



Agenda Report

May 8, 2023

TO: Honorable Mayor and City Council

FROM: Department of Libraries and Information Services

SUBJECT: AUTHORIZATION TO ENTER INTO CONTRACTS WITH BTAC UNITED ACQUISITION HOLDING COMPANY DBA: BAKER & TAYLOR, LLC; BRODART CO; AND MIDWEST TAPE, LLC; TO PROVIDE LIBRARY BOOKS AND AUDIOVISUAL MATERIALS TO THE PASADENA PUBLIC LIBRARY SYSTEM

RECOMMENDATION:

1. Find that the proposed action is not a project subject to the California Environmental Quality Act (CEQA) pursuant to Section 21065 of CEQA and Sections 15060(c)(2), 15060(c)(3), and 15378 of the State CEQA Guidelines and, as such, no environmental document pursuant to CEQA is required; and
2. Authorize the City Manager to enter into contracts with the following vendors, pursuant to the competitive selection process specified in Section 4.08.047 of the Pasadena Municipal Code, for Library Books and Audiovisual Materials. Competitive price bidding is not required pursuant to City Charter Article X Section 1002(F), Contracts for professional or unique services:
 - a. BTAC United Acquisition Holding Company dba Baker & Taylor, LLC ("BTAC") for the provision of books and cataloging/processing services for a grand total not to exceed \$2,250,000 over a five-year period with the option for three additional one-year terms in the annual amount of \$450,000; and an additional 10% contingency (\$45,000) annually to provide for any necessary change orders, subject to the approval of the City Manager, for a maximum total contract amount of \$3,735,000.
 - b. Brodart Co. for the provision of books and cataloging/processing services for the grand total not to exceed \$1,250,000 over a five-year period with the option for three additional one-year terms in the annual amount of \$250,000; and an additional 10% contingency (\$25,000) annually to provide for any necessary change orders, subject to the approval of the City Manager, for a maximum total contract amount of \$2,075,000.
 - c. Midwest Tape, LLC for the provision of audiovisual materials and cataloging/processing services for the grand total not to exceed \$500,000 over a five-year period with the option for three additional one-year terms in the annual amount of \$100,000; and an additional 10% contingency (\$10,000) annually to

provide for any necessary change orders, subject to the approval of the City Manager, for a maximum total contract amount of \$830,000.

BACKGROUND:

The City of Pasadena Public Library ("Library") enhances and enriches the lives of local residents and visitors. The Library plays a significant role in meeting the educational and recreational needs of the community and is essential to the quality of life enjoyed in Pasadena. Through the Central Library and our ten neighborhood branches, the Library provides a wide variety of services, programs, and collections at the neighborhood level to meet the community's information needs.

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 CD, 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. 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 SELECTION PROCESS:

The Library conducted a competitive selection process on January 23, 2023, as specified by Section 4.08.047 of the Pasadena Municipal Code and issued a Request for Proposals ("RFP") designed to identify book and audiovisual materials service providers that would best meet the needs of the community. The RFP notified over 2000 vendors, including small locally based Pasadena businesses and larger corporations, to submit their proposals. Despite this inclusivity, no proposals were received from local vendors.

The RFP was released in January 2023 via Opengov. Four proposals were received on February 15, 2023 in response to the RFP but only three qualified for consideration.

Below is a list of responsive qualified proposers:

FIRM	LOCATION
BTAC United Acquisition Holding Company dba Baker & Taylor, LLC	Charlotte, NC
Brodart Co.	Williamsport, PA
Midwest Tape, LLC	Holland, OH

An evaluation team of city staff evaluated the three proposals received. The evaluation criteria 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 D.

The solicitation included three Library Materials categories. Vendors were able to provide proposals for two book categories, adult books and juvenile/young adult books, and were evaluated separately for each category proposed. Proposals for providing audiovisual materials such as DVDs, audiobooks on CD, and music CDs and other audiovisual formats were also evaluated as a separate category. Each proposal was evaluated in accordance with the evaluation criteria outlined in the RFP.

Of the two proposals for Category 1, Books for Adult Audiences, BTAC, was rated the highest based on the rating criteria stated in the RFP. BTAC 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. BTAC's prepublication information, cataloging and processing workflows, and ability to fulfill high-demand orders quickly were evaluated as the best fit for the primary purchasing of general adult books that would be delivered "ready for use" at all of our library locations. Brodart Co., of Williamsport, PA, was selected as the secondary vendor for books in this category. Brodart Co. meets Library requirements for inventory level, cataloging and processing standards, and for general selection tools.

Of the two proposals for Category 2, Books for Young Adults and Juvenile Audiences, Brodart Co. was rated the highest based on the rating criteria stated in the RFP. Brodart's customized selection tools, continuously updated reading lists, and preview title information services across all juvenile and young adult reading levels best meet the Library's need to purchase books that meet the needs of children and young adults, as well as educators and caregivers. BTAC, was selected as the secondary vendor for books in this category. BTAC meets Library requirements for inventory level, cataloging and processing standards, and for general selection tools.

Of the two proposals for Category 3, Audiovisual Materials, Midwest Tape, LLC, of Holland, OH, was rated the highest based on the criteria stated in the RFP. Midwest Tape demonstrated a wide-ranging inventory of in-demand titles, selection and ordering tools that streamline Library staff workflows, and the ability to catalog and process audiovisual formats that would be delivered "ready for use" at all of our library locations. BTAC was selected as the secondary vendor for the audiovisual materials category. BTAC meets Library requirements for inventory level, cataloging and processing standards, and for general selection tools.

Based on the evaluation of the proposals, staff is recommending that City Council authorize the City Manager to enter into contracts with Brodart Co. as the primary vendor for juvenile and young adult book materials, cataloging and processing services, and as a secondary vendor for adult books and related services; BTAC as the primary vendor for adult book materials, cataloging and processing services, and as a secondary vendor for juvenile and young adult books and related services and audiovisual materials, and related services; and Midwest Tapes, LLC as the primary vendor for audiovisual materials, cataloging and processing services. The Library relies on contracts to acquire new books, update technology, and maintain daily operations, allowing us to continue offering the high-quality programs and services our patrons depend on. Without these resources, we would be unable to keep pace with the evolving needs of the community, hindering our ability to serve as a vital resource for learning, discovery, and growth.

Staff intends to engage multiple vendors, including local vendors, to ensure the fullest and most comprehensive purchasing of library books and audiovisual materials to meet the needs of the residents of Pasadena. These additional vendors may be used for purchasing supplemental and specialized inventory of books and non-book materials, same day purchases, and unique language books and materials. These purchases will be accomplished with smaller Purchase Orders throughout the year.

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

ENVIRONMENTAL ANALYSIS:

The action proposed herein is not subject to the California Environmental Quality Act (CEQA) in accordance with Section 21065 of CEQA and State CEQA Guidelines Sections 15060 (c)(2), 15060 (c)(3), and 15378. The authorization to enter into a contract with BTAC, Brodart Co and Midwest LLC for Library books and audiovisual materials for the Pasadena Public Library is a continuing administrative and maintenance activity (i.e., purchasing of supplies). No construction is involved. This action would not cause either a direct physical change in the environment or a reasonably foreseeable indirect physical change in the environment. Therefore, the proposed action is not a "project" subject to CEQA, as defined in Section 21065 of CEQA and Section 15378 of the State CEQA Guidelines. Since the action is not a project subject to CEQA, no environmental document is required.

FISCAL IMPACT:

The proposed contracts total in aggregate \$6,640,000 over eight years if the contracts are renewed, subject to the approval of the City Manager, for the three additional one-year periods and contingencies. Funding for this action will be addressed by the utilization of existing and future budgeted appropriations in the Department of Libraries and Information Services operating budget fund (212). There are no anticipated impacts to the General Fund as a result of this action.

Respectfully submitted,



TIM MCDONALD

Acting Library Director
Libraries and Information Services

Approved by:



MIGUEL MÁRQUEZ

City Manager

Attachments: (4)

Attachment A – BTAC TPA

Attachment B – Brodart Co TPA

Attachment C – Midwest Tape LLC TPA

Attachment D – Evaluation Summary