



**PIMA COUNTY**  
PROCUREMENT DEPARTMENT  
130 W. CONGRESS ST., 3rd FLOOR  
TUCSON, ARIZONA 85701-1317  
TELEPHONE (520) 740-8161  
FAX (520) 798-1484

Issue Date: February 3, 2012

**REQUEST FOR INFORMATION**  
**RFI # 35489**  
**DIGITAL BOOK SERVICE FOR PIMA COUNTY PUBLIC LIBRARY**

**Response Due Date: February 24, 2012 @ 4 PM MST**

**PURPOSE AND SCOPE**

Pima County is requesting information from firms and parties that could assist the County in researching and recommending digital book services for Pima County Public Library.

The Request for Information (RFI) process is an informal process utilized to gather information that may result in a subsequent Request for Proposal (RFP) or Request for Qualifications (RFQ). No award will be made based on the results of this RFI process. Any procurement by the County will be subject to a separate process and subject to budget approval. **Interested firms or parties are asked to submit responses by February 24, 2012 by 4 P.M. MST.**

Submit information for any products or services your firm provides that would address the County's objectives as detailed on page 3 of this RFI under the paragraph entitled "SUBMITTAL CONTENT." There is no structured format for the presentation of your material. Your submittal should include one electronic copy (CD or Thumb Drive) and one hard copy. The submittal may include any of the following: printed brochures, written statements regarding firm qualifications that address questions posed and issues identified, along with references and testimonials from past or present customers, especially any governmental entities.

## **Request for Information #35489: Digital Book Service for Pima County Public Library**

### **BACKGROUND AND GENERAL INFORMATION**

Pima County Public Library is a large public library system servicing a population area of approximately 1 million people. The library system has provided digital book services since 2005. The library would like to expand our digital book offerings to keep pace with customer demand. The library is exploring a variety of digital book service models and is issuing this Request for Information as a discovery exercise.

### **SUBMITTAL CONTENT**

Specifically, the County invites interested firms and parties to provide information regarding the following:

#### **1. Company Information**

- Company Name and Headquarters Mailing Address
- Contact Name, Telephone and Email
- Company Website URL
- Type of Organization (Corporation, Partnership, etc.)
- How long has the company been in business in its current form
- Provide a description of your corporate strategy and how it manifests itself in your product direction.
- Please provide your technology roadmap. What direction will your product(s) take over the next two years? What factors in the market are driving that direction?

#### **2. Experience**

List other library systems with which you have worked. Where appropriate, include client case studies.

#### **3. Evaluation Criteria**

If the County does pursue an RFQ or RFP, what evaluation criteria do you feel the County should use in selecting a successful respondent(s)? What weighting / priority / rank should the County use in evaluating the criteria? Provide examples.

#### **4. Product Demonstration**

Are you able to provide a webinar or other interactive demonstration to enhance our understanding of your product capability, if requested? This should not be a formal proposal.

## **Request for Information #35489: Digital Book Service for Pima County Public Library**

### **5. Ease of Use**

- What types of knowledge and technical skills are required to use your product?
- Describe the digital book download and transfer process in detail, including any software requirements and all steps taken.
- What is the complete process that a first-time user would need to follow, in order to be able to begin using the service?
- What is the standard process for locating, checking out, downloading and transferring a digital book?

### **6. Authentication**

Provide a description of how your service authenticates public library users.

### **7. Search Capabilities**

Describe your product's search capabilities.

### **8. Reporting Capabilities**

Does your product provide any reporting capabilities? If yes, describe the types of reports and supported output formats.

### **9. MARC Records**

Does your company provide MARC records for all titles? How are these provided? Is there an additional cost for MARC records? What is the timeframe for integration of digital book records into our online public access catalog?

### **10. Social Media and Web 2.0**

Provide a description of how your product makes use of Social Media and/or Web 2.0 technologies including multimedia, tools or applications.

### **11. Mobile**

Does your product support and/or integrate with mobile devices? If yes, provide a detailed description of the functionality provided and type of devices supported.

### **12. eReaders and Devices Support**

- Does your product support and/or integrate with eReaders? If yes, provide a detailed description of the functionality provided and type of devices supported.
- Does the service allow for transferring the downloaded files to portable devices such as smart-phones, iPads, MP3 players, iPods, etc.?

- Describe any necessary software to support the transfer process and any costs related to using the software.

## **Request for Information #35489: Digital Book Service for Pima County Public Library**

- Describe any apps that allow direct download of eBook and Audiobook content to iPhones/iPads, Droids, and other portable devices.

### **13. eReader and Device Purchasing Model**

- Do you provide eReaders or devices
  - If so, describe your service.
- Do you provide a managed program for libraries to check out eReaders or devices to the public?
- If the library purchases devices and titles from your service, is it a one-to-one relationship between title and device or can one title be loaded on multiple devices?

### **14. Printing**

Describe the different ways end users can get printable material from the content hosted by your product.

### **15. Formats**

- Does the service offer eBooks as well as Audiobooks?
- Does the service offer eBooks in PDF and EPUB formats?
- Does the service offer Audiobooks in MP3 and WMA formats?
- Describe any other provided formats and file types.
- Describe how the formats you provide allow for the broadest possible application across platforms (Macs, PC's, eReaders, MP3 Players and other portable devices).
- Do you provide enhanced eBook formats? If so, describe your offerings.

### **16. Support**

- Do you provide library customers and staff with direct access to technical support, via email and/or telephone? Describe your tech support services in detail.
- Are there FAQ's and help screens available on the service website?
- Describe how your company supports your product. Provide descriptions (including locations and time availability) of the types and/or levels of support and any additional associated costs.

### **17. Training**

- Provide a detailed description of your training materials/services.
- Are there additional costs for training library staff?
- What training materials do you provide for the public?

## **Request for Information #35489: Digital Book Service for Pima County Public Library**

- Is your training library-specific? When you train library staff, do you use a generic training site or do you tailor the training and use the library's site?

### **18. Collection Development**

- What is the process for library staff to locate and purchase titles for addition to the collection?
- How are library selectors informed about new and forthcoming books?
- What is the typical lag time between when a book is produced in digital format and when it becomes available on the service?
- Can the library pre-purchase forthcoming titles and have them added to the collection before the publishing date?
- Do you provide standing order plans? Are all formats included? Describe all of your standing order plans.
- Describe your holds management plans. Are all formats included?
- Are there any limitations on circulation of purchased titles (i.e. Harper Collins)? If so, how is the library notified when the limit is reached?
- What percentage discount rate is provided to libraries?

### **19. Collection / Content**

- How many different publishers are aggregated? Provide a list of publishers who provide content for your service. Include all mainstream and alternative presses.
- Describe the range of titles included from front list, mid list and back list.
- Do you provide unabridged content for audiobooks? How much of your content is unabridged?
- Describe how your collection of available titles, specifically in relation to current popular fiction and non-fiction suitable for a public library collection.
- Does your service include materials for adults, young adults and children?
- Do you provide content in languages other than English? If so, describe what content you provide.
- Describe the initial core collection that is included with the service.
- Describe the methods by which the library can purchase additional titles to increase the collection over time.
- How many titles are currently available in the collection?
- How many new titles are added, on average, each month?
- How do you obtain and retain titles in your collection?
- What is the historical retention rate of titles in your services?
- What is the procedure for withdrawals from the collection?

- What happens when a publisher withdraws its content from your collection? How is the library notified and compensated?

### **Request for Information #35489: Digital Book Service for Pima County Public Library**

- How do you create relationships with publishers so that the content in your collection is stable, current, and relevant?

#### **20. Local Content**

Can the library add locally produced content to the collection? If so, describe the process the library would take in order to do this. What else is involved for the library (additional costs, contracting, etc.)?

#### **21. Customer Driven Selection**

The Library has instituted methods for customers to submit requests to purchase print content and would like to allow customers to suggest and initiate purchase of digital content. How does vendor support customer driven selection or requests?

#### **22. Donations**

Do you have a way for customers to purchase a digital copy for the library that will circulate to other library patrons?

#### **23. Content Integrity**

Do you provide the ability for the library to own purchased content or is content leased? Do you provide perpetual access to the materials selected and added to our collection? How do you ensure the integrity of the collection?

#### **24. Administration**

- Describe the administrative site, including the procedures library staff will use to review monthly usage statistics, evaluate and build the collection of titles, etc.
- Can the Library access usage statistics at any time, and for any range of dates?

#### **25. Check Out Model**

- Do downloadable digital books check in automatically after their checkout period expires?
- Can users choose an individualized checkout period (the patron chooses the checkout period)?
- Is there a maximum checkout period?
- Can checked out items be renewed?
- Can checked out audiobooks be checked in early?
- Can checked out eBooks be checked in early?
- What is the process for a customer to check an item in early?

## **Request for Information #35489: Digital Book Service for Pima County Public Library**

### **26. Title Availability and Reserves**

- Can customers limit collection view to titles available for immediate check out?
- Can customers place reserves on titles that are currently checked out/unavailable?

### **27. Digital Rights Management**

- How does your service protect the digital rights on downloadable media? Describe in detail.

### **28. Pricing model**

The Library seeks a service that makes available the widest possible collection of titles to the largest possible group of potential users.

- Describe your pricing model in detail.
- Does the service provide access to an entire collection of resources, or do titles need to be purchased separately?
- Does the service provide unlimited access to each title in the collection, or is each available copy purchased separately?
- How would the library be charged for use of the service? (pay-per-download? flat-rate access? hosting fee plus purchase-cost of titles? Etc.)
- Do you provide itemized pricing (e.g. hosting fee + support fee)

### **29. Implementation**

Outline your implementation process, resource allocation and approximate cost. Do you provide and/or recommend any additional services for successful implementations? Provide descriptions of these services including any related fees and justifications.

### **30. Privacy**

The library has a statutory obligation to protect the privacy of what library customers, read, view or otherwise use. How does vendor protect the privacy of library customers?

### **31. Additional Information**

What other information do you feel is appropriate to be considered by the County in this information-gathering exercise?

**Request for Information #: Digital Book Service for Pima County Public Library**

**RFI SUBMITTALS**

All questions and submittals related to this request shall be directed to:

**Mailing Address:**

**Pima County Procurement Department  
Attn: John Nanosky  
Commodity / Contracts Officer  
130 West Congress St, 3<sup>rd</sup> Floor  
Mail Stop #DT-AB3-126  
Tucson, AZ 85701-1317**

**John Nanosky  
Telephone: (520) 740-8165  
Facsimile: (520) 791-6513  
Email: john.nanosky@pima.gov**

***All questions must be communicated by mail, facsimile, or email.*** If further explanation is necessary, the County will notify all known potential respondent firms and parties. All responses must be received no later than **February 24, 2012** in order to be considered by the County. Please submit all responses by or before **4:00 P.M. MST, on February 24, 2012**. The submittal must include any accompanying printed material and must be received in a **sealed envelope** clearly marked or labeled "**RFI 35489, Digital Book Service for Pima County Public Library**"

**(END OF REQUEST FOR INFORMATION)**