



Cynthia Chadwick, County Librarian

Albany
Castro Valley
Centerville
Dublin
Fremont Main
Irvington
Newark
Niles
San Lorenzo
Union City
Learning Group

January 21, 2021

Honorable Board of Supervisors
County of Alameda
1221 Oak Street, Suite 536
Oakland, CA 94612-4305

SUBJECT: AUTHORIZE AMENDMENT NO. 2 TO EXTEND AND INCREASE THE CONTRACT WITH BRAINFUSE, INC. FOR ONLINE HOMEWORK HELP SERVICES; MASTER CONTRACT NO. 901369; PROCUREMENT CONTRACT NO. 12946; AMOUNT: \$42,500

Dear Board Members:

RECOMMENDATION:

Authorize the Purchasing Agent to execute Amendment No. 2 to the contract (Master Contract No. 901369; Procurement Contract No. 12946) with Brainfuse, Inc. (Principal: Troy Weiman; Location: New York, NY) to continue providing online homework help services to the Alameda County Library, extending the current term of 3/1/16 – 2/28/21 by six months until 8/31/21, and increasing the contract amount from \$421,000 to \$463,500 (\$42,500 increase).

DISCUSSION/SUMMARY:

On March 1, 2016, your Board approved (Item No. 18) a three-year contract with Brainfuse, Inc. to provide online homework help services for Alameda County Library for \$251,000. On January 15, 2019, your Board approved (Item No. 74) an amendment to this contract, extending the contract term to 2/28/21 and increasing the total contract value to \$421,000 (\$170,000 increase).

The Alameda County Library (ACL) requires a qualified contractor to provide live, interactive online homework help and tutoring for children, teens, and adults in Alameda County.

The ACL serves over 352,554 registered cardholders in Alameda County. The service area includes five cities: Albany, Dublin, Fremont, Newark, Union City, and unincorporated areas centered in San Lorenzo, Castro Valley, and Ashland Youth Center.

The ACL's current live online homework help services logged 45,478 help sessions in Fiscal Year 2019-2020. The service shall be available between 2:00 pm and 10:00 pm, in both English and Spanish. The online service shall be available to all Library cardholders.

Administration
2450 Stevenson Blvd.
Fremont, CA 94538-2326
510-745-1504
FAX 510-793-2987
www.aclibrary.org

The ACL is satisfied with the services currently provided by Brainfuse, Inc. The increase in contract amount will fund six-month contract extension. The amendment will ensure continuity of services and allow General Services Agency (GSA)-Procurement to complete a new competitive process.

SELECTION CRITERIA/PROCESS:

ACL worked with GSA–Procurement to develop a Request for Proposal (RFP), which was issued on October 5, 2015 and resulted in one response. Brainfuse, Inc’s response was evaluated by the County Selection Committee and Brainfuse, Inc. agreed to subcontract 20% of the contract to Bay Central Printing, Inc. (Principal: Michael Mahmoudi; Location: Union City; Certified Small: 09-00067; Expiration: October 31, 2021) to provide promotional and specialty marketing support services.

As verified in the Elation System, the Small, Local, and Emerging Business (SLEB) subcontractor achievement to date is 13.04%. Brainfuse, Inc. will continue to work with its subcontractor to meet Alameda County’s 20% SLEB requirement.

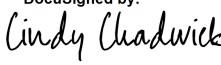
FINANCING:

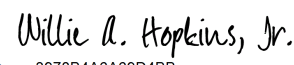
Appropriations for this contract are included in the ACL FY 2020-21 Approved Budget and will be requested in the subsequent budget year. No additional appropriations are required, and there will be no increase in net County cost.

VISION 2026 GOAL:

The online homework help contract meets the 10X goal pathway of **Employment for All** in support of our shared vision of a **Thriving and Resilient Population**.

Respectfully submitted,

DocuSigned by:

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Cynthia Chadwick
County Librarian

DocuSigned by:

3978B4A6A69D4BB...
Willie A. Hopkins, Jr.
Director, General Services Agency

Attachment

WAH\KH\kh\F:\Board Letters\Purchasing\FY 2020-21\901369 - Online Homework Help 2nd Amendment BL.docx

cc: County Administrator
Auditor-Controller
County Counsel

CONTRACT SUMMARY
 Online Homework Help Services
 Master Contract No. 901369
 March 1, 2016 – August 31, 2021

<i>Vendor</i>	<i>Location</i>	<i>Estimated Dollar Value of Contract Award</i>	<i>SLEB Participation</i>	
			<i>Percentage</i>	<i>Dollar Amount</i>
<i>BRAINFUSE, INC.</i>	<i>NEW YORK, NY</i>	<i>\$463,500</i>	<i>20.00%</i>	<i>\$92,700.00</i>

Contract Summary to Date
 03/01/16 – 01/12/21

<i>Vendor</i>	<i>Location</i>	<i>Estimated Dollar Value of Contract Award</i>	<i>SLEB Participation</i>		<i>Local Participation</i>	
			<i>Percentage</i>	<i>Dollar Amount</i>	<i>Percentage</i>	<i>Dollar Amount</i>
<i>BRAINFUSE, INC.</i>	<i>NEW YORK, NY</i>	<i>\$417,000</i>	<i>13.04%</i>	<i>\$54,414.71</i>	<i>13.04%</i>	<i>\$54,414.71</i>

SLEB Subcontractor Achievement to Date

<i>SLEB Subcontractor Name</i>	<i>Address</i>	<i>Certification Information</i>	<i>Small/Local Participation</i>	
			<i>Percentage</i>	<i>Dollar Amount</i>
<i>Bay Central Printing Inc. Bana Mahmoudi</i>	<i>33401 Western Ave Union City, CA 94587</i>	<i>Cert#:09-00067 Expires: October 31, 2021</i>	<i>13.04%</i>	<i>\$54,414.71</i>

