



Agenda Report

May 7, 2018

TO: Honorable Mayor and City Council

FROM: Department of Libraries and Information Services

SUBJECT: AUTHORIZATION TO ENTER INTO CONTRACTS WITH BRODART CO. FOR AN AMOUNT NOT TO EXCEED \$4,335,000 AND BAKER & TAYLOR, LLC FOR AN AMOUNT NOT TO EXCEED \$1,109,995 OVER FIVE YEARS TO PROVIDE BOOK AND AUDIOVISUAL MATERIALS AND SERVICES

RECOMMENDATION:

It is recommended that the City Council:

1. Find that the proposed action is exempt from the California Environmental Quality Act ("CEQA") pursuant to State CEQA Guidelines Section 15061 (b) (3); and
2. Authorize the City Manager to enter into contracts pursuant to the results of a competitive selection process as set forth in Section 4.08.047, as follows for library materials and services:
 - a) Brodart Co. for an amount not to exceed \$2,601,000 for the provision of books and cataloging/processing services over a three-year period with the option for two additional one-year terms in the annual amount of \$867,000, subject to the approval of the City Manager, for a maximum total contract amount of \$4,335,000.
 - b) Baker & Taylor, LLC for an amount not to exceed \$665,997 for the provision of books and audiovisual materials and cataloging/processing services over a three-year period with the option for two additional one-year terms in the annual amount of \$221,999, subject to the approval of the City Manager, for a maximum total contract amount of \$1,109,995.

BACKGROUND:

The City of Pasadena Public Library ("Library") enhances and enriches the lives of local residents and visitors by providing library and information services and collections. This includes developing and circulating books and library materials across nine neighborhood branch sites and the Central Library. Fiscal Year 2017 realized a

circulation total of 1,079,081 library material items. The Library serves a population of 142,059 and over 1,030,000 library visitors annually.

The Library requires book material vendors and audiovisual material vendors that can provide customized ordering and processing services, timely and high-level customer service and delivery, and a wide-ranging inventory of new, best-selling, and retrospective books and audiovisual items. Priority in requirements for book materials vendors include the availability of newly published books from all major publishers delivered at or near first publication date. Priority in requirements for audiovisual materials vendors include the availability of newly published DVDs, audiobooks on CDs, music CDs, and other audiovisual formats from all major publishers delivered at or near first publication date.

For all library materials vendors, priority in requirements also include the ability to utilize best electronic order/invoice processes and data exchanges between vendor and the Library's automated catalog; and the ability for the vendor to provide efficient and high quality cataloging and processing services so that books might be delivered as "shelf-ready" to Library sites.

COMPETITIVE SELECTION PROCESS:

The Library conducted a competitive selection process, as specified by Section 4.08.047 of the Pasadena Municipal Code and issued a Request for Proposals ("RFP") designed to identify the book and audiovisual library materials vendors that would best meet the needs of the community. Competitive bidding is not required pursuant to City Charter, Section 1002 (F), professional or unique services.

A Request for Proposal for the provision of library materials with services was issued in October, 2017. An evaluation team of city staff evaluated the nineteen proposals received. The criteria used included demonstrated ability to provide the types of materials and services requested; technological capability to integrate with the Library's automated systems and processes; expertise providing required service; and cost consideration including discounts extended and additional charges. A summary table of the proposal evaluation scores is included in Attachment A.

Not all vendors provided a response to all parts of the RFP which included twelve Library Materials Categories, nor were they required to. Vendors proposing in the book categories such as adult hardcover, youth hardcover, adult trade paperback, youth trade paperback, large type, and small press book categories were evaluated as a group. Proposals for providing adult and youth audiovisual materials such as DVDs, audiobooks on CDs, music CDs, and other audiovisual formats were evaluated as a group. Each proposal was reviewed and scored by City Staff in accordance with the evaluation criteria outlined in the RFP.

Of the eight proposals for book categories, Brodart Co., of Williamsport, PA was rated the highest based on the rating criteria stated in the RFP for the adult hardcover, youth

hardcover, adult trade paperback, youth trade paperback, large type, and small press book categories.

Brodart Co., demonstrated a suite of selection tools, purchase plans, and preview title information services that best meet the Library's need to proactively purchase books that are the newest, most compelling, and of highest interest to the community. Brodart Co.'s prepublication information, cataloging, and processing workflows were evaluated as the best fit for the primary purchasing of adult, teen, and children's books that would be delivered "ready for use" at our ten library locations. Baker & Taylor, LLC, of Charlotte, North Carolina was selected as the secondary vendor for books in these categories. Baker & Taylor, LLC meets Library requirements for inventory level, cataloging and processing standards, and for general selection tools.

In addition, of the five proposals for audiovisual categories, Baker & Taylor, LLC was rated the highest based on the criteria stated in the RFP for the adult audiovisual and youth audiovisual categories. Baker & Taylor, LLC demonstrated a wide-ranging inventory, ordering tools that include current stock levels, and the best ability to catalog and process audiovisual formats that would be delivered "ready for use" at our ten library locations.

Based on the evaluation of the proposals, staff is recommending that City Council authorize the City Manager to enter into contract agreements with Brodart Co. as the primary book materials, cataloging and processing vendor and with Baker & Taylor, LLC as a secondary book vendor and primary audiovisual vendor. Additionally, Midwest Tapes, LLC is identified as a secondary audiovisual vendor, for smaller amount purchasing through the City's purchase order process.

Staff intends to engage multiple vendors to allow for the fullest and most comprehensive purchasing of cataloged and processed library books and audiovisual materials. Other vendor sources, including local vendors, were identified in this past Request For Purchase for purchasing supplemental inventory, specialized inventory or unprocessed books or non-book materials in areas including same day browsing purchases and unique language books and materials. These purchases will be accomplished with smaller Purchase Order requests throughout the year. Other categories were deemed "no-award" and may be re-worked into more specific Requests for Bids or Requests for Purchase.

The current project timeline calls for the implementation of year round book ordering to begin upon the date the contract is fully executed.

COUNCIL POLICY CONSIDERATION:

This contract supports the City Council's goals of maintaining fiscal responsibility and stability and supporting the quality of life in Pasadena.

ENVIRONMENTAL ANALYSIS:

This action is exempt from CEQA review pursuant to State CEQA Guidelines section 15061 (b) (3). The contract is covered by the general rule that CEQA applies only to projects which have the potential for causing a significant effect on the environment.

The proposed action is to enter into contracts with Brodart Co. and Baker & Taylor, LLC for the purchase of cataloged and processed library materials for the Pasadena Public Library. No construction is involved. There are no actions that would have a significant effect on the environment.

FISCAL IMPACT:

The proposed contracts total in aggregate \$5,444,995 over five years if the contracts are renewed for the two additional one-year periods. Funding for this action will be addressed by the utilization of existing budgeted appropriations in the Department of Libraries and Information Services operating budget account 21219007-813600 Library Book Purchase and possibly smaller grants as received for the purchase of library materials.

Respectfully submitted,



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Approved by:



STEVE MERMELL
City Manager

Attachments (3)

- Attachment A Evaluation Summary
- Attachment B Brodart-Tax Payer Protection Amendment
- Attachment C Baker & Taylor, LLC-Tax Payer Protection Amendment