



Legislation Text

File #: 20-214, **Version:** 1

STRATEGIC PRIORITY: Government Performance and Financial Management

AGENDA DATE: February 26, 2020

COUNCIL DISTRICT(S): All

DEPARTMENT: Office of Procurement Services

EXECUTIVE: Elizabeth Reich

SUBJECT

Authorize a three-year service price agreement for e-content for the Library - OverDrive, Inc. in the estimated amount of \$7,681,410 and Midwest Tape, LLC in the estimated amount of \$4,083,072, most advantageous proposers of four - Total estimated amount of \$11,764,482 - Financing: General Fund

BACKGROUND

This action does not encumber funds; the purpose of a service price agreement is to establish firm pricing for services, for a specific term, which are ordered on an as needed basis according to annual budgetary appropriations. The estimated amount is intended as guidance rather than a cap on spending under the agreement, so that actual need combined with the amount budgeted will determine the amount spent under this agreement.

This service price agreement will provide Library patrons access to e-content and digital media such as:

- Books
- Audiobooks
- Comics
- Videos
- Movies
- Television shows
- Music

Patrons with a valid Dallas Public Library card will have the ability to download items 24 hours a day through the Library's webpage and a variety of devices. In FY 2018-19, over 500,000 enhanced digital materials were downloaded/circulated. These materials are utilized to conduct research for school, workforce readiness, lifelong learning, and entertainment. The Library anticipates that this new agreement will help meet the current levels of demand, and in turn lead to a significant increase in use and circulation, from the current levels.

Overdrive Inc.'s system allows access to materials published by 97 percent of current bestselling publishers. These titles are accessible not only in English, but over 140,000 titles are also provided in Spanish, Chinese, German, Russian, and/or other languages. The material provided by OverDrive, Inc. is combined with City-owned materials to provide patrons with a variety of material.

Midwest Tape, LLC provides over 300,000 eBook and eAudiobook titles to children, teen, and adult age audiences in five languages. Additionally, Midwest Tape, LLC provides library patrons with a library of 93,000 eMusic titles from over 200 artists from a wide range of genres.

A six-member committee from the following departments reviewed and evaluated the qualifications:

- Office of Arts and Culture (1)
- Library (2)
- 311 (1)
- Office of Business Diversity (1)*
- Office of Procurement Services (1)*

*The Office of Procurement Services only evaluated cost and the Office of Business Diversity only evaluated the Business Inclusion and Development Plan.

The committee selected the successful respondents on the basis of demonstrated competence and qualifications under the following criteria:

- Cost 30 points
- Overall approach and methodology 30 points
- User experience 15 points
- Business Inclusion and Development Plan 15 points
- Capability and expertise 10 points

As part of the solicitation process and in an effort to increase competition, the Office of Procurement Services used its procurement system to send out email notifications to vendors registered under relevant commodity codes. To further increase competition, the Office of Procurement Services uses historical solicitation information, the Internet, and vendor contact information obtained from user departments to contact additional vendors. Additionally, in an effort to secure more competition, the Office of Business Diversity sent notifications to chambers of commerce and advocacy groups to ensure maximum vendor outreach.

On November 10, 2015, the City Council authorized a living wage policy that requires contractors to pay their employees a "living wage" rate as established annually by the Massachusetts Institute of Technology Living Wage Calculator for Dallas County by Resolution No. 15-2141. The current calculated living wage during the solicitation process of this contract is \$11.71; the selected vendors meet this requirement.

PRIOR ACTION/REVIEW (COUNCIL, BOARDS, COMMISSIONS)

On October 26, 2016, City Council authorized a three-year service contract for database access to downloadable digital media for the Dallas Public Library with OverDrive, Inc., Bibliotheca, LLC, and ProQuest, LLC by Resolution No. 16-1720.

FISCAL INFORMATION

Fund	FY 2019-20	FY 2020-21	Future Years
General Fund	\$1,836,494	\$3,921,494	\$6,006,494

M/WBE INFORMATION

In accordance with the City’s Business Inclusion and Development Plan adopted on October 22, 2008, by Resolution No. 08-2826, as amended, the M/WBE participation on this contract is as follows:

Contract Amount	Category	M/WBE Goal	M/WBE %	M/WBE \$
\$11,764,482.00	Other Services	23.80%	N/A	N/A
<ul style="list-style-type: none"> • M/WBE Goal Waived • OverDrive, Inc. and Midwest Tape, LLC will provide access to downloadable digital media such as books, audiobooks, comics, videos, movies and television shows, and music libraries using proprietary software. No sub-contracting opportunities are available. 				

PROCUREMENT INFORMATION

Method of Evaluation for Award Type:

Request for Competitive Sealed Proposal	<ul style="list-style-type: none"> • Utilized for high technology procurements, insurance procurements, and other goods and services • Recommended offeror whose proposal is most advantageous to the City, considering the relative importance of price, and other evaluation factors stated in the specifications • Always involves a team evaluation • Allows for negotiation on contract terms, including price
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The Office of Procurement Services received the following proposals from solicitation number BTZ19-00010394. We opened them on August 16, 2019. We recommend the City Council award this service price agreement to the lowest responsive and responsible proposers by group.

*Denotes successful proposers

<u>Proposers</u>	<u>Address</u>	<u>Score</u>	<u>Amount</u>
*OverDrive, Inc.	One OverDrive Way Cleveland, OH 44125	81.75 74.25	Group 1 - \$7,681,410 Group 2 - \$3,691,680

			Group 3 - No Bid
*Midwest Tape, LLC	1417 Timberwolf Drive Holland, OH 43528	78.40 81.75	Group 1 - No Bid Group 2 - \$3,903,080 Group 3 - \$ 179,992
Bibliotheca, LLC	403 Hayward Avenue Oakdale, MN 55128		Non-responsive
Recorded Books, Inc.	270 Skipjack Road Prince Frederick, MD 20678		Non-responsive

OWNERS

OverDrive, Inc.

Steve Potash, President

Midwest Tape, LLC

John H. Eldred, President
Jeff Jankowski, Vice President