



RMV Registration and Renewal Notice Program

Board of Directors
October 19, 2022



Background - RMV Registration and Renewal Notice Program

Around June 1, 2022, the RMV was informed by its vendor, Globe Direct, LLC, that it was winding down its operation and would be going out of business. In response, on June 16, 2022, the RMV released a RFR (BD-23-1030-CPO1-CPO1-76389) for a vendor to design, print, produce, and mail various forms related to:

- registration renewals and reminders,
- Certificate of Registrations,
- duplicate registrations,
- registration cancellation receipts,
- lost plate permits,
- license renewal reminders

The RMV entered a 3-month contract extension with Globe Direct while the RMV selected /onboarded a new vendor to ensure continuity in operations.



Procurement Summary - RMV Registration and Renewal Notice Program

- 4 vendors responded to bid by deadline of 7/15/22. Vendors were: R.R. Donnelly, JLS Mailing Services, Kirkwood Direct, LLC, and DS Graphics, Inc.
- The appointed team evaluated the 4 proposals through a pre-established evaluation criterion: Overall Solution Approach, References, Supplier Diversity Plan, Quality of Overall Response, and Cost/Proposed Fee structure.
- Based on the initial responses received, the team asked all the vendors questions related to the total annual cost of the proposals, onboarding process, reconciliation process, and any additional programming or IT costs that were outside/not included as part of their original bid.
- The team reviewed the responses and requested a best and final offer (BAFO) from each vendor - only 2 vendors, Kirkwood Direct, LLC and DS Graphics submitted BAFOS.
- The team evaluated the responses and scored accordingly. Based on the bidders' proposals, the team's scoring resulted average score of 96.6 points out of the maximum available points of 100 in favor of Kirkwood.

Recommendation for RMV Registration and Renewal Notice Program

To authorize the Secretary of Transportation, or his designee, to execute MassDOT Contract BD-23-1030-CPO1-CPO1-76389: RMV Registration and Renewal Notice Program, with Kirkwood Direct, LLC, for an amount not to exceed **\$20,500,000.00*** for a term of 5 years, in a form approved by the General Counsel, and to execute any necessary or ancillary documents in the name and on behalf of the Massachusetts Department of Transportation to effectuate this Agreement.

*The contract was approved for \$19,224,083.80. However, the final contract price will not exceed \$20,500,000.00. The discrepancy is due to the potential variability in advertising revenue, which offsets revenues due from RMV, throughout the five-year contract term. Kirkwood has indicated that it has secured contracts for advertising revenue through the end of 2022, additional advertising has been secured to begin in 2023, and Kirkwood continues to pursue long term advertising agreements. However, actual amounts may vary over time. Therefore, assumed revenue from advertising included in mailings to customers has been reduced, thereby, reducing the offset to Kirkwood's costs. Approval of this action item will authorize the Secretary to execute the contract for the corrected amount.

