

A G E N D A



Recommendation for Council Action (Purchasing)

Austin City Council	Item ID:	41917	Agenda Number	14.
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Meeting Date:	March 26, 2015
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Department:	Purchasing
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Subject

Authorize award, negotiation, and execution of an 18-month contract with ORANGEBOY, INC. to provide customer research and data assessment services for the Austin Public Library in an amount not to exceed \$97,500, with four 12-month extension options in an amount not to exceed \$45,000 per extension option, for a total contract amount not to exceed \$277,500.

Amount and Source of Funding

Funding in the amount of \$27,083 is available in the Fiscal Year 2014-2015 Operating Budget of the Austin Public Library. Funding for the remaining 13-months of the contract period is contingent upon available funding in future budgets.

Fiscal Note

There is no unanticipated fiscal impact. A fiscal note is not required.

Purchasing Language:	Sole Source
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Prior Council Action:	
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For More Information:	Jonathan Harris, Senior Buyer Specialist, 512-974-1771
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Boards and Commission Action:	
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Related Items:	
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MBE / WBE:	The contract will be awarded as a sole source and is exempt from City Code Chapter 2-9C Minority-Owned and Women-Owned Business Enterprise Procurement Program.
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Additional Backup Information

The contract with OrangeBoy, Inc., Portland OR., is for professional consulting services including modeling software for the Austin Public Library. The library faces a quickly evolving environment as the city population develops and grows; this changing population brings different needs and expectations than previously experienced by the Austin Public Library. This requires the library to critically assess its customer base and the models required to serve a large population with varying needs. The library must also consider how it should distribute resources to meet the needs of citizens in the defined geographic districts. OrangeBoy will help identify customer behaviors and trends, measure results and outcomes, and help the library serve the community with greater relevance.

OrangeBoy, Inc. provides libraries a data-driven solution to increase organizational productivity by linking library usage behaviors, the cost of providing services to satisfy these behaviors, and outcomes desired by the library. This will allow the library to identify and implement the most efficient service model and to align their budget allocations more closely with the community's needs. The vendor will provide this through its proprietary Software as a Service (SaaS) suite called Savannah.

There is no other software platform on the market that integrates as many discrete cardholder data sources. Savannah organizes data from the library's integrated library systems, third-party digital content providers, computer usage software, Wi-Fi routers, event tracking software, and local demographics by individual users. This provides the ability to view the depth and breadth of library usage from an individual perspective. The first six months of this contract includes not only the software licensing and support but also consulting services to assist with initial set-up, implementation, training, and metrics development.

OrangeBoy, Inc. serves as the sole distributor of the Savannah SaaS suite. It also acts as the sole provider of all ongoing support and consulting services to suite users. OrangeBoy, Inc. has no distributors or resellers for Savannah, nor does it allow others to provide associated services to users. The company owns all intellectual property related to Savannah and has no licensees.