



CITY OF OAKLAND

FILED
OFFICE OF THE CITY CLERK
OAKLAND

2013 DEC -5 PM 1:41

AGENDA REPORT

TO: DEANNA J. SANTANA
CITY ADMINISTRATOR

FROM: Gerry Garzón
Interim Library Director

SUBJECT: New Models of Library Service
Contract Award

DATE: November 22, 2013

City Administrator

Approval

Date

12/3/13

COUNCIL DISTRICT: City-Wide

RECOMMENDATION

Staff recommends that the City Council approve the Resolution Authorizing the City Administrator or Designee to Award a Professional Services Contract in the Amount not to exceed \$150,000 (One Hundred and Fifty Thousand Dollars) to Group 4 Architecture Research & Planning, Inc. to Assist with the Development of New Models of Service for the Oakland Public Library

One factor that has prompted this planning is the funding model of the Oakland Public Library: it receives approximately 40% of its funding from the City of Oakland's General Fund; the remaining 60% is from a dedicated library parcel tax (Measure Q). Over the next two-year budget cycle (2013-15), the Library is projected to expend its Measure Q fund balance and reserves such that, beginning with FY 2015-16, it must look for savings in order to balance its budget. The timing of this project is appropriate as the Library begins the first year of its two-year budget cycle which has set as a goal an assessment of its service models.

EXECUTIVE SUMMARY

A Resolution has been prepared for City Council's approval to authorize the City Administrator to negotiate and execute a Professional Services Agreement with Group 4.

Group 4 will facilitate discussions with staff, the Library Advisory Commission, Community Members, Elected Officials and other Stakeholders in order to assist with the development of a new service model that recognizes the need to consider fundamental shifts in staff roles to better position the Library to meet patron and non-user needs now and in the future.

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Working with the consultant, the Library will review its existing and future services and programs and the “how, who, what, where, why” that are offered to the community. The Library will also work with the consultant to assess its funding model and develop alternatives that address either efficiencies or additional funding. The Library’s services should remain available and relevant for all residents of our service area, including our most vulnerable populations. Staff recognize that changes in technology and how people receive information require the Library to adapt to changing community needs for library services.

The Oakland Public Library recognizes that its services and operations are centered on traditional models; however, it also recognizes the need to consider fundamental shifts in staff roles to better position the Library to meet patron and non-user needs through three service models:

- Within the Library – those services, programs and operations within the facilities
- Outside the Library – outreach services and programs that extend out into the community and engage with the many organizations, non-profits and schools in Oakland
- Online – Services and programs available anytime, anywhere, online through the OPL website and catalog

The project will be an 8-12 month process that will involve key staff who was chosen to serve on a Task Force. The Task Force, made up of staff at various classification levels and two Library Advisory Commissioners, will work with the consultant and the Director to guide and develop recommendations and to communicate them to various stakeholders.

The Consultant, in close consultation with the Director and the Task Force, will prepare a final document that describes the project’s process and conclusions and includes recommendations for action and implementation. The Consultant will recommend/prepare post-implementation survey tools and measures to gauge successful service delivery.

OUTCOME

The Oakland Public Library will work with Group 4 to develop and demonstrate a new service model that will respond in a more direct and visible manner to the needs of the community “on the ground.” It is recognized that this type of assessment requires a review of current staff roles that may require:

- Significant change in organizational culture and work with staff to design and implement;
- Building different types of capacity within the organization; and
- Building leadership and a healthy approach to experimentation and change.

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Group 4 has put together a team that is expected to have expertise and provide informed consultation on other library and related systems in order to compare and contrast them with OPL. The background includes (at a minimum): services provided, operational models, staffing, available technology, and funding sources. The Library has identified possible new models in several areas of service and Group 4 will provide information on the pros and cons of other public libraries' practices in those areas.

BACKGROUND/LEGISLATIVE HISTORY

The Library's FY 2013-15 Draft Budget proposal recommended several policy changes that were adopted by the Mayor and City Council as part of the overall FY 2013-15 City Budget adopted in June 2013. Specifically, those recommendations included the development of New Models of Service that focused on two areas:

- To further develop new Models of Service (e.g. self-check, online fines payment, floating collections) for the Oakland Public Library that will allow services to be delivered to the public in a more efficient, customer-friendly manner.
- To develop Service Models that allow more library staff to perform outreach and develop collaborative partnerships with schools, community organizations and agencies to promote and provide library services to groups unfamiliar with library resources.

A Request for Proposals (RFP) was developed with Contracts and Compliance, and a market search was conducted to determine if there were at least three certified local firms (L/SLBE) in the Oakland area with the capacity to provide the necessary Library-related services. Compliance staff determined that due to non-response, there were no local firms that could provide the full scope of services. However, in consultation with the Library's Project Manager, it was determined that there was an opportunity to subcontract in the area of Community Outreach. Consequently, the market research (availability analysis) was conducted for Community Outreach and there were at least three (3) certified firms that could be subcontracted. Ten percent of the project will involve Community Outreach, consequently Contract Compliance determined that the L/SLBE requirement be adjusted to reflect 10 percent (See Attachment A).

As part of the changes in service models, the Oakland Public Library has instituted a number of efficiencies over these last several years and will continue to refine those processes and efficiencies. They include:

Changes in OPL's Service Models

- Transition to New Public PC Reservation
- Implementation of new Central Public Printing System
- Continued implementation of Self Check/Self Holds models

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- Newly implemented Self Library Card registration
- Purchase of Pre-Processed DVDs
- Continued Downsizing of Reference Collections
- Implementation of Mobile Access to the Catalog
- Continued expansion of Downloadable Content (ebooks, etc.)

Future Changes in Service Models

- Implementation of DVD Holds (in process)
- Centralized Collection Development
- Shelf Ready Materials Processing
- Online Fines Payment (in process)
- Floating Collections (in process)
- More Services Available Online, Anytime
- Self-check through mobile devices
- Classification Assessments: Library Assistant Series; Librarian Series
- Develop Distinct Branch Libraries (e.g. primarily Children's, Media & Computers, Programming etc.)
- Play @ Your Library (in process)

It is only through the planning and implementation of the above service models that will permit further development and implementation of the Outreach Service Model that allows our library staff to expand outreach and more fully develop collaborative partnerships with schools and other organizations.

ANALYSIS

A Request for Proposals for DEVELOPMENT OF NEW MODELS OF SERVICE was released on August 17, 2013. RFP submittals were due to the City on September 12, 2013. Four responsive proposals were received from the following firms:

- Management Partners
- Gyroscope Inc.
- Linda Gonzales & Associates
- Group 4 Architecture Research & Planning

Contract Compliance determined that all but Linda Gonzales & Assoc. met or exceeded the minimum 10% L/SLBE participation requirement. Since this is a negotiated agreement, Linda Gonzales & Associates could come into compliance prior to contract award. (*See Attachment B*)

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Interviews were conducted with the four firms over two days (Oct 25; Nov 1) with members of the Task Force. The Interview Team included supervisors, managers, library assistants, financial staff, librarians, and a Library Commissioner. The Interview Team recommended Group 4 to the Director based on the interview questions, qualifications of the project manager, strengths of the firm/team, the RFP submittal, and the overall completeness of the presentation. The Director met with the Interview Team and discussed the separate teams, and has accepted their recommendation.

PUBLIC OUTREACH/INTEREST

Public outreach is not required at this time. Community outreach will occur during the course of the project.

COORDINATION

Development of this report was coordinated with the Budget Office, the City Attorney's Office and the Office of Contracts and Compliance.

COST SUMMARY/IMPLICATIONS

This project was budgeted by OPL in the Fiscal Year 2013-15 Approved Budget.

If approved, this resolution will authorize the City Administrator, or her designee, to enter into a professional services agreement in an amount not to exceed \$150,000. The following non-project funds have been identified for this project and will be transferred into a project (to be assigned) upon City Council approval:

1. AMOUNT OF RECOMMENDATION/COST OF PROJECT: \$150,000
2. SOURCE OF FUNDING: Measure Q -Library Services Retention and Enhancement Fund (2241), Library Director's Office (61111), Services: Professional (54930);
3. FISCAL IMPACT: \$150,000.00

SUSTAINABLE OPPORTUNITIES

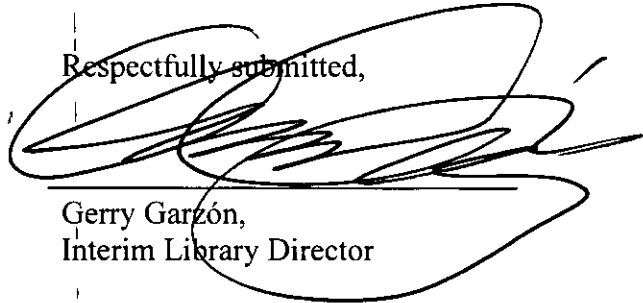
Economic: There are no direct economic impacts associated with this report.

Environmental: There are no environmental impacts associated with this report.

Social Equity: There are no direct social equity impacts associated with this report.

For questions regarding this report, please contact Gerry Garzón, Interim Director, Oakland Public Library, 510-238-6608.

Respectfully submitted,



Gerry Garzón,
Interim Library Director

Attachments:

A: Interoffice Memorandum: Availability Analysis for RFP Oakland Public Library New Models of Service

B: Interoffice Memorandum: Compliance Analysis for Development of New Models of Service – Oakland Public Library

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Life Enrichment Committee
December 17, 2013



Att A

INTER OFFICE MEMORANDUM

TO: Gerry Garzon,
Administrative Librarian

FROM: Deborah Bames

SUBJECT: Availability Analysis for
RFP Oakland Public Library New Models of Services

DATE: August 13, 2013

Per your request an availability analysis of our database of certified local and small local firms was performed to determine if there were at least three (3) certified firms that could perform the scope of services for New Model of Services for the Oakland Public Library (OPL) as indicated in the attached.

Under the current Local and Small Local Business Enterprise (L/SLBE) Program (see page 7), the awarding authority may request an availability analysis if there is reason to believe that the availability of certified firms will not be sufficient to satisfy the 50% L/SLBE minimum requirement.

In order to determine the availability of the City's certified firms, the Contracts & Compliance staff reviewed its database of certified firms in an effort to determine if there were any certified firms under the NAICS Codes 541611 and 541618- Administrative Management & General Management Consulting Services and Management Consultants Services. The review indicated that there were fifty five (55) certified firms under these NAICS codes.

Since 541611 and 541618 are general management consultant services codes and do not specifically include the specialties listed in the scope of services, Contracts & Compliance went further and forwarded an email to the fifty-five (55) firms to determine if they provide the services as indicated in the scope. There were no email responses to this request. Additionally staff conducted a telephone survey. Fifteen firms were contacted. The question posed was, "Does your firm have expertise and provide informed consultation on library and related systems in order to compare and contrast them with OPL?" Of the fifteen firms surveyed, staff was informed that they did not provide the service or have the expertise.

The department's request for availability analysis also indicated that there would be some subcontracting opportunities on the project, specifically Community Outreach. Contracts & Compliance contacted the project manager to determine how much subcontracting opportunity would be on the project. The response was 10%. As a result Contracts & Compliance forwarded a second email to those fifty-five (55) firms addressing the community outreach portion of the project. Three (3) firms responded that they had expertise in community outreach.

To: Gerry Garzon
Subject: Availability Analysis for RFP Oakland Public Library New Models of Services
Date: August 13, 2013

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The L/SLBE Program requires that there be at least three (3) certified firms listed in the industry, trade or professional that constitutes a major category of work. If at least three (3) L/SLBE firms are not certified, then the requirement is either waived, or the 50% requirement may be set from 49% to 0

Since only ten percent (10%) of the project will be subcontracting it is recommended that the L/SLBE requirement be adjusted to reflect the 10%.

Shelley Darenburg for
Deborah Barnes, Manager
Contracts and Compliance

Should you have questions or need additional information, please contact Sophany Hang, Assistant Contract Compliance Officer at ext. 3723.

AH B



INTER OFFICE MEMORANDUM

TO: Geary Garzon,
Interim Library Director

FROM: Deborah Barnes, *Deborah Barnes*
Manager
Contracts and Compliance

SUBJECT: Compliance Analysis
RFP for Development of New Models of Service-Oakland Public Library

DATE: October 7, 2013

The City Administrator's Office, Contracts and Compliance Unit conducted compliance reviews of four (4) proposals in response to the above referenced project. At the request of the issuing agency Contracts and Compliance performed an availability analysis and determined that there were not enough certified firms to meet the 50% L/SLBE requirement. Therefore, per the Program the requirement was decreased from 50% to 10%. Below is the outcome of the compliance evaluation for the minimum 10% Local and Small Local Business Enterprise (L/SLBE) participation requirement. Effective February, 2012, the City waived the 25% Small Local Business Enterprise (SLBE) requirement for certified local prime contractors competing for professional services contracts.

Responsive to EBO and L/SLBE Policies		Proposed Participation					Earned Credits and Discounts			EBO Compliant? Y/N
Company Name SLBE/VSLBE/LPG Certified Firms	Original Bid Amount	Total LBE/ SLBE	LBE	SLBE	*VSLBE	Total Credited participation	L/SLBE Participation Preference Points	Years in Oakland Preference Points	Oakland Workforce Preference Points	
Gyroscope, Inc. (SLBE)	NA	56.40%	0%	56.40%	0%	56.40%	5 pts.	1.5 pt.	0 pt.	Y
Company Name Non-Local and Non-LBE Certified Firms										
Group 4 Architecture, Research-Planning (Non-Local)	NA	20%	0%	0%	20%	20%	3 pts.	NA	0 pt.	Y
Management Partners (Non-Local)	NA	20%	0%	0%	20%	20%	3 pts.	NA	0 pt.	Y

Comments: As noted above, all firms met and/or exceeded the minimum 10% L/SLBE participation requirement. Both firms are EBO compliant.

*Group 4 Architecture, Research-Planning and Management Partners' proposed VSLBE/LPG participation value was 10%, however, per the L/SLBE Program a VSLBE/LPG's participation is double counted towards meeting the requirement. Therefore, the VSLBE/LPG value of Group 4 Architecture, Research-Planning's participation is 20%.

Non-Responsive to EBO and L/SLBE Policies		Proposed Participation					Earned Credits and Discounts			EBO Compliant? Y/N
Company Name Non-Local and Non-LBE Certified Firms	Original Bid Amount	Total LBE/SLBE	LBE	SLBE	*VSLBE	Total Credited participation	L/SLBE Participation Preference Points	Years in Oakland Preference Points	Oakland Workforce Preference Points	
Linda Gonzalez & Associates (Non-L/SLBE Certified Firms)	NA	0.00%	0.00%	0.00%	0.00%	NA	NA	NA	NA	N

Comments: As noted above, Linda Gonzalez & Associates failed to meet the minimum 10% L/SLBE participation requirement. Therefore, they are deemed non-responsive at this point in the process. As this is a negotiated agreement, the firm could revise its team and meet L/SLBE participation requirements. The firm is not EBO compliant. They will have to come into compliance prior to contract award.

Should you have questions or need additional information, please contact Sophany Hang, Assistant Contract Compliance Officer at ext. 3723.

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CONTRACTS AND COMPLIANCE

Coinpliance Division

PROJECT COMPLIANCE EVALUATION FOR :

RE: RFP for Development of New Models of Service-Oakland Public Library

CONSULTANT/CONTRACTOR: Gyroscope, Inc.

<u>Engineer's Estimate:</u> NA	<u>Contractors' Bid Amount</u> NA	<u>Over/Under Engineer's Estimate</u> NA
<u>Bid discounted amount:</u> N/A	<u>Preference Points:</u> 5	

- 1. Did the 50% local/small local requirement apply: YES
- 2. Did the contractor meet the 50% requirement YES
 - a) % of LBE participation 0%
 - b) % of SLBE participation 56.40%
 - c) % of VSLBE participation 0%
- 3. Did the contractor receive bid discount/preference points? YES
(if yes, list the points received) 5 points

5. Additional Comments.

6. Date evaluation completed and returned to Contract Admin./Initiating Dept.

10/7/2013
Date

Reviewing Officer: Shelley Darenburg

Date: 10/7/2013

Approved By: Shelley Darenburg

Date: 10/7/2013

LBE/SLBE Participation Gyroscope, Inc.

Project Name: RFP for Development of New Models of Service-Oakland Public Library

Project No.:		Engineer's Estimate				Under/Over Engineers Estlm					
Discipline	Prime & Subs	Location	Cert. Status	LBE	SLBE	VSLBE *double counted value	Total LBE/SLBE %	Total Percentages	For Tracking Only		
									Ethnic	MBE	WBE
PRIME Library Consulting Library Consulting	Gyroscope, Inc.	Oakland	CB		56.40%		56.40%	56.40%	H		56.40%
	Library Strategies IntL	LA	UB					39.20%	C		39.20%
	Natlan Hill	Clattanoooga, TN	CB					4.40%	C		
Project Totals				0%	56.40%	0.00%	56.40%	100.00%		0.00%	95.60%
Requirements: The 60% requirement can be satisfied by a combination of 25% LBE and 25% SLBE. The SLBE requirement is waived for Oakland certified prime consultants. An VSLBE's participation is double counted toward meeting the requirement.				LBE 25% OR 50%	SLBE 25%	VSLBE	TOTAL LBE/SLBE 50%	TOTAL	Ethnicity AA = African American A = Asian C = Caucasian H = Hispanic NA = Native American O = Other NL = Not Listed		
Legend	LBE = Local Business Enterprise SLBE = Small Local Business Enterprise Total LBE/SLBE = All Certified Local and Small Local Businesses NPLBE = NonProfit Local Business Enterprise NPSLBE = NonProfit Small Local Business Enterprise				UB = Uncertified Business CB = Certified Business MBE = Minority Business Enterprise WBE = Women Business Enterprise						

B



CONTRACTS AND COMPLIANCE

Compliance Division

PROJECT COMPLIANCE EVALUATION FOR :

RE: RFP for Development of New Models of Service-Oakland Public Library

CONSULTANT/CONTRACTOR: Group 4 architecture, Research-Planning

<u>Engineer's Estimate:</u> NA	<u>Contractors' Bid Amount</u> NA	<u>Over/Under Engineer's Estimate</u> NA
<u>Bid discounted amount:</u> N/A	<u>Preference Points:</u> 3	

- 1. Did the 50% local/small local requirement apply: YES
- 2. Did the contractor meet the 50% requirement YES
 - a) % of LBE participation 0%
 - b) % of SLBE participation 0%
 - c) % of VSLBE participation *20%
- 3. Did the contractor receive bid discount/preference points? YES

(If yes, list the points received) 3 points

5. Additional Comments.

*Proposed VSLBE/LPG participation is valued at 10%, however per the L/SLBE Program a VSLBE/LPG's participation is double counted towards meeting the requirement. Therefore the VSLBE/LPG value is 20%.

6. Date evaluation completed and returned to Contract Admin./Initiating Dept.

10/7/2013
Date

Reviewing Officer: *[Signature]*

Date: 10/7/2013

Approved By: *Shelley Darenburg*

Date: 10/7/2013

LBE/SLBE Participation Group 4 Architecture, Research-Planning

Project Name: RFP for Development of New Models of Service-Oakland Public Library

Project No.: NA		Engineer's Estimate					Under/Over Engineers Estim:					
Discipline	Prime & Subs	Location	Cert. Status	LBE	SLBE	VSLBE/LPG *double counted value	Total LBE/SLBE %	Total Percentages	For Tracking Only			
									Ethnic	MBE	WBE	
PRIME Librry Consultant Technology Consultant Outreach	Group 4 architecture, Research-Planning	SF	UB					70%	NL			
	Joan Frye Williams	Sacramento	UB					15%	NL			
	Carson Block	Denver, CO	UB					15%	NL			
	Redwood Resources	Oakland	CB			10%	10%	10%	AA	10%	10%	
Project Totals				0%	0%	*20	10%	100%		10%	0%	
Requirements: The 50% requirement can be satisfied by a combination of 25% LBE and 25% SLBE. The SLBE requirement is waived for Oakland certified prime consultants. An VSLBE's participation is double counted toward meeting the requirement				LBE 25% or 50%	SLBE 25%	VSLBE	TOTAL LBE/SLBE 50%	TOTAL	Ethnicity AA = African American A = Asian C = Caucasian H = Hispanic NA = Native American O = Other NL = Not Listed			
Legend		LBE = Local Business Enterprise SLBE = Small Local Business Enterprise Total LBE/SLBE = All Certified Local and Small Local Businesses NPLBE = NonProfit Local Business Enterprise NPSLBE = NonProfit Small Local Business Enterprise				UB = Uncertified Business CB = Certified Business MBE = Minority Business Enterprise WBE = Women Business Enterprise						



B

CONTRACTS AND COMPLIANCE

Compliance Division

PROJECT COMPLIANCE EVALUATION FOR :

RE: RFP for Development of New Models of Service-Oakland Public Library

CONSULTANT/CONTRACTOR: Management Partners

Engineer's Estimate:

NA

Contractors' Bid Amount

NA

Over/Under
Engineer's
Estimate

NA

Bid discounted amount:

N/A

Preference Points:

3

- | | |
|---|----------|
| 1. Did the 50% local/small local requirement apply? | YES |
| 2. Did the contractor meet the 50% requirement | YES |
| a) % of LBE participation | 0% |
| b) % of SLBE participation | 0% |
| c) % of VSLBE participation | *20 |
| 3. Did the contractor receive bid discount/preference points? | YES |
| (If yes, list the points received) | 3 points |
| 4. Additional Comments. | |

*Proposed VSLBE/LPG participation is valued at 10%, however per the L/SLBE Program a VSLBE/LPG's participation is double counted towards meeting the requirement. Therefore the VSLBE/LPG value is 20%.

5. Date evaluation completed and returned to Contract Admin./Initiating Dept.

10/7/2013

Date

Reviewing
Officer:

Shelley Darenburg

Date: 10/7/2013

Approved By:

Shelley Darenburg

Date: 10/7/2013

LBE/SLBE Participation Management Partners

Project Name: RFP for Development of New Models of Service-Oakland Public Library

Project No.: NA		Engineer's Estimate				Under/Over Engineers Estimate						
Discipline	Prime & Subs	Location	Cert. Status	LBE	SLBE	VSLBE/LPG *double counted value	Total	Total	For Tracking Only			
							LBE/SLBE %	Percentages	Ethn.	MBE	WBE	
PRIME	Management Partners Michael Bridges DBA BHS Group	San Jose	UB					90.00%		C		
		Oakland	CB			10.00%		10.00%	C			
Project Totals				0.00%	0.00%	*20	10.00%	100.00%		0.00%	0.00%	
Requirements: The 50% requirement can be satisfied by a combination of 25% LBE and 25% SLBE. The SLBE requirement is waived for Oakland certified prime consultants. An VSLBE's participation is double counted toward meeting the requirement.				LBE 25% or 50%	SLBE 25%	VSLBE	TOTAL LBE/SLBE 50%	TOTAL	Ethnicity AA = African American A = Asian C = Caucasian H = Hispanic NA = Native American O = Other NL = Not Listed			
Legend		LBE = Local Business Enterprise SLBE = Small Local Business Enterprise Total LBE/SLBE = All Certified Local and Small Local Businesses NPLBE = NonProfit Local Business Enterprise NPSLBE = NonProfit Small Local Business Enterprise				UB = Uncertified Business CB = Certified Business MBE = Minority Business Enterprise WBE = Women Business Enterprise						

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CONTRACTS AND COMPLIANCE

Compliance Division

PROJECT COMPLIANCE EVALUATION FOR :

RE:

RFP for Development of New Models of Service-Oakland Public Library

CONSULTANT/CONTRACTOR: Linda Gonzalez & Associates

Engineer's Estimate:
NA

Contractors' Bid Amount
NA

Over/Under
Engineer's Estimate
NA

Bid discounted amount:
N/A

Preference Points:
0

- 1. Did the 50% local/small local requirement apply: YES
- 2. Did the contractor meet the 50% requirement NO
 - a) % of LBE participation 0%
 - b) % of SLBE participation 0%
 - c) % of VSLBE participation 0%

3. Did the contractor receive bid discount/preference points? NO
(if yes, list the points received) 0 points

5. Additional Comments.

Firm failed to meet the minimum 50% L/SLBE participation requirement. Therefore, they are deemed non-responsive. As this is a negotiated agreement, the firm could revise its team and meet the L/SLBE participation requirements.

6. Date evaluation completed and returned to Contract Admin./Initiating Dept

10/7/2013

Reviewing
Officer:

[Signature]

Date: 10/7/2013

Approved By:

Shelley Darvinsburg

Date: 10/7/2013

LBE/SLBE Participation Linda Gonzalez & Associates

Project Name: RFP for Development of New Models of Service-Oakland Public Library

Project No.:		Engineer's Estimate				Under/Over Engineers Estimat						
Discipline	Prime & Subs	Location	Cert. Status	LBE	SLBE	VSLBE/LPG *double counted value	Total LBE/SLBE %	Total Percentages	For Tracking Only			
									Ethn	MBE	WBE	
PRIME Consulting Consulting Consulting	Linda Gonzalez & Associates	Larkspur	UB					35.00%	H		35.00%	
	Yoland J.	Sacramento	UB					23.00%	H		23.00%	
	Jim Turner	Oakland	UB					20.00%	AA	20.00%		
	Angela Gallegas Castille	Berkeley	UB					22.00%	H		22.00%	
									C			
Project Totals				0.00%	0.00%		0.00%	100.00%		20.00%	80.00%	
Requirements: The 50% requirement can be satisfied by a combination of 25% LBE and 25% SLBE. The SLBE requirement is waived for Oakland certified prime consultants. An VSLBE's participation is double counted toward meeting				LBE/25% or 50%	SLBE/25%	VSLBE	TOTAL LBE/SLBE 50%	TOTAL	Ethnicity AA = African American A = Asian C = Caucasian H = Hispanic NA = Native American O = Other NL = Not Listed			
Legend LBE = Local Business Enterprise SLBE = Small Local Business Enterprise Total LBE/SLBE = All Certified Local and Small Local Businesses NPLBE = NonProfit Local Business Enterprise NPSLBE = NonProfit Small Local Business Enterprise				UB = Uncertified Business CB = Certified Business MBE = Minority Business Enterprise WBE = Women Business Enterprise								

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Approved as to Form and Legality


Oakland City Attorney's Office

OAKLAND CITY COUNCIL

Resolution No. _____ C.M.S.

Introduced by Councilmember _____

**RESOLUTION AWARDING A PROFESSIONAL SERVICES CONTRACT IN THE
AMOUNT NOT TO EXCEED \$150,000 (ONE HUNDRED FIFTY THOUSAND
DOLLARS) TO GROUP 4 ARCHITECTURE RESEARCH & PLANNING TO ASSIST
WITH THE DEVELOPMENT OF NEW MODELS OF SERVICE FOR THE OAKLAND
PUBLIC LIBRARY**

WHEREAS, the City Council has authorized the City Administrator to enter into contracts for professional or specialized services if the mandates of Oakland City Charter Section 902(e) and other applicable law have been met; and

WHEREAS, the City of Oakland wishes to award a professional services contract in an amount not to exceed \$150,000 (one hundred fifty thousand dollars) to Group 4 Architecture Research & Planning, a strategic planning firm that has extensive experience working with libraries; and

WHEREAS, the Oakland Public Library recommended, and the City Council adopted, a series of policy changes which included directing the Library to develop Service Models that allow library staff to perform additional outreach and develop collaborative partnerships with schools, community organizations and agencies to promote and provide library services to groups unfamiliar with library resources; and

WHEREAS, the City of Oakland and the Oakland Public Library recognize the need to consider fundamental shifts in staff roles to better position the Library to meet patron and non-user needs now and in the future; and

WHEREAS, this type of assessment requires a review of current staff roles that may involve significant change in organizational culture and work with staff to design and implement; building different types of capacity within the organization; building leadership and a healthy approach to experimentation and change; and

WHEREAS, the timing of this project is appropriate as the Library begins the first year of its two-year budget cycle and will work with the consultant to assess its funding model and develop alternatives that address either efficiencies or additional funding; and

WHEREAS, the project will undertake a process that will involve key staff at various classification levels and two Library Advisory Commissioners and will work with the consultant and the Director to guide and develop recommendations and to communicate them to our various stakeholders; and

WHEREAS, OMC section 2.04.051.A requires staff to conduct a competitive request for proposal /qualifications (RFP/Q) selection process for the procurement of professional services; and

WHEREAS, an availability analysis was initially conducted by Contracts and Compliance and it was determined that no L/SLBE certified firms could meet the full scope of work; however, once narrowed to Community Outreach, three L/SLBE firms emerged that could subcontract with a consuhant to satisfy a 10 percent requirement; and

WHEREAS, funds are available for this contract in Measure Q -Library Services Retention and Enhancement Fund (2241), Library Director's Office (61111), Services: Professional (54930) and will be assigned a new project number; now therefore be it

RESOLVED: That the City Administrator, or her designee, is hereby authorized to enter into an Agreement with Group 4 Research & Planning in an amount not to exceed one hundred fifty thousand dollars (\$150,000) to assist with the development of new models of service for the Oakland Public Library; and be it

FURTHER RESOLVED: That the City Administrator, or her designee, is hereby authorized to approve any subsequent amendments to or extensions of said agreement with the exception of those related to an increase in total compensation or the allocation of additional funds, and take whatever action is necessary with respect to the amendments consistent with this Resolufions and its basic purpose; and be it

FURTHER RESOLVED: That based on the representations of the City Administrator, this contract is of a professional and temporary nature and shall not result in the loss of employment or salary by any person having permanent status in the competitive service; and be it

FURTHER RESOLVED: That the City Attorney shall review and approve the proposed contract as to form and legality and copies of the agreement shall be filed with the Office of the City Clerk.

IN COUNCIL, OAKLAND, CALIFORNIA, _____

PASSED BY THE FOLLOWING VOTE:

AYES - BROOKS, GALLO, GIBSON MCELHANEY, KALB, KAPLAN, REID, SCHAAF, AND
PRESIDENT KERNIGHAN

NOES -

ABSENT -

ABSTENTION -

ATTEST:

LATONDA SIMMONS
City Clerk and Clerk of the Council of
the City of Oakland, California