

Malone, Maureen

From: joni teter <joniteter@gmail.com>
Sent: Wednesday, October 4, 2017 10:20 AM
To: BPL-COM
Subject: Packet comments & suggestions for the Council outline
Attachments: KJT suggestions forCouncil outline.docx

Hi, all -

Apologies for late delivery of my comments on this packet. We just got back from England last night.

I have one Minutes comment for Mo:

Minutes:

P. 3, Agenda Item 6: Master Plan Project update

a., 5th sub-bullet: Farnan confirmed that putting a hold on a physical book is probably 8 times the cost of checking out an eBook, but at this point in time **some** consumers prefer physical books.

I've also attached some written suggestions for the outline for the November Council meeting. David did a great job of providing the framework. My comments go specifically to making the case to Council for why additional funding is needed for library programs and services.

As we've discussed, the library's funding case has not been effectively made over the last ten years (for a variety of reasons), so there is a gap in Council's knowledge relative to other City departments. One of our key responsibilities as a Commission is to ensure that library programs and services are sustainable, a responsibility we meet by working with the Director on setting priorities for operational funding (ongoing); working with BLF (and others) on fund-raising and community support; and advising Council on the library's budget needs. Every Commission since 2007 has flagged the relative decline in City funding for library services as a matter of concern. As part of this Master Plan, I think it's important that we make the case for funding strongly, and the November study session is the time to lay that groundwork IMO. Internal politics make this a difficult area for the Director, so we may need to step up a bit on this one.

Look forward to discussing this with everyone tonight.

- Joni

'DRAFT OUTLINE - Nov. 28 City Council Study Session presentation about Library Master Plan

1. Who we are [3 minutes]

Libraries as "People, Place, and Platform"

- Broadly define the library's role as a fundamental institution of democratic society and key community asset.
- Free and open access for all, trusted source of information, inclusivity, lifelong learning, literacy in all its forms, great equalizer, voluntary participation – heavily used.
- Value of public space, cross-section of community.
- Growth of library as a public platform for discovery, creation, public discourse.
- Outstanding customer service!

What we do [5 minutes]

Broadly describe overall operations of library

- **Changing nature of library services (since last Master Plan): growth in demand for traditional services continues as new services come on line.**
 - **Traditional examples: books, physical media, early and adult literacy programs, summer reading**
 - **"New" services examples computers and technologies, e-books, streaming, new forms of literacy support like STEAM, Making**
 - **New services are "add-ons," not replacements for traditional services and materials. Demand for both is growing and it's very difficult to discontinue something due to different comfort levels with technology (ie, ebooks vs. physical books, DVDs vs. streaming)**
- "Moving books [materials]" remains roughly 70% of what we do, including selecting, processing, making available through the Integrated Library System (ILS), [Flatirons Library Consortium (FLC)], moving books from shelves to homes and back again. Staff for shelving, public service, reader's advisory, and holds. Describe growth areas: e-books, streaming, holds system [costs associated with each.]
- Programs, outreach and events: Inclusive of storytime, summer reading, Boulder Reads, BLDG 61, Jaipur Literature Festival, coding and STEAM classes [15%], Library Foundation funding, Community funding
- Important role of partners and partnerships; [5%] Small Business Development Center, Farmers' Market, Boulder Housing Partners, Intercambio, Teamwork Arts, Latino Chamber, Boulder Historical Society and informal partners; Sparkfun, Sphero, CU Science and Discovery, CU School of Environmental Design, Bee Chicas
- Public computing & information [5%] Public computers, WiFi, printing, online databases and other e-resources (ex: Ancestry.com, Lynda.com, Consumer Reports, Mango language learning)- 5% {and shrinking?}
- Preserving community's history, [5%] Carnegie Branch Library, digitization projects, Maria Rogers Oral History Project

- Operating branches: Need to explain why branches are important (vs. everyone going to Main or getting services remotely).
- Patron numbers vs. Boulder City population numbers (service area for library is bigger than the service area for the City)

3. Where we've been [3 minutes]

- Brief accomplishments from 2007 master plan – the renovation of Main
 - Growth in last four years. 11% increase in hours open to the public, 100+% growth in program attendance, 20% growth in new borrowers, x% growth in visits to the libraries, e-book circulation X%. New web interface. Reduction of full-time employee (FTE) count. Nearly flat funding.
 - How did we do it? Automation, three re-organizations/ re-purposing staff, shifting resources, FLC legal formation, expansion and outsourcing. Increased levels of funding from the Boulder Library Foundation, grants.

4. Where we are going [5 minutes]

What we hear from the community:

- Master plan engagement survey: more books, great place for kids, inclusivity, public trust.
- Library is the second highest value after open space in 2017 bi-annual community survey.
- Highest ranked department in city organization on staff engagement in 2017.

5. How the library is funded

NEEDED from Devin:

- Pie chart showing funding amounts and sources that correlates with the breakdown of operations outlined in point 2.
- Graph illustrating stagnation of library revenues since the 2007 master plan

• David: Summary of state of BPL revenues

- 2007 Master Plan identified funding deficit, which was addressed through service cuts (at time of downturn in sales tax revenues)
- Estimated costs to add branches (start up and ongoing)
- Library revenues flat to declining relative to 2007 and to other City departments
- Graph showing Boulder's library funding per capita vs. comparable Colorado libraries
- Estimated funding needed (based on draft master plan)

6. What the master plan will describe:

Commented [1]:

From 2007 plan:

The fiscally constrained strategies listed above are currently underfunded, and cover the services that are considered critical to sustainable service quality. A detailed list of the cost of these strategies is included in Appendix J.

ESTIMATED COSTS

- Fiscally constrained unfunded needs (requiring new funding or service trade-offs): \$498,000
- Capital needs under the fiscally constrained budget are addressed through the FAM budget and replacement funds

KEY ACTION PLAN COSTS

• **ESTIMATED COSTS**

- Estimated ongoing costs for all action plan operational strategies: \$1,523,000
- Estimated one-time/capital costs for all action plan strategies: \$3.5 million - \$8.3 million

Commented [2]:

From NoBo talking pints, shared with Council in June

In addition to capital construction costs, opening a new branch library requires substantial one-time investment costs in furniture, fixtures, equipment and books.

Depending on the size of the branch, we estimate these costs to range from ~\$100,000 to \$450,000 in books and materials alone. Operating a branch library costs ~\$300,000 per year in staffing (assuming the branch operates for the same hours as other branches), plus ~\$80,000/per year for utility and IT costs.

Commented [3]:

Notes from September meeting

Teter commented that the library's growth has been flat in relation to overall general fund growth. Farnan confirmed that that has been the case over the course of at least the past 5 years; the library is the only department that has lost an FTE in the past 15 years and the library's budget has been reduced by about 16% during that 15-year time period, whereas most other departments have grown significantly.

Farnan stated that the library's growth relative to that of the general fund is typically running at about half, and is significantly lagging behind the growth of the city at

Commented [4]:

From our talking points on NoBo, shared with Council in June

The 2007 Library Master Plan identified a funding gap of ~\$500,00 per year (in 2007 dollars) to maintain library services at 2007 levels. In 2007, the library had reduced operating hours and cut staff positions to address City-wide fiscal constraints. Although City revenues have stabilized and grown, the library's FTE count and operating budget has continued to shrink in real terms. Since 2002, Library FTE has shrunk by 15 FTE (16%), while the city FTE count overall has grown by 143. The City's contribution to library funding from

a. Expansion of community library services and access; north Boulder, Gunbarrel, north building of Main Library

b. Costs: Roughly \$1 – 1.5 million increase for ongoing operations.

5. How do we pay for it? [5-10 minutes]

How does the library ensure financial sustainability for years to come? Describe three funding scenarios, with focus on pros and cons for:

a. Increased support from the city's General Fund

b. Regional library authority – through memorandum of understanding (MOU) with Boulder County or other governing entity

c. Independent library district

6. City Council Q & A [30 minutes]

a. Does council have questions about specific directions the master plan is taking?

b. Does council have questions and/or direction for library staff to flesh out any of the sustainable funding scenarios for the final Library Master Plan, due in March 2018?

Malone, Maureen

From: joni teter <joniteter@gmail.com>
Sent: Tuesday, October 3, 2017 1:07 PM
To: BPL-COM; Joel Koenig
Subject: Re: LibCom meeting 10/4

Thanks, Joel.

All: Joel has crafted some thoughts about possible changes to the LibCom application form. We can discuss these tomorrow.

Please do not reply all to this email.

Thx - Joni

On Tue, Oct 3, 2017 at 12:23 PM Joel Koenig <joelkoe44@gmail.com> wrote:

Hi Joni,

Welcome home. I thoroughly enjoyed your pics and narrative.

Re: application for library Commissioner- a few thoughts(I will craft into complete sentences for those that are selected(if any) by the commissioners:

What are your thoughts about the Library's Master Plan and the process related thereto?

Have you participated in the Community outreach regarding the Master Plan-survey, focus, on line and listening groups?

What do you know about significant issues facing the Library?

Have you reviewed Commission minutes? If so, what are your thoughts about recent decisions?

Homeless patrons continue to be an issue. Do you have strategies to ameliorate concerns?

Have you participated in Community organizations? Please describe. If not, why have you selected the Library Commission as your initial foray into Community service?

Cheers

Joel Koenig
720 979 1104

If you save one life you save the World. Hebrew Bible