



Alameda County
LIBRARY
...Infinite possibilities

Jean Hofacket, County Librarian

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October 12, 2010

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

Dear Board Members:

SUBJECT: AWARD A CONTRACT TO BRAINFUSE, INC. FOR ONLINE
HOMEWORK HELP SERVICE, REQUEST FOR PROPOSAL (RFP) NO.
900716; AMOUNT: \$210,600

RECOMMENDATION:

Authorize the Purchasing Agent to negotiate and sign Master Contract No. 900716, Procurement Contract No. 5719, with Brainfuse, Inc. (Francesco Lecciso, Director), New York, NY, to provide online homework help services for the Alameda County Library (Library) at an estimated cost of \$210,600. The term of this contract shall be for three years beginning approximately January 1, 2011 and shall end on approximately December 31, 2013, and by mutual agreement allows options to renew for two additional one-year terms.

DISCUSSION/SUMMARY:

The online homework help service will provide after school tutoring services to Library customers, especially school-age children. The service is provided via the internet directly to the County from 1 p.m. until 10 p.m. seven days a week. Customers will have the ability to connect anonymously through the Library's website to a qualified professional tutor and receive homework assistance.

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

The County provided 12,241 sessions during the fiscal year 2008 - 2009. The Library has received overwhelming positive feedback from Library customers regarding this service and expects this number to increase in the next fiscal year.

The online service is available to all Alameda County Library cardholders in English, Spanish, and Mandarin. Subjects include math, science, English language arts, social studies, ESL, foreign language assistance, computer literacy, and test preparation.

SELECTION CRITERIA/PROCESS:

The Library does not have the resources available to provide online homework help services.

The Library worked with the General Services Agency (GSA) Purchasing Department and issued a Request for Interest (RFI) on February 4, 2010 to 3,092 subscribers to the GSA Goods and Services-Current Contracting Opportunities mailing service via E-Gov, including small, local and emerging businesses (SLEB) who have opted to receive these email notifications and from a list of vendors provided by the Library. The RFI was also posted on the GSA Current Contracting Opportunities website for approximately 47 days and resulted in 4 responses. Subsequently, a Request for Proposal (RFP) was developed and electronically mailed on March 24, 2010 to the responding vendors. The RFP was posted on the Alameda County Current Contracting Opportunities website for 57 days and advertised in 15 local and ethnic newspapers, and the Chambers of Commerce. Two networking/bidder's conferences were held approximately 14 days after the RFP was issued and were attended by a representative from one firm. A total of three responses to the RFP were received from three non-local firms.

The responses were evaluated by the County Selection Committee (CSC) comprised of three representatives from the Library. A maximum total of 550 evaluation points were available for this project. The total evaluation points include 50 preference points derived from a 5% preference for local vendors and a 5% preference for certified small or emerging local vendors for a total of 10%. All three vendors were invited to oral interviews with the CSC.

Brainfuse, Inc. was the highest scoring qualified vendor and had satisfactory references. There are no local suppliers certified as SLEBs who provide these services or any portion thereof. As the service is provided via the internet, there are no SLEB subcontracting opportunities available. SLEB requirements have been waived by the Office of Acquisition Policy (OAP), SLEB Waiver Number No. 677.

The following is a summary of the evaluation:

<i>Evaluation Summary</i>					
<i>Vendor</i>	<i>Location</i>	<i>Local</i>	<i>SLEB</i>	<i>SLEB Sub-Contractor</i>	<i>Evaluation Points</i>
<i>Brainfuse, Inc.</i>	<i>New York, NY</i>	<i>N</i>	<i>N</i>	<i>N</i>	<i>497</i>
<i>Tutor.com, Inc.</i>	<i>New York, NY</i>	<i>N</i>	<i>N</i>	<i>N</i>	<i>315</i>
<i>Link-Systems International, Inc.</i>	<i>Tampa, FL</i>	<i>N</i>	<i>N</i>	<i>N</i>	<i>181</i>

FUNDING:

Appropriations for this contract are included in the Library Fund 21300, Org 360100, Account 610261 FY 2010-11 Approved Budget and will be requested in subsequent budget years. No additional appropriations are required and there will be no increase in net County cost.

Respectfully submitted,



Jean Hofacket
County Librarian



Aki K. Nakao
Director, General Services Agency

AKN:JT:mp: I:\Board Letters\Purchasing\FY 2010-2011\Online Homework Help Service (Brainfuse Inc) 900716

Attachment

cc: Susan S. Muranishi, County Administrator
Patrick O'Connell, Auditor-Controller
Richard E. Winnie, County Counsel

ATTACHMENT

ONLINE HOMEWORK HELP SERVICE
REQUEST FOR PROPOSAL (RFP) NO. 900716
January 1, 2011 – December 31, 2013

<i>Vendor</i>	<i>Location</i>	<i>Estimated Dollar Value of Contract Award</i>
<i>Brainfuse, Inc.</i>	<i>New York, NY</i>	<i>\$210,600</i>