

System Information
FY 2020/21

System Name: NorthNet Library System			
Director: Carol Frost		Email: frost@plpinfo.org	
Address: 32 West 25 th Ave., Suite 201		City: San Mateo	State: Zip: CA 94403
Phone: 650-349-5538		Fax: 650-349-5089	

System Chair for FY 2020/21 (if known): Suzanne Olawski	Fiscal Agent: Pacific Library Partnership
--	--

Date approved by Administrative Council: July 28, 2020
--

X <i>Suzanne Olawski</i>	July 28, 2020
Signature of System Administrative Chair for FY 2020-21	Date
Print Name: Suzanne Olawski	

Demographics of System Service Area

System Population Profile, FY 2020/21

Total Population of System Service Area: 4,912,710

Total Population of the System Service Area should come from the State Library certified population numbers

Underserved Population	Number	Percentage of Total Population
Economically Disadvantaged (Below poverty level)	665,651	13.55%
Institutionalized	64,469	1.31%
Aged (65+)	802,005	16.33%
Children & Youth:		
• Under 5	284,245	5.79%
• 5 to 9	304,070	6.19%
• 10 to 14	305,772	6.22%
• 15 to 19	308,592	6.28%
Handicapped	623,206	12.69%
Speakers of limited English or English as a Second Language	453,220	9.23%
Non-English Speaking	1,155,644	23.52%
Ethnicity		
• Black	261,201	5.32%
• Hispanic	1,055,271	21.48%
• Asian	463,114	9.43%
• Native American	55,958	1.14%
• Other (specify)	28,576	0.58%
Geographically Isolated (RURAL) * see note	694,227	14.13%
Functionally Illiterate	391,178	7.96%
Shut-In	237,462	4.83%

List source(s) of this data: (example US Census Bureau, California Library Statistics, Population Projections from Department of Finance)

^a Total Population – California State Library – Certified Population Figures

^b Economically Disadvantaged - 2012-2016 American Community Survey 5-Year Estimates

^c Institutionalized - American Fact Finder/2010 Profile of General Population and Housing Characteristics (DP-1)

^d Age Demographics - 2012-2016 American Community Survey, Demographic and Housing Estimates (DP05)

^e Handicapped - 2012-2016 American Community Survey, Disability Characteristics (S1810)

^f Speakers of Limited English - 2012-2016 American Community Survey, Selected Social Characteristics in the US (DP02). (Based on population 5 years and over who "Speak English less than 'very well'")

^g Non-English Speaking - 2012-2016 American Community Survey 5-Year Estimates

^h Ethnicity - 2010-2014 American Community Survey 5-Year Estimates

ⁱ Geographically Isolated - American Fact Finder/2010 Census Summary File 1, Urban and Rural (P2). Use 'Rural'

^j Functionally Illiterate - U.S. Dept. of Ed. Institute of Educational Sciences National Assessment of Adult Literacy State and County Estimates of Low Literacy 2013, Released 2009

^k Shut-In - American Fact Finder/ 2012-2016 American Community Survey, Disability Characteristics (based on noninstitutionalized population 18+ "with an independent living difficulty") (S1810)

Describe briefly how this data will be used to plan CLSA-funded services:

This data is use for planning activities of our various committees and to serve all segments of the underserved.

Comments/ Additional Information:

*** Geographically Isolated/ Rural**

For the 2010 Census, the Census Bureau classified as urban all territory, population, and housing units located within urbanized areas (UAs) and urban clusters (UCs), both defined using the same criteria. The Census Bureau delineates UA and UC boundaries that represent densely developed territory, encompassing residential, commercial, and other nonresidential urban land uses. In general, this territory consists of areas of high population density and urban land use resulting in a representation of the "urban footprint." Rural consists of all territory, population, and housing units located outside UAs and UCs.

* Typically, Rural Areas are cities with populations of less than 10,000

C&D Service Program Budget Request FY 2020-2021 (Section 18745)

System Administration

(a) Personnel (Salaries & Personnel)

<u>Classification</u>	<u>FTE/NO of positions</u>	<u>Salary</u>	<u>Benefits</u>	<u>Total</u>
System Coordinator	.33 / 1	\$50,700	\$	\$50,700
Controller	.10 /1	\$17,110	\$1,354	\$20,264
CEO	.06/1	\$12,361	\$261	\$12,622
	/	\$	\$	\$
	/	\$	\$	\$
Total of (a)	/	\$80,172	\$3,414	\$83,586

(b) Planning, Coordination, & Evaluation (PC&E)

Total (b)	\$

(c) Indirect Cost (Do not include PC&E and provide description of services)

Total of (c)	\$

Total of (a-c) \$83,586

Baseline Budget

(d) Operations

1. Office supplies	\$450
2. Duplication/Photocopy	\$
3. Training (C&D program related)	\$
4. E-Resources (Enki, Zinio, OverDrive, etc.) enki, OverDrive, CloudLibrary, Zinio	\$ 102,000
5. Contract Services for Delivery (UPS, US Postal Service, Contracted Van) Delivery and Postage	\$ 147,548
6. System van/vehicle (fuel/insurance/maintenance)	\$
7. Telecommunications (Internet/web/tech support/phone/fax/VOIP/telecomm equipment maintenance/ web software)	\$4,000
Specify what funds were used for: Zoom, Web Hosting, 800 number, Broadband	\$
8. Resource Sharing (Zipbooks, Link+, document depository)	\$80,345
* Breakdown of cost i.e. software/subscription/delivery Link+	
9. Other (with prior approval)	\$
Total of (d)	\$

(e)Capital Outlay		
1. Equipment (specify)	\$	
2. Equipment revolving fund	\$	
Total of (e)	\$	

(f)Anticipated Current (2018/2019) Year-end Balance in the Equipment Revolving Fund	
	\$

Total of (a-e)	\$334,343
-----------------------	------------------

2020/21 PROPOSED CLSA BUDGET

BUDGET SUMMARY	
Expense Category	Communications & Delivery Program
Salaries & Benefits	\$83,586
PC&E	
Indirect	
Sub-total	
Operations	\$334,343
Equipment	
Sub-total	
TOTAL	\$417,929

C&D FUNDING: System Administration 20%
 System Baseline 80%

Funding for Communications and Delivery – FY 2020/21

There are two sections to this portion of the plan. The first section requires your best estimate for workload for the physical delivery of items, and estimated totals for e-resources, training, and broadband usage. The second section contains several questions that help us understand your plans for communication and delivery.

Section 1

Estimated Workload of Physical Delivery

Physical Items Sent by:	Physical Items Delivered to:		
	System Member Public Libraries	Non-public Libraries in System Area	TOTAL
a. System member public library	900,000	0	900,000
b. Non-public libraries in System area	0	0	0
TOTAL	900,000	0	900,000
		System Owned	Contracted Vendor
c. Number of delivery vehicles that physically move items			4
d. Frequency/schedule of physical delivery service			1 – 5 days
e. Percentage of items to be physically delivered by:			
U.S. Mail	UPS	System Van	Contracted Van
18%	.5%	%	81.5%
			Other
			%

Estimated Totals for e-Resources, Training, and Broadband Usage

f. Estimated total number of e-resources to be purchased (circulated/downloaded/streamed, etc.) by residents of System member libraries	2,165 titles and 30,250 circulations
g. Percentage of CLSA funds to be spent on e-resources?	31%
h. Percentage of CLSA funds to be used for Broadband technology improvements	0%

- i. Which member libraries will benefit from Broadband improvements using CLSA allocated funds?
(please list)

Some of the NLS libraries may choose to use their disbursements on Broadband, but it is not known at this time which may choose this.

Section 2

1. Describe the goals for the Communication and Delivery funding. Please specify how the System will spend its allocation of funding and provide specifics amounts allocated for each service or program. How will the System support the needs of their community? How will the System determine these needs? How will the System **evaluate** that the goals where met and the funding has met the needs of the community?

Delivery – In FY 2020/21, CLSA funds will continue to support the physical movement of resources from one library to another. This delivery system enables resource sharing among System members which is a high priority for most NorthNet Library System (NLS) libraries. The total cost of delivery for NLS member libraries that includes two contract courier services totals \$306,818. Forty-four per cent of the NLS FY 2020/21 CLSA Operations budget (or \$147, 548) will support contracted delivery services. Libraries participating in the contracted delivery services are billed for the balance and pay from their individual CLSA allocation or from local funds.

Shared e-resources remain a priority for all NLS members, especially those in smaller, more geographically remote areas. NLS surveyed member libraries to determine funding priorities for their CLSA shared e-resources. In response to the survey results and based on the 50% reduction in CLSA funding for FY 2020/21, the NLS Executive Committee approved the allocation of CLSA funds to the e-resources consortia of OverDrive and RBDigital (formerly Zinio). Consortia participant libraries will have the option to allocate additional funds from their individual CLSA allocations to increase the consortia budget, or to use funds to pay for their own shared e-resources between 3 or more libraries including OverDrive, enki, and CloudLibrary. Shared e-resources will account for \$102,000 of the C&D budget.

OverDrive, NLS members continue to commit CLSA funding to support the very popular OverDrive subscription and membership. This investment has proven to be very successful and OverDrive activity has increased across the system, especially in the months of March – June 2020 due to library closures in response to COVID-19. In FY 2019/20, OverDrive circulation among 29 member library systems totaled 955,832, an increase of 47% over that of FY 2018/19. In addition, the monthly average number of users during this same period increased 37% and monthly average of *new* users joining OverDrive was up 56%.

Increased activity is also attributed to the consortia's focus to make use of OverDrive features that encourage member libraries to share their local e-collection.

RB Digital (formerly Zinio) - The consortium purchase allows members to receive significant discounted subscription rates on electronic periodicals. In FY 2019/2020, annual circulation of Zinio materials totaled 81,040 (23 library systems), a 5% increase over the previous year. Beginning July 1, 2020, RB Digital services will expand to offer 3,000 titles, up from 120 titles the previous year.

Resource Sharing - In FY 2020/21, NLS CLSA funds will support Link+ in the amount of \$80,345, or 24% of the C&D allocation. In FY 2019/2020, NLS completed two years of negotiations to establish a Link+ master contract with Innovative Interfaces Inc, absorbing the contracts of the 14 existing Link+ libraries within NLS and adding four new NLS libraries (El Dorado County, Sonoma County, Woodland Public and Nevada County libraries). The master contract was signed in February 2019 and became effective when each of the new libraries completed their onboarding process. The shared contract is saving NLS participating libraries nearly \$17,000 annually. NLS will receive some of the Link+ Resource Sharing grant funds to offset Link+ subscription costs for FY 2020/21.

ILL statistics will continue to be tracked and reported to evaluate if C&D expenditures are meeting the goals of NLS and the communities they serve. Use of shared e-resources will be measured and compared to the most recent fiscal year to demonstrate that aspect of the C&D program for FY 2020/21. We continually monitor effectiveness of services through feedback from member libraries.

2. How will the System's Communication and Delivery funds be disbursed (i.e., system wide, allocated to individual libraries, mix)? If not all libraries are participating in programs/services indicate which ones are and why others are not served (i.e. choice, funds, etc.).

CLSA funds are distributed by formula to NLS libraries. CLSA distribution formula is based on service population and library budget. 80% of NLS CLSA funds are distributed to member libraries. Member libraries contribute additional local resources to support communications and delivery on local level. All NLS member libraries participate in some level of shared resources.

NLS libraries have determined that delivery remains a priority expenditure of their CLSA C&D allocation. In FY 2020/21, 44% of the C&D Operations budget will be support the contracted services of two couriers serving the Mountain Valley Library System (10 libraries) and the North Bay Cooperative Library System (6 libraries), with additional local and inter-library delivery services paid with individual CLSA allocations and/or local funding. Libraries who do not use delivery contracts (none available or cost prohibitive in

most remote areas) utilize UPS or US Postal Service to move materials and share resources among other library jurisdictions.

3. Are the programs funded by CLSA being supplemented with local funds and if so how much or what percentage of the funding? Please briefly describe how any non-CLSA funds will be used to support communication and delivery. This information will help to document the significant contributions of non-CLSA funds toward library cooperation in California.

NLS member libraries will contribute \$175,410 in local funds to support 5-day delivery. In addition, local funding is dedicated to supplement CLSA to enable effective resource sharing. NLS libraries are committed to continue supporting e-resources with local funding, as well as the physical delivery of items within the system, even as delivery costs have increased significantly within the past year.

4. If the System is providing e-resources, what exactly are those e-resources? (i.e. number of books, kind of titles, how many libraries are you providing this service to, any circulation statistics if available)

Shared e-resources include OverDrive with FY 2019/2020 circulation among 29 member library systems at 955,832. Also shared among NLS members is RB Digital, an e-magazine resource, with circulation in FY 2019/2020 among 23 member libraries at 81,040.

For FY 2019/20, the OverDrive circulation share by audience is

- Adult titles represents 77% of circulation
- Juvenile titles represents 13% of circulation
- Young Adult titles represents 10% of circulation

In FY 2019/20, about 56% of the circulation is eBooks (44% is audiobooks) for all ages.

For RB Digital:

The top 10 magazines for the first half of 2020, representing about 40% of all circulation, was

1. The New Yorker
2. The Week Magazine
3. Newsweek
4. Us Weekly
5. National Geographic
6. New Scientist
7. The Economist
8. In Touch Weekly

9. Cook's Illustrated
10. OK! Magazine

For reference, for all of 2019, the top 10 titles, representing 35% of all circulation, was

1. The New Yorker
2. The Week Magazine
3. Newsweek
4. National Geographic
5. In Touch Weekly
6. Us Weekly
7. OK! Magazine
8. Star Magazine
9. The Economist
10. Cook's Illustrated

5. Describe the System's current delivery model. Specify if it changed from last year or if the System will be making any changes in the upcoming year.

Due to the geographic size of our region, NLS libraries use a combination of several delivery models including US Postal Service and private delivery services for remote locations with low volume as well as contracted services by delivery companies for moving high volume loads between member libraries using a shared ILS in more populated areas. Contracted couriers service the Mountain Valley and the North Bay library systems.

6. What is the estimated average cost (including library and system staff time) to move one item in the region? Please provide a description of how the System utilized C&D administrative funding? (i.e. staff, what type of staff, do which program did you allocate staff, how much time was allocated)

Because of the variations in delivery demand and method, the costs differ from one region to another. For contracted services, costs are based on volume, number of stops and distance. Cost of shipping items through package delivery is determined based on weight and other variables. Approximately 16 of the 41 NLS member libraries utilize a contract courier service to move items, in addition to their local branch-to-branch delivery.

Administrative funding is allocated to .33 FTE of the Coordinator's salary, .1 FTE of the Controller, and .06 FTE of the CEO salary. The allocated time supports coordination of and attendance at 10-12 Council and Committee meetings annually to support the three legacy systems of NLS as well as the NLS Executive Committee and Administrative Council; work with members and the Executive Committee to allocate CLSA funds; oversee contract negotiations for work related to expenditures of funds; work with accounting staff to ensure all CLSA budgets and reports are submitted and ensure compliance; liaison with California Library Staff, attend California Library Service Board meetings. The funding is allocated across all programs, including applying for and administering local, regional and statewide grants.

7. Will the System be using any of the communications funding to address broadband connectivity issues?

If so what were the funds used for and what were the connectivity issues?

Broadband is of great interest, and several NLS libraries continue to benefit from the original California Public Library's Broadband Project. That grant funding allowed several NLS member libraries to leverage local funding in order to apply for State funds and to significantly increase their broadband capabilities.

The geographic span of NLS and the large number of members (41), however, means that broadband connectivity will not come to all members at the same time or in the same way. NLS staff will encourage member libraries to apply for the new Broadband funding offered through the California State Library as many NLS libraries would qualify under the targeted "hard to connect library locations."

The expansion of eligible C&D costs regarding Broadband expenditures approved by the CLSB at their June 25, 2020 meeting may significantly assist NLS libraries to enhance hardware and security on their networked systems in FY 2020/21. While we do not yet have member libraries' plans on those expenditures, we anticipate that several will make use of their CLSA funds to bolster and protect their telecommunications systems.

Future Plans for Cooperative System

Given the uncertainty of State funding, how is your cooperative system preparing and planning for the future? How will the System be funded? What services are priorities? And lastly, how will your system evolve?

The FY 2020/21 CLSA budget for NLS has been developed using the 50% reduction (reduced from FY 19/2020) of CLSA allocation based on the Governor's May Revision to the State Budget and with guidance from the NLS Executive Committee and NLS membership. While delivery remains an NLS priority expenditure for CLSA, reductions were made in administrative staff support, as well as

allocations to the consortia budgets of OverDrive and RB Digital. Also eliminated from the FY 2020/21 budget was an allocation of \$1,000 per member to apply for staff training and professional development. Members directed this prioritization of budget expenditures. Due to the budget shortfall, \$28,419 of the existing NLS Fund Balance will cover the reduced System Administration funds. Should an increase to CLSA funding be approved later in the year, staff will seek direction from the NLS Executive Committee as to how to allocate funds.

Grants: NLS has submitted an LSTA application to the CA State Library for FY 2020/21 to expand and further develop the successful FY 2019/2020 disaster preparedness and recovery project, *Recovering Together*. The goals of the original and the continuation of the project are to gather, compile and post stories and lessons learned from NorthNet libraries about their individual and shared experiences in dealing in the moment of and aftermath of natural and human disasters in their communities. NorthNet library directors, staff, volunteers and community stakeholders are all contributing to create and build content for this interactive library of resources to share among NLS, as well as throughout the state. Libraries will develop disaster plans in this coming year under the mentorship and guidance of directors who have experience with crisis management and recovery. Statewide virtual roundtables to address mental health and resiliency are also components of the FY 2020/21 grant proposal.

Zip Books – NLS will continue to serve as the Fiscal Administrator for the Zip Books statewide project, providing fiscal support and project management to the 70+ participating libraries. Zip Books information for new and current participants is maintained on the NLS website.

NLS Website: The NLS website will continue to maintain the website that allows for sharing of initiatives and communication with members regarding current meeting notifications, as well as historical documentation.