



CORPORATE OFFICE

11 Columbia Circle Drive West • Albany, NY 12203

www.nysid.org | (518) 463-9706 | 800-221-5994

January 16, 2025

Mr. Dan DeBerardinis, Assistant Director
NYS Office of General Services - Procurement Services
38th Floor - Corning Tower
Empire State Plaza
Albany, New York 12242

RE: Mail Fulfillment
Service Definition Revision

Dear Mr. DeBerardinis,

Due to changes in technology and customer needs, the New York State Industries for the Disabled (NYSID) believes it is reasonable to have electronic mail, text messages, and other electronic communications included in the definition of Mail Fulfillment services.

As Such, NYSID is hereby pursuing approval to amend the definition of Mail Fulfillment Services for which NYSID provides the following information:

1. **Proposed Amended Definition.** The only change being sought to the current definition is to add the passage that is highlighted in yellow, below. Everything else within the current definition will remain unchanged. The revised definition would read as follows:

Definition of Mail Fulfillment Services

Mail Fulfillment Services is work that occurs at the not-for-profit Preferred Source site and includes the production of documents received from a customer in either paper or electronic format which may require variable data (text only) and one or more of the below identified tasks:

- Folding, inserting, addressing, tabbing, gluing, sorting, tying and bagging or trayng documents, weighing and spraying and metering mail;

- Delivering mail to post office, courier, or customer;
- Picking-up, time stamping, opening, reading, pre-sorting, sorting, routing and delivering inbound and outbound postal and interoffice mail;
- Handling and processing all mail, any category or class, and performing inter- facility mail runs;
- Keeping necessary records and completed forms, such as return receipts on certified mailings; and
- Post-mailing services, including, but not limited to, scanning and securely shredding returned undeliverable mail, data scrubbing, receiving corrected addresses, processing through National Change of Address (NCOA), creating a new mail merge, recreating PDF files, reprocessing mailings within 10 days, and updating mailing lists.
- Sending electronic mail, text messages, and other electronic communications directly tied to mailing and document production tasks being performed.

Documents can be produced only in conjunction with one or more of the above identified tasks. The documents produced by the Preferred Source via digital printing must meet the following requirements:

- Everything printed by the Preferred Source **MUST** be mailed to an identified recipient;
- Documents printed shall not be larger than 11" x 17";
- No coated paper;
- Variable content limited to text only (no images or graphic designs);
- No static digital printing of the documents on the List of Excluded Documents (non-variable data);
- Documents printed shall only be bound by a single stapled corner;
- Documents may be produced in black & white or color, as required by the customer;
- Color can be used for logo and enhancing type but not for four-color images;
- Documents may be produced only by a Preferred Source and **not** by a corporate partner;
- The types of documents that **may be printed** as part of a Mail Fulfillment Services contract are limited to: letters, notices, statements, invoices/bills, postcards, flyers, brochures, announcements, certificates, order forms, newsletters, and similar documents that are personally addressed to the recipient and not being printed in bulk for stock purposes or to be shipped to the customer in bulk;
- Documents printed **may not be** on the List of Excluded Documents set out below; and
- If the documents to be printed by the Preferred Source **do not meet** the above requirements, then the contract **may not be awarded** as a preferred source contract.

List of Excluded Documents

Ad Slicks	Non-personalized
Badges	Brochures Non-
Binder	personalized
Covers	Certificates Non-
Binder	personalized Flyers
Inserts	Non-personalized
Booklets	Newsletters Non-
Bookmarks	personalized Order
Bound Annual	forms Non-personalized
Reports Business	Pamphlets Non-
Cards Calendars	personalized Postcards
Catalogs	Note Cards
Carbonless	Note Pads
Forms Checks	Perfect Bound
Comb Bound Books or	Books
Manuals Dimensional	Periodicals
Products Document Covers	Placemats
Donor	Plastic Spiral Bound
Cards/Inserts	Books Posters
Election	Presentation
Ballots Food	Folders Rack Cards
Menus Greeting	Saddle-Stitched
Cards Hang Tags	Books Sell Sheets
Labels (except address	Staggered
labels) Magnets	Inserts
Maps	Stationery
Non-personalized	Envelopes
Announcements Non-	Stationery
personalized Applications	Letterhead
	Stationery
	Packages
	Stickers
	Wire-o-bound Books or Manuals

Every Door Direct Mail (EDDM) items and sizes approved and any changes made to

EDDM sizes and approved items

NOTES:

The definition of Mail Fulfillment Services allows Preferred Members to temporarily move Mail Fulfillment production to another site to satisfy a Purchasing Agency's need for continuity of Mail Fulfillment Services in the event of a disaster to meet a Purchasing Agency's form, function, and utility as defined in its scope of work. When required by the Purchasing Agency, members may shift production on a non-permanent basis to another site to ensure functionality of the disaster recovery site. All work at the disaster recovery site must meet required disabled labor ratios. In addition, the Preferred Member may not enter into an agreement with a for-profit entity functioning as a corporate partner or subcontractor to establish or operate a disaster recovery site, although equipment and the disaster recovery site may be leased or rented from a for-profit entity.

2. Market Information:

This change is being pursued as NYSID is working with the NYC Department of Finance (DOF) on a new contract involving mailing services related to parking violation notices. The bulk of the contract involves services that fit the current definition of mail fulfillment services, however, there is one aspect of the customer's scope that involves sending out follow-up notices to the mail recipients via electronic mail or text messages. This contract value is estimated at approximately \$2.6 million annually, but the electronic mail portion of the service cost is anticipated to be less than a quarter percent of that cost, or about \$7,500 annually. While this DOF opportunity provided the impetus for the definitional amendment, we anticipate this type of electronic communication being a requirement on future contracts of this nature.

3. Client Employment:

The aforementioned contract will lead to the employment of 10 staff resources. Of those, 7 will be full time and 3 part time. 6 of the full-time staff and 2 of the part time staff will be performing the bulk of the mail fulfillment services such as production, folding inserting, metering. The electronic services leading to this request for a definition revision are anticipated to incur a minor portion of one of the full-time staff member's time.

4. Preferred Source:

The New York State Industries for the Disabled will be the preferred source entity on this contract. Our Member Agencies, Fedcap Rehabilitation Services, Inc. and The Center for Disability Services are two of our approved service providers amply qualified to provide mail-fulfillment services through NYSID. There will be no corporate partner involvement on this contract or for future mail-fulfillment opportunities.

5. Value Added:

Mail fulfillment services is ideal for providing jobs to people with a diversity of functional abilities. The addition of the NYC DOF contract alone will provide jobs for 10 individuals (7 full time and 3 part time).

6. Direct Labor Workforce:

The direct labor on this initial contract will consist of 6 full time staff resources and 2 part time staff resource. Of those, 4 of the full-time staff are disabled, constituting 56.9356% of the FTE direct labor staff.

7. Cost Benefit Analysis:

The core objective for implementing this definition change is so that NYSID can enter into a contract with NYC DOF with an initial annual value of \$2.6 million and on future mail-fulfillment opportunities requiring electronic communications.

8. Cost/Price Data:

NYSID has already submitted a Preferred Source Application for this contract to the New York State Office of General Services. That application included a quote provided by a private vendor. In comparison with that quote, NYSID's price, inclusive of the relatively small percentage of the cost attributable to the electronic mail component of the scope, was within 15% of market. As is the case on all contracts with an anticipated dollar value of \$100K or more, a formal application will be submitted to OGS inclusive of information demonstrating our proposed pricing to be within 15% of prevailing market rates.

9. Current Suppliers:

NYSID reviewed all active contracts listed on Open Book New York that included mail services in the description. There were 11 such active contracts, but none list electronic mailing in their description.

Please let us know if any additional information is required in order to proceed with this request to revise the definition of mail fulfillment services.

Thank you.

Sincerely,

A handwritten signature in black ink, appearing to read 'Maureen O'Brien', with a long horizontal flourish extending to the right.

Maureen O'Brien
President & CEO

cc: Elizabeth Lusskin
Gerardo Rodriguez
Earl Thomason
Sarah DeVoe