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OAKLAND

2013 FEB 14 AM 11:15

# AGENDA REPORT

TO: DEANNA J. SANTANA  
CITY ADMINISTRATOR

FROM: Gerry Garzón  
Interim Library Director

SUBJECT: Library Grant for Software Development      DATE: February 6, 2013

City Administrator Approval		Date	2/7/13
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COUNCIL DISTRICT: City-Wide

## RECOMMENDATION

Staff requests that the City Council approve a resolution authorizing the City Administrator to apply for, accept and appropriate an Innovation Grant from the Bay Area Library and Information System (BALIS) in the amount of \$53,500 and from the Pacific Library Partnership (PLP) in the amount of \$15,000 for the development of a software platform, "Play@YourLibrary" to be completed by December, 2014.

## OUTCOME

This resolution authorizes the acceptance of the grant, should it be awarded to the Oakland Public Library (OPL), to fund the development of "Play@YourLibrary", a software platform that will track and manage patron participation in library programs such as the Summer Reading Game. Funds received will be deposited in the Oakland Public Library Trust Fund (7540), Automation Organization (61131), and in a project to be assigned. Central Service Overhead (CSO) charges are not applicable to this grant because personnel expenses are not funded by the grant. However, because the grant does not pay for any overhead costs staff requests a waiver of accounting overhead charges to the extent such charges may apply. City of Oakland accounting charges are sometimes applied to purchases, but not always, and usually represent less than 3% of the purchase.

## BACKGROUND/LEGISLATIVE HISTORY

OPL serves the diverse population of 411,000 in Oakland, Emeryville and Piedmont. OPL consists of a Main Library, 16 neighborhood branch libraries (including two specialty-language branches, Asian and Cesar Chavez), an adult literacy program, and the African-American Museum and Library at Oakland. The OPL's mission is to "inform, inspire, and delight our diverse community as a resource for information, knowledge, and artistic and literary expression, providing the best in traditional services, new technologies, and innovative programs."

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Research shows that early reading proficiency is a primary indicator of a child's future academic success. In Oakland, according to the 2011 California State Test results, 42% of Oakland public school third grade students read proficiently, compared with 53% of their peers in Alameda County. OPL offers programs and services to support academic success and literacy skills for lifelong learning. OPL increasingly seeks to use technology to improve services to patrons, to close the digital divide and to position OPL for the future. Play@YourLibrary will help further these goals by developing a software program to track and manage patron participation in incentive-based library programs such as the Summer Reading Game during which children, teens and adults win prizes for reading or other civic activities accomplished over the summer.

### ANALYSIS

Public libraries offer summer reading incentive programs to encourage youth to read for enjoyment and pleasure. The goal of OPL's Summer Reading Program is to help keep children's literacy levels up during the summer and prevent reading skills "slippage" by encouraging reading and library use during the non-school months. Application of technology to the Summer Reading Program makes it more relevant, engaging for children and families and efficient for staff.

Most libraries have moved from "index card" registration for Summer Reading games to online systems that make the programs accessible to youth and families in new ways and expand access by being available in homes and partner sites, as well as in the library. An online system has the potential to free up library staff from time-consuming tasks and to improve program efficiency by having program statistics instantly available. For example, an online solution makes it much easier for a child to participate in the program and claim reading prizes at multiple branch libraries.

Play@YourLibrary will be customizable so that many different methods of library participation can be counted and rewarded. This could include incentives for check-outs, volunteering, library visits, reading, attending programs, survey participation, etc. Play@YourLibrary will provide easy reporting and notification to library staff as well as "account" tracking for patrons. Incentives might be prizes or entries into drawings, but could also be non-monetary rewards like a "congratulatory" email or a virtual token.

Modeling loyalty programs, libraries can open the box in thinking about how best to connect users of all ages with library services through online incentive programs. There is currently a proliferation of apps that allow adults to participate and track goals and activities, such as Mint.com (personal finance), MyFitnessPal.com (weight loss) and MapMyRIDE (cycling). Play@YourLibrary will mimic some of these services by allowing patrons to track library participation in any activity that the library wants to encourage and reward.

Grant funds will be used to pay a developer to define the product requirements and then create the software. Additionally, activities include:

- Build a collaborative working group of partner Libraries to define a Scope of Work that will be used to publicize a Request for Proposal (RFP).
- From the RFP, hire a software developer to create a Requirements Document and develop a beta product.
- OPL to work with the developer to create and test Play@YourLibrary. Demonstrate to other libraries, publicize and launch Play@YourLibrary.

## **EVALUATION**

At the conclusion of the grant period, the project will be evaluated. Play@YourLibrary must meet the needs of Oakland Public Library patrons, as well as of Oakland Public Library staff and administrators for efficient program management.

- OPL will obtain qualitative data gathered from community surveys or other methods
- OPL will obtain qualitative data gathered from staff surveys

## **PUBLIC OUTREACH/INTEREST**

This item did not require any additional public outreach other than the required posting on the City's website.

## **COORDINATION**

This report was prepared in coordination with the City Attorney's Office and the Budget Office.

**COST SUMMARY/IMPLICATIONS**

1. AMOUNT OF RECOMMENDATION/COST OF PROJECT:

Item	PLP Grant	BALIS Grant	Local In-Kind	Total
OPL staff salaries			\$15,000	\$15,000
Workgroup Expenses (advisors, travel, food, printing)			\$5,000	\$5,000
RFP Advertising			\$1,000	\$1,000
Consultant fees for Requirements Document, Product Development, Testing and Launch	\$15,000	\$53,500	\$1,500	\$70,000
Community survey materials and incentives			\$500	\$500
Marketing Materials for Product Launch			\$2,000	\$2,000
Conference Attendance to Demonstrate Product to other public libraries			\$4,000	\$4,000
Totals	\$15,000	\$53,500	\$29,000	\$97,500

2. SOURCE OF FUNDING:

The source of funding is Bay Area Library and Information System (BALIS) and Pacific Library Partnership (PLP).

3. FISCAL IMPACT:

There is no impact to the General Purpose Fund as funding for these projects is being provided by grants. The grant does not pay for accounting overhead costs; therefore staff requests a waiver of accounting overhead charges to the extent that such accounting overhead charges apply. CSO charges do not apply to this grant because the grant does not fund personnel expenses.

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**SUSTAINABLE OPPORTUNITIES**

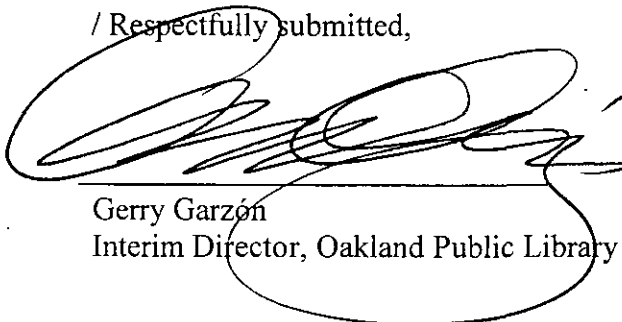
*Economic:* No specific economic opportunities have been identified.

*Environmental:* This virtual software will reduce the use of paper for reporting processes.

*Social Equity:* The services of the Oakland Public Library are available at no charge to all residents of all ages to acquire knowledge and develop the skills they need to assure equity in educational, employment, housing and community opportunities.

For questions regarding this report, please contact Jamie Turbak, Interim Associate Director, at 510-238-6610 or jturbak@oaklandlibrary.org

/ Respectfully submitted,



Gerry Garzón  
Interim Director, Oakland Public Library

Prepared by: Jamie Turbak  
Interim Associate Director  
Oakland Public Library

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*M. Mendenhall*  
Oakland City Attorney's Office

## OAKLAND CITY COUNCIL

Resolution No. \_\_\_\_\_ C.M.S.

Introduced by Councilmember \_\_\_\_\_

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**Resolution Authorizing The City Administrator To Apply For, Accept, And Appropriate Grant Funds In The Amount of \$53,500 From The Bay Area Library And Information System (BALIS) And \$15,000 From Pacific Library Partnership (PLP) For The Development of A Library Software Platform Called "Play@Your Library"**

**WHEREAS**, the Oakland Public Library serves a diverse population of 411,000 from Oakland, Emeryville, Piedmont and beyond; and

**WHEREAS**, the Oakland Public Library seeks to further its mission by employing new technology to positively engage, attract and retain this diverse population as lifelong library users; and

**WHEREAS**, the City of Oakland's Central Services Overhead (CSO) is the current rate of 23.92%; and

**WHEREAS**, the grant funds will provide for the development of software to manage incentive programs for patrons, such as the Summer Reading Game; and

**WHEREAS**, the developed software will allow patrons to self-register for an incentive program, track patron participation and provide reports to library staff; and

**WHEREAS**, the developed software product, "Play@YourLibrary", will encourage library participation through virtual interactivity, tracking, feedback and reward; now, therefore, be it

**RESOLVED:** That the City Administrator or his designee is hereby authorized to apply for, accept, and appropriate grant funds in the amount of \$53,500 from the Bay Area Area Library and Information System (BALIS) and \$15,000 from the Pacific Library Partnership (PLP) for the purposes described above; and be it

**FURTHER RESOLVED:** Funds received will be deposited in the Oakland Public Library Trust Fund (7540), Automation organization (61131), and in a project to be assigned; and be it

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**FURTHER RESOLVED:** That should additional funds be received for this project, the City Administrator, or his designee, is hereby authorized to accept and appropriate the same for the purposes described above; and be it

**FURTHER RESOLVED:** That City overhead charges are hereby waived to the extent such charges may apply to this project.

IN COUNCIL, OAKLAND, CALIFORNIA, \_\_\_\_\_

**PASSED BY THE FOLLOWING VOTE:**

AYES - BROOKS, GALLO, GIBSON MCELHANEY, KALB, KAPLAN, REID, SCHAAF and  
PRESIDENT KERNIGHAN

NOES -

ABSENT -

ABSTENTION -

ATTEST: \_\_\_\_\_  
LATONDA SIMMONS  
City Clerk and Clerk of the Council of  
the City of Oakland, California

Date of Attestation: \_\_\_\_\_

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