



## Legislation Text

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**City Council Meeting Date:** October 18, 2016

**To:** Mayor and City Council  
City Administrator

**From:** Teresa Jensen, Director of Library and IT Services

Consider acceptance for the Minneapolis Foundation funding for a Library Bookmobile, funding for a Bookmobile collection and funding for a part-time Outreach Coordinator Librarian position.

**Action Requested:**

Staff recommends a motion 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 reorganization of the Bookmobile Librarian position in 2010, and second, with the unreliability of the Bookmobile itself. Operationally, it takes 2 staff members to take the current Bookmobile on Outreach visits to schools, daycares, senior care facilities and event venues.

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 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 daycare 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	\$5,600
<b>Total</b>	<b>\$135,968</b>

**Funding:**

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

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 may include contributions from the United Way, Northfield Rotary and the Friends of the Library, among other organizations.

Outreach Coordinator Librarian, half-time

Since the reorganization of the bookmobile librarian position in 2010, we have not been able to carry out the desired service levels of Bookmobile visits, not only because of the unreliability of the Bookmobile, but also simply because we do not have the staff component to do so. To operate our current Bookmobile it takes two staff; a driver with a class "C" license and a librarian. At most, we have been able to provide a Bookmobile

presence at special civic events and library programs in City parks.

With the purchase of a new, more compact Bookmobile, it is important to note that the staff needed to operate it is cut in half-one person only, to drive and staff the Outreach program location. To aid us in funding that staff position, the Minneapolis Foundation’s donor has agreed to fund a temporary part-time Outreach Services Librarian for two years, at \$28,000 per year. There is no City cost or participation with this added position. The Mpls Foundation’s desires that if there is demonstrated success of the Outreach program, the City Council will consider permanently instating the Outreach position to the library’s services by staffing the programs in 2019-2020. There is not a legal obligation from the City to fund this position at that time. Additionally, the gift 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 \$5000, for a total collection budget of \$10,000. These matching dollars will be raised through community fundraising and will not impact the City budget.

**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	\$33,992
<b>Total</b>		<b>\$135,968</b>

**Financial Impacts:**

The City’s contribution would be a part of the 2017 Capital Improvement Plan (CEP) budget. If approved, this will be one item that will be included in the CEP.

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 complement during the 2019 budget process. In 2019, the City will need to approve making the position permanent, as the funding will no longer be available.

There may be other alternatives to consider after evaluation of the programs, including evaluation of other staffing assignments and program priorities.

City Funding	2017	2018	2019	2020	2021
Bookmobile	\$54,397	maintenance	maintenance	maintenance	maintenance
Staff Position	0	0	\$28,000	\$28,000	\$28,000
Bookmobile Collection	0	0	0	0	0

**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