



To: Trustee Greg Gron, Chairperson
Finance Committee

From: Timothy Sexton, Director of Finance

Date: December 10, 2011

Subject: **Vehicle Sticker Printing, Mailing, and Processing**

Since 2007, the Village has used Third Millennium Associates (TMA) for vehicle sticker printing, mailing, and processing. Our contract ended with TMA in 2010 and we renewed for one additional year. Over the past two years we have experienced problems with the service that TMA provided to the Village. Last year the Finance Committee discussed possible improvements to the vehicle sticker process in order to increase customer satisfaction.

The Finance staff analyzed several options such as eliminating stickers, adding a fee to water bills, bringing the processing back in house, and consulting with other companies to see if they could provide the equivalent or enhanced services. The only viable solution at this time is to select another company.

Credentials Solutions, located in Northfield, IL, is a technology intensive service company that provides comprehensive business process solutions to more than 100 higher education institutions and municipalities across the United States. Founded in 1997, Credentials Solutions established itself as an innovator in student records management with the introduction of a patented online degree and enrollment verification service. Credentials Solutions has introduced a suite of services that fully automate the ordering, processing and rendering of complex transactions involving municipal vehicle registrations, academic transcripts, diplomas, meeting registrations, and campus parking permits. In 2009, the Village of Lake Forest contracted with Credentials Solutions to develop their municipal vehicle sticker program. The Village of Lake Forest's staff has expressed complete satisfaction with their services.

Credentials Solutions is the only other company that currently provides the same services as TMA. Last year we paid Third Millennium approximately \$51K for their services. Our cost analysis of Credentials Solutions proposal is approximately \$51K. There are no upfront costs for implementation or ongoing maintenance fees. Their pricing is based on the number of orders they process.

In addition, we expect to reduce future mailing expenses. Credentials Solutions will provide marketing material to the Village to help encourage the residents to use the online services. Residents will have the ability to opt in for annual email notifications as soon as they have logged into their profile using the User ID and Pin number provided in the first mailing. Also, prior to sending mailers, they will compare the final resident address list with the National Change of Address database to reduce unneeded and returned mail.

Finally, the Village's Finance staff expects to create efficiencies that assist in managing costs while increasing convenience to residents. Credentials Solutions provides 3 convenient ordering options: online, mail, or residents can purchase their sticker at the Village. Printing and mailing of stickers is completed within 1 business day. Residents will have real-time access to all information and customer service operators available from 7am to 7pm CST. Our ultimate goal is to reduce or eliminate long lines during registration and reduce labor costs associated with the data entry and dispensing of vehicle stickers.

I am requesting at this time that the Finance Committee concur in our recommendation to award a contract to Credentials Solutions, to provide vehicle sticker printing, mailing, and processing for the next three years, with an option for three additional years at the Village's request. Upon committee approval, this recommendation will be presented to the Village Board for their consideration and approval at the meeting on October 6, 2011.

- c. David A. Hulseberg, Village Manager
Jamie Cunningham, Assistant Finance Director
Sharon Myers, Customer Service Supervisor