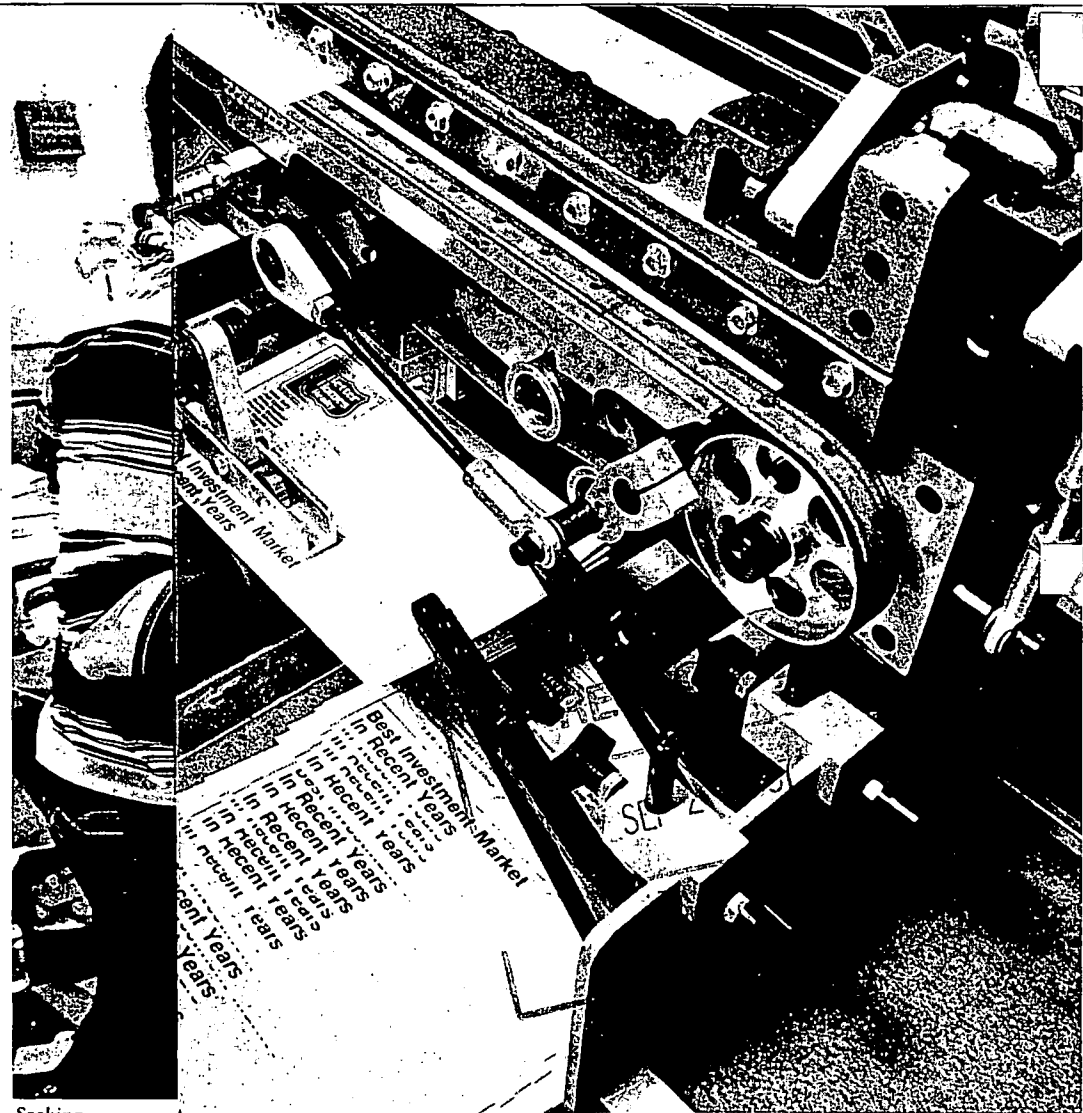
INSERTING Inserting gathers and places one to six component pieces into an outside envelope. In quantities over 1000, this process is automatic and the pieces are inserted into #9, #10, #11, 6" x 9" or invitation envelopes. In order to be machine-inserted, envelopes must have the flap on the long side. Quantities less than 1000 and all other types and sizes of envelope are hand-inserted.

NESTING Nesting places one component piece into the next piece in a precise position by hand, before being mechanically inserted into an outer envelope or sent as a self-mailer.

SORTING As the assembled packages or single direct mail piece come off the equipment, they are sorted by sectional center, zip code or carrier route. Bundled, tied and sacked, they are ready for delivery to the Post Office.

Project coordination is critical. Notify the designer, the printer and Hunter of production deadlines well in advance.

In 1982 Hunter Mail Advertising's Oakland Division prepared 79,904,621 pieces for mailing.



Sacking

LABELING

Populations are people, described in a way which highlights characteristics common to individuals within the group.

A *geographic population* selects individuals by region, state, metropolitan area, zip code or census tract.

A *demographic population* selects by sex, age, marital status or occupation.

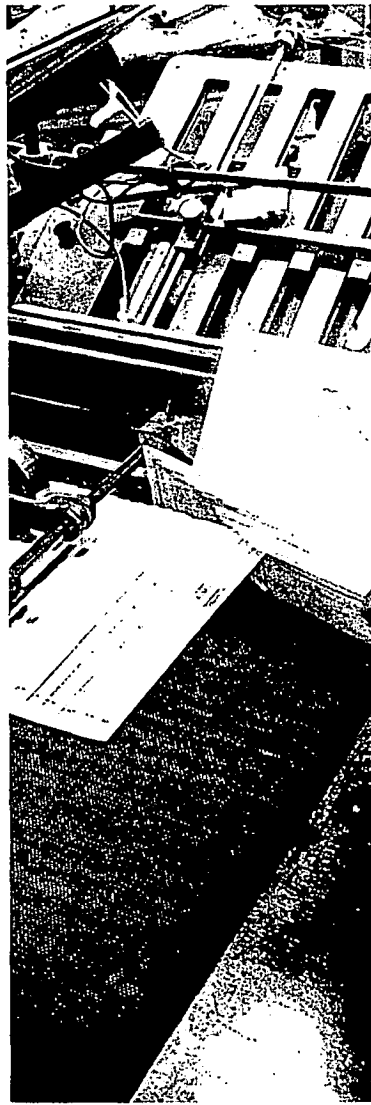
A *psychographic population* selects by personal habit, lifestyle, attitude or behavior.

In compiling a *mailing list* you have many choices. A careful assessment of the characteristics of the individuals you hope to reach will aid in the success of your project.

Compiled lists are the most common and draw on all of the population categories to achieve results.

Subscriber lists are the names of persons purchasing certain publications. The relevance of these lists to your project is inferred by the content of the publications.

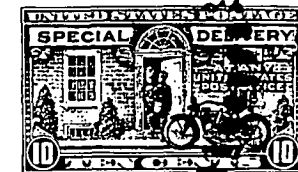
The *Standard Industrial Classification* (SIC) produced by the U.S. Government is a four-digit classification system which divides companies by business activities. It may be valuable to you to distinguish between firms, companies, corporations and institutions or to know size, sales volume or net worth.



Baumfolder



Pitney Bowes 6 Station Inserting Machine



PROCESSING

Hunter acquires lists from professional sources across the country. List brokers strive to maintain the accuracy of the lists they provide.

LABELS

Lists are available in many forms. They may be obtained in Cheshire label format 3, 4, 5, with carbon copies, pressure sensitive labels, 730 cards or magnetic tapes.

Cheshire means computer generated. Cheshire 3-up is a sheet with three columns of addresses across and eleven rows down, 33 addresses in all. Cheshire 4-up is four columns across and eleven rows down, 44 addresses on a sheet. Cheshire 5-up is five columns and eleven rows, 55 addresses on a sheet. *There are always eleven rows.* Cheshire 4-up labels are preferred, though Hunter easily accommodates 3 and 5. These labels are mechanically affixed to the direct mail piece. The automation of this process makes this method less expensive and best suited for lists of 1000 names or more.

730 cards are hand typed and the labels are processed through a 730 Xerox machine. This method is best suited for 2500 names or less in a list that may change but not grow. Hunter strongly recommends that a list with a potential for steady growth be prepared by computer for automation.

Pressure sensitive, handwritten or typed labels are labor intensive and are therefore most costly.



Lists are rented for one time use. A copy of the list may be purchased for half price if the copy is requested when the list is ordered. A contract to use the same list as many times as desired within a year may be purchased for approximately double the one time rental.

Consider the following questions while you are compiling your list requirements.

- What are the characteristics of the person or business you wish to reach?
- What do you want the contacted individual to do?
- What is the geographical area you are considering?
- What is the budget of your promotional campaign?
- How many times in the next twelve months do you propose to mail to the same population?

Results are achieved by on-going consumer contact. Plan a series of mailings to achieve each of your objectives. The more often the public sees your message, the greater the success.

Hunter is prepared to help in the selection and acquisition of lists best suited to your campaign.

POSTAGE

Mail is designated by class. Each class represents a difference in rate and time of delivery. Postal regulations are specific and strictly enforced. If there is an error in your mail preparation, the Post Office will insist that you either pay additional postage or correct your mailing.

FIRST CLASS First class is used for personal correspondence, bills and statements since these particular items may not be mailed any other way. First class is more expensive. As preferred mail it is handled and delivered first,* usually overnight within the 3-digit area, two to three days in the state, and less than five days across the country.

Presort—First Class Presort reduces the postage of First Class. Mail must be in Zip Code order, rubber banded and trayed. There must be at least 500 pieces in a mailing, 10 or more pieces in the same 5-digit Zip Code or a group of 50 or more pieces sorted to the same 3-digit Zip Code prefix.

Carrier Route—First Class Carrier Route reduces the postage of First Class and Presort even further. Mail must be in Zip Code order, rubber banded and trayed with at least 500 pieces in the mailing with bundles of 10 or more pieces properly sorted to the same carrier route.

POSTCARDS First Class postcards receive even lower postage. The postage on a First Class postcard may be reduced still further by abiding by the rules of preparation for Presort and Carrier Route.



*First Class is the most prompt service available without the payment of additional fees for Special Delivery, Express Mail or Mailgram, all of which are prohibitively expensive for direct mail.

SECOND CLASS

Second Class is a category used primarily by magazines and special high volume publications. The Post Office will not guarantee Second Class delivery dates. Applications for Second Class permits must be filed in Washington.

THIRD CLASS BULK MAIL

Third Class Bulk Mail is the classification most commonly used by business. It is reserved for mail that is not required to be mailed First Class or permitted to be mailed Second Class and which weighs less than 16 ounces. The mailing must consist of at least 200 pieces or 50 pounds of mail. The Post Office requires a Permit Fee to be paid to initiate your permit. An annual Bulk Fee is also required. Both fees are paid to the Post Office. Third Class Bulk Mail is the least costly and is delivered usually overnight within the same 3-digit Zip Code area, one to two weeks within the state and in less than four weeks across the country.

Five Digit Presort—Each piece must be part of a package of 10 or more pieces to the same 5-digit Zip Code and the package must be sacked to the same 5-digit Zip Code. Each sack must contain a minimum of 50 pieces or 15 pounds of mail to the same 5-digit Zip Code in order to be eligible for the 5-digit presort level rate.

Carrier Route Presort—Each piece must be part of a group of 10 or more pieces sorted to the same carrier route in order to be eligible for the carrier route presort level rate.

NON-PROFIT Non-Profit classification is by far the least expensive. Organizations must substantiate their non-profit status and follow mail preparation regulations. This classification also has five digit presort and five digit carrier route for further discounts.