

Staff Report Item 11
Revised Report

TO: MBCP Operations Board of Directors

FROM: Tom Habashi, Chief Executive Officer

SUBJECT: Authorize CEO to Execute Agreement with MPress for Printing and Mailing Services

DATE: September 5, 2018

RECOMMENDATION

Staff recommends that the Operations Board authorize MBCP's CEO to enter into a contract with Mpress Digital for printing/ mailing services in an amount not to exceed ~~\$125,000~~ \$116,000 to support MBCP's required notification and enrollment process in FY 2018/2019.

BACKGROUND

Per AB 117, Community Choice Aggregation programs are required to send four enrollment notices to eligible customers. In addition to the four enrollment eMailers mailers, SB 790's Code of Conduct established ongoing communications which requires utilities and CCAs to prepare joint comparisons of their rates, services, and generation mix to assist customers in making educated choices about their electric provider. MBCP is preparing to complete the final round of required notices for NEM customers as well as produce the two required annual mailers per state law after customer enrollment: Joint Rate Mailer and Power Content Label.

DISCUSSION

The scope of work for the contract will include printing and mailing services for customer notifications for each of MBCP's final enrollment phases, required annual mailers and additional miscellaneous printing needs in the following quantities:

- Final Enrollment NEM Mailers – 43,000 notices for an estimated 13,000 customers
 - October 2018 – 2 batches of 8.5 x 5" postcards for an estimated 4,300 customers

- January 2019 - 4 batches of 8.5 x 5" postcards for an estimated 4,300 customers
- April 2019 - 4 batches of 8.5 x 5" postcards for an estimated 4,300 customers
- Joint Rate Mailer – estimated 255,000 notices - 11 x 6" postcards
 - October 2018 – 20,100 commercial customers
 - July 2019 – 240,000 residential customers
- Power Content Label – estimated 255,000 notices - 11 x 6" postcards
 - TBD 2019 – all customers
- Two special commercial mailers – estimated 20,100 notices – tri-fold
- Weekly mailers (Opt-Out, Move In & MBprime/MBgreen+/MBshare enrollments)
- Miscellaneous printing: additional mailers, business cards, collateral, folders, flyers, other

In addition to being the local provider with large print and mail project experience as well as a bulk mailing license, MBCP successfully worked with Mpress Digital to notify all eligible commercial customers during the March 2018 enrollment in addition to all eligible residential and NEM customers in July 2018. Mpress also provided printing and mailing services for a dedicated NEM tri-fold and Solar Choice notices in addition to general printing activities for MBCP collateral. Mpress also worked collaboratively with MBCP and GridX to ensure notices arrived on time and within budget.

It should be noted that this contract *does not* include postage costs, estimated at \$140,000, which will be paid directly to the US Postal Service through an MBCP bulk mail permit account.

FISCAL IMPACT

Printing contract and the postage required to fulfil MBCP mandates for notifications and joint mailers with PG&E are estimated at \$260,000 for FY2018-19.

CONCLUSION

Mpress is uniquely positioned, through its institutional knowledge of CCA mailings, to continue providing printing and mailing services for MBCP's required noticing in FY 18/19.