

A G E N D A



Recommendation for Council Action (Purchasing)

Austin City Council

Item ID:

38988

Agenda Number

34.

Meeting Date:

January 29, 2015

Department:

Purchasing

Subject

Authorize award and execution of Amendment No. 3 to a contract with OVERDRIVE, INC. to increase the contract amount for downloadable library materials, by \$1,500,000 for a revised total contract amount not to exceed \$3,984,000.

Amount and Source of Funding

Funding in the amount of \$550,000 is available in Fiscal Year 2014-2015 Operating Budget of the Austin Public Library Department. Funding in the amount of \$200,000 is available in the Fiscal Year 2014-2015 Capital Budget of the Austin Public Library. Funding for the remaining 12 months of the contract extension option is contingent upon available funding in future budgets.

Fiscal Note

A fiscal note is attached.

Purchasing
Language:

Contract Amendment.

Prior Council
Action:

March 3, 2011 - Original contract approved, item 22.
June 7, 2012 - Amendment approved, item 28.

For More
Information:

Erin D'Vincent, Senior Buyer Specialist, 512-972-4017

Boards and
Commission
Action:



Related Items:

MBE / WBE:

This contract will be awarded as a sole source and is exempt from City Code Chapter 2-9D Minority-Owned and Women-Owned Business Enterprise Procurement Program as specified in Texas Government Code Chapter 252.022..

Additional Backup Information

This contract provides downloadable materials for Austin Public Library customers. Services and digital-content materials enable the library to lend downloadable audiobooks, eBooks, music, video, and other digital content through the Library's internet site. Downloadable video materials include documentaries, travelogues, feature films, and concerts which can be viewed by the same integrated desktop clients that support audiobooks and music titles. There are also downloadables with accessibility features for the blind and visually impaired. In addition to downloadable materials, this contract provides Library staff with Internet-accessible tools to control digital book-lending, manage access and use of materials, current circulation, and a variety of statistical reports. This is a very versatile tool available for a variety of ages and families for educational and recreational uses. It allows customers to check out material using a mobile device from virtually anywhere.

Overdrive was one of the first vendors to develop and make available a platform to download materials from libraries. Platforms are the delivery method which provides access to electronic content, including the management tool that a library uses to allow and control access to materials. Each platform is unique and vendor specific. Since inception or introduction of digital content by way of the Overdrive platform, use of downloadable materials has continued to rise and remains popular and in demand with customers.

The awareness for digital content among patrons has increased over the last several years. This awareness has impacted, in a positive manner, the circulation of materials. Patrons have been very receptive to the quick, easy, free, and user friendly access of digital materials available at the Austin Public Libraries (APL). The Library circulation statistics have shown that out of twenty branch libraries, the central library and the virtual library (digital content), the virtual library is currently ranked as the 4th highest circulation library in the APL system.

Virtual library circulation statistics since inception are:

	Check Outs	% Increase	Ranking in Circulation	Total
FY11	1,090	----	----	\$138K
FY12	121,036	major spike	13	\$454K
FY13	275,198	127%	8	\$567
FY14	508,363	85%	4	\$678

Overdrive, Inc. is APL's biggest and sole virtual library supplier, and Ingram Books is APL's biggest hard copy supplier. Without the increase to the contract, the Library will not be able to meet customer demands for digital content.

On March 3, 2011, Council approved the award of a contract with Overdrive, Inc. for a total contract amount not to exceed \$750,000. On June 7, 2012, Council approved increasing the base term of the contract to \$2,184,000 for a revised total contract amount not to exceed \$2,484,000.

This proposed recommended Council action is to approve Amendment No. 3 to increase the contract by \$1,500,000 for a revised total contract amount of \$3,984,000. The increase is needed due to the digital content consumption among patrons using our Library system. Additional funding has also been identified to develop the Central Library collection in anticipation of the new Library opening.

Contract Summary

ACTION	DESCRIPTION	AMOUNT
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Original Contract October 2011	Original 36-month contract	\$450,000.00	
Amendment No. 1 June 2012	Increased contract amount	\$1,734,000.00	
Amendment No. 2 November May 2014	Issued extension option	\$300,000.00	
Proposed Amendment No. 3	Increase contract to keep up with the growth of the virtual library collection as well as account for increase needed due to opening of the new Library	\$1,500,000.00	
Total Contract Amount		\$3,984,000.00	