



THE MASTER'S TOUCH, LLC

Contract For:

Pacific County Assessor

Overview

The Master's Touch, LLC (also referred to as TMT) will provide complete services to print and mail and NOV notices for the Pacific County Assessor. Included in this proposal will be the preprinting of the postcard or statement stock and carrier envelope. Upon receipt of your production file, we will CASS certify the addresses in the data file and use PAVE presort software to presort and print barcode addresses and variable data to the preprinted statement stock. We will letter-fold and insert your printed statements, combining as many statements as are addressed to an identical name and address into one envelope, seal, tray and deliver to the US Postal Service bulk mail facility with all necessary documentation using The Master's Touch, LLC permit. All of the described services will be completed by TMT and our staff. There will be no subcontracting of any portion of the work performed.

1405 N ASH STREET SPOKANE, WA 99201-2805
TELEPHONE (509) 326-7475 OR 1-800-301-1347 FAX (509) 326-7214



Scope of Work

1. Statement, Envelope, and Insert Design and Development

The Master's Touch, LLC will work with the Pacific County Assessor staff to develop acceptable statement, envelope and insert formats that meet customer requirements. Particular attention will be paid to designs that permit efficient processing through our mail service equipment while meeting customer requirements for producing a clearly readable and easy to understand notice. The Master's Touch, LLC will also coordinate with USPS officials to insure that envelope and addressing characteristics meet USPS rules for receiving automation rate postage.

2. Statement Mail Service

The Master's Touch, LLC will provide all preprinted notice forms and envelopes required for the mailing. Pacific County Assessor shall provide design specifications for each printed piece, but will be advised when/if a design specification will violate USPS rules for the automation category, giving Pacific County the opportunity to revise should they choose. An important part of our service is acting as a consultant to warn and advise in order to achieve the most efficient and cost effective printing and mailing solutions.

NCOA verification will be performed prior to mailing production statements. Since the information needs to be reported back to the Pacific County Assessor and updated addresses need to be entered into the assessor's computer system prior to release of the actual production file to TMT, it is highly recommended that a delimited text file be sent to TMT at least 4 weeks prior to generation of the production file. NCOA will be completed within 3 – 4 days of receipt of that file. Updated addresses identified during the NCOA process will be returned to the Pacific County Assessor in an electronic delimited text file.

The Master's Touch, LLC will process all address data through CASS and PAVE certified software, not only insuring accurate delivery addresses but also insuring the addresses are PAVE presorted to insure an accurate and most efficient presort, allowing us to take the maximum postage discounts available for your mailing. The reports generated from this process are used to present your mail to the USPS. A complete copy of these reports will be provided to the Pacific County Assessor upon completion of the mailing project.

The Master's Touch, LLC will laser print all statements with Pacific County Assessor's variable data on a postcard if mailing a single NOV notice or on 8 ½ x 11 if multiple NOV's are mailing to an identical name and address. Upon receipt of the production file, TMT will CASS certify the addresses in order to validate them and to standardize their format insuring that all identical addresses will look the same. When the name and address between two or more statements are identical, TMT will print these on one or more letter size sheets. Those letter size sheets will then be folded and inserted into a single #10 window envelope. If the thickness of the envelope will exceed the ¼" that the USPS declares must mail as a "flat", TMT will use a 9 x 12 catalog envelope.



CASS certification and how statements are combined

- If the name is the same between two records, but the addresses are different, we will not insert them in the same envelope.
- If the address is identical between two records, but the name is different, we will not insert them into the same envelope.
- Example: two different statements –
 1. 221 West Main ave, Mt Vernon, WA
 2. 221 Main St West, Mt Vernon, WA

These statements would not be inserted into the same envelope under the rules we use. However, after CASS certification, these would be standardized so that they **both** read as 221 W Main St., Mt Vernon, WA. Provided the name is identical on both records, these two parcels will now be mailed in one envelope.

3. Set up and Testing

An ASCII file format along with a data definition layout and a statement sample marked with where each field prints should be sent to TMT at least 4 - 8 weeks prior to actual production. A list of sample parcel numbers should also be designated for testing. These records should represent records that have the maximums and minimums of field sizes, i.e. the largest assessed value, the smallest assessed value, one with the largest parcel description, etc. These parcels should be included in the test data and should also be the same ones used in production testing after receipt of final production file. Proofs of these parcels will be emailed to the Pacific County Assessor with print production beginning only after these proofs have been approved.

4. Statement Production, Review and Final Approval

Assuming prior testing has been completed and proofs have been approved and assuming no data formatting has changed from the initial test file, TMT will process and provide PDF proofs within 24- 48 hours after receipt of your final production file. (If there have been data format changes, additional time may be required to accommodate necessary programming changes). These PDF images will be emailed to the Pacific County Assessor for review and approval. This PDF file of images should contain the sample parcels previously reviewed from the test data and may contain as many as the entire file of images, depending on the preference and requirements of The Pacific County Assessor. It is important that these proofs be carefully reviewed since TMT will not be held responsible for data errors once production has begun.

Once this final set of proofs is approved by the Pacific County Assessor, a hard copy set of proofs can also be sent for final visual inspection should you require. When these are approved, a signed approval copy should be faxed to TMT at 509-326-7214.

After receiving final production proof approval, TMT will print and mail no later than 10 workdays from approval date. An earlier mail date is also possible, but must be agreed upon between both parties prior to commencing production.



5. Disaster Recovery

A minor disaster would be handled through the redundancy of our equipment. In the event of a major disaster, (i.e. fire, earthquake, flood, etc.), TMT has a reciprocal agreement with Ennis/Block Graphics in Portland. TMT employees have permission to utilize backup TMT equipment stored and powered at Ennis/Block Graphics to complete your mailing. Additional processing time may be needed, but should be no longer than 7 – 10 days from date of occurrence.

6. Quality of Work

The Master's Touch, LLC guarantees a quality product for the Pacific County Assessor and will conduct routine spot checks during laser printing, sorting and mail processing to insure all print is clear and provides a quality notice for taxpayer satisfaction. After all printing and processing is complete, a final hand check will be made on all pieces to insure a quality product is being mailed. Any pieces failing to meet this quality standard will be reprinted at the expense of The Master's Touch, LLC.

7. Postage

Postage will be paid to the USPS through The Master's Touch, LLC presorted first class permit. At least two weeks prior to mailing, an invoice for estimated postage will be mailed to the Pacific County Assessor. Estimate will be based upon a reasonable estimate of the number of pieces in the mailing multiplied by the postage rate for a 5 digit presorted piece. A check for amount should be sent to TMT for deposit with the USPS prior to the actual mail date. Any postage deficiency will be billed to the Pacific County Assessor while excess postage, if any, will be credited toward the printed stock and mail services.

8. Reporting

Reports for the mailing will be generated and sent to the Pacific County Assessor along with invoicing for stock and mail services upon completion of the mailing. Reports will include:

- Group Report – A report identifying the total number of statements mailed and how they were grouped. Grouping includes how many envelopes mailed with one statement, two statements, three, four, etc.
- 3602 Reports – One for each bulk mailing. These reports declare the exact amount of postage the USPS required for the bulk mailings.
- A listing of the foreign and unqualified pieces with identification of how much postage was required for each of those categories.
- Any statements that have totally inadequate addresses are segregated and returned to Pacific County Assessor as undeliverable without a better address. This avoids wasting postage and provides the Pacific County Assessor with the opportunity to apply a valid delivery address.



9. Project Investment

Annual NOV Mailing

Assessment Notices – Approximately 26,000 Parcels

I. Preprinted forms

1. #10 special window printed one color on 24# White wove

Quantity Estimate 3,000 – 6.5 cents each

2. 8 ½ x 11 NOV form printed one color two sides on 24# white (for multiple parcels)

Quantity Estimate 3,000 – 5.5 cents each

3. 4 1/8 x 5 ½ NOV postcard printed one color two sides on 110# index

Quantity Estimate 20,000 – 3 cents each

II. Statement printing and Mail processing

Description: CASS Certify, NCOA, and presort customer NOV data. Laser print variable assessment data to one side of:

1. 4 1/8 x 5 ½ postcard – Approximate 20,000 parcels – **7.5 cents per parcel**
2. 8 ½”x 11” - Letter-fold statement and insert into #10 window – Approximate 6,000 parcels – **9.2 cents per parcel**

Presort and Mail first class at barcoded automation rates. Seal, meter, tray and sleeve.

- Current automation postage for letters ranges from 34 cents to 39 cents each.
- Current automation rates for postcards ranges from 20.8 to 23.5 cents each
- One time programming setup fee of \$500.

The Master's Touch, LLC

Accepted : _____
Pacific County Assessor

Date: _____ Date: _____