



City of Sunnyvale

Agenda Item

24-0133

Agenda Date: 2/15/2024

2024 COUNCIL STUDY ISSUE

NUMBER

LRS 24-02

TITLE Benchmark Sunnyvale Public Library Collections and Budget to Understand the Effect of the Cost of Digital Materials and the Addition of New Branch Library

BACKGROUND

Lead Department: Library and Recreation Services

Support Departments: Office of the City Manager
Office of the City Attorney
Finance Department

Sponsor(s): Board of Library Trustees

History: 1 year ago: N/A
2 years ago: N/A

SCOPE OF THE STUDY

What precipitated this Study?

Chair Wang requested that staff conduct a study issue to benchmark Sunnyvale Public Library collections and budget with other Bay Area libraries, to understand the effect the rising cost of digital materials is having, and how the addition of the new Lakewood Branch Library will impact the collection budget.

What are the key elements of the Study?

Two significant factors are impacting the Sunnyvale Public Library's collection policy and budget:

1. Cost of e-materials: Growth in demand and use of e-materials (e.g., eBooks, audio books, streaming services) has grown significantly, especially during the pandemic. The cost of e-materials is significantly higher than its equivalent analog material. Increasing the availability of e-materials to meet demand means that the library must choose between reducing the budget for traditional books or maintaining a smaller collection of e-materials. This Study will help the Board understand how Sunnyvale's collection of materials and e-materials compares to that of other cities, the impact of the higher cost of e-materials, and the potential impact on the library collections budget.
2. Planned addition of a new branch library: Sunnyvale's first branch library is scheduled to open in 2025. While budget has been set aside for the initial opening, a benchmark study would help update library collections policy and budget to reflect supporting a new branch and to ensure that the collections at the branch library support the community needs. Understanding library collections (number of items in the collections, including e-materials and the budget for each of these collections) in similar Bay Area cities (and in particular, their branches) can help us understand how the Sunnyvale main and future branch libraries are positioned to serve their community relative to other cities and what adjustments might need to be made.

This Study Issue would examine and evaluate the costs of the library collection. It would include collection costs at the Main Library and the new Lakewood Branch Library; presenting findings to the Board of Library Trustees, to potentially make a budget supplement recommendation for City Council consideration.

Estimated years to complete study: 1 year

FISCAL IMPACT

Cost to Conduct Study

Level of staff effort required (opportunity cost):	Moderate
Funding Required for Non-Budgeted Costs:	\$20,000
Funding Source:	Will see budget supplement - General Fund

Cost to Implement Study Results

Moderate cost to implement. Costs would include staff time and consultant costs associated with surveying neighboring Bay Area libraries.

EXPECTED CITY COUNCIL, BOARD OR COMMISSION PARTICIPATION

Council-Approved Work Plan: No

Council Study Session: Yes

Reviewed by Boards/Commissions: Board of Library Trustees

STAFF RECOMMENDATION

Support. This policy issue merits discussion at the 2024 Study Issues Workshop.

The Sunnyvale Public Library has this information currently available for the Sunnyvale Public Library and basic statistical information from neighboring libraries. Staff will need to consult the State Library annual statistics and survey neighboring Bay Area libraries to gather more in-depth information for this Study. Whereas a portion of this Study could be completed by library staff, it would be much more challenging to survey Bay Area libraries and evaluate the findings. It is valuable information to have to compare Sunnyvale with neighboring libraries. It would also be helpful to determine the per capita spending, and to show spending for the last 3 to 5 years to show the trend of e-material growth. Staff recommends limiting this Study to public libraries so there is a like for like comparison and would begin the study with the seven members of the Silicon Valley Library System (which could be done in-house). That framework can expand to some of the 42 member libraries of the Pacific Library Partnership geographic area (i.e., South Bay, East Bay, North Bay, and Peninsula) that are of similar size and/or population.

Prepared by: Laura Jammal, Management Analyst

Reviewed by: Garrett Kuramoto, Superintendent of Libraries

Reviewed by: Michelle Perera, Director, Library and Recreation Services

Reviewed by: Tim Kirby, Director, Department of Finance

Reviewed by: Jaqui Guzmán, Deputy City Manager

Approved by: Kent Steffens, City Manager