

AGENDA



Recommendation for Council Action (Purchasing)

Austin City Council	Item ID:	54103	Agenda Number	25.
Meeting Date:	2/4/2016			
Department:	Purchasing			
Subject				
Authorize negotiation and execution of a 12-month contract with MIDWEST TAPE, LLC., for digital subscriptions to enable access to digital video, music and audiobook content for library patrons in an amount not to exceed \$150,000, with three 12-month extension options in an amount not to exceed \$150,000 per option, for a total contract amount not to exceed \$600,000.				
Amount and Source of Funding				
Funding in the amount of \$90,000 is available in the Fiscal Year 2015-2016 Operating Budget of the Austin Public Library. Funding for the remaining four months of the initial contract and extension options is contingent upon available funding in future budgets.				
Fiscal Note				
There is no unanticipated fiscal impact. A fiscal note is not required.				
Purchasing Language:	Sole Source			
Prior Council Action:	█			
For More Information:	Jim Howard, Corporate Purchasing Manager, 512-974-2031			
Boards and Commission Action:	█			
Related Items:	█			
MBE / WBE:	The contract is exempt from City Code Chapter 2-9C Minority Owned and Women Owned Business Enterprise Procurement Program; therefore no subcontracting goals were established.			
Additional Backup Information				

The contract will provide the Austin Public Library (APL) with Hoopla Digital subscriptions for access to downloadable and streaming music, movie, television and audiobooks for library patrons through the library catalogue and/or the vendor application.

Midwest Tape, LLC is a full service media distributor, working exclusively with public libraries since 1989. Products and services are customized to meet the unique needs of individual libraries as well as libraries as a whole. Hoopla is a library branded digital platform for mobile applications. Hoopla provides the APL with a powerful content delivery model that enables patrons to instantly borrow videos, full albums of music and audiobooks.

All titles on Hoopla are available to every patron with simultaneous title use; meaning no more holds, true patron-driven acquisition, better first user experience, and less dissatisfaction. It also means that purchasing or leasing of individual titles is unnecessary. Patrons have access to all titles, all the time. However, libraries maintain full authority by utilizing any of the title restriction features which allow opting out of certain content by format, price point or a particular title.

APL will only be charged for what is consumed. When the patron selects a title to borrow, the library realizes a per circulation charge from the platform. Currently circulation charges range from \$0.99 to \$2.99. Digital music offerings provide the full album of the artist's work, rather than just one song at a time. Videos circulate for 72 hours from the time the patron hits borrow, likewise music circulates for seven days and audiobooks circulate for three weeks. Similar to physical circulation at a library, a patron cannot keep any item; Hoopla will auto-return each item upon its expiration date. The application provides multiple administrative tools including reports on usage and trends as well as management options item limits and budgetary stops.

The Hoopla platform is co-branded to open with APL's logo and Rich Site Summary feed to help reinforce that the local library is why patrons are able to access the content. Patron usage of this service has exceeded expectations and the current contract is running out of funding so this contract is needed to ensure continuity of this service to APL patrons. Within three months more than 4,050 patrons have signed up for the service and checked out more than 21,000 items.