



City of Santa Ana
20 Civic Center Plaza, Santa Ana, CA 92701
Staff Report
January 19, 2021

TOPIC: Approve an Agreement with Overdrive, Inc. for Digital Content Hosting and Distribution

AGENDA TITLE:

Approve an agreement with Overdrive, Inc. for digital content hosting and distribution for \$41,010 for the period February 1, 2021 through June 30, 2021 AND \$70,000 for each subsequent year From July 1, 2021 To June 30, 2024 for a total amount of \$251,010 (Non-General Fund)

RECOMMENDED ACTION

Authorize the City Manager to execute an agreement with Overdrive, Inc. for digital content hosting and distribution for \$41,010 for the period February 1, 2021 through June 30, 2021 and \$70,000 for each subsequent year from July 1, 2021 to June 30, 2024 for a total amount of \$251,010, with any unspent and encumbered balance carried forward into the subsequent fiscal years during the term of the agreement, to be funded by the Cannabis Public Benefit Fund, subject to non-substantive changes approved by the City Manager and City Attorney.

DISCUSSION

Overdrive Inc. is an industry leader in providing digital content hosting and distribution, such as downloadable e-books, e-audiobooks, e-magazines, and video streaming.

In recent years, electronic content such as e-books, e-audiobooks, e-magazines, and video streaming have become very popular, especially with children and teens. The recent COVID-19 pandemic has also made the importance of offering library services that residents can connect to safely from home, more essential than ever. Using Overdrive, Santa Ana Public Library patrons can browse the Library's digital collection and check out materials with a valid Santa Ana library card. From there, users can easily download their books, magazines, videos, or audiobooks to their computers or mobile devices. Titles will automatically expire at the end of the lending period, so borrowers can avoid overdue fees. If patrons do not have internet access at home, wireless hotspots are also available at the Library to help residents connect to Overdrive digital content.

Downloadable titles offer library users of all ages a convenient way to access information from home or anywhere there is internet access. With an additional \$34,000 per year of funding (previously \$30,000 per year) for e-books and e-audiobooks, the Library will emphasize titles and content that are both beneficial and relevant to children and teens living in Santa Ana. This increase in digital content will also assist with remote and distance learning for students throughout the City. The Santa Ana Unified School District also utilizes an educational version of the Overdrive digital service to support their school curriculum. By using Overdrive, the Library will be able to offer this educational content without requiring students and staff to implement and learn an entirely new app or platform, which would be costly and time consuming. Santa Ana Unified School District students participating in the Library's Student Success Card Program will be able to access the Overdrive digital collection by simply entering their student ID number. This pilot program will expand to other schools and districts serving Santa Ana residents in the future.

The agreement terms include a hosting fee and content purchase of \$41,010 for February 1, 2021 to June 30, 2021. For subsequent years, the annual amount will be \$6,000 for a hosting fee and \$64,000 for content.

FISCAL IMPACT

Funds are available in the following account for the current year and will be budgeted and made available in subsequent years. Any unspent and encumbered balance will be carried forward into the subsequent fiscal years during the term of the agreement.

The intended spending plan is as follows, subject to change:

Fiscal Year	Accounting Unit-Account #	Fund Description	Accounting Unit, Account Description	Amount
FY 20-21	01213020-62300	Cannabis Public Benefit Fund	PRCSA Youth Services, Contract Services-Professional	\$41,010
FY 21-22	01213020-62300	Cannabis Public Benefit Fund	PRCSA Youth Services, Contract Services-Professional	\$70,000

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FY 22-23	01213020-62300	Cannabis Public Benefit Fund	PRCSA Youth Services, Contract Professional	\$70,000
FY 23-24	01213020-62300	Cannabis Public Benefit Fund	PRCSA Youth Services, Contract Professional	\$70,000

Fiscal Impact Verified By: Kathryn Downs, CPA, Executive Director – Finance and Management Services Agency

EXHIBIT(S)

1. Agreement

Submitted By:
Brian Sternberg, Executive Director of Library Services

Approved By: Kristine Ridge, City Manager