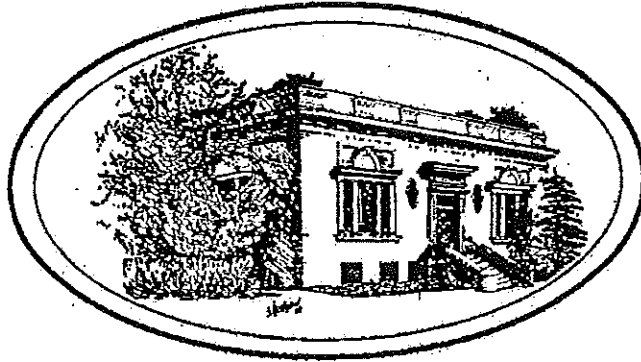


***Request for Qualifications
Public Information Services
For New Dixon Library Project***



ADDRESS FOR SUBMITTALS:

Gregg Atkins, District Librarian
Dixon Public Library
230 N. First Street
Dixon, CA 95620

SUBMITTAL DUE DATE:

March 5, 2010
5:00 p.m.

CONTRACT START DATE (tentative):

April 1, 2010

Section I - Overview

The Dixon Public Library District seeks to identify and consider qualified consultants to provide public information services in connection with a library building project.

BACKGROUND

The Dixon Public Library District is one of four remaining Union School Districts and Union High School Districts Library Districts in California. The Library Service Area covers over 196 square miles in eastern Solano County with a service population expected to exceed 30,000 in the coming decade.

The current library is inadequate to serve the needs of the population of the District. The facility is composed of three structures – an original 1912 Carnegie building, a 1957 addition, and a 1989 addition, all of which have structural deficiencies and outdated infrastructure. There is no program area, few reader seats, and no room to expand collections. Public technology access is limited and the staff work area is severely inadequate.

The New Library Building Committee (NLBC) includes all five members of the Library District's Board of Trustees and all five members of the Library Commission as well as the City of Dixon City Manager, the City of Dixon Mayor, the District Librarian, and the Library Administrative Support Manager.

In 2002, a library needs assessment for a proposed renovation and expansion pointed to the need for a new library for the Dixon Public Library District. Further research into the condition of the existing facility and benchmark comparisons with peer jurisdictions has further emphasized this need. The NLBC has been engaged in a second needs assessment process since early in 2009. The Committee has conducted two surveys, one on-line and one (done by Godbe Research) by telephone, stakeholder interviews, focus groups, a series of community meetings, and has completed multiple site visits to new library facilities.

The new library design will involve participation of the NLBC, library staff, consultants to the District, community members, and coordination with multiple agencies and stakeholders. Coordination with all interested participants and stakeholders will begin in the early stages of schematic design and continue through design, bidding, construction, commissioning and completion of the project. The District has engaged Library Building Consultant Linda Demmers to assist with planning and programming; Brian Godbe, President of Godbe Research, to provide community survey services; Jonathan Edwards of Government Financial Strategies, Inc. to provide assistance in identifying project funding strategies; and P. Addison Covert of Kronick, Moskovitz, Tiedemann & Girard.

The District is currently in the process of selecting an architect, and has issued an RFQ for that purpose.

FUNDING

The District has identified funding for Phase I, preliminary design studies for the new Dixon Public Library building. This funding will also be used for public information services covered under this RFQ. The building project may be funded by a General Obligation Bond which would be placed on the public ballot in the next 12 to 18 months.

TIME PERIOD

The Library District plans to use the services of Consultant for a period of twelve (12) months from start of contract, with the possibility of extension for an additional number of months to be negotiated at time of extension.

Section 2 – Project Introduction

The Library District wants to increase the levels of communication to and engagement with the community concerning the work of the Library, the need for a new facility, the work being done to plan, design and build that facility, and the ongoing opportunities for community involvement in the work being done. A systematically-developed and sustained increase in community awareness and ownership is desired. New approaches and methods for accomplishing this will be carefully considered.

The Library District seeks to identify a multi-faceted public information strategy specific to this undertaking and to implement the strategy. Implementation may include production and distribution of news releases, informational materials, brochures, signage, photography, videography, public service messages, media events, surveys, and other communications products, as well as promotion of the Library District's policies, programs, and activities.

The Library District expects that the Consultant will be able to effectively collaborate with the architectural firm, which will also have specific responsibilities with regard to community outreach.

The scope of activities may include:

Public Relations – strategy and specific activities to help establish and develop the project identity, public awareness and perception, and other project-specific objectives of the Library District. Activities may involve community, consumer, industry, and governmental relations; representation to interest groups; conflict resolution; and, 'grassroots' community outreach. The Consultant must consider the attitudes and concerns of community, consumer, employee, and public interest groups, and help establish and maintain cooperative relationships with them and with representatives of the news media. The Consultant may draft (or direct the work of those who draft) press releases and contact people in the news media who might print or broadcast their material; may organize, facilitate and document meetings or special events; and may help represent the Library District to the public and the news media, including on controversial or sensitive issues.

Media Consulting - strategic advice, consulting, and development of a comprehensive information plan for the New Dixon Library Project. The Consultant will lay out a multi-faceted, multi-stage public information program designed to engage public interest in the project, provide accurate and timely information to the public, and to persuade the public of the need for and value of the undertaking.

Advertising and Promotion - planning, production, purchasing, and management of print, broadcast, and "new-media" advertising and promotion. The Consultant may identify and/or design media campaigns for the New Dixon Library Project, supervise the production of advertising or promotional materials, arrange advertising space or broadcast time, manage special events, and oversee the successful execution of advertising or promotional

campaigns. The Consultant should be able to identify ways to integrate paid advertising and promotion with other non-paid elements of a public information plan or program.

Copy-Writing and Report-Writing - drafting, editing, and finalization of written materials-including reports, newsletters, brochures, direct mail, print advertising and web content for legislative, interest-group, expert, or public consumption. Consultants must be able to take in information that is sometimes presented in disparate forms and styles, and integrate that information into a final form that is appropriate for the target audience(s). Superior English language skills are essential. At times, the Consultant may be called upon to prepare and/or deliver presentations of the written products.

Graphic Design and Production - communication of visual information by means of words, images, color, and composition. The Consultant will help manage and/or assist in the production of print or electronic forms of visual information, such as for advertisements, publications, posters, displays, signage, videos, presentations, and web sites and other forms of new media (e.g., podcasting and blogs). Graphic design services will concentrate on communication of defined messages using professional layout and composition techniques that involve design, typography, color, photography, illustration, videography, or animated visualization. Audio production may also be included in this category of services.

Facilitation - community outreach-meeting planning and facilitation; design and implementation of public participation processes, programs, or events for project activities; and production of related public-outreach materials. The Consultant should have experience in meeting facilitation techniques and be able to identify individuals who are skilled at providing such services.

Section 3 – Response Requirements

Proposals should not include any materials to be returned to the Consultant and should be a concise statement. The Dixon Public Library District requests four (4) copies of the Response. Each response must include the following information:

1. Credentials and Experience. Provide a summary of the Consultant's qualifications, listing credentials and related past experience (particularly that relating to public agencies). Work for another public library or as part of a public library design experience should be highlighted. Provide details about the consulting firm.
2. Scope of work. Provide a narrative of the Consultant's understanding of the scope of work and plan to accomplish the objectives of the Library District.
3. Team/Staff. Describe the size of the firm; indicate the principal, company official, project manager, as well as other personnel who will be assigned to the project. Submit a background of their qualifications, education, and representative experience. Indicate firm's ability to staff the project and how firm will ensure the availability of the proposed team members to work on the project through completion.
4. Sub-consultants. Submit a list of sub-consultants (if any) who will be used on the project, which is to include individuals who will work on the project, their background, education, and representative experience.
5. Litigation. Firms are required to list past, current, or pending litigation resulting from professional services rendered over the past five years. If a court or an arbitrator rendered a decision, state the results.
6. References. Provide a minimum of three references for current or recent projects within the last two years of similar scope and content.
7. Fees. State the fee you propose to charge the Library District. Describe the method you propose for setting this fee. Fees must include all reimbursable expenses and the hourly rate for principals, staff, consultants, etc.

SECTION 4 – Application Procedure

INQUIRIES

Interested parties should contact the District Librarian via email or by telephone if they have questions.

Gregg Atkins, District Librarian
Dixon Public Library
230 North First Street
Dixon, CA 95620
atkinsg@dixonlibrary.com
707-678-1805

CLARIFICATIONS

The District will, at its discretion, respond to any requests for clarification to the Request for Qualifications by way of RFQ Addendum as needed. All Addenda will be posted on the Library website (www.dixonlibrary.com) in the *New Dixon Library Project* section. No requests will be accepted after March 25, 2010..

APPLICATION FORMAT

Respondents will be required to submit a response to the Request for Qualifications including all information requested in Section 3.

In addition, all submittals must include :

1. A “letter of interest” indicating the Contractor’s interest in providing the services described in this RFQ to the District. The letter should be addressed to Gregg T. Atkins, District Librarian. The letter should outline Consultant’s experience, unique qualifications, interview availability and availability of the team to begin work. The letter should also indicate the Contractor’s name, mailing address, telephone number and contact name.
2. A list of public information projects your team is currently executing or has completed in the last five (5) years (Please limit to 5). Include the following information on each project:
 1. Project Name
 2. Project Location
 3. Project Description
 4. Client Representative
 - Name
 - Phone Number
 - Address (if available)
 5. Provide a brief description of the work performed and any unique challenges associated with the project.
3. A completed Certification of Proposal (Appendix A).

RESPONSE PREPARATION

No reimbursement will be made by the District for costs incurred in the preparation of the response to this Request for Qualifications. Submitted materials will not be returned and become the property of the Dixon Public Library District.

SUBMISSION REQUIREMENTS

Responses are due no later than 4 :00 p.m. on March 5, 2010. Any response received after the deadline may be refused and returned to the respondent. Submit one (1) unbound and five (5) copies in the format specified above.

All responses received will be analyzed in detail. The selection by the District will be based on demonstrated competence and professional qualifications that include such factors and considerations as overall experience, capability, current capacity to perform the work described herein, and personnel proposed to perform that work. The District reserves the right to expand or diminish the scope of work subject to negotiation with the successful firm.

SECTION 5 – Selection Procedure

SELECTION COMMITTEE

A Selection Committee will screen all submitted proposals, and recommend a short list of finalists for interviews.

EVALUATION

All proposals will be evaluated to determine a list of finalists, and then evaluated again to select a vendor. Evaluation will include, but not be limited to, the criteria listed below :

- A. Experience and expertise of firm
- B. Project plan / strategy as outlined by Scope of Work statement
- C. Ability to perform work with flexibility and with quick turn-around
- D. Completeness of response
- E. Proposed fee

DISTRICT LIBRARIAN

The District Librarian will interview the finalists, and select a firm (or individual) for recommendation to the New Library Building Committee provided that contract negotiations are successfully concluded.

SECTION 6 – General Terms and Conditions

1. Award of contract shall take place after all RFQs have been reviewed by District and terms have been negotiated for the contract amount; all such contracts must be approved by the Governing Board of Library Trustees or by the Library Commission.
2. The firm acknowledges that it has not been convicted of public entity crime or placed on the convicted vendor list.
3. The District reserves the right to negotiate the fee schedule proposed by the firm under this RFQ in order to meet District's budgetary constraints.
4. Responses to this RFQ will become the exclusive property of the Dixon Public Library District and subject to the California Public Records Act, Government Code sections 6250, et seq. Those elements in each response which are trade secrets as that term is defined in Civil Code section 3426.1(d) or otherwise exempt by law from disclosure and which are prominently marked as "TRADE SECRET," "CONFIDENTIAL," or "PROPRIETARY" may not be subject to disclosure. The District shall not in any way be liable or responsible for the disclosure of any such records including, without limitation, those so marked if disclosure is deemed to be required by law or by an order of the Court. Contractors that indiscriminately identify all or most of their submittal as exempt from disclosure without justification may be deemed non-responsive.

In the event the District is required to defend an action on a Public Records Act request for any of the contents of a proposal marked "confidential," "proprietary," or "trade secret," Contractor agrees, upon submission of its proposal for the District's consideration, to defend and indemnify the District from all costs and expenses, including attorneys' fees, in any action or liability arising under the Public Records Act.

5. The District may investigate the qualifications of any individual or firm under consideration, require confirmation of information furnished and require additional evidence of qualifications to perform the services described in this RFQ. The District also reserves certain rights, including, but not limited to, the following:
 - a. Reject any or all of the proposals.
 - b. Issue subsequent Requests for Qualifications.
 - c. Cancel the entire Request for Qualifications.
 - d. Remedy technical errors in the Request for Qualifications process.
 - e. Appoint evaluation committees to review qualifications.
 - f. Seek the assistance of outside technical experts in qualification or proposal evaluation.
 - g. Approve or disapprove the use of particular subcontractors.
 - h. Establish a short list of firms eligible for discussions after review of the RFQ.

- i. Negotiate with any, all, or none of the firms.
 - j. Solicit best and final offers from all or some of the firms.
 - k. Award a contract to one or more firms.
 - l. Waive informalities and irregularities in the RFQ.
 - m. Terminate negotiations at any time.
 - n. Award without discussion.
6. This RFQ shall not, in any manner, be construed to be an obligation of the District to enter into a contract or result in any claim for reimbursement of cost for any efforts expended in responding to the RFQ, participation in interviews or in anticipation of any contract.
 7. All pricing quoted within proposals shall be valid for a period not less than ninety (90) days from the date proposals are received.
 8. Firms are encouraged to verify contact names and phone numbers on all references listed in their submittal. The District will selectively contact references provided in each submittal for each short listed firm.

APPENDIX A - CERTIFICATION OF PROPOSAL

- A. The undersigned hereby submits its proposal and, unless otherwise stated, agrees to furnish services to the Dixon Public Library District in accordance with this RFQ and the attachments thereto.
- B. The contractor has carefully reviewed its proposal and understands that the District will not be responsible for any errors or omissions on the part of the contractor.
- C. It is understood that the District reserves the right to accept or reject any or all proposals and to waive any informality in any proposal received.
- D. Enclosed as a part of this proposal are the figures and data required to be considered a responsive proposal.
- E. This proposal shall be considered an irrevocable offer and shall be valid for ninety (90) days from the date proposals are required to be submitted.

Dated: _____

Name of Firm: _____

By: _____
Authorized Signature

Title: _____

Address: _____

Telephone: () _____ FAX: () _____

Federal Tax I.D. No.: _____

Social Security No.: _____