

Agenda Report

April 20, 2020

TO: Honorable Mayor and City Council

FROM: Department of Libraries and Information Services

SUBJECT: AUTHORIZE AN INCREASE TO PURCHASE ORDER 1200544 WITH OVERDRIVE INC. BY \$66,000 TO PROVIDE EBOOKS AND EAUDIOBOOKS FOR A TOTAL NOT-TO-EXCEED AMOUNT OF \$140,000

RECOMMENDATION:

It is recommended that the City Council:

1. Find that the proposed contract is exempt from the California Environmental Quality Act (CEQA) pursuant to State CEQA Guidelines Section 15061(b)(3) (Common Sense Exemption); and
2. Authorize the City Manager to increase Purchase Order 1200544 with OverDrive Inc. by \$66,000, thereby increasing the total not-to-exceed amount from \$74,000 to \$140,000 to provide additional funding for the purchase of eBooks and eAudiobooks; Competitive Bidding is not required pursuant to the City Charter Section 1002 (C), contracts for labor, materials, supplies available from only one vendor.

BACKGROUND:

The Pasadena Public Library's eBook collections, which includes both eBooks and eAudiobooks, are among the highest circulating collections in the system, and the popularity of these collections is on the rise. Through the first half of Fiscal Year 2020, circulation of the Library's eBook collections is up by 7.27% over the same 6-month period in FY 2019. The period of September 2019 through December 2019 is up more than 13% over the previous year. The average circulation of eBooks compares favorably with other Library collections, as the 4.9 average circulations per year for eBooks far exceeds the average circulation of print materials (2.34).

eBook collections meet the needs of an increasing number of Library patrons who, due to modern lifestyles and preferences, prefer to read books on a tablet or listen to

audiobooks on their phone. Additionally, eBook collections allow for increased access to in-demand titles while occupying no additional shelf space. Further, all circulation transactions take place in the eBook app or website without the need of day-to-day library staff assistance.

From a patron perspective, the benefits of a robust eBook collection are many: 24/7 access to materials from the comfort of home, no possibility of fines or lost items, accessibility features such as font size adjustment and dyslexic font options, and the ability to load multiple books onto a single mobile device.

The Library currently offers access to eBooks on two proprietary platforms: OverDrive and Bibliotheca's Cloud Library (each offering some content unique to its platform). At the beginning of Fiscal Year 2020, the Library opened purchase orders for \$74,000 each for both services, to be used toward platform fees and the purchase of eBooks and eAudiobooks.

While both platforms are popular with Pasadena Public Library patrons, recent analysis of patron use indicates the OverDrive platform has consistently experienced heavier use. For calendar year 2019, the Library's OverDrive platform averaged 3,116 unique users per month, while the Cloud Library averaged 681 users. In terms of circulation, the Library's OverDrive collection circulated 125,791 times in 2019, compared to 50,250 for Cloud Library. Further, OverDrive content purchased in 2019 circulated an average of 7.24 times in the year.

The popularity of OverDrive content has continued into fiscal year 2020. Through January 2020, OverDrive has had 7,862 unique users, versus 4,947 for Cloud Library) and circulation activity (77,418 versus 33,068). As such, the Library has had to spend more on OverDrive content than initially expected in FY20 to meet patron demand. Patron use of the Cloud Library is also strong. However, the Library does not anticipate a need to increase the FY20 Purchase Order for Cloud Library.

The Pasadena Public Library has purchased content and provided Library patrons with access to OverDrive's proprietary platform since 2004. As a result, the Library's robust collection of 15 years of best sellers and classic titles for readers of all ages is exclusively available to Pasadena Public Library patrons through the OverDrive platform. Additionally, OverDrive is the only platform that allows patrons to download content onto Amazon Kindle reading devices.

The 4-year trend of annual unique users and circulation activity in the OverDrive platform clearly indicates a consistently growing demand for the service, as well. The number of annual users has increased from 6,743 in 2015 users to 9,763 in 2019, an increase of 44.8%. Annual circulation has risen even more dramatically, from 75,440 total checkouts in 2015 to 125,791 in 2019 (66.7% increase).

Due to the significant increase of eBooks by Pasadena Public Library patrons, generally, and the continued heavy use of OverDrive's proprietary platform, specifically, the

Pasadena Public Library would like to increase the current total amount of the Purchase Order from \$74,000 to \$140,000.

The Pasadena Public Library recognizes the need for residents of Pasadena to practice social distancing by self-quarantining and limiting visits to public places. Increasing the FY20 OverDrive Purchase Order will allow the Library to provide library patrons with greater access to a more robust collection of eBooks while adhering to social distancing practices. In addition, purchasing eBooks is timely, with purchases able to appear in the catalog almost instantly.

COUNCIL POLICY CONSIDERATION:

The proposed contract furthers the City Council's strategic planning goals to maintain fiscal responsibility and stability, and to support and promote the quality of life.

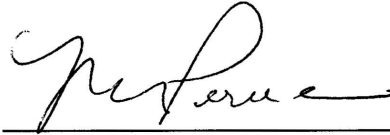
ENVIRONMENTAL ANALYSIS:

The contract has been determined to be exempt from CEQA per section 15061(b)(3), the common sense exemption. The common sense exemption can be applied when it can be seen with certainty that the activity will not have a significant effect on the environment. The proposed action will not result in any new development or physical change.

FISCAL IMPACT:

There is no fiscal impact as expenditures for eBooks and eAudiobooks will be addressed by the utilization of budgeted appropriations in the Library Services Fund operating budget account for Library Books (21219007-813600).

Respectfully submitted,



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