



A Tradition of Stewardship  
A Commitment to Service

Agenda Date: 6/19/2018

Agenda Placement: 6Z

## NAPA COUNTY BOARD OF SUPERVISORS Board Agenda Letter

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**TO:** Board of Supervisors

**FROM:** Danis Kreimeier - Director  
Library

**REPORT BY:** Danielle Clayton, Staff Services Analyst II - 253-4819

**SUBJECT:** Professional Services Agreement with Midwest Tapes

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### **RECOMMENDATION**

Director of Library Services and Community Outreach request the following:

1. A waiver of competitive bidding requirements and sole source award from Midwest Tapes, Holland, Ohio pursuant to County Ordinance Code 2.36.090; and
2. Approval of and authorization for the Chair to sign an agreement with Midwest Tapes for a maximum of \$200,000 for the term July 1, 2018 through June 30, 2021 with two additional one year terms, to purchase Hoopla digital services for library patrons to access digital media content using smart phones, tablets, computers and web browsers.

### **EXECUTIVE SUMMARY**

In Fiscal Year 2017-18 Napa County Library stopped offering music streaming through Freegal and offered music, movies, book and comic books through a new electronic resource, Hoopla. Hoopla digital media on demand service is a Midwest Tape proprietary design which provides the only exclusive transactional media on demand (TMOD) software application offered to libraries for patrons' use through smart phone, tablet, computer and web browsers. Hoopla digital is currently the sole content provider of TMOD for over 125 labels - MGM, NBC-universal, National Geographic, Warner Music, Universal Music, Disney Education and others, offering 500,000 titles to stream and download. Content is available to library cardholders 24/7.

The test period (FY 2017-18) proved to be informative to the Library, and exceeded expectation of patron use of the resource. As such, the Library would like to enter into a three year, with two optional years, contract with Midwest Tapes for an annual subscription to Hoopla. As Hoopla is a pay-per-circulation (streams or downloads) service, the Library is aligning patron use of Hoopla with an allocable cost for the contract at no more than \$40,000 a year, with the total contract for five years being capped at \$200,000.

**FISCAL IMPACT**

Is there a Fiscal Impact?	Yes
Is it currently budgeted?	Yes
Where is it budgeted?	The funds for the Midwest Tapes contract are budgeted in the Library Operating budget.
Is it Mandatory or Discretionary?	Discretionary
Discretionary Justification:	Midwest Tapes' Hoopla was successful in its trial period this year at the Library. It proved to be so successful that the Library had to decrease the number of items that could be checked out in order to keep the cost of the use down. As patrons embrace electronic library products, there will be an increased need to access things online and through applications on electronics. As the Library wishes to maintain current offerings that the public would use, products like Hoopla will be necessary additions to the Library's collection.
Is the general fund affected?	No
Future fiscal impact:	The Library has chosen to fund and purchase Hoopla for patrons use annually. Funds for the expenses will be budgeted in the Library's operating budget annually, and costs are held at \$40,000 a year for the items used by patrons.
Consequences if not approved:	If this agreement is not approved, the Library will not be able to offer Hoopla to its patrons.
Additional Information:	

**ENVIRONMENTAL IMPACT**

ENVIRONMENTAL DETERMINATION: The proposed action is not a project as defined by 14 California Code of Regulations 15378 (State CEQA Guidelines) and therefore CEQA is not applicable.

**BACKGROUND AND DISCUSSION**

Over the years, Napa County Library has expanded their collection to include electronic resources for patron use. As many databases offer unique content and formats, there may be only one option to purchase for Napa County Library to offer its patrons.

Midwest tapes is the only digital content provider to offer six formats through one platform. Most of the movie and

television catalogs can not be found in competing services such as Netflix, or other streaming services. As Hoopla is a pay-per circulation, the Library determines the number of circulations per cardholder per month, and the reporting tools available enables the library to control expenditures and funding.

In the Library's trial year of offering Hoopla during Fiscal Year 2017-18, the demand was so great that the Library had to decrease the number of monthly items that patrons could check out using Hoopla as the pricing model is per use, not the more traditional purchase for an item with unlimited single use. As the request was great without full advertisement of the product to all patrons, the Library is anticipating a surge in use of Hoopla by patrons for Fiscal Year 2018/2019. Currently the Library has capped the cost of items used to \$40,000 a year for the three year, plus two additional year, contract.

The Library has other products that allow for access to ebooks and e-audiobooks. However, no other product offers the same titles or formats, which include books, audiobooks, music, movies, television shows and graphic novels. Additionally, Hoopla offers "read alongs." These are books with both audio and visual content to encourage readers. There is no other provider of these same titles in this same format.

#### **SUPPORTING DOCUMENTS**

None

CEO Recommendation: Approve

Reviewed By: Bret Prebula