Request for Qualifications

Needs Assessment and Feasibility Study
For New El Centro Public Library Facility

Release Date: January 22, 2015

Contact Information:

City of El Centro
Community Services Department
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www.cityofelcentro.org

Due Date: February 24, 2015
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1.0 INTRODUCTION

The City of El Centro ("the City") is soliciting proposals for a needs assessment and feasibility study for a new City public library. This Request for Qualifications ("this RFQ") is intended to provide a common and uniform set of instructions to guide PROPOSERS through the development of proposals. This RFQ is available on the City’s website (www.cityofelcentro.org) or at the Community Services Department located at 1249 Main Street, El Centro, CA 92243.

The City will use its standard consultant services agreement as the governing agreement. A copy of the standard agreement is available upon request.

A non-mandatory, pre-proposal conference will be conducted on February 12, 2015 at 2:30 P.M., at the City’s Community Services Department conference room located at 1249 Main Street, El Centro CA, 92243. A general overview of the RFQ will be provided, as well as a question and answer session specific to this RFQ. The City shall be bound only to written answers to questions. Any oral responses given at the pre-proposal conference shall be unofficial.

Questions arising at the pre-proposal conference or in subsequent communication with the RFQ will be documented and answered in written form. A copy of the questions and answers in the form of an addendum to the RFQ will be sent to each prospective consultant and placed on the City’s website.

CITY’S RIGHT RESERVED: The City, through its AWARDING AUTHORITY, reserves the right to cancel this RFQ if it is in the City’s best interest to do so and to reject any and all proposals.

2.0 BACKGROUND

Geographically, the City is situated along Interstate 8 about 120 miles east of San Diego, 60 miles west of Yuma, Arizona and 12 miles north of Mexicali, Baja California, Mexico. The City is the county seat and the largest city within Imperial County, one of the most developed agricultural regions in the country, with an annual crop production of over $1 billion. Given that the City is the county seat, it is the administrative center and employment hub for the area and the home to a variety of county offices, such as the Public Health Department and the Agricultural Commissioners’ Office, among other county-associated administrative facilities. The City encompasses approximately 11 square miles in size and has a population of approximately 43,000 people; however, during weekday working hours, its population temporarily increases due to visitors conducting county business or those working in the City.

The original El Centro Public Library building is located at 539 State Street. The original library was built in 1911 as a “Carnegie” library. Throughout the years, several additions and renovations were completed due to damages caused by earthquakes and expansion to service the City’s population growth.

In August of 2014, the Library and Parks and Recreation Departments were consolidated with the City’s Economic Development Department. All three departments are now divisions of the
Community Services Department. The City Manager appoints the City Librarian upon consultation with the Library Board. The City Librarian reports both to the Library Board and the Community Services Director. The current library budget totals $665,920 or $15.49 per capita.

On April 4, 2010, a 7.2 magnitude earthquake hit the Imperial County. Due to the impact from the earthquake, it was determined that operations within the building be suspended. Due to the damage sustained from the earthquake, overall condition of the structure and space limitations of the existing site, it was determined that a new library building needed to be built in order to accommodate the City’s current and future needs.

The existing library building will be demolished, leaving the site clear and free of improvements. For the past four years, the City has been leasing a 12,296 square foot building located at 1140 North Imperial Avenue that houses the current public library.

3.0 SUBMITTAL OF PROPOSALS

Firms submitting qualifications should demonstrate their ability to perform and have extensive experience preparing studies focused on library design and emerging technology within the library system, community needs assessments, public outreach and involvement. Proposals must address each of the elements in this section.

3.1 Qualifications

The RFQ should include a brief history and summary of your firm’s qualifications and a statement of your policy regarding affirmative action. Please indicate if your firm is a small business and/or a disadvantaged business as defined by the Small Business Administration and/or a women- or minority-owned business.

The consultant(s) or consulting firm must include one principal member with a master’s degree in library science and relevant experience in library administration, consulting and planning that incorporates library needs assessment and building planning with public library projects of a similar size.

The consultant(s) or consulting firm must have knowledge of modern public library services, technology, trends and functions, current library furnishings/fixtures and equipment industry and markets.

The RFQ should include a description of your experience as it pertains to conducting needs assessments and feasibility studies.

The RFQ should include a listing of at least three (3) current references, including name, address, and telephone number, for which similar services have been performed.

3.2 Proposed Scope of Work

The firm/consultant is expected to evaluate the community’s library needs and consider
all reasonable options to meet those needs. The firm/consultant is also expected to review and make recommendations about multiple scenarios, such as whether to construct a new library on the existing lot, acquire another property and construct a new library there, and/or adapt an existing building to serve the library needs.

The firm/consultant should provide a discussion of how your firm proposes to provide the following services and tasks:

- Confer with Library Board of Trustees, City Council, City staff, Friends of the Library and others to be designated regarding present and needed services, finances, staffing, library spaces and staff spaces.

- An analysis of the library’s staffing, financing, expenditures, materials collection and Public Library Development Program annual statistics.

- Outreach to seek input from pre-school parents and children, elementary school parents and students, middle school parents and students, high school parents and students, home school parents and students, senior citizens, and business and professional representatives. The consultant shall analyze and report the results and findings of this public outreach effort.

- In consultation with staff consultant(s) shall perform public outreach via social media mechanisms, such as Facebook, City’s website, etc.

- Explore community partnerships and the possibility of shared spaces to improve service and cost effectiveness.

- Study the library’s current operations and make recommendations for service and efficiency improvements in the new facility, particularly ways to staff the facility most efficiently.

- Collect population and demographic projections and use this data to inform the space requirements and the preliminary design.

- Evaluate existing and emerging technologies, including Radio Frequency Identifier and emerging library service models and make recommendations and projections about how the new facility can enable implementation of new technologies and service models opening and in the future.

- Phased recommendations with cost estimates for improving library services, finances, material development, staffing etc. over the next ten years.

- Conduct a minimum of one meeting with the general public, focus groups, charrettes and/or other required public meetings involving City staff, City Council, Library Board, Library Task Force, community leaders, and library customers in
order to educate the public about the library’s planning process and to gather information about community and library needs.

- Produce a preliminary written draft report by **August 3, 2015**. This draft report shall be reviewed and discussed with library stakeholders after which the consultant shall make any necessary revisions and present final report and recommendations to the Library Board of Trustees and City Council. This final report shall be presented as a written document and summarized in a public presentation. The final report shall be submitted no later than **September 1, 2015**, and the presentation shall be scheduled as soon as possible following receipt of the final report.

### 3.3 Qualifications Submittal Information

The qualifications submitted in response to this RFQ is an opportunity to present your previous experience and your proposed project team. The following information shall be included:

- A description of the management and supervision of the project team. A project manager must be identified by name and may not be changed without prior written approval by the City.

- Identify all sub-consultants, if any.

- The amount of time to be allocated and availability of the project manager and other team members.

- The consultants understanding of the project and scope of work, the methodology/concept to be applied and the approaches to be taken in accomplishing the tasks.

- A detailed schedule identifying pertinent tasks, the time required to complete each task and tentative completion date of each task in weeks. If selected, the consultant shall assign specific dates to set schedule prior to commencing the project.

- Include descriptions of similar projects previously performed by the staff proposed. The descriptions shall include what services were performed, the date of the project and client references including email and phone contact information.

- Estimated costs – Submit with your response your hourly rate and overhead information in a separate sealed envelope clearly labeled as follows:

  **Sealed Fee Schedule Proposal**
  **City of El Centro**
  **RFQ for Needs Assessment and Feasibility Study for New Public Library**
3.4 Deliverables

The selected consultant will be required to submit the following documents to the City for review:

- Fifteen (15) hard copies of the draft and final needs assessment and feasibility study reports
- Five (5) compact discs (“CDs”) each of the draft and final needs assessment and feasibility study reports. The CDs containing the final needs assessment and feasibility study report shall include a 2010 Microsoft Word copy (“.docx”) of the report.

4.0 SELECTION PROCESS

City staff will review all RFQs submitted and will evaluate and rank proposals based upon the consultant’s understanding of the work to be done, its experience with similar types of work, and the qualifications of its staff. Proposals shall provide information in sufficient detail to allow a complete evaluation. Selection of the consultant will be based upon the proposal ranking. The contract will be awarded to the most qualified consultant whose proposal best conforms to the RFQ and is, in the opinion of the City, most appropriate and advantageous to the City.

The City reserves the right to reject any and all proposals and to negotiate terms with any qualified potential consultant. All proposals become the property of the City upon submission. Evaluation of the proposals will be made by a review committee comprised of members from the City’s library taskforce, library staff and Library Board of Trustees. In addition to evaluating the written proposals, oral interviews may be required.

The City will review the RFQs based on the selection criteria and 100 point scale as follows:

1. Understanding of project requirements and scope of work: 25 points
2. Experience with related projects: 25 points
3. Capacity to perform the scope of work and ability to conclude the work in a timely manner: 25 points
4. Assigned personnel availability and accessibility: 15 points
5. Woman- or minority-owned business: 10 points

Total Value: 100 points

5.0 PREPARATION OF PROPOSAL

All proposals must include an original and ten (10) copies to be submitted in sealed envelopes bearing on the outside the name of the consultant, address, and the title of this RFQ for which the proposal is submitted. It is the sole responsibility of the consultant to see that the City receives the proposal in proper time. Any proposal received after the scheduled closing time for receipt of proposals will be returned to the consultant unopened. Proposals may not be submitted by facsimile, telegraph, electronic mail or any other means other than by personal delivery, United States Mail or other delivery services such as Federal Express or United Parcel Service.
Proposals must be submitted to the individual below at the following address no later than 5:00 p.m. on February 24, 2015:

Marcela Piedra, Community Services Director
City of El Centro
1249 Main Street
El Centro, CA  92243

6.0  TENTATIVE SCHEDULE

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<td>Pre-proposal Conference</td>
<td>February 12, 2015</td>
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<td>2</td>
<td>Request for Qualifications Due Date</td>
<td>February 24, 2015</td>
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<td>3</td>
<td>Consultant Interviews</td>
<td>March 19, 2015</td>
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<td>4</td>
<td>City Council Selection and Award</td>
<td>May 5, 2015</td>
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<td>5</td>
<td>Kick-off Meeting</td>
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<td>Project Start Date</td>
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<td>7</td>
<td>Project Completion Date</td>
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7.0  WITHDRAWAL OF PROPOSALS

Any consultant may withdraw their proposal either personally or by written request at any time prior to the scheduled closing time for receipt of proposals.

Additional questions may be asked of those submitting a proposal and formal interviews may be conducted as well. Proposers will be notified of any additional required information or interviews after written proposals have been evaluated.

The City reserves the right to reject any and all proposals submitted, to request clarification of services submitted, to request additional information, and to waive any irregularity in the proposal and review process, as long as the City’s procedures remain consistent with procurement requirements. The City may select one consulting firm or a combination of consulting firms to provide the range of services requested.

8.0  ADDITIONAL SERVICES

There may be additional professional services needed that are not listed on this RFQ. At the direction of the City, subsequent to written authorization, consultant agrees to render other services, which shall include mutually agreed upon terms and conditions, including payment provisions. However, if the need for the services is caused by error, omission or negligence of the consultant, or persons employed by the consultant, or is required by this RFQ, the consultant shall render the directed additional services without charge of cost to the City.
9.0 SOLICITATION CAVEAT

The consultant understands and agrees that the City shall have no financial responsibility for any costs incurred by consultant until the consultant and City have executed an agreement approved by the City, and has been authorized to proceed in writing by the City. The City reserves the right to terminate this RFQ after three days notice to all prospective consultants. The submission of a proposal shall be conclusive evidence that the consultant has investigated and satisfied itself as to the conditions to be encountered, the character, quality and scope of work to be performed, and the requirements of the City and of the applicable Federal, State and local regulations.

10.0 INSURANCE

The liability policies shall contain an additional insured endorsement in favor of the City and its council members, officers, agents and employees. Any insurance or self-insurance maintained by the City or its council members, officers, authorized representatives, their agents, employees and volunteers shall be excess of the consultant’s insurance and shall not contribute with it.

The consultant shall be responsible for any deductibles or self-insured retentions under all required insurance policies. Insurance in lesser amounts or lack of certain types of insurance otherwise required by this contract must be declared to and approved in writing by the City.

However, unless otherwise approved by the City, if any part of the work under agreement is subcontracted, the “basic insurance requirements” set below shall be provided by or on behalf of all subcontractors even if the City has approved lesser insurance requirements for the consultant. Consultant shall be responsible for determining and guaranteeing all subcontractors are insured in the standards set forth.

The selected consultant shall procure and maintain for the duration of this agreement the following types and limits of insurance, otherwise referred to as “basic insurance requirements.”

Automobile liability insurance, providing coverage on an occurrence basis for bodily injury, including death, of one or more persons, property damage and personal injury, with limits of not less than $1,000,000 per occurrence; and

Broad form commercial general liability insurance, providing coverage on an occurrence basis for bodily injury, including death, of one or more persons, property damage and personal injury, with limits of not less than $1,000,000 per occurrence; and

Workers’ Compensation insurance with statutory limits and employer’s liability insurance with limits of not less than $1,000,000 per incident; and

Professional liability insurance, providing coverage on an occurrence basis for errors and omissions with limits of not less than $1,000,000 per occurrence.
All insurance amounts and other information may be adjusted by the City’s Risk Manager.

Consultant shall place such insurance with insurers having an A.M. Best rating of no less than A+ VII. This requirement may be waived at the direction of the City’s Risk Manager.

The automobile liability policies shall provide coverage for owned, non-owned, and hired vehicles.

The Workers’ Compensation policy shall contain a waiver of subrogation endorsement in favor of City, its mayor, council members, and officers.

All policies shall contain the following endorsement: “City shall be given 30 days’ advance written notice of cancellation or material change in policy language or terms.”

All policies shall provide for continuing liability, notwithstanding any recovery or any policy.

The insurance required under the agreement shall be maintained until all work required to be performed is completed to the satisfaction of the City.

Consultant shall deliver to City a complete copy of each policy of insurance evidencing the insurance required under this agreement, before the agreement is executed. City may withhold payments to consultant if consultant has not delivered policies of insurance, and endorsement, as required.

11.0 INDEMNITY

Consultant agrees to indemnify, defend, and hold harmless the City, its council, agents, and authorized representatives, and their officers, agents and employees against any and all liability, claims, actions, causes of action or demands whatsoever against them, or any of them, for injury to or death of, connected with, or caused by consultant, consultant’s employees, agents, subcontractors, or independent contractors or companies in the performance of, or in any way arising from, the terms and provisions of the consultant contract whether or not caused in part by a party indemnified.

12.0 ENVIRONMENTAL REVIEW

The City will be completing the California Environmental Quality Act (“CEQA”) documentation required for the proposed needs assessment and feasibility study. As such, please do not include CEQA compliance as part of the scope of services.

13.0 BUSINESS LICENSE REQUIREMENT

After selection and execution of a consultant services agreement and prior to rendering services to the City, the successful consultant shall obtain a business license from the City. It is unlawful for any person to furnish supplies or services, or transact any kind of business in the City without obtaining a business license from the City. Business license applications are

14.0 EXISTING LIBRARY PICTURES
15.0 EXISTING LIBRARY FLOOR PLAN LAYOUT