

City Council Meeting Date: October 18, 2016

To: Mayor and City Council

City Administrator

From: Teresa Jensen, Director of Library and IT Services

..Title

Discussion of acceptance for the Minneapolis Foundation funding for a library Bookmobile and an Outreach Coordinator librarian position

..Body

Action Requested:

The Northfield City Council is asked to accept a monetary gift from the Minneapolis Foundation for partial funding of a new library Bookmobile, partial funding for a bookmobile collection and full funding of a half-time Outreach Coordinator librarian position for two years.

Summary Report:

The Northfield Public Library serves the City of Northfield and surrounding rural areas with a service population of approximately 27,000. The City has provided Bookmobile services since 1999 to people beyond the walls of the library to service populations unable to visit the library on a regular basis. In the past, this has included service to surrounding townships, as well as to day care facilities, K-12 schools and senior care facilities. Bookmobile services in recent years has been curtailed, first, with the elimination of the Bookmobile librarian position in 2010, and second, with the unreliability of the bookmobile itself.

In spring of 2016 Director Jensen was contacted by a representative of the Minneapolis (Mpls) Foundation who represented a donor wishing to fund worthy causes in Northfield that would benefit the citizens of our town, but in such a way that their contribution leveraged additional funding from the City and from organizations and individuals locally. Jensen proposed a package that included partial funding of a new bookmobile for the City, partial funding for a bookmobile collection and full funding for two years for a half-time Outreach Services Coordinator librarian.

Bookmobile funding

Full funding for a new bookmobile has been proposed previously to be included in the 2017 Capital Equipment Plan (CEP) as a capital asset for the City of Northfield; the offer of partial funding is fortuitous, especially in light of costly upcoming repairs to the 28 year-old "Booker" bookmobile.

Targeted populations were identified in the Mpls Foundation proposal as most in need of Outreach Services; these include

- Pre-school and younger children in day-care facilities
- Elementary and middle-school-age children in Northfield area schools
- Northfield senior citizens residing in local senior care facilities

In addition, the library Bookmobile promotes on-site library services by representing the City and Library at civic and community events in Northfield.

At the August 2016 City Council Budget Worksession, Director Jensen proposed that the City of Northfield fund 25% of the cost of the purchase of a new bookmobile through the 2017 CEP budget, with the Mpls Foundation funding 50%, and with like-minded community organizations and individuals contributing the remaining 25%. At that time, several City Councilors expressed the opinion that the City contribute more than this fraction of the cost, as bookmobile services were an important City function. In light of those statements, and considering the community's funding of the library renovation in the very recent past, the funding obligations have been revised to reflect a City contribution of 40% of the cost toward the purchase of a new bookmobile.

Estimated cost:

Base cost MSV Series 500 Sprinter Bookmobile	\$119,062
Bi-fold door	\$5,826
Handicap accessible lift	\$5,480
Graphics customization	<u>\$5,600</u>
Total	\$135,968

Funding:

Minneapolis Foundation	50% of cost	\$67,984
City of Northfield	40% of vehicle cost	\$54,387
Northfield community partners	10% of cost	<u>\$13,597</u>
Total		\$135,968

The mechanics of the Mpls Foundation gift would provide for the initial down-payment immediately of 20%, and with an additional 5%, or \$6,799 provided in January 2017 to fulfill their first 25% of the gift. At that time, a matching fundraising effort will be announced, with the Foundation providing a dollar match wherein they will provide the remaining Foundation pledge of \$33,992, and the community, through fundraising, will provide the remaining 10%, or \$13,402. This will include contributions of the United Way and the Friends of the Library, among other organizations.

Outreach Coordinator Librarian, half-time

In addition to the Mpls Foundation gift to partially fund the cost of the new bookmobile, the Foundation's donor has agreed to fund a part-time Outreach Services librarian for two years, at \$28,000 per year, with the expectation that with documented success of the Outreach program, the City would consider adding this position to the library's staffing complement in 2019-2020. There is not a legal obligation from the City to fund this position at that time. Additionally, the gift also does not restrict city decision-making on other organizational work assignments and programs related to the library including, but not limited to, the bookmobile staffing and programs.

These measures of success are guided by the Library's Mission statement:

Northfield Public Library strengthens community, supports literacy, provides access to information, and fosters lifelong learning and enrichment.

Measures of success would include number of locations served, number of programs and initiatives created and executed, number of people served, partner/organization surveys and patron/user surveys. Goals include the support of early childhood education/literacy, support of school curriculum and support of lifelong learning initiatives.

Bookmobile Collection Funding

The Mpls Foundation will provide a 1 to 1 match for collection dollars for the initial year of the bookmobile, up to \$5,000, for a total collection budget of \$10,000. These matching dollars will be raised through community fundraising and will not impact the City budget in 2017-18.

Alternative Options:

The Council may choose to fund the purchase of the bookmobile as originally proposed through CEP 2017 funds, at 25% of the cost, rather than 40%. In this case, funding would be as follows:

Funding:

Minneapolis Foundation	50% of cost	\$67,984
City of Northfield	25% of vehicle cost	\$33,992
Northfield community partners	25% of cost	<u>\$33,992</u>
Total		\$135,968

Financial Impacts:

The City's contribution would be a part of the 2017 CEP budget, and as such, would be a part of the 2017 bond issuance.

The Outreach Coordinator librarian would be fully funded for two years, and would not have an impact on the Personnel budget. If the Outreach Services initiative can demonstrate proven measures of success over the funded two year period, the library will request consideration to add this half-time position to the regular library staff complements during the 2019 budget process. There may be other alternatives to consider after evaluation of the programs including evaluation of other staffing assignments and program priorities.

Tentative Timelines:

November 2016	Acceptance of 20% down payment from the Mpls Foundation, placing order for 2017 bookmobile
January 2017	Acceptance of additional 5% funding from Mpls. Foundation
January 2017	City CEP 2017 funds available
January 2017	Fundraising begins for matching community dollars
Summer 2017	Outreach Coordinator position advertised, hired
210-240 days	Manufacture period for new bookmobile