



**RFP 23-5851**

**Permanent Vote by Mail Invitation Printing & Mailing Services**

McHenry County seeks proposals for printing and mailing services, subject to continuing need and availability of funds. All requirements are according to specifications enclosed.

**Contact Information.** Direct all inquiries & communication via email to:

Djuana M Leonard, C.P.M., Procurement Specialist, E-mail: [dmleonard@mchenrycountyil.gov](mailto:dmleonard@mchenrycountyil.gov)

Any communication regarding this Bid or Request between the date of issue and date of award is required to go through the Procurement Specialist listed (or the Purchasing Administrative Specialist). Unauthorized contact with other McHenry County staff or officers is strictly forbidden. **ELECTRONIC COMMUNICATIONS REQUIRED.**

**MANDATORY COVER PAGE**  
COVER SHEET - TYPE or PRINT CLEARLY

Company: MailIQ, LLC Date: 1/2/2023

Contact Person: Daniel Chalupsky

Address: 1849 Akron Peninsula Rd City: Akron State: OH Zip Code: 44313

Email Address: daniel@smarterwaytomail.com

Telephone number: 330-227-8181 FEIN or SSN: 87-1620202

**SCHEDULE OF EVENTS**

December 20, 2022	RFP available on County website
December 27, 2022	Questions due to <a href="mailto:dmleonard@mchenrycountyil.gov">dmleonard@mchenrycountyil.gov</a> no later than 12:00 p.m.(CST). Submit via email.
December 28, 2022	Addendum posted on County website no later than 4:00 p.m. (CST)
<b>January 3, 2023</b>	<b>Proposals due no later than 9:00 a.m. (CST). Submit PDFs via email.</b>

**MANDATORY PAGE  
SIGNATURE PAGE**

- I have carefully examined the Bid or Request, Scope of Work, Specifications, and any other documents accompanying or made a part of this Bid or Request. I hereby propose to furnish the goods or services specified. I agree my proposal will remain firm for a period of up to 120 days from due date to allow the County time to evaluate the qualifications submitted. I verify all information contained in this proposal is truthful to the best of my knowledge and belief. I further certify I am duly authorized to submit on behalf of the firm as its act and deed, and the firm is ready, willing, and able to perform if awarded the contract. I further certify, under oath, this proposal is made without prior understanding, agreement, connection, discussion, or collusion with any other person, firm or corporation submitting a proposal for the same product or service. No officer, employee or agent of the County of McHenry or any other proposer is interested in said proposal and the Undersigned executed this Certification with full knowledge and understanding of the matters therein contained and was duly authorized to do so.

**Individual/Company/Corporation:** MailIQ, LLC

**Business Address:** 1849 Akron Peninsula Rd

**City, State and Zip Code:** Akron, OH 44313

**Printed Name and Title:** Daniel Chalupsky Vice President

**Signature:**  **Date:** 1/3/2023

**Telephone Number:** 330-227-8181 **Email:** daniel@smarterwaytomail.com

**Witness Printed Name and Title:** Bliss Foutty President/Owner

**Witness Signature:**  **Date:** 1/3/2023

**End of Document**

**MANDATORY PAGE  
REFERENCES**

Please list three (3) references, other than McHenry County, you have done similar work, service or supplied similar products to within the last twelve (12) months. **Email address required. It is the vendor's responsibility to ensure references respond to the County, as required.**

Entity: APUB AKRON Public Utilities  
Address: 1180 S. Main St. Ste 110 City, State, Zip Code: AKron, OH 44301  
Telephone Number: 330-592-4311 Contact Person: Brian Reaman  
Email Address: BReaman@AKronOH.gov

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Entity: Grunda Law Offices, LLP  
Address: 920 S. Spring St. City, State, Zip Code: Springfield, IL 62701  
Telephone Number: 864-464-4800 Contact Person: Nick Bevan  
Email Address: nbevan@grunda.law.com

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Entity: Muskingum County Board of Elections  
Address: 627 Market Street City, State, Zip Code: Zanesville, OH 43701  
Telephone Number: 740-455-7120 Contact Person: Marlee Gibson  
Email Address: Mjgibson@muskingumcountyoh.gov

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**MANDATORY PAGE**  
**CERTIFICATONS PAGE**

- I acknowledge to have read, understand, and agree to the **Bid or Request Documents** Provided for this Bid or Request as posted on McHenry County's Website  Yes
- I acknowledge to have read, understand, and agree to the policies contained within the **McHenry County Purchase Ordinance**, amended June 1, 2021  Yes
- I acknowledge I have read, understand, and agree to the **Standard Terms and Conditions** provided for this Bid or Request as posted on McHenry County's website.  Yes
- I acknowledge to have read, understand, and agree to all **Addenda** provided for this Bid or Request as posted on McHenry County's website.  Yes
- Vendor certifies it has reviewed, completed & *submitted the* **MANDATORY County of McHenry Status of Ownership Information**  Yes
- I acknowledge there to be SEVEN (7) **Mandatory Pages, including the W-9** to be completed and/or submitted for my Bid or Submission to be considered.  Yes
- Submitter certifies it has not been barred from contracting with a unit of State or Local Government because of a violation of Section 33E-3 or 33E-4 of the **Criminal Code of 1961, as amended.**  Yes
  
- Vendor certifies it is aware that all contracts for the Construction of Public Works are subject to the **Illinois Prevailing Wage Act** (820 ILCS 130/1-12) and this Bid or Request  
 Is Subject to,  Is NOT Subject to the Illinois Prevailing Wage Act.  Yes
  
- Vendor acknowledges this Bid or Request  Is Subject to,  Is NOT Subject to the **Employment of Illinois Workers in Public Works Act** (30 ILCS 570/3) and will comply with the requirements set forth in this Act.  Yes
  
- I acknowledge this Bid or Request  Requires,  Does NOT Require a **Bid Bond**  Yes
  
- Under penalties of perjury, I certify that my correct **Federal Taxpayer Identification Number** is: 87-1620202
  
- I am doing business as a (please indicate one):  
 Sole Proprietorship  
 Corporation: State of Incorporation: Ohio  
 Partnership  
 Other \_\_\_\_\_

- State full names, titles and addresses of all responsible principles and/or partners below and/or Authorized Negotiators:

Name and Title: Daniel Chalupsky, Vice President

City, State and Zip Code: Akron, OH 44313

Telephone Number: 330-227-8181 Email: daniel@smarterwaytomail.com

Name and Title: Autumn Burnett, General Manager

City, State and Zip Code: Akron, OH 44313

Telephone Number: 330-227-8181 Email: autumn@smarterwaytomail.com

**MANDATORY PAGE**  
**PROPOSAL PRICING FORM**

We, MaillQ, LLC, propose to provide the requested services according to the requirements of this Request for Proposal. We also certify that this written proposal is valid for 120 days from the day of this proposal and the attached information is received and filed by the County of McHenry.

**COSTS BELOW SHOULD BE BASED UPON THE QUANTITY OF: 230,000**

Printing Costs: \$ \$40,250.00

Sorting List & Mailing Services: \$ \$18,010.0

Delivery to Post office: \$ \$0

Additional services; cutting, folding, etc. \$ 14,950 (OPTIONAL)

**LUMP SUM OF ALL COSTS (excluding postage) TO COMPLETE THIS PROJECT: \$ \$58,260.00**

Delivery Timeline GUARANTEE: JANUARY 4, 2023-FEBRUARY 10, 2023: YES  NO

Please List any exceptions to the RFP Specifications:

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# Request for Taxpayer Identification Number and Certification

Give Form to the requester. Do not send to the IRS.

Go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9) for instructions and the latest information.

Print or type. See Specific Instructions on page 3.

<b>1</b> Name (as shown on your income tax return). Name is required on this line; do not leave this line blank. <span style="font-size: 1.2em; color: blue;">Mail IQ, LLC</span>	
<b>2</b> Business name/disregarded entity name, if different from above <span style="color: blue;">_____</span>	
<b>3</b> Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only <b>one</b> of the following seven boxes. <input checked="" type="checkbox"/> Individual/sole proprietor or <u>single-member LLC</u> <input type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ▶ _____ <b>Note:</b> Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is <b>not</b> disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner. <input type="checkbox"/> Other (see instructions) ▶ _____	<b>4</b> Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any) _____ Exemption from FATCA reporting code (if any) _____ (Applies to accounts maintained outside the U.S.)
<b>5</b> Address (number, street, and apt. or suite no.) See instructions. <span style="font-size: 1.2em; color: blue;">1849 Akron Peninsula Rd</span>	Requester's name and address (optional)
<b>6</b> City, state, and ZIP code <span style="font-size: 1.2em; color: blue;">Akron, OH 44313</span>	
<b>7</b> List account number(s) here (optional)	

## Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

**Note:** If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

<b>Social security number</b>												
<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="border: 1px solid black; width: 25px; height: 25px;"></td> <td style="border: 1px solid black; width: 25px; height: 25px;"></td> <td style="border: 1px solid black; width: 25px; height: 25px;"></td> <td style="border: 1px solid black; width: 25px; height: 25px;"></td> <td style="border: 1px solid black; width: 25px; height: 25px;"></td> <td style="border: 1px solid black; width: 25px; height: 25px;"></td> <td style="border: 1px solid black; width: 25px; height: 25px;"></td> <td style="border: 1px solid black; width: 25px; height: 25px;"></td> <td style="border: 1px solid black; width: 25px; height: 25px;"></td> <td style="border: 1px solid black; width: 25px; height: 25px;"></td> <td style="border: 1px solid black; width: 25px; height: 25px;"></td> <td style="border: 1px solid black; width: 25px; height: 25px;"></td> </tr> </table>												
or												
<b>Employer identification number</b>												
<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="border: 1px solid black; width: 25px; height: 25px; text-align: center;">8</td> <td style="border: 1px solid black; width: 25px; height: 25px; text-align: center;">7</td> <td style="border: 1px solid black; width: 25px; height: 25px;"></td> <td style="border: 1px solid black; width: 25px; height: 25px;"></td> <td style="border: 1px solid black; width: 25px; height: 25px;"></td> <td style="border: 1px solid black; width: 25px; height: 25px;"></td> <td style="border: 1px solid black; width: 25px; height: 25px;"></td> <td style="border: 1px solid black; width: 25px; height: 25px;"></td> <td style="border: 1px solid black; width: 25px; height: 25px;"></td> <td style="border: 1px solid black; width: 25px; height: 25px;"></td> <td style="border: 1px solid black; width: 25px; height: 25px;"></td> <td style="border: 1px solid black; width: 25px; height: 25px;"></td> </tr> </table>	8	7										
8	7											

## Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

**Certification instructions.** You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

<b>Sign Here</b>	Signature of U.S. person ▶	Date ▶ <span style="font-size: 1.2em; color: blue;">1/2/2023</span>
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## General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

**Future developments.** For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9).

## Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.



MaillQ, LLC  
1849 Akron Peninsula Rd  
Akron, OH 44313

autumn@smarterwaytomail.com  
www.smarterwaytomail.com  
p 330.227.8181  
f 330.403.4083

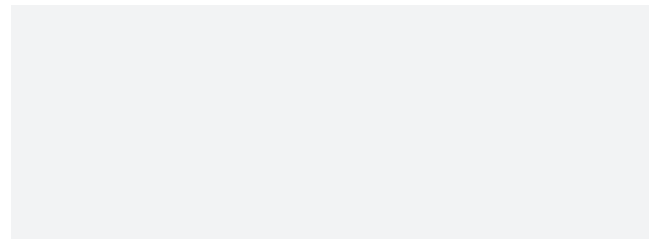


Prepared for:  
**McHenry County**

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Proposal Issued  
**1/2/2023**

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# PROPOSAL

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# TRANSMITTAL LETTER



Member of:



MailIQ, LLC,  
1849 Akron Peninsula Rd  
Akron, OH 44313

**Dear McHenry County,**

I am pleased to submit this proposal for the printing and mailing of permanent vote by mail applications. MailIQ, a **women-owned** business, has a wealth of experience in the printing and mailing world and working with municipalities on a variety of projects. In conjunction with our sister company, ElectionIQ, our team has worked with state and county governments to mail absentee ballots, voter notifications, and vote-by-mail applications since 2014.

We have worked diligently to build a printing process that is as bullet-proof as possible. Our goal is to deliver perfect mail every time. With a well-trained staff, industry-best equipment, and a culture that emphasizes quality and client satisfaction above all you can rest assured your project is in good hands. I am confident that MailIQ is the perfect printer for McHenry County.

We hope that you will find all the necessary information regarding our services and capabilities in this proposal. Should you need additional information or clarification on anything contained in this proposal please let me know

Sincerely,

A handwritten signature in black ink that reads "Bliss Foutty". The signature is written in a cursive style.

**Bliss Foutty**

President  
330.227.8181 direct  
330.403.4083 fax  
bliss@smarterwaytomail.com



## ABOUT US

MailIQ grew out of industry veterans seeing a need for flexible, accountable, and economical mailing service for the municipal world.

Members of our team have been working alongside cities, counties, and states for almost two decades providing print and mail services. Our mission is to provide world-class service to clients, becoming a ***partner not just a vendor.***

We pride ourselves in providing in-depth personal attention to our clients. MailIQ strives to make our client's lives less stressful by providing a steady-handed partner they can lean on.

**From utility bills to election mailing, MailIQ is government's premier choice for print and mail services.**

# CORPORATE PROFILE

## 01 EQUIPMENT AND SYSTEMS

MailIQ uses only the highest quality digital print systems. Currently we have several models of Canon Production Digital Print equipment on-site.

Our inserter equipment is the most secure on the market today - the Quadient 1200 inserter is equipped with more cameras than 90% of the competition, is able to read any barcode, QR code, or OCR text, and is flexible enough to handle any changes on the fly. We chose this unit due to its unparalleled security (demonstrated by the fact that in addition to some of the largest financial institutions using this it is the primary inserter for the Department of Homeland Security) and ability to provide detailed audit reports that we can provide back to the client. This results in us being able to tell which insert went into which envelope at time X. Only once all pieces, along with thickness and weight have been verified by the machine, our system addresses the outer envelope, adds the postage (meter or indicia/permit), and sorts the packets by USPS tray and pallet needs.

## 02 SUPPLY CHAIN

One of the biggest concerns in the printing industry today is that of paper availability. With paper prices up as much as 25% in 2021 alone and many paper houses rationing paper, maintaining proper inventory is paramount. We have worked diligently with our suppliers to ensure availability of millions of pages of stock, spread over multiple sizes and weights. Additionally we have lined up multiple vendors for paper, envelopes, and other needs to ensure we can deliver for our clients.

## 03 Process and Capabilities

In today's world it's hard to rely on people. Supply chains are strained, or flat out broken, leading to missed delivery deadlines, partial shipments, and a lot of frustration. We know emergencies happen too. We're here each and every day waiting to help you solve them. We're here 7 days a week if needed, so you don't have to worry, you just need to pick up the phone and call us.

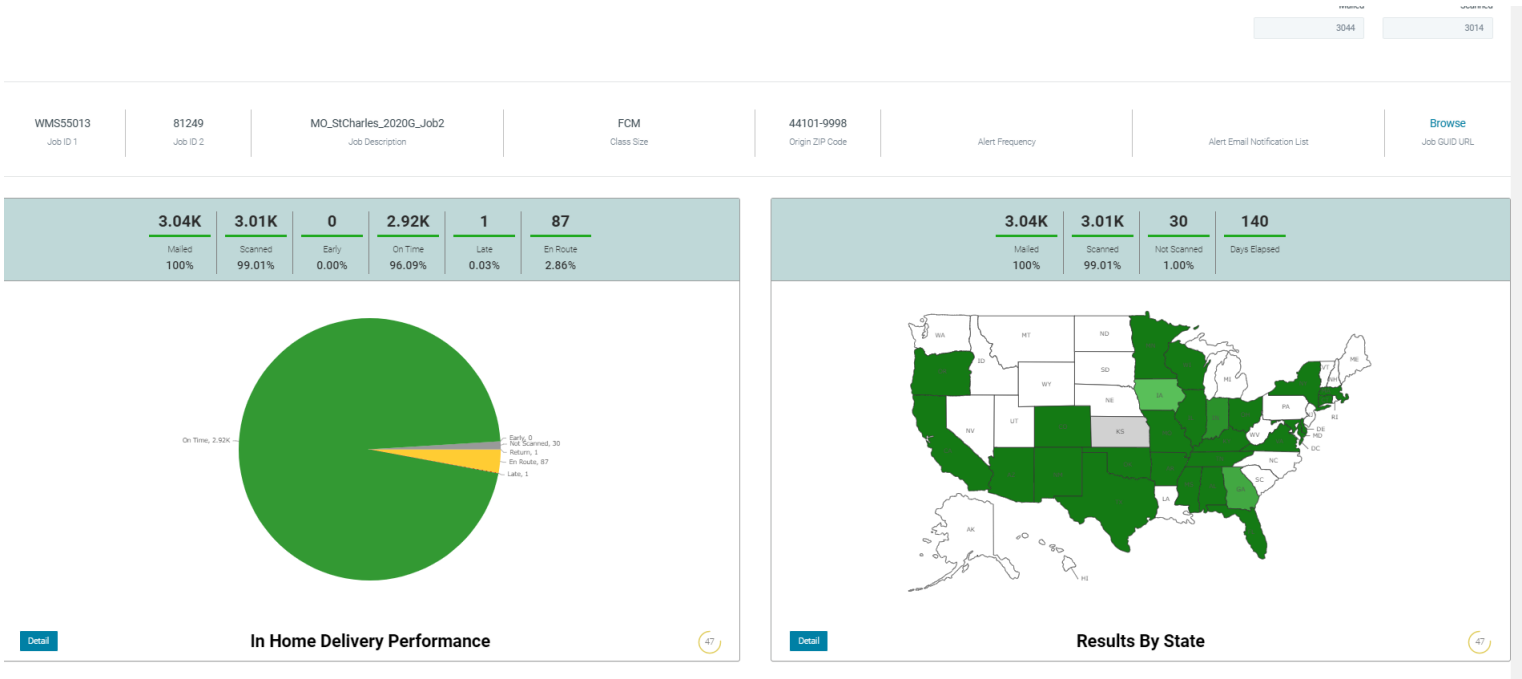
Additionally, we have worked to bring as many processes in house as possible. This helps insulate us from disruptions from supply chain issues and other outside factors. This means in addition to printing, padding, stitching, folding, shrink-wrapping, and inserting we also have the ability to do things like print envelopes (large or short runs) on site. We maintain relationship with private freight expeditors for when we need door-to-door (aka hotshot) delivery service. If need be we also have our own vans and trucks to deliver goods to clients.

While any one of these on its own might not be a lot, they add up to an industry-leading solution designed to withstand the harsh realities of the environment around us and the ever-changing world. From COVID to national security issues to cyber threats to supply chain issues, MailIQ never stops. We're here each and every day.

# CORPORATE PROFILE

## 04 Tracking - Batch Tracking

Batch tracking allows our staff to track each batch sent to the USPS. This level of tracking gives MailIQ the ability to inform clients of overall mailing performance and spotlights potential USPS issues. Being able to provide this extra layer of visibility, we give our clients the ability to understand how their mail is moving through the postal system.



# CORPORATE PROFILE

## Job Reports

Report  
 In Home Delivery Performance

Export  
 Export Options



In Home Delivery Performance

Select	Status	Count	Percent
	Not Scanned	30	1.0%
	Early	0	0%
	On Time	2,923	96.1%
	Late	1	0.0%
	En Route	87	2.9%
	Return	1	0.0%

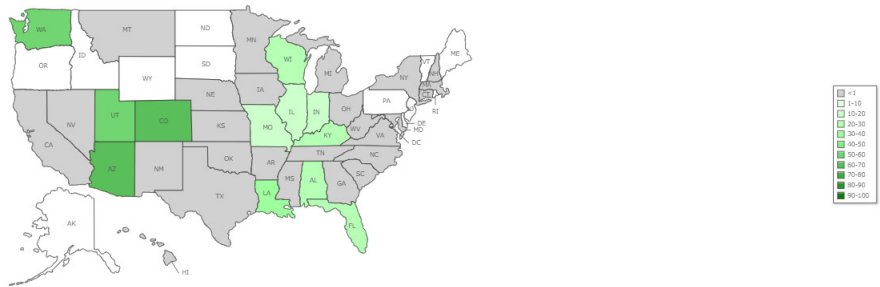
Navigation: 1

Total Rows: 6, Sum: 3,042

## Job Reports

Report  
 Results by State

Export  
 Export Options



Results by State

Select	State	Total Pieces [%]	First Scans [%]	Out for Delivery [%]	Not Scanned [%]
	AL	5 [0.20%]	1 [20.00%]	1 [20.00%]	4 [80.00%]
	AR	6 [0.24%]	0 [0.00%]	0 [0.00%]	6 [100.00%]
	AZ	6 [0.24%]	4 [66.67%]	4 [66.67%]	2 [33.33%]
	CA	5 [0.20%]	0 [0.00%]	0 [0.00%]	5 [100.00%]
	CO	5 [0.20%]	3 [60.00%]	3 [60.00%]	2 [40.00%]
	CT	3 [0.12%]	0 [0.00%]	0 [0.00%]	3 [100.00%]
	FL	12 [0.48%]	3 [25.00%]	3 [25.00%]	9 [75.00%]
	GA	3 [0.12%]	0 [0.00%]	0 [0.00%]	3 [100.00%]
	HI	3 [0.12%]	0 [0.00%]	0 [0.00%]	3 [100.00%]
	IA	1 [0.04%]	0 [0.00%]	0 [0.00%]	1 [100.00%]
	IL	16 [0.64%]	2 [12.50%]	2 [12.50%]	14 [87.50%]
	IN	12 [0.48%]	2 [16.67%]	2 [16.67%]	10 [83.33%]
	KS	8 [0.32%]	0 [0.00%]	0 [0.00%]	8 [100.00%]
	KY	5 [0.20%]	1 [20.00%]	1 [20.00%]	4 [80.00%]

# CORPORATE PROFILE

## 05 Assembly of Mail Packets

MailIQ uses the highest security inserters on the market. These same units are the same ones chosen by the Department of Homeland Security, multiple state governments, and some of the nation's largest financial institutions (Fidelity, Capital One, etc). In addition to having the ability to insert more camera-matched inserts than most of the competition, and know where every piece is at any moment. Our system allows us to produce reports for our clients for each daily batch telling which piece went into what envelope and with what inserts. This allows our clients to have real-world information when asked by stakeholders about the status of printing and mailing. Our insertion system is completely automated, removing the need for humans to configure each job (like many inserters on the market) each time. This automation not only cuts job changeover time by a factor of 3, but also ensures the exact same settings and adjustments are used each and every time.

## 06 On-Site Visitation

To ensure our clients have 100% confidence in our processes and production. We allow our clients to visit on-site to witness our equipment in operation, and even their specific jobs running.

## 07 Security

Protecting our client's data is imperative to what we do. We employ layered firewalls, segregated networks (meaning email, website, internal computer, client data are all on different networks and drives to ensure any potential threat is contained, and active threat analysis to ensure our systems are always secure. In addition, we are also a member of EI-ISAC and the CISA Sector Coordinating Council which provides us the latest in IP address threats, foreign actor activities, and provides access to resources such as DHS consultants and project managers to assist if we should be in need. Additionally, we have a department of DHS (CISA) routinely attempt phishing campaigns on our employee's email and attack our network. To date, they have not found a single vulnerability.

# CORPORATE PROFILE

## 08 Mailing

From design, to production, to mailing we have experts on hand to work with clients to design USPS-approved mail pieces. It begins with having a USPS-certified Mail-Design Professional on staff. Following that, we send each piece directly to the USPS for approval to ensure there are no unforeseen issues. Lastly we have mail processing experts on staff to pre-sort, optimize postage, flag issues, and deliver your mail to the USPS location of your choice.

Additionally, we have worked to build a close relationship with the USPS in Northern Ohio. We have close ties and dedicated contacts that give us unprecedented access to USPS management and technical staff. This enables us to reap certain benefits such as after-hours access to USPS for emergency mail drops, clearing of red tape by contacting upper management, and priority handling at USPS location.

Also, for all election mail, we have a dedicated USPS liaison at our disposal to assist in assuring Election Mail is delivered on time and without error. And should issues arise, our liaison has the ability to work with counterparts nationwide to solve an issue.

## 09 Disaster Recovery

Sometimes Mother Nature interferes with our daily life. In those moments, we understand, your needs don't disappear. We maintain relationships with partner printers across the nation in states such as Missouri, Indiana, Ohio, Pennsylvania, and Utah. In the event of our systems going down we can quickly transfer our work to any one of these partners based on production levels, and whether or not they have been impacted by the events at large.

In the near future, we are working to add full power redundancy capabilities into our facility which will allow us to have power even in the event of outages. Additionally we have facilities on site for staff to sleep, shower, and live so that our site is never down. Lastly, all data is backed up hourly to ensure any hardware or software failures can be remedied in a matter of an hour or so should the need arise.

# CORPORATE PROFILE

## 10 Auditing

In addition to providing our clients with IMB data from mailings, as well as reports from the project management software detailing the time, date, and personnel who complete each task, we are able to present audit reports from our advanced insertion system. These reports detail when each piece was inserted, and if there were any errors detected. This allows clients to see that envelope 1 successfully was matched to bill/statement 1, and that address 1 was printed on the outer envelope of said packet. This enables our clients to have a superior level of audit capability and provides industry-leading transparency. **Screenshots provided for clarity.**

### Job Summary (Status)

Job Id: 00000004Z  
 Date(s) Running: 2022-01-31 12:45:12 to 2022-01-31 17:41:15  
 Report Created: 2022-02-01 11:36:27










Unresolved		Unread		0	0	Unresolved	
		In Process		0			
		Failed		0			
		Oversized		0			
		Voided		0			
Diverted		Commanded		0	0	Diverted	
		Late		0			
Enveloped		Hand Mailed	(Unread)	117	125	4522	Enveloped
			(Failed)	8			
			(Oversized)	0			
			(Voided)	0			
		Inserted	Bin 1	0	4397		
			Bin 2	0			
			Bin 3	0			
			Bin 4	0			
			Stack	4397			
			4522	Total			

Figure 1



# RFP-SPECIFIC RESPONSES

## 01 PAST PROJECTS

Our team has a depth of experience with both election and non-election related projects. From regularly-scheduled mailing projects such as water bills (95,000 monthly) to one-time projects like mailings for law firms (105k pieces-see reference sheet) our team handles large jobs easily. Since 2014 our team (along with our partner company ElectionIQ) have been processing and mailing absentee ballots and other voter communications. In 2020 during the Presidential Election seasons the team mailed out of 6 million pieces of paper to voters across the nation.

Additionally, we have worked with clients as far away as Utah to coordinate drop shipping to out-of-state post office locations, international mail, first class mail, and non-profit election mail. Our ballot mailings regularly eclipse any other in terms of complexity. Most require matching (using 2D barcodes and cameras) a minimum of 3 envelopes, a ballot (between 11 and 19 inches long and between 1 and 3 pages), instructions, instruction letters, and occasionally precinct-specific notices (such as withdrawal notices).

This complexity is part of what led us to choose our current insertion system and it can handle all these requirements and adjust to changes on the fly.

## 02 APPROACH TO THIS PROJECT

This project is like many we have done regarding voter-notices. To ensure security of the returned piece we would recommend including a #9 return envelope. The form could be created as a self mailer, however, even when folded over on itself, data could be viewed from the sides if manipulated correctly. Additionally, if the voter does not properly seal the self-mailer, there is potential for USPS equipment to damage the form, resulting in the loss of the form and potential disenfranchisement of that voter.

With this in mind, we propose to print the letter and form as a single piece of paper, printed double-sided. However, rather than use a standard 11" piece of paper we would use a 14" piece. The bottom 3" of which would be a perforated tear-off. This tear-off (or stub) would have the voter's polling place and important dates section from the letter for them to retain as a reminder. On the reverse side we would suggest utilizing a service previously used by the county, BallotTrax. This service would be used in the following fashion (if adopted as it is an optional service). The back side of the stub would instruct the voter to include a mobile number and/or email on the application form. Once received at the county office, they would receive an email or text (or both) confirming the county's receipt for their permanent vote-by-mail application.

By utilizing this 14" paper with 3" stub approach, the County provides a value add service to its voters by providing them with both a reminder of their important election information, a confirmation of receipt of application, and a valuable tracking service for their party/primary ballot. Additionally, by using BallotTrax to send the voter a confirmation message, call volume would be reduced to office by proactively communicating with voters without additional effort by the staff.

To recap, we propose a single 14" piece of paper (with 3" stub), printed double-sided. This would be inserted into a #10 envelope along with a #9 return security tinted envelope (either postage paid by county or voter, per county preference).

# RFP-SPECIFIC RESPONSES

## 03 COST SAVINGS

Costs can be reduced a number of ways in this mailing.

### 1) Mail using non-profit rates (if allowed by state election law)

- counties may (for voter registration activities - which this qualifies as) mail at non-profit rates. Per USPS, any mail piece carrying the Official Election Mail logo (which this would), shall be treated as First Class Mail regardless of rate paid. Currently the presorted First Class rate for this project would be approximately \$0.453. Non-profit rates for this mailing would be in the vicinity of \$0.18-0.22 per piece. **(NOTE: Applying for, and receiving non-profit status with USPS can take up to 3-4 weeks.)**

### 2) Presort using Carrier-route level sorting

- due to time constraints, receiving non-profit certification might not be feasible. If that is the case, we would suggest the potential (if allowed by state election law) to mail using Marketing Mail rates. For this project these rates would be approximately \$0.30 - 0.34 per piece. On top of this we would sort by carrier route (this saves the local USPS locations from having to do it for the carrier). This allows us to save you up to an additional \$0.09 per piece. (Please note that carrier route sorting is only available to carrier routes with at least 200 addresses present in the list.)



**MailIQ, LLC**

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hereby grants

# National Women's Business Enterprise Certification

to

ElectionIQ, LLC

who has successfully met WBENC's standards as a Women's Business Enterprise (WBE).  
This certification affirms the business is woman-owned, operated and controlled and is valid through the date herein.

WBENC National WBE Certification was processed and validated by Women's Business Enterprise Council Ohio River Valley, a WBENC Regional Partner Organization.

Certification Granted: August 5, 2021  
Expiration Date: August 31, 2022  
WBENC National Certification Number: WBE2102016

Authorized by Sheila Mixon, Executive Director  
Women's Business Enterprise Council Ohio River  
Valley



NAICS: 423850  
UNSPSC: 43211723