



## **STANDARD AGREEMENT**

(version 2-20-2018)

This AGREEMENT ("Agreement") is entered by and between **PGAL** ("Contractor"), located at **3131 Briarpark Drive, Suite 200, Houston, TX 77042** and **City of League City** ("City"), a municipal corporation, located at 300 W. Walker, League City, Texas 77573 on the date set forth below.

### **Terms:**

1. **Scope of Services:** Contractor will perform the designated services and/or provided the designated products, as set forth in **Exhibit A**, which is attached and incorporated herein, and which can be generally described as **1. Community needs assessment, 2. assessment of concerns identified by community members and staff, for Helen Hall Library needs assessment**. If there is a conflict between the terms of this Agreement and Exhibit A, the terms of this Agreement will prevail.
2. **Term and Termination:** This Agreement shall begin on **November 27, 2018** and shall terminate on **May 31, 2019**. This City reserves the right to terminate this Agreement for convenience upon seven (7) days-notice to the Contractor. Upon such termination, the City shall pay Contractor, at the rate set out in **Exhibit A**, for services satisfactorily performed or products satisfactorily provided up through the date of termination. Notwithstanding any provision in this Agreement to the contrary, the City will not be required to pay or reimburse Contractor for any services performed or for expenses incurred by Contractor after the date of the termination notice that could have been avoided or mitigated by Contractor. This Agreement is eligible for **NA** renewal option(s) with a term of **NA** year.
3. **Compensation:** Contractor shall be paid for the services, as set forth in **Exhibit A**, attached and incorporated for all purposes. In no event shall the total compensation exceed **\$95,975** during the term of this Agreement. The City shall pay Contractor in accordance with the Texas Government Code 2251. Contractor must submit invoices for all services, which invoices must include dates of service and details of services provided. Payment for delivery of services rendered shall not be unreasonably withheld or delayed. If the City disapproves any amount submitted for payment by Contractor, the City shall give Contractor specific reasons for disapproval in writing. Upon resolution of any disputed charges, Contractor shall submit an amended invoice covering any remaining charges to the City.
4. **Insurance:** The Contractor **is not** required to maintain insurance through the term of this Agreement.

If required by the City, Contractor shall maintain Comprehensive General Liability insurance coverage of \$1,000,000 per occurrence or medical malpractice insurance (whichever applies) throughout the entire term of the Agreement. If at any point during the Agreement, Contractor will enter City property, Contractor shall also maintain the following insurance: (i) Worker's Compensation coverage with statutory limits for the State of Texas, including Employers Liability coverage of \$500,000 per accident; (ii) Commercial Automobile Liability coverage of \$1,000,000 Combined Single Limit; (iii) for engineers and architects only: Professional Liability coverage of \$5,000,000 per occurrence; and (iv) for builders only: Builder's Risk coverage in the amount of the construction cost, including protection against named windstorm and flood. All policies must contain a waiver of subrogation against City. Comprehensive General Liability and Commercial Automobile Liability policies must name the City as Additional Insured. Contractor shall pay all insurance deductibles and deductibles must not exceed \$10,000 unless approved in advance by City.

Contractor shall provide City Certificates of Insurance evidencing these insurance requirements prior to the start of work.

5. **Independent Contractor:** Contractor is an independent contractor and is not an employee, partner, joint venture, or agent of the City. Contractor understands and agrees that he/she will not be entitled to any benefits generally available to City of League City employees. Contractor shall be responsible for all expenses necessary to carry out the services under this Agreement and shall not be reimbursed by the City for such expenses except as otherwise provided in this Agreement.
6. **Intellectual Property:** This Agreement shall be an Agreement for services and the parties intend and consider any work created as a result of this Agreement, including any and all documentation, images, products or results, to be a work for hire under federal copyright law. Ownership of the work shall belong to and remain the exclusive property of the City. The work may be edited at any time within the City's discretion. If the work would not be considered a work-for-hire under applicable law, Contractor hereby assigns, transfers, and conveys any and all rights, title and interest to City of League City, including without limitation all copyrights, patents, rights of reproduction, rights to ownership, and right to secure registrations, renewals, reissues and extensions thereof. As the sole copyright holder of the work, the City maintains and asserts the rights to use, reproduce, make derivative works from, and/or edit the Work in any form of medium, expression or technology now known or hereafter developed, at any time within the City's discretion. Contractor shall not sell, disclose or obtain any other compensation for the services provided herein. If the work is one to which the provisions of 17 U.S.C. § 106A apply, the Contractor hereby waives and appoints the City to assert on the Contractor's behalf the Contractor's moral rights or any equivalent rights regarding the form or extent of any alteration to the work (including, without limitation, removal or destruction) or the making of any derivative works based on the Work, including, without limitation, photographs, drawings or other visual reproductions of the work, in any medium, for the City's purposes.
7. **Confidentiality:** During the course of the work and/or services to be provided under this Agreement, Contractor may come in contact with confidential information of the City. Contractor agrees to treat as confidential the information or knowledge that becomes known to Contractor during performance of this Agreement and not to use, copy, or disclose such information to any third party unless authorized in writing by the City. This provision does not restrict the disclosure of any information that is required to be disclosed under applicable law. Contractor shall promptly notify the City of any misuse or unauthorized disclosure of its confidential information and upon expiration of this Agreement shall return to the City all confidential information in Contractor's possession or control. Contractor shall further comply with all information security policies of the City that may apply and shall not make any press releases, public statements or advertisement referring to the services provided under this Agreement or the engagement of Contractor without the prior written approval of the City.
8. **Warranties and Representations:** Contractor warrants and agrees that Contractor shall perform the Services and conduct all operations in conformity with all applicable federal, state, and local laws, rules, regulations, and ordinances. For any Service performed on premises owned or controlled by the City, Contractor warrants and agrees that Contractor will perform the Services in compliance with all City Rules, including but not limited to, prohibitions related to tobacco use, alcohol, and other drugs.
9. **Licenses/Certifications:** Contractor represents and warrants that it will obtain and maintain in effect, and pay the cost of all licenses, permits or certifications that may be necessary for Contractor's performance of this Agreement. If Contractor is a business entity, Contractor warrants, represents, covenants, and agrees that it is duly organized, validly existing and in good standing under the laws of the state of its incorporation; and is duly authorized and in good standing to conduct business in the State of Texas, that it has all necessary power and has received all necessary approvals to execute and deliver the Agreement and is authorized to execute this Agreement according to its terms on behalf of Contractor.
10. **Performance/Qualifications:** Contractor agrees and represents that Contractor has the personnel, experience, and knowledge necessary to qualify Contractor for the particular duties to be performed under

this Agreement. Contractor warrants that all services performed under this Agreement shall be performed consistent with generally prevailing professional or industry standards.

11. **Conflict of Interest:** Contractor warrants, represents, and agrees that Contractor presently has no interest and shall not acquire any interest, direct or indirect, that would conflict in any manner or degree with Contractor's performance of the Services hereunder. Contractor further warrants and affirms that no relationship or affiliation exists between Contractor and the City that could be construed as a conflict of interest with regard to this Agreement.
12. **INDEMNIFICATION:** CONTRACTOR SHALL DEFEND, INDEMNIFY AND HOLD HARMLESS THE CITY, AND EACH OF ITS DIRECTORS, OFFICERS, AGENTS AND EMPLOYEES FROM AND AGAINST ALL CLAIMS, ACTIONS, SUITS, DEMANDS, PROCEEDINGS, COSTS, DAMAGES AND LIABILITIES, INCLUDING WITHOUT LIMITATION ATTORNEYS' FEES AND REASONABLE LITIGATION COSTS, ARISING OUT OF, CONNECTED WITH, OR RESULTING FROM ANY ACTS OR OMISSIONS OF CONTRACTOR OR ANY AGENT, EMPLOYEE, SUBCONTRACTOR, OR SUPPLIER OF CONTRACTOR IN THE EXECUTION OR PERFORMANCE OF THIS CONTRACT, TO THE EXTENT THE CLAIM ARISES FROM NEGLIGENCE, WILLFUL ACT, BREACH OF CONTRACT OR VIOLATION OF LAW.
13. **Force Majeure:** Neither the City nor Contractor shall be liable for any delay in the performance of this Agreement, nor for any other breach, nor for any loss or damage arising from uncontrollable forces such as fire, theft, storm, war, or any other force majeure that could not have been reasonably avoided by exercise of due diligence.
14. **Notices:** Any notice given under this contract by either party to the other may be affected either by personal delivery in writing or by mail, registered or certified postage prepaid with return receipt requested. Mailed notices shall be addressed to the addresses of the parties as they appear in the contract. Notices delivered personally shall be deemed communicated at the time of actual receipt. Mailed notice shall be deemed communicated three (3) days after mailing.
15. **Texas Family Code Child Support Certification:** Pursuant to Section 231.006, *Texas Family Code*, Contractor certifies that it is not ineligible to receive the award of or payments under the Agreement and acknowledges that the Agreement may be terminated, and payment may be withheld if this certification is inaccurate.
16. **State Auditor:** Contractor understands that acceptance of funds under the Agreement constitutes acceptance of the authority of the Texas State Auditor's Office, or any successor agency (collectively, "Auditor"), to conduct an audit or investigation in connection with those funds. Contractor agrees to cooperate with the Auditor in the conduct of the audit or investigation, including without limitation providing all records requested. Contractor will include this provision in all contracts with permitted subcontractors.
17. **Jurisdiction:** Any disputes under this Agreement shall be brought in a court of competent jurisdiction in Galveston, Texas and governed by Texas law.
18. **Alternative Dispute Resolution:** To the extent that Chapter 2260, Texas Government Code, is applicable to this Contract and is not preempted by other applicable law, the dispute resolution process provided for

in Chapter 2260 and the related rules adopted by the Texas Attorney General Pursuant to Chapter 2260, shall be used by the City and the Contractor to attempt to resolve any claim for breach of contract made by Contractor that cannot be resolved in the ordinary course of business. The Director of Finance of the City shall examine Contractor's claim and any counterclaim and negotiate with Contractor in an effort to resolve such claims. The parties hereto specifically agree that (i) neither the occurrence of an event giving rise to a breach of contract claim nor the pendency of a claim constitute grounds for the suspension of performance by Contractor, (ii) neither the issuance of this Contract by the City nor any other conduct, action or inaction of any representative of the City relating to this contract constitutes or is intended to constitute a waiver of the City's or the state's sovereign immunity to suit; and (iii) the City has not waived its right to seek redress in the courts.

19. **Entire Agreement:** This Agreement contains the entire Agreement between the parties and supersedes all prior agreements, arrangements, and understanding, oral or written between the parties relating to this Agreement. This Agreement may not be modified except by mutual written agreement of the parties executed subsequent to this Agreement.
20. **Eligibility to Receive Payment:** Contractor certifies that, as a matter of State law, it is not ineligible to receive the Agreement and payments pursuant to the Agreement and acknowledges that the Agreement may be terminated, and payment withheld if this representation is inaccurate.
21. **Payment of Debt/Delinquency to State:** Contractor certifies that it is not indebted to the City of League City and is current on all taxes owed to the City of League City. Contractor agrees that any payments owing to Contractor under the Agreement may be applied directly toward any debt or delinquency that Contractor owes the City of League City regardless of when it arises, until such debt or delinquency is paid in full.
22. **Products and Materials Produced in Texas:** If Contractor will provide services under the Agreement, Contractor covenants and agrees that in performing its duties and obligations under the Agreement, it will purchase products and materials produced in Texas when such products and materials are available at a price and delivery time comparable to products and materials produced outside of Texas.
23. **Risk of Loss:** If applicable, all work performed by Contractor pursuant to the Agreement will be at Contractor's exclusive risk until final and complete acceptance of the work by City. In the case of any loss or damage to the work prior to City's acceptance, such loss or damage will be Contractor's responsibility.
24. **Publicity:** Contractor shall not use City's name, logo or likeness in any press release, marketing materials or other public announcement without receiving City's prior written approval.
25. **Legal Construction/Severability:** In the event that any one or more of the provisions contained in this contract shall for any reason be held to be invalid, illegal or unenforceable in any respect, such invalidity, illegality or unenforceability shall not affect any other provision, and this contract shall be construed as if such invalid, illegal or unenforceable provisions had never been contained in it. To this end, the provisions of this contract are declared to be severable. The Parties may mutually agree to renegotiate the contract to cure such illegality/invalidity or unconstitutionality if such may be reasonably accomplished.
26. **Limitations:** The Parties are aware that there are constitutional and statutory limitations on the authority of City to enter into certain terms and conditions of the Agreement, including, but not limited to, those terms and conditions relating to liens on City's property; disclaimers and limitations of warranties; disclaimers and limitations of liability for damages; waivers, disclaimers and limitations of legal rights, remedies, requirements and processes; limitations of periods to bring legal action; granting control of litigation or settlement to another party; liability for acts or omissions of third parties; payment of attorneys' fees; dispute resolution; indemnities; and confidentiality (collectively, the "Limitations"), and terms and conditions related to the Limitations will not be binding on City except to the extent authorized by the laws and Constitution of the State of Texas.

27. **Sovereign Immunity:** Except as otherwise provided by Texas law, neither the execution of the Agreement by City nor any other conduct, action or inaction of any City representative relating to the Agreement is a waiver of sovereign immunity by City.
28. **Authority:** Contractor warrants and represents that Contractor has full power and authority to enter into and perform this Agreement and to make the grant of rights contained herein. The person signing on behalf of the City represents that he/she has authority to sign this Agreement on behalf of City.
29. **Non-Waiver:** No covenant or condition of this Agreement may be waived except by written consent of the waiving party. Forbearance or indulgence by one party in any regard whatsoever shall not constitute a waiver of the covenant or condition to be performed by the other party.
30. **Prohibition on Boycotting Israel:** Pursuant to Section 2270.002, Texas Government Code, by executing this Agreement Contractor verifies that Contractor: (1) does not boycott Israel; and (2) will not boycott Israel during the term of this Agreement.
31. **Prohibition Against Business with Iran, Sudan or Foreign Terrorists Organizations:** Contractor warrants, covenants, and represents that Contractor is not engaged in business with Iran, Sudan, or any company identified on the list referenced in Section 2252.152, Texas Government Code.

Executed on this \_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_. *(date to be filled in by City Secretary)*

**PGAL - "Contractor"**

\_\_\_\_\_  
Paul D. Bonnette, AIA, Principal

**CITY OF LEAGUE CITY – "City"**

\_\_\_\_\_  
John Baumgartner, City Manager

**Attest:**

\_\_\_\_\_  
Diana Stapp, City Secretary

**Approved as to Form:**

\_\_\_\_\_  
Office of the City Attorney

## **Exhibit A**

**Scope of Services/Description of Products**  
**(Eight number of pages, including this page)**

See next page – Vendor Proposal

November 15, 2018

Mr. Alfred Turner  
Purchasing Manager  
City of League City  
300 W Walker St  
League City, Texas 77573  
Voice: 281-554-1370  
Email: [Alfred.Turner@leaguecitytx.gov](mailto:Alfred.Turner@leaguecitytx.gov)

RE: Scope of Services and Fee Proposal  
City of League City Helen Hall Library Needs Assessment and Feasibility Study  
RFQ # 19-LIBRY-001

Dear Mr. Turner:

The office of PGAL is pleased to present this scope of work and fee proposal for the Needs Assessment and Feasibility Study for the Helen Hall Library in League City, Texas. This initial assessment and study will determine overall building size and configuration and test several options for building location on potential sites. Conceptual Design and Final Design phases will be provided under a separate proposal once the preferred building configuration and location are decided.

#### PROJECT UNDERSTANDING

For this project, we will conduct a needs assessment and feasibility study to assist the City to possibly select sites, determine land requirements, conduct public meetings and other related work, along with cost estimates, as it relates to a whole-city Library Services solution: possibly including a new Central and/or Branch library, and/or expansion/renovation of existing library building at 100 W. Walker. These services will be provided by our PGAL team and our consultants as follows:

Architecture & Project Management	PGAL
Library Specialist	720 Design
Community Needs Assessments (Market Segmentation Study)	Ivy Library Group

#### SCOPE OF WORK

The scope of work anticipated includes the following:

#### PART 1: COMMUNITY NEEDS ASSESSMENT

##### TASK DETAIL

##### A. Data Gathering

Research, records searches, staff interviews

Gather information related to:

- Stakeholder goals
- Existing library and surrounding buildings
- Site survey and utility information
- Previous studies



- Locations and information about potential sites
- Size and types of current and future collections
- Maintenance data for existing building

**B. Up to Date Demographics and Population Trends**

Delineation of service expectations based upon

- Demographic analysis, current and projected;
- Market Segmentation Study of Library users;
- School district growth projections, buildable land reports, transportation projections, and commute patterns.

**C. A review and analysis of best practices, trends, and concerns in public libraries**

Make a presentation describing in text and images current trends and best practices in public libraries. Draw analysis of global, regional and local best practices, trends and concerns.

- Meet with League City committee and library staff to obtain their thoughts regarding relevant Trends and Best Practices.
- Collect data from libraries related to trends and Best Practices and prepare a presentation which can be used with the committee, library staff and stakeholders.
- Prepare PowerPoint presentation and discussion questions.
- Helen Hall Library will invite attendees and advertise as for attendance as desired.

**D. Benchmarking comparisons against regional peer libraries, national peer libraries, state standards, and state accreditation requirements.**

Using Texas State Library Statistical Reports, prepare a comparison of these libraries based on identified service, funding and collection factors and indicate where these are or are not appropriate to the Helen Hall Library / League City community goals.

- Using Texas State Library Statistical Reports, prepare a comparison of up to three (3) libraries based on identified service, funding and collection factors.
- Select regional and national peer libraries with the assistance of the League City committee, including up to five libraries for comparison

**E. Focus groups with community leaders, community members, and stakeholders.**

We will conduct (2) focus group meetings with community leaders and community members. Focus groups will be given a presentation on "Library Possibilities", prepared discussion questions and opportunities to "vote" and help determine facility and service priorities.

- Presentation of Library ideas and information gathering from up to two community interest groups (specific demographics to be determined).
- Include questions to organizational issues.



- Presentation and information gathering from other stakeholders like library board members, Friends of the Library, City Council.  
The library will be in charge of invitations, scheduling and PR related to the focus groups as well as any hospitality associated with each.

**F. Interviews and surveys of library and city staff, the Friends of Helen Hall Library Board of Trustees, the Mayor and City Council**

The consultants will work with the library to design questions and discussion points to meet with community leaders. The consultants will work with the library/city to determine the number of interviewees desired.

- Collaborate with the library to design questionnaire/discussion guide for leadership interviews with elected officials and community leaders to assist the library staff in conducting PESTEL interviews.
- Conduct and report results of the interviews
- Interview Friends of Helen Hall Library & Board as one group.
- Interview Library Staff by department & City Staff as one group. Interviews will be coordinated when the team is on site for focus group meetings.

**G. An analysis of the Library, including but not limited to facilities, services, collections, programming, and technology.**

Using data collected prepare a draft statement of analysis that includes facilities, services, collections, programming and technology.

- Prepare work assignments for staff volunteers for topics including collection development data, programs offered and attendance, technology development plan / current offerings and usage patterns.
- Complete assignments with input from consultants
- Review with Committee and staff

**H. Identification of service gaps and proposed recommendations to address these service gaps.**

Examination of Helen Hall Library's current programs and services in relation to information gathered through qualitative and quantitative research.

- Review primary and secondary research in order to determine the extent to which Helen Hall Library satisfies current community needs and customer preferences.
- Analyze trends, best practices, and projected demographic shifts to determine the extent to which Helen Hall Library will have the capacity to satisfy needs and preferences;
- Recommend strategies for narrowing the gap between what the Library does vs. what the community wants;
- Facilitated discussion with staff to review findings and solicit input.

This portion of the study will also include up to date demographics and population trends and market segmentation study of entire service area, not just library users. It

will include mapping of library users and will assist in determining future locations and components for library service.

**I. Needs assessments of the Library and community.**

As determined by library and city staff interviews and community meetings.

- Collate and organize information from data gathering and interviews, focus groups and stakeholder's comments and surveys into a concise summary of needs document.
- Functional space requirements to meet needs in outline format.

**PART 2: ASSESSMENT OF CONCERNS IDENTIFIED BY COMMUNITY MEMBERS AND STAFF**

**A. Determine suitability of existing facility to meet current and future public needs.**

Interview library staff and administration to determine what is functional and what needs improvement. Review as-built drawings to determine potential expansion and/or renovation opportunities for the existing library.

- Review current facility with library staff and discuss challenges and opportunities.
- Review current floor plans for space efficiency planning and site plans (for potential expansion) including:
  - Solutions for over-crowding of archival and office space;
  - Adequacy and availability of exhibit and retail space;
  - Optimum number of reference and information points;
  - Demand for expanded meeting, study, research and computer space;
  - Maker spaces;
  - Co-working spaces;
  - Food service/vending;
  - Multi-media spaces;
  - Age appropriate spaces, amenities, technology and service points.
  - Centralization of departmental functions.
- Determine collection capacity vs. collection needs.
- Technology Assessment including AMH, points of service, materials staging and holds self service, additional technology and personal help device help desks.

**B. Recommend size and components based on needs assessment and concerns defined by library/city staff**

Data gathered in the needs assessment portion of the project and existing facility analysis will be combined to form the facility recommendations align with community needs.

- Block diagrams of overall city-wide space needs by region.
- Conceptual Site Plans if located on the existing site or after completion of site selection;
- Probable cost estimates based on historical library construction data;

**C. Site selection and service model recommendations for a new facility ~ if required.**

Based on demographics, space needs and site availability determine list of sites to review and explore for more detailed appropriateness.

- Identify service areas by population current and expected growth areas.
- Identify potential sites that meet the needs and requirements for library service in each service area.
- Review sites based on pre-determined criteria including:
  - Building, parking, and site amenities requirements.
  - GIS Mapping including any grade changes on the site
  - Citywide and Neighborhood Plans
  - Locations of public utilities
  - Relevant Zoning Ordinances
  - Identify any easements, set back requirements and height restrictions
  - Site Survey/Plat
  - Population Studies
  - Deed restrictions
  - Availability
  - Costs

Final Deliverables are to include:

Final Report and Presentation including: Introduction, Demographics, Existing Facility Analysis, Functional Space Requirements, Additional Spaces to Consider and Recommendations. Recommendations will include conceptual site plans, projected construction budgets and projected maintenance and operations budgets.

**COMPENSATION**

As requested, we have provided a lump sum fee:

**PART 1: COMMUNITY NEEDS ASSESSMENT**

PGAL, Inc.	\$ 7,500
720 Design / Ivy Library Group	\$ 44,055
<b>Subtotal</b>	<b>\$ 51,555</b>

**PART 2: ASSESSMENT OF CONCERNS IDENTIFIED BY COMMUNITY MEMBERS AND STAFF**

PGAL, Inc.	\$ 10,000
720 Design	\$ 22,200
<b>Subtotal</b>	<b>\$ 32,200</b>

**TOTAL FEE \$ 83,755**

**Reimbursable Expenses:** PGAL would expect to be reimbursed for any out of pocket expenses we incur on behalf of this project, to include, but not limited to, printing, plotting, photography, permits, fees, special handling or delivery, mileage and travel (if necessary). Reimbursable

expenses will be billed at our cost plus a 10% service charge and are estimated not-to-exceed **\$ 10,000** to complete the project.

**Additional Services:** If services other than those described above are requested and approved by the City of League City, they will be billed in addition to the above compensation in accordance with PGAL's personnel rate schedule for 2018.

The statistically valid phone and/or web-based survey of the community, market segmentation study and PESTEL analysis are being proposed as optional additional services. The scope of work for this will be as follows:

**A. Statistically valid phone and/or web-based survey of the community**

Script questionnaires and conduct public telephone survey and (optional, supplementary) online survey of the public.

- Purchase lists of randomly selected residential landline and cellphone numbers
- Conduct 382 complete telephone interviews, with a goal of 20% Hispanic/Latino completes
- Program supplemental online questionnaire version of the telephone survey to boost overall community awareness and participation
- Provide data entry and cross tabulations
- Analyze data and provide executive report of findings

NOTE: 382 interviews yield a margin of error of +/- 5 % at the 95% confidence level or the estimated 77,000 residents of League City who are 18+ years old, but not for individual population segments.

**B. Telephone Survey vs. Expanded Market Segmentation**

- We recommend that the master plan scope include the Expanded Market Segmentation in lieu of the telephone survey for the following reasons:
- A telephone survey, while scientifically valid for its random nature, is still subjective in its nature. The results assist with understanding the participants opinion of the customer service offered by the library if they are library users but non users don't have the experience with the library to answer those types of questions accurately. We can predict that the results will show that the community would like more children's services and more senior services (they are typically more likely to answer the phone and participate in a survey). The results of a telephone survey do little to assist the architectural team in determining space needs and service gap locations.
- A market segmentation survey is both scientifically valid and objective. We can develop a good sense of who lives where in the community and it is a strong tool for predicting their service needs for a library. The expanded market

segmentation survey maps library users based on the libraries card holder data base and brings non users into the analysis. The results of this are more useful to the architecture team in identifying what components the library needs based on the demographic characteristics of the community, the size of each and justifying both future locations and sizes of those future locations with this objective data.

**C. Online survey:**

- We can provide you with several examples of online survey questions from other projects and assist you in developing questions unique to your community based on the interviews and market segmentation study. The library/city will host the survey, sort the data and provide graphics/data for inclusion in the final report.

Compensation for the phone and/or web-based survey of the community and other community-based studies will be as follows:

#1	Statistically valid phone survey	\$ 18,220
#2a	Web-based survey in conjunction with phone survey	\$ 4,830
#2b	Web-based survey only (without phone survey hosted by the City and compiled by City Staff / PIO)	\$ 2,220

**Terms:** PGAL will invoice monthly based on a percentage of project completion. Payments are due within thirty (30) days of receipt of invoice.

**PROJECT SCHEDULE**

PGAL is prepared to deliver this project within a 4-month period.

Thank you again for the opportunity to continue to serve the City of League City. PGAL looks forward to the commencement and successful completion of this project. Please contact me at 713-622-1444 should you have any questions or comments regarding this proposal.

Sincerely,



Paul D. Bonnette, AIA  
Principal

CC: Accounting, File – PGAL