AGENDA

Board of Library Commissioners
City of Los Angeles

Thursday, November 9, 2017

CENTRAL LIBRARY
Board Room, 4th Floor
630 W. 5th Street
Los Angeles, CA 90071

TIME: 11:00 A.M.

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**Agenda:** In compliance with Government Code Section 54957.5, you may view the agenda and all available documents related to the items at the Central Library’s Information Desk or via the Internet www.lapl.org/about-lapl/board-library-commissioners. Some large agreements or attachments that may not be viewable on the website will be available in their entirety at the Information Desk and provided at the Board Meeting.

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1. **Roll Call**

2. **Approval of Minutes:** Regular Minutes – October 12, 2017

3. **Public Comments (Matters within the Board’s Jurisdiction)**

   (In accordance with Board Policy, a total of 15 minutes shall be allocated for public comment not to exceed three (3) minutes per speaker. Items arising during the public comment portion of the meeting shall be referred by the President to the staff or Board Committee for appropriate action or report back thereon to the Board.)

4. **City Librarian's Comments and Announcements**

5. **City Librarian’s Reports**

   - **Consent Items**

     Commissioners who wish to discuss particular items should ask that such items be called as Special. The remaining items will be subject to a single vote.

     a. Recommendation to accept the following gift: (EXHIBIT “A”)

        $1,377.68 From the Friends of the Northridge Library to the Northridge Branch Library (Value of gift)

     b. Recommendation to approve acceptance of grant from the Public Library Association in the amount of $10,500.00 to fund Summer interns (EXHIBIT “B”)
Discussion Items

c. Recommendation to approve Library Department Proposed Budget for Fiscal Year 2018-19, totaling $182,433,355 (EXHIBIT "C")
d. Recommendation to award contract to Wicked Bionic, LLC, to provide Marketing and Public Relations services for the Los Angeles Public Library (EXHIBIT "D")
e. Oral Update on Marketing Plan

7. Various Communications: None

8. Commissioners' Comments, Announcements and Review of Matters Pending

9. Election of Officers for Fiscal Year 2017-18

10. Adjournment

NEXT BOARD MEETING NOTICE

The next regular meeting of the Board is scheduled for Thursday, DECEMBER 7, 2017, at the CENTRAL LIBRARY, 630 W. Fifth Street, Los Angeles, CA 90071, convening at 11:00 A.M.

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Finalization of Board Actions - Charter Section 245: In accordance with Charter Section 245, actions of the Board of Library Commissioners shall become final at the expiration of the next five (5) meeting days of the City Council during which the Council has convened in regular session.

Title II of the American with Disabilities Act: The City of Los Angeles does not discriminate on the basis of disability and upon request will provide reasonable accommodations to ensure equal access to its programs, services, and activities. To ensure availability, you are advised to make your request at least 72 hours prior to the meeting/event you wish to attend. For additional information, please contact the Board Office at (213) 228-7530.

Rules of Decorum: Persons addressing the Commission shall not make impertinent, slanderous or profane remarks to the Commission, any member of the Commission, staff or general public, nor utter loud, threatening, personal or abusive language, nor engage in any other disorderly conduct that disrupts or disturbs the orderly conduct of any Commission Meeting and prevents the Commission from carrying out its public business. At the discretion of the Commission President or upon a majority vote of the Commission, the Commission President may order removed from the Commission meeting place any person who fails to observe the rules of decorum. Any person who has been ordered removed from a meeting may be charged with a violation of Penal Code Section 403, or other appropriate Penal Code or Los Angeles Municipal Code sections.

Parking: Reduced parking rate validation can be obtained by showing your library card at the Information Desk, and is only valid for parking on the Westlawn Garage at 524 S. Flower Street. The Westlawn Garage is not owned or operated by the Library Department. Additional information is available at lapl.org

Posted 11/6/17
For more information, contact: Library Commission Office (213) 228-7530.
LOS ANGELES PUBLIC LIBRARY
BOARD REPORT

November 9, 2017

TO: Board of Library Commissioners

FROM: John F. Szabo, City Librarian

SUBJECT: ACCEPTANCE OF GIFT FROM THE FRIENDS OF THE NORTHRIDGE LIBRARY

RECOMMENDATION:

That the Board of Library Commissioners adopts the following resolutions:

RESOLVED, That a gift of a Paladine Mobile Grid Book Display valued at $1,377.68 received from the Friends of the Northridge Library for the benefit of the Northridge Branch Library be accepted; and

FURTHER RESOLVED, That a letter of thanks be sent to the Friends of the Northridge Library, expressing the grateful appreciation of the Board and staff for the generous gift.

FINDINGS:

1. This gift of a Paladine Mobile Grid Book Display valued at $1,377.68 will be used to display library materials at the Northridge Branch Library.

2. A letter of thanks should be sent to:

   Ms. Marcy Orkin, President
   Friends of the Northridge Library
   9051 Darby Avenue
   Northridge, CA 91325

Prepared by: Ruth Seid, West Valley Area Manager

Reviewed by: Emily Fate, Interim Director of Branches
EXHIBIT B

LOS ANGELES PUBLIC LIBRARY
BOARD REPORT

November 9, 2017

TO: Board of Library Commissioners
FROM: John F. Szabo, City Librarian
SUBJECT: RECOMMENDED ACCEPTANCE OF $10,500.00 GRANT FROM THE PUBLIC LIBRARY ASSOCIATION TO FUND SUMMER INTERNS

RECOMMENDATION:

That the Board of Library Commissioners adopts the following resolution:

RESOLVED, That the Board of Library Commissioners approve acceptance of funds from the Public Library Association for $10,500.00 for the 2017 Inclusive Internship Initiative to fund two summer interns at the Junipero Serra Branch Library and the Vernon – Leon H. Washington, Jr. Branch Library; and

FURTHER RESOLVED, That the funds be deposited in Fund 419, Code 339.

FINDINGS:

1. The Institute of Library and Museum Services (IMLS) awarded a grant to the Public Library Association (PLA), a division of the American Library Association, to fund summer library internships. Through the Inclusive Internship Initiative, PLA is sponsoring paid, mentored public library internships for fifty (50) high school juniors and seniors from diverse backgrounds across the country, and two (2) student interns at Los Angeles Public Library (LAPL). This program is funded by PLA with support from a pre-professional Laura Bush 21st Century Librarian Program Grant (RE-00- 17-0129-17) from the IMLS. PLA is the largest association dedicated to supporting the unique and evolving needs of public library professionals.

2. PLA selected Los Angeles Public Library as one of thirty-five sites to pilot the Inclusive Internship Initiative this summer. Using grant guidelines, the Library chose two interns who reflect the diversity of the community it serves. With individual guidance from a mentor (branch librarian), each intern engaged with multiple facets of library life, from administration to programming to user services. Over the course of the summer, interns and mentors developed and completed a community-based project.
3. The overarching goal of the Inclusive Internship Initiative is to introduce students from diverse backgrounds to careers in librarianship. To attract the best candidates who reflect the diversity of our communities, librarianship must be viewed as a viable, rewarding, and meaningful career path. Interns will have opportunities to connect with one another, and learn from mentors across the country.

4. The Library received the grant funds in two installments of $7,650 in July and $2,550 in October 2017. Grant funds will reimburse the Library Fund.

Prepared by: Jené Brown, Principal Librarian of Engagement and Outreach

Reviewed by: Eva Mitnick, Director of Engagement and Learning
FY 2018 - 2019 | Budget Submittal
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LOS ANGELES PUBLIC LIBRARY
BOARD REPORT

November 9, 2017

TO: Board of Library Commissioners
FROM: John F. Szabo, City Librarian
SUBJECT: FISCAL YEAR 2018-19 PROPOSED LIBRARY BUDGET

A. RECOMMENDATION:

THAT the Board of Library Commissioners:

1. Approve the attached Proposed Library Budget submittal for Fiscal Year 2018-19 in the amount of $182,433,355 to fund Los Angeles Public Library (LAPL) services and programs and transmit the Proposed Budget to the Mayor.

2. Authorize the City Librarian to make revisions to the Proposed Budget, if necessary.

3. Adopt the attached Resolution regarding the approval of the Proposed Library Budget submittal for FY 2018-19.

B. FINDINGS:

1. The Library has fulfilled all of the promises of Measure L, passed by voters in 2011, including full restoration of service hours and continues to provide resources for enhanced programs, outstanding collections, robust technology, an expanded digital presence and increase opportunities for civic engagement.

2. As a result of Measure L, the Library's Charter-mandated appropriation will increase by $10,746,547 in FY 2018-19.

3. The Library is requesting a total of 2 new FTE positions to enhance public services.

4. The proposed budget includes funding to advance the Library’s key initiatives and priorities, including:

   a. The Library Strategic Plan’s six goals, including outreach and promotion to enhance public awareness of the Library’s services and programs.

   b. Continue the implementation of the Library’s new marketing plan.
c. Continuation of the new Student Success Library Card program that is providing every LAUSD student with a special library card.

d. Support of the Community Mobile Outreach Program that will bring Library programs, resources and services to the residents of Los Angeles.

e. Continue advancing the rollout of the rebranded New Americans Initiative that includes expanding outreach and services to targeted communities.

f. Enhance the Library’s growing information technology (IT) infrastructure and providing new equipment for the benefit of Library patrons.

5. As stipulated by the City Charter, as a result of Measure L, the Library is responsible for the full repayment of its direct and indirect costs, such as building maintenance, utilities, security services, fleet services, and employee benefits. The attached budget notebook itemizes the direct and indirect costs. In FY 2018-19, the Library will pay an estimated total of $72,804,754 for related costs, which is 39.91% of the Library’s proposed budget and 40.78% of the charter mandated appropriation.

Prepared by: Robert Morales, Senior Management Analyst II

Reviewed by: Susan Broman, Acting Assistant City Librarian
BUDGET SUBMITTAL FY 2018-19
Executive Summary

The budget submittal for Fiscal Year 2018-19 provides the Library with resources to advance the Mayor's goals, implement the Library's extensive strategic and marketing plans, and enhance existing programs that meet the needs of our diverse communities citywide.

This budget increases print and digital collections to meet a growing demand, upgrades and improves our critical technology infrastructure, and expands our popular signature initiatives addressing student success, immigration and life-long learning.

Major areas of focus for the budget include:

**Engagement and Learning**
The Engagement and Learning Division, which was created in 2016, provides services that reflect how the Library interacts with our communities. The Lifelong Learning department oversees our Career Online High School program, health initiatives, financial literacy and citizenship. Exploration and Creativity coordinates the Full STEAM (Science, Technology, Engineering, Art and Math) Ahead program and summer reading activities. The Engagement and Outreach department coordinates volunteers, the Friends of the Library groups and partnerships. In October 2017, the Engagement and Learning Division received the 2017 Top Innovator Award for Organizational Change and Strategic Management from the Urban Libraries Council.

This budget provides funds to continue support for and to enhance Engagement and Learning Division programs such as mobile outreach, civic engagement, summer programs, adult literacy, the New Americans Initiative, Money Matters, the Full STEAM Ahead program, and the Student Success Initiative which will provide a Library card to every LAUSD student by the end of 2018.

**Digital Collections and Technology**
The Library continues to make major investments in e-content, ranging from digital collections to online courses, to meet the increasing demand from the public. We are continuing to upgrade our IT infrastructure to ensure that servers, routers, and cabling are capable of taking advantage of our 100 gigabit CENIC broadband connection. The Los Angeles Public Library is the first public Library in the nation to offer 100 gigabit bandwidth to the public. This budget also provides additional technology items for the public, including laptops, color printers and scanners, digital microfilm readers, an additional Tech Kiosks which
provides technology programming and training at the Branch Libraries and
mobile device charging stations at the Branch Libraries.

The budget submittal also supports the Library’s Strategic Plan, which was created with
extensive community and stakeholder input, and its six strategic goals:

- Cultivate and Inspire Young Readers
- Nurture Student Success
- Champion Literacy and Lifelong Learning
- Contribute to Los Angeles’ Economic Growth
- Stimulate the Imagination
- Strengthen Community Connections and Celebrate Los Angeles

The following summarizes the Library’s ten (10) budget packages for FY 2018-19 and
identifies the Library’s strategic goals as well as the Mayor’s “Back to Basics” priority
outcomes with each package:

1. **Cultivate and Inspire Young Readers**
   This package funds the summer Library programs, a self-checkout machine in the
   Children’s Area at Central Library and additional materials for the children’s
   collection. Priority outcomes:
   - Create a more livable and sustainable city.
   - Make Los Angeles the best run big city in America by providing outstanding
     customer service to our residents and businesses.

2. **Nurture Student Success**
   This package funds technology equipment to ensure continuation of the Student
   Success Library Card program and increases Library materials for teens and
   students. Priority outcomes:
   - Create a more livable and sustainable city.
   - Make Los Angeles the best run big city in America by providing outstanding
     customer service to our residents and businesses.

3. **Champion Literacy and Lifelong Learning**
   This package enhances programs, events and services that champion learning as
   a lifelong pursuit. This request funds the need for Adult Literacy Coordinators and
   technological upgrades to enhance the Adult Literacy Program. Additional funding is
   provided for digital microfilm readers to view the thousands of microfilms in the
   Library’s collection, and scanners and self-checkout machines at Branch Libraries.
   This request also includes additional funds for Library materials to increase access
to print resources, online research databases and language skills. Priority
outcomes:
   - Create a more livable and sustainable city.
   - Make Los Angeles the best run big city in America by providing outstanding
     customer service to our residents and businesses.
4. **Contribute to Los Angeles’ Economic Growth**
   This package enhances the Volunteer Income Tax Assistance program and adds funding for Library materials to assist residents with job preparation, career changes and to guide and encourage new business creation. Priority outcomes:
   - Create a more livable and sustainable city.
   - Promote creation of good jobs for Angelenos all across Los Angeles.
   - Make Los Angeles the best run big city in America by providing outstanding customer service to our residents and businesses.

5. **Stimulate the Imagination**
   This package expands the Library’s Full STEAM Ahead initiative and continues funding for the Library’s DTLA Mini-Maker Faire. It also supports the Library’s emerging technology that will provide patrons with the latest applications and hardware. Priority outcomes:
   - Create a more livable and sustainable city.
   - Make Los Angeles the best run big city in America by providing outstanding customer service to our residents and businesses.

6. **Strengthen Community Connections and Celebrate Los Angeles**
   This package enhances the New Americans Initiative, supports civic engagement programs, provides technology for patrons and provides alterations and improvements at Central Library to maximize the library experience. Priority outcomes:
   - Create a more livable and sustainable city.
   - Make Los Angeles the best run big city in America by providing outstanding customer service to our residents and businesses.

7. **Community Mobile Outreach and Engagement**
   This package continues and expands the Library’s program to bring library resources, services and activities to the residents of Los Angeles by visiting preschools, after-school organizations, senior centers, shelters, festivals, farmers’ markets and low-income housing areas. This program also connects at-risk individuals with social agencies and services. Priority outcomes:
   - Create a more livable and sustainable city.

8. **Information Technology**
   This package continues funding to support Library networks and technologies, provides support for the Library’s increased bandwidth and support for the technology equipment used by the public and staff. Priority outcomes:
   - Make Los Angeles the best-run big city in America by providing outstanding customer service.

9. **Outreach and Promotion**
   This package supports the Library’s marketing and promotional efforts to increase awareness of—and participation in—its vital programs and services, especially within communities and demographics with low awareness of these valuable
resources. This package is critical to the ongoing implementation of the Library’s Strategic Plan and Marketing Plan. Priority outcomes:

- Make Los Angeles the best-run big city in America by providing outstanding customer service to our residents and businesses.
- Promote creation of good jobs for Angelenos all across Los Angeles.
- Create a more livable and sustainable city.

10. Support Staffing

This package provides additional funds for administrative support of Library operations. Priority outcomes:

- Make Los Angeles the best-run big city in America by providing outstanding customer service to our residents and businesses.
- Create a more livable and sustainable city.

In addition to furthering the Library’s six Strategic Plan goals and the Mayor’s Priority Outcomes, these ten budget packages strengthen the Library’s many critical services, expand its outreach deeper into communities including those most in need, enhance significant programs that effectively address the most important challenges facing Angelenos, and continue to deliver on the promises made to the voters when they approved Measure L in 2011.

The Library’s Charter-required appropriation will increase by $10,746,547 from $167,786,809 in 2017-18 to $178,533,356 in 2018-19. This appropriation, together with an estimated $3,900,000 in revenue generated by the Library during the next fiscal year, brings the total 2018-19 available funding for the Library to $182,433,355.

As stipulated by the City Charter, as a result of Measure L, the Library will continue to be responsible for the full repayment of its direct and indirect costs, such as building maintenance, utilities, security services, fleet services, and employee benefits. In FY 2017-18, the Library will pay an estimated total of $72,804,754 for related costs, which is 39.91% of the Library’s proposed budget and 40.78% of the Charter-required appropriation.
## Library Department
### Proposed Budget - Financial Information

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### Other Revenue

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<tr>
<th>Description</th>
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<th>Proposed Budget 2018-19</th>
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<td>Fines and Fees</td>
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### Expenditures

#### Salaries

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#### Expense

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#### Equipment

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#### Special

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<td>$182,433,356</td>
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</tbody>
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CULTIVATE AND INSPIRE YOUNG READERS

No other public institution can match the power of the Library to capture the imagination and stimulate the minds of young children. Their first visits to the Library mark the beginning of a lifelong relationship and establish critical building blocks upon which all future learning will depend. This is why the Los Angeles Public Library provides programs and resources that cultivate the love of reading in children while strengthening the skills that they will need to learn to read and to succeed in school.

The Library has millions of children’s books and other resources as well as fun, engaging activities and events for families. Neighborhood libraries offer cozy nooks that encourage caregivers and children to read, play and learn together.

Library staff is readily available to expertly assist in locating just the right story, whether it is in a picture book, on a tablet or available as a downloadable e-book. Friendly, well-trained librarians work with parents and children in the Library and they also visit schools and community organizations to reach out to families wherever they may be.

Tens of thousands of children delight in the Library’s STAR (Story Telling And Reading) program, which brings children and adults together from diverse cultural, ethnic and economic backgrounds to share the joy of books and reading. The Summer in the Library program invites children to take part in our annual summer program, which is designed to ensure kids’ reading and thinking skills remain strong by encouraging them to read and engage in fun learning activities at the Library, at home, and in their communities.

The Library’s multilingual Learn and Play (LAP) early literacy workshops educate parents and caregivers about the connection between reading to children in their early years and their future academic and personal achievement. LAP also teaches methods that help parents prepare young children to succeed in school. In 2017, the Read, Baby, Read! program was created, staff works with hospitals and clinics to get information and free books into the hands of new parents and their babies all over Los Angeles.

The Children's Services Office oversees the planning, implementation, coordination, and reporting on of all Library programs, collections and outreach efforts for children, and trains and coordinates all librarians and other staff who work with children.

Children’s Services intends to strengthen its focus on early literacy and nurturing student success. In addition to continuing successful programs like STAR, We Read Together, and LAP, the Library will focus on and expand the Read, Baby, Read! program.
DESCRIPTION OF FUNDING REQUEST

1. **Summer in the Library Program - $82,000**
   Funds are requested for programs and items to support the summer programs at the 72 Branch Libraries and Central Library. This includes funds to print game boards and book marks to provide to participants and banners to promote the programs. The Online Portal provides an efficient means to register participants, as well as provides surveying to improve the program and gathers statistics to report on the program.

   In 2017, the Library hosted 2,121 summer programs with over 67,500 participants that included story time, arts & crafts activities, coding challenges, and magic shows. The proposed funding would allow the Library to increase the number of participants.

   | Printing of Game Boards and Bookmarks | $40,000 |
   | Banners                                | 12,000  |
   | Online Portal                          | 30,000  |
   | **Total**                              | **$82,000** |

2. **Self-Checkout Machine (1) - $27,313**
   Funds are requested to provide an additional self-checkout machine at the Central Library Children’s area. Currently, patrons with small children and elementary school groups must take their selections from the second floor Children’s area to the first floor Access Services to check-out Library materials. A self-checkout machine on the second floor will provide an enhanced Library experience for parents, school officials and most importantly, the children. Self-checkout machines provide quicker service, have become popular with Library patrons, and allows staff to provide other Library services.

3. **Library Materials - $250,000**
   Add funding in the amount of $250,000 to the Library Materials account to increase the Library materials children’s collection.

**TOTAL REQUEST: $359,313**

IMPACT

This package directly impacts the Library’s ability to further the Strategic Goal to “Cultivate and Inspire Young Readers” by providing dedicated staff to develop and implement children’s programs, laptops for use by children and their parents to explore the Library’s vast electronic resources and services, and to provide additional Library materials for children.

Failure to fund this package would result in the lack of resources to conduct the necessary programs to cultivate and inspire young readers and in a lack of Library materials needed to increase the collection for children.
LOS ANGELES PUBLIC LIBRARY
FY 2018-19 PROPOSED BUDGET

NUTURE STUDENT SUCCESS

The Library offers innovative and responsive programs that help students succeed in
school. The Library is committed to supporting students from kindergarten to grade 12 in
their quest to succeed at school. Collections, services, spaces and technology all
complement the learning that school provides and offer essential support after school
hours.

Through our Student Success programs, every Los Angeles Unified School District
(LAUSD) student will have received a new Student Success Library card by the end of
2018, which will enable them to take advantage of the full range of student resources
LAPL offers, both in our libraries and online, including access to our entire collection of
online resources and e-media.

The Library operates the city’s largest after-school and summer programs, designed to
help students retain what they learned during the school year and continue to learn while
school is out. Whether the topic is science, art, culture or literature, students are learning
through engaging, hands-on activities.

In addition, the Library prepares teens for their futures by offering resources and
workshops on preparing and applying for college, getting a job, and building life skills.
Students who join Teen Councils or volunteer for the Library gain experience in civic
engagement and job readiness.

The Library’s collection includes millions of print and digital books and other materials for
students. At Library locations throughout Los Angeles, students can use computers and
printers for free. There are quiet spaces where they can study, as well as inviting areas
designed expressly for group collaboration.

Through the Library’s website, a student who is struggling with an assignment or
preparing for a test can talk online with a live tutor every day, in all grades and all subjects.
This homework help is accessible from any computer, phone or mobile device.

Library staff guides students, teaching them valuable research skills and helping them
locate accurate, reliable information on everything from math to mythology. The Library’s
Student Smart program offers test preparation, test-taking strategies, practice tests,
college workshops, study skills and financial aid workshops—all provided free of charge.

The Young Adult Services Office oversees the planning, implementation, coordination
and reporting on of all Library programs, collections and outreach for teens and young
adults. In addition, Young Adult Services trains and coordinates all librarians and other
staff who work with teens and young adults.
Young Adult Services intends to strengthen its focus on literacy and nurturing student success. The Library will enhance and expand successful ongoing programs like Live Homework Help, Student Zones where dedicated resources and space are offered to students, Student Smart, and Teen Read Week.

DESCRIPTION OF FUNDING REQUEST

1. **Student Success Initiative - $106,720**
   Funds are requested for technology equipment to support the Student Success Library Card initiative. The equipment will be used by Library staff in classrooms, afterschool facilities and other community partner organizations. By the end of FY 2017-18, more than 650,000 LAUSD students will have a Student Success Library Card. The Library intends to increase the number of LAUSD students and to include charter schools and private schools in this initiative so thousands of more students may access the Library’s online resources and Library materials.

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Printing of Student Success Cards</td>
<td>$100,000</td>
</tr>
<tr>
<td>Laptops (2)</td>
<td>3,060</td>
</tr>
<tr>
<td>Mini Digital Projectors (2)</td>
<td>1,311</td>
</tr>
<tr>
<td>Mi-Fi Mobile Hotspot (1)</td>
<td>601</td>
</tr>
<tr>
<td>iPads (4)</td>
<td>1,748</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$106,720</strong></td>
</tr>
</tbody>
</table>

2. **Library Materials – $200,000**
   Add funding in the amount of $200,000 to the Library Materials account to increase Library materials for teens and students.

**TOTAL REQUEST: $306,720**

IMPACT

This package directly impacts the Library’s ability to further the Strategic Goal to “Nurture Student Success” by providing funds to support the Student Success Initiative which provides students with access to content-specific Library materials for teens and young adults to aide them with schoolwork.

Failure to fund this package would result in the inability of staff to grow the Student Success Initiative program and result in a reduction in the amount of Library materials available for teens and students.

Failure to fund this package would also reduce support for the Mayor’s efforts to provide outstanding customer service to our residents and to create a more livable and sustainable city due to the inability to provide Library resources to residents. The requested resources would enrich the quality of life for the teens and students who would benefit from them the most.
CHAMPION LITERACY AND LIFELONG LEARNING

The Library provides opportunities and encouragement for residents to enhance skills and explore new worlds. From the Library's vast collection of materials to the numerous programs available to the ability for would-be writers to self-publish their work, the Library is a place for residents to open new doors.

The Library offers abundant resources for recent immigrants, English language learners and people who want to improve their reading and writing skills. There are adult literacy centers in 21 libraries throughout the City, each with extensive resources and trained literacy staff and volunteers. English courses are available online and via mobile apps for people who want to learn English and for English speakers who want to learn another language.

The Library offers more than 1,000 online courses. Online resources include e-books containing study materials and online interactive practice exams that cover language skills, academics, civil service, real estate and more.

The Los Angeles Public Library is the first public Library in the nation to offer adults the opportunity to earn an accredited high school diploma and career certificate through the Career Online High School where 106 residents have graduated with their high-school diplomas and 258 are currently enrolled in the program. Through online classes and in-person support at Libraries throughout the city, the program helps adults continue their education and prepare to enter the workforce or advance in their career.

The Library champions learning as a lifelong pursuit. Events and workshops take place every day, for all age groups, supporting the needs and interests of communities throughout the city. Major offerings include health and well-being resources, assistance with the Affordable Care Act, guidance on financial planning, money management and financial literacy, and retirement planning.

The proposed budget also provides funding to transition additional part-time adult literacy coordinators to become City employees.
DESCRIPTION OF FUNDING REQUEST

1. **Adult Literacy Center – $231,350**
   Funds are requested to support volunteers and patrons acquiring reading, writing and spoken English skills in the Adult Literacy Centers. Funding for additional Community Program Assistants (Literacy Coordinators) will allow for the program to be expanded and allow immediate placement of residents who require assistance. This will allow these residents to pursue better employment opportunities and assist their children with activities such as homework.

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community Program Assistants (2)</td>
<td>$131,282</td>
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<tr>
<td>Leamos Pro Literacy</td>
<td>5,000</td>
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<tr>
<td>Reading Horizons</td>
<td>25,000</td>
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<tr>
<td>Marketing Materials</td>
<td>15,000</td>
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<tr>
<td>Computer Upgrades (21)</td>
<td>29,826</td>
</tr>
<tr>
<td>Multi-Use Printers (21)</td>
<td>25,242</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$231,350</strong></td>
</tr>
</tbody>
</table>

2. **Digital Microfilm Reader (6) - $73,458**
   Fund are requested for six (6) 14 megapixel digital microfilm systems which will allow patrons the ability to read, print, view, and scan microfilm images, including aperture cards. The Library has thousands of microfilm and aperture cards which contain historical items. Standard microfilm equipment does not allow for images to be enhanced or scanned. This device will allow the collection to be more accessible and shared with a wider audience. Existing readers are obsolete and are unable to be repaired due to replacement parts no longer being manufactured. This request also includes the six (6) PCs and six (6) Monitors necessary to view images and the annual maintenance agreement costs for the first year.

   ($8,950 per reader x 6 readers = $53,700)+($3,293 per PC and Monitor x 6 items = $19,758) = $73,458

3. **Public Scanners for Branches (12) – $78,660**
   Funds are requested to provide twelve (12) Knowledge Imaging Center machines at the Branch Libraries. The scanners are popular with Library patrons, and allow patrons to scan and Email documents.

   (12 x $6,555 = $78,660)

4. **Self-Checkout Machines (3) - $81,939**
   Funds are requested to provide three (3) additional self-checkout machines at the branch libraries. The self-checkout machines provide quicker service, have become popular with Library patrons, and allow staff to provide other library services.

   (3 x $27,313 = $81,939)
5. **Library Materials - $200,000**
Add funding in the amount of $200,000 to the Library Materials account to increase the Library materials collection. The additional materials will specifically address the goal to champion literacy and provide the necessary resources for lifelong learning, including areas such as: language skills, academics, civil service, real estate, health matters, financial planning and other languages.

**TOTAL REQUEST: $665,407**

**IMPACT**

This package directly impacts the Library’s ability to further the Strategic Goal to “Champion Literacy and Lifeline Learning” by providing additional staff and resources for adult literacy efforts, assist residents with Library services by providing items to enhance the Library experience and additional Library materials.

Failure to fund this package would result in the lack of resources to assist Library patrons, to develop and conduct the necessary reading programs, and to inspire and encourage readers to become lifelong learners and patrons of the Library.

Failure to fund this package would also inhibit the Library from supporting the Mayor’s efforts to provide outstanding customer service to our residents and to create a more livable and sustainable city by providing Library resources to the public to enrich their quality of life.
The Library is committed to supporting a skilled and prepared workforce and strengthening the city's economy. This commitment is bolstered by the Library's expanded efforts to help launch and maintain strong local businesses.

**CONTRIBUTE TO L.A.'S ECONOMIC GROWTH**

The Library is committed to helping people nurture and grow their businesses with a full suite of resources. Here, entrepreneurs and business owners have access to both print and web-based resources, as well as programs and referrals designed to help them in every phase from incubating a business to growing it. The Central Library has partnered with SCORE to provide mentoring sessions for entrepreneurs in the Library and with the PACE BusinessSource Center to provide free classes on business topics.

The Library also ensures that Angelenos have the services, tools and skills they need to pursue good job opportunities. Throughout the city and online, the Library offers courses ranging from word processing and resume formatting, to managing career change and salary negotiations.

First-time job seekers, people making career transitions and employers with job opportunities find valuable information about everything from coping with unemployment to how to dress for success in the Library's online Job Hunting Guide. The Guide lists more than 200 employment-related websites and resources, and offers referrals to assistance.

To further help job seekers, WorkSource Portal @ Central Library is being operated in the Central Library. The Center is a joint effort of the City of Los Angeles WorkSource Centers and the Los Angeles Public Library. The WorkSource Centers provide basic, free assistance from a WorkSource counselor supported by access to some of the online services for finding job listings (JobsLA, CalJOBS). The service includes searching for jobs, writing resumes, sharpening interview skills and others.

Job seekers are also referred to the additional help available at the full-service WorkSource Centers such as the Downtown/Pico Union location. Since its opening in July 2015, the Portal has provided assistance to more than 2,100 people and has held job fairs featuring interviews with local employers. Its location inside the Library offers the support of the Library's book, media, and online resources.

To support the financial stability and well-being of our communities, the Library is helping people to improve their financial literacy. The Library provides the Money Matter$ Financial Resource Guide and workshops on budgeting, credit, managing money, automobile insurance, home ownership, banking, investing, and other topics.
The Library also offers income tax assistance during tax season and hosts annual Financial Planning Day with Certified Financial Planner Board of Standards. The Library's actions help people take control of their personal finances and build their financial literacy are especially important in Los Angeles, which has the nation's largest unbanked and under-banked population.

Responding to the growth of digital technology and dedicated to bridging the digital divide, the Library offers financial and economics classes for all age groups and skill levels in computer and mobile device basics.

DESCRIPTION OF FUNDING REQUEST

1. Money Matters Initiative - $5,792
   Funds are requested for technology items to support the Volunteer Income Tax Assistance (VITA) program. The Library has assisted more than 10,000 residents with various tax issues through more than 400 programs. These programs help families and individuals put money back into their hands through tax refunds by identifying tax credits and allowances. The Library currently uses existing laptops to deliver service to patrons and the following equipment will enhance this program at various branch locations and allow the program to expand to other locations.

   Multi-Functional Printer  2,404
   Mi-Fi (4)  2,404
   Laptop Traveler Rolling Case (6)  984
   Total  5,792

2. Investor's Business Daily – Microfilm Reels (300) - $25,500
   Funds are requested for 300 microfilm reels of the Investor's Business Daily, a Los Angeles City based newspaper unique in its coverage by providing a growth investment strategy to find the best up and coming companies with new products, fast growth and strong earnings. The Library has a hard copy inventory of the newspapers dating to 1990 for the public to use for various research and information purposes. The quality of the paper copy is deteriorating and the information must be preserved. This is the only collection of the newspaper on the west coast and the Library receives numerous requests from organizations such as the Library of Congress and the NY Public Library system. Further, providing the Investor's Business Daily on microfilm will allow for more space, easier access to fill requests.

3. Library Materials - $200,000
   Add funding in the amount of $200,000 to the Library Materials account for additional Library materials in the 73 Libraries for job preparation, career changes, and to guide and encourage new business creation.

   TOTAL REQUEST: $231,292
IMPACT

This package directly impacts the Library's ability to further the Strategic Goal to "Contribute to L.A.'s Economic Growth" by providing residents with the necessary resources and services to maximize tax refunds and provide materials to find gainful employment and to build businesses. The package also allows Library staff to deliver programs at Branch Library locations. Failure to fund this package would result in the lack resources to assist residents with tax preparation, job searches, to prepare and apply for gainful employment, and to start or grow small businesses.
STIMULATE THE IMAGINATION

The Library is the place for discovery for all those seeking inspiration, whether they want to explore new worlds of the imagination or to create those worlds themselves.

Angelenos find their stories in the Library’s growing collection of more than 6.5 million items. The print and digital collections offers all Angelenos a chance to connect with their communities, learn about their cultural heritage and share this heritage with others.

With the great technological shifts in the way people access information, the role of the Library and its staff is more critical than ever. To ensure all customers have the skills to access creative materials – as well as contribute to them – staff teaches customers how to use computers and social media, and how to download books, music, podcasts, and magazines to their smartphones, e-readers, and other persona devices.

In addition to being a place that people look to for inspiration, the Library enables people to generate their own works of imagination. Robotics course participants build their own robots to battle in a tournament. The Teen Code Club invites participants to “bring your brain, your creativity, a laptop, and get ready to create a future.”

The Library’s Digital Media Labs and collaborative learning spaces will provide a place to create animated films, learn to make a podcast, digitize photographs, create a video blog, self-publish novels, and take classes to learn to use creative technology. The Digital Commons at Central Library provides a meeting place for Angelenos, creative outlet for visual artists and a means of stimulating creativity to everyone who enters the space.

The Library’s annual DTLA Mini-Maker Faire is part science fair, part county fair, and part something entirely new and different. The Faire invites Angelenos of all ages with an enthusiasm for technology, science and art to showcase, demonstrate and tinker with a variety of technological creations.

With the key activities of this Strategic Plan goal, Libraries will continue to thrive as creative hotspots.
DESCRIPTION OF FUNDING REQUEST

1. **STEAM Initiative - $68,812**
   Funds are requested for technology items to support the Full STEAM (Science, Technology, Engineering, Art and Math) Ahead program. STEAM is an educational approach to learning which guides student inquiry, dialogue, and critical thinking. Funds are also requested to pay registration fees to host the DTLA Mini-Maker Faire. The Library uses programs and workshops to inspire and motivate children and teens with hands-on learning activities. The STEAM program participation increased by 47% in FY 2016-17 (From 23,292 to 34,404) and conducted a total of 1,412 STEAM programs at all Library locations.

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>Laptops (30)</td>
<td>$45,900</td>
</tr>
<tr>
<td>Laptop Portable Storage / Recharging Case (1)</td>
<td>$2,185</td>
</tr>
<tr>
<td>Laptop Traveler Rolling Case</td>
<td>$492</td>
</tr>
<tr>
<td>Mi-Fi Mobile Hotspot (7)</td>
<td>$4,207</td>
</tr>
<tr>
<td>3D Filament (12 rolls per 17 branches)</td>
<td>$11,144</td>
</tr>
<tr>
<td>Mini 3D Printer W/Heated Build Plate (12)</td>
<td>$2,884</td>
</tr>
<tr>
<td>DTLA Mini-Maker Faire Hosting Fee</td>
<td>$2,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$68,812</strong></td>
</tr>
</tbody>
</table>

2. **Emerging Technology - $75,000**
   Provide continued funding for emerging technology items. As technology changes at a continuously faster pace, it is important for staff to have the ability to quickly procure software and/or hardware, subscribe to on-line portals, or access technology information.

3. **Library Materials - $155,179**
   Add funding in the amount of $155,179 to the Library Materials account to increase the demand for electronic library materials.

**TOTAL REQUEST: $298,991**

**IMPACT**

This package directly impacts the Library's ability to further the Strategic Goal to “Stimulate the Imagination” by providing resources to assist Library patrons in their exploration of new and emerging technology and allow, encourage and inspire children and teens to explore science and technology.

Without funding for this package, the Library would not have the resources to provide patrons with access to new and emerging technologies. Therefore, the Library would not be able to support the Mayor’s efforts to provide outstanding customer service to residents and businesses or to create a more livable and sustainable city.
LOS ANGELES PUBLIC LIBRARY
FY 2018-19 PROPOSED BUDGET

STRENGTHEN COMMUNITY CONNECTIONS AND CELEBRATE L.A.

The Library is committed to strengthening civic engagement and delivering innovative programming that makes the Library an integral part of the social and cultural tapestry of the city.

Situated in one of the world’s most creative metropolitan areas, the Library reflects and taps into the cultural and artistic wealth of the city. Many of the Library’s 200,000 maps and 3.4 million photographs record the life and history of Los Angeles—and all are available to everyone.

In addition to these resources, the Library has a wealth of special collections that we will add to our digitization efforts. The Library’s Digitization Plan provides a blueprint for digitizing more special collections at Central Library, identifying and digitizing special collections in branches, identifying and addressing conservation and preservation needs, and creating a digital collections web portal to make the material available and more easily accessible to a wider audience. In partnership with the Digital Public Library of America (DPLA) and the California Digital Library, the Library has made more than 116,000 of its photo images available through DPLA, celebrating the Library’s unique collections and driving traffic from the DPLA site to our own site. Many more Library collections will be shared with our state and national partners. The Library will also engage L.A.’s diverse communities and have them participate by initiating community-centered content creation.

The Library hosts more than 18,000 public programs a year throughout the city. Thousands of neighborhood-based events fill the Library’s free meeting spaces, from mindfulness meditation and Tai Chi, to voter registration, flu clinics and financial planning workshops. The Library also provides a platform for sharing unique cultural events as part of the LA Made series, which features programs ranging from opera to punk, all focusing on Los Angeles culture and artists.

The Library’s New Americans Initiative, a ground-breaking partnership with the U.S. Citizenship and Immigration Service and the Mayor’s Office, has helped thousands of people take their first step on the path to U.S. citizenship and active participation in civic life. This award-winning program is a national model for immigrant integration that is now being replicated in cities across the country.

With its proud history of local programs and collections, the Library fosters inclusive engagement, promotes cultural understanding and celebrates the city’s rich diversity.
DESCRIPTION OF FUNDING REQUEST

1. **New Americans Initiative - $279,043**
   The New Americans Initiative is a core program of the Library, developed to assist legal permanent residents by providing information on citizenship requirements and test preparation materials and to assist in eligibility determination for citizenship. This budget request increases the Library’s ability to assist people and provide information on citizenship matters.

   Funds are requested to enhance the New Americans Initiative to better assist people with the naturalization process.

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Immigration Assistance Contractors</td>
<td>$195,000</td>
</tr>
<tr>
<td>New American Centers</td>
<td>50,000</td>
</tr>
<tr>
<td>Smart Television</td>
<td>1,311</td>
</tr>
<tr>
<td>Laptop (1)</td>
<td>1,530</td>
</tr>
<tr>
<td>Multi-Use Printer (1)</td>
<td>1,202</td>
</tr>
<tr>
<td>Collateral Materials</td>
<td>20,000</td>
</tr>
<tr>
<td>Incentive Items</td>
<td>10,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$279,043</strong></td>
</tr>
</tbody>
</table>

2. **Civic Engagement Programs - $83,000**
   Funds are requested for civic engagement programs and innovative workshops for residents to increase public awareness of Library volunteer opportunities. This includes a writers’ symposium, media literacy project, neighborhood book nook program, volunteer recognition programs, Friends of the Library recognition program, and volunteer incentive items. Funds are also requested for the Volgistics Software Subscription to allow the Library to track activities and hours of volunteers throughout the Library, collect data and report on performance of the program.

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
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<tr>
<td>Programs and Workshops</td>
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</tr>
<tr>
<td>Volunteer Recognition Program</td>
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</tr>
<tr>
<td>Friends of the Library Recognition Program</td>
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<tr>
<td>Volgistics Software Subscription</td>
<td>8,000</td>
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<tr>
<td>Volunteer Incentive Items</td>
<td>5,000</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$83,000</strong></td>
</tr>
</tbody>
</table>

3. **Tech Kiosks for Branch Libraries - $48,070**
   Funds are requested for one (1) Tech Kiosks for Branch Libraries. There are currently two (2) Tech Kiosks at Branch Libraries that are extremely popular with Library patrons. The kiosks include laptops and tablets that patrons may check out for free use within the Library. The kiosks are an important part of the Library’s efforts to bridge the digital divide by ensuring access to technology is available to all Library patrons.
4. **Laser Jet Printers (140) - $153,020**
   Funds are requested for 140 Laser Jet printers to allow Library patrons to print documents in color at the Branch Libraries. This includes adding Laser Jet printers to meeting rooms and community rooms to support various meetings and events held by the public and staff.
   (140 Scanners x $1,093 = $153,020)

5. **Mobile Device Charging Stations (10) - $71,020**
   Funds are requested for ten (10) mobile device charging stations to allow Library patrons to charge electronic devices (e.g., cell phones, laptops, etc) at the Branch Libraries.
   (10 Charging Stations x $7,102 = $71,020)

6. **Alterations and Improvements at Central Library - $579,700**

   A. **Humidifier Upgrade - $276,079**
      Upgrade the existing humidifier system for the Central Library closed stacks by replacing the obsolete nozzles in the four supply fan rooms. Failure to provide adequate environment will cause long-term damage to the existing collection housed at the Central Library.

   B. **Methane Gas Detection System Upgrade - $203,621**
      Upgrade the existing methane gas detection system in Central Library to comply with current Fire codes and Building Code requirements.

   C. **Lighting Upgrade (Phase 3 of 3) - $100,000**
      Funds are requested for the final phase of the lighting upgrade which will replace all fluorescent lights in the Central Library with LED lights. The upgrade will decrease electricity use and improve lighting quality for patrons and staff.

**Staff Enhancement**

**Librarian II to Librarian III**
Authority is requested for the paygrade upgrade of one Librarian II (Class Code 6152-2) position to a Librarian III (Class Code 6152-3) position in the Engagement and Learning Services program to coordinate and implement programs and services with specialized contracted staff at all of the New American Centers. The paygrade upgrade is necessary to provide accurate compensation for the high level duties performed by the position.

No additional funding is requested as the Library will assume the difference in salary and indirect costs during FY 2018-19.

**TOTAL REQUEST: $1,238,853**

Page 3 of 4
IMPACT

This package directly impacts the Library’s ability to further the Strategic Goal to “Strengthen Community Connections and Celebrate LA”.

Failure to fund this package would result in the lack of sufficient resources to provide additional services to Library patrons. Further, the Library would be unable to enhance the New Americans Initiative that provides services and information to those individuals on their way to becoming U. S. citizens.

In addition, without the funding in this package, the Library would not be able to support the Mayor’s efforts to provide outstanding customer service and to create a more livable and sustainable city by providing easy and safe access to Library resources.
In FY 2016-17, the Library appropriated funds for mobile outreach vehicles, including outreach materials, Library materials and technology equipment. In FY 2017-18, the Library appropriated additional funds for mobile outreach staff and additional outreach materials and Library materials. The following requests will allow staff to continue and expand the Library’s Community Mobile Outreach program to bring library resources, services and activities to the residents of Los Angeles by visiting preschools, after-school organizations, senior centers, shelters, festivals, farmers’ markets and low-income housing areas. This program also connects at-risk individuals with social agencies and services.

**DESCRIPTION OF FUNDING REQUEST**

1. **Mobile Outreach Enhancement - $110,900**

<table>
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<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Laptops for Outreach Vehicle (30)</td>
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<tr>
<td>Take Away Resources</td>
<td>20,000</td>
</tr>
<tr>
<td>Pamphlets – Stable Living</td>
<td>5,000</td>
</tr>
<tr>
<td>Vehicle Outreach Supplies</td>
<td>15,000</td>
</tr>
<tr>
<td>Promotional and Incentive Items</td>
<td>25,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$ 110,900</strong></td>
</tr>
</tbody>
</table>

2. **Library Materials - $100,000**

   Add funding in the amount of $100,000 to the Library Materials account to increase Library materials for the mobile outreach program.

**TOTAL REQUEST: $210,900**

**IMPACT**

Failure to fund this package will result in a lack of resources for the Library mobile operations, ability to provide off-site Library services to schools, seniors, shelters, and other areas that would benefit from a mobile outreach program. Failure to fund this package would also hinder efforts to provide outreach and Library materials to distribute to the most vulnerable residents and at-risk youths, including those experiencing homelessness.

Therefore, the Library would not be able to fully support the Mayor’s priority outcomes to make Los Angeles the best-run big city in America and to create a more livable and sustainable or support the Mayor’s homeless engagement efforts.
In addition to supporting the Library’s six Strategic Plan goals, this budget package supports the Mayor’s efforts to provide outstanding customer service to our residents and businesses by deploying innovation and the best technology to modernize city government and create a more livable and sustainable city.

In the last decade, the Library has provided the public with the ability to reserve books, renew materials, ask information questions, take courses, obtain online homework help, research diverse interests, and download books, audiobooks, music, movies, and podcasts from the convenience of their home, office, or anywhere else they can use a mobile device.

Funds are requested to continue and establish a recurring annual line item for the replacement and upgrade of aging technology infrastructure and software used in critical systems by both staff and the public. Funding is essential to adequately provide information technology support to deliver Library services as well as operations, programming, and administrative capabilities.

The Library network consists of hundreds of switches and routers, more than 100 servers, and the equipment and systems to manage the core service of checking out materials and patron management. The network includes hundreds of workstations for public internet access, self-checkout stations, public document scanners, radio-frequency ID equipment, and the diverse software applications which control and manage the Library’s large and complex network.

The Library has signed an agreement with the Corporation of Education Network Initiatives in California (CENIC) to become the first public Library to offer 100 Gigabit (GB) broadband Internet. The dramatic increase in bandwidth, currently 3 GB, will give Library visitors unprecedented access to high speed Internet. This budget package includes support to basic IT infrastructure to take full advantage of the increase in bandwidth across all of our libraries.

As the Library becomes increasingly technology driven and the public demand for digital access and e-content increases, it is crucial that resources are available to support the Library information technology infrastructure. In addition, funding for software licensing and maintenance is critical to maintain data, including digital images and other electronic resources, in case of a disaster requiring the recovery of lost files.
DEVELOPMENT OF FUNDING REQUEST

Information Technology Client Support

The following request for funds in the amount of $375,508 are requested to be included in the Library base budget for the Office and Administrative Account 6010 as they are annual recurring costs to the Library for IT Client Support.

1. Citrix Xendesktop Annual Maintenance - $120,175
   Funds are requested for the annual maintenance to support the Citrix virtualization of all public computers.

2. VMware Annual Maintenance - $87,400
   Funds are requested for the annual maintenance to support the Citrix server that hosts all public computers.

3. Envisionware Reservation System Annual Maintenance - $18,026
   Funds are requested for the annual maintenance of the reservation system used by Library patrons on a daily basis.

4. Track-it Help Desk System Annual Maintenance – $14,400
   Funds are requested for the annual maintenance to support the Help Desk operations, inventory, ticket and workload logs.

5. Envisionware Lptone Printing System Annual Maintenance - $14,203
   Funds are requested for the annual maintenance of the system that provides wired printing at all 72 Branch Libraries and Central Library.

6. Tegile Annual Maintenance – $13,656
   Funds are requested for the annual maintenance of the storage appliance that supports all desktop and server virtualization.

7. Public KIC Scanners Annual Maintenance - $10,925
   Funds are requested for renewal of the annual license to provide support for daily Help Desk operations, inventory, ticket and workload logs.

8. Cisco Servers Annual Maintenance - $8,470
   Funds are requested for the annual maintenance to provide hardware and software support of the hyper-converged infrastructure for all public workstations.

9. TechKiosk Annual Maintenance - $13,766
   Funds are requested for the annual maintenance fee to provide support for the Library TechKiosks.
10. **Envisionware Mobile Printing Annual Maintenance - $52,637**
    Funds are requested for the annual maintenance to provide support for the mobile device printing at all Libraries.

11. **IT Supplies - $21,850**
    Funds are requested for general hardware costs associated with computer repair and maintenance. Items include various cables, surge protectors, privacy screens and other related technical items.

The following request for funds in the amount of $729,790 are for one-time technology expenditure requests.

12. **Laptop Replacement for Cybergarts (120) - $209,760**
    Funds are requested to replace 120 laptops on the existing 8 Cybergarts. The current laptops are over ten (10) years old and are no longer capable of efficiently supporting current applications in an efficient manner.

13. **Projector for Cybergarts (6) – $8,194**
    Funds are requested to provide projectors to six (6) Library Cybergarts at Branch Libraries.

14. **Desktop Computers (50) - $87,400**
    Funds are requested to provide fifty (50) desktop computers for new and existing positions that do not have dedicated computers.

15. **UCS Server (Cisco) - $126,730**
    Funds are requested to provide one (1) UCS Server to support, store and backup 2,200 public computers. The server is necessary to provide the necessary processing power to allow the public to view Internet videos and graphics.

16. **Tegile Storage System - $54,625**
    Funds are requested to provide a storage system to enhance the UCS Server in supporting, storing and backing-up public computers video caching due to the high use of high definition video streaming by patrons.

17. **Rack Mount Server (Cisco) - $54,625**
    Funds are requested to provide one (1) Rack Mount Server to replace the eight (8) year old Track-it! Webserver and SQL database server. The new server will support the Inventory and Help Desk Systems.

18. **Virtual Reality Laptops (5) - $32,775**
    Funds are requested for five (5) virtual reality set (Oculus/HoloLens, cart setup and accessories) for public use at Branch Libraries and Central Library.
19. **Maas 360 MDM Solution - $8,740**
   Funds are requested to provide mobile device management for all iPads, Laptops and other mobile devices.

20. **Windows Server 2016 Data Center License - $54,625**
   Funds are requested to acquire additional licenses for Track-it! And SQL database server operating system upgrade to Windows Server 2016 which will run in Hyper-V data center edition.

21. **Windows 10 Pro Upgrade - $92,316**
   Funds are requested to upgrade 1,300 staff computers from Windows 7 to Windows 10 Pro as support for Windows 7 will cease in 2020.

**Information Technology Network Support**

The following request for funds in the amount of $1,627,825 are requested to be included in the Library base budget for the Office and Administrative Account 6010 as they are annual recurring costs to the Library for IT Network Support.

22. **Palo Alto Networks Firewall - $426,075**
   Funds are requested for the annual license to provide Internet connection protection.

23. **Cisco System - $207,575**
   Funds are requested for the annual license for the Cisco System Internet Router and Core Switches.

24. **Windows Server 2016 Data Center – $393,300**
   Funds are required to upgrade and maintain the annual license for 200 servers from Winders Server 2008 R2 to Winders Server 2016.

25. **Google Gmail - $163,875**
   Funds are requested for the annual license and maintenance for the Library’s 1,800 Gmail accounts.

26. **Annual Software Licenses Renewal - $382,375**
   Funds are requested to renew annual license to provide software support and maintenance on items such as: Symantec Anti-Virus, Intermapper, InfoBlox, Lenovo XClarity, ForeScout, Splunk, VMware, HP Blade, HP LH, HP StoreOnce, Aruba Wireless Management Symantec Backup and Server support.

27. **Staff Training – Network Security and Support - $54,625**
   Funds are requested to provide continued training for IT Staff on network security and support.
The following request for funds in the amount of $1,084,853 are for one-time technology expenditure requests.

28. **Wireless Access Controller and Software - $409,688**
   Funds are requested to replace the ethostream wireless portal and the existing cable modem for wireless capability at the 72 Branch Libraries and Central Library.

29. **Network Cabling Repairs - $207,575**
   Funds are requested to repair and upgrade the network and Internet connections to provide the public with better network connections.

30. **Network Cabling for Algo Speakers - $152,950**
   Funds are requested for network cabling and power cabling for T-Mobile signal boosters to improve signal for public speakers to provide public safety broadcasting system as a VoIP services failover.

31. **Lenovo System Server - $150,765**
   Funds are requested to replace the aging serves at the six (6) Regional Branch Libraries. This request affects all 72 Branch Libraries as the Regional Branch Libraries are the primary systems hub for the other 66 Branch Libraries.

32. **Network Fiber Connection Upgrade - $163,875**
   Funds are requested to upgrade the intermediate distribution frame (IDF) closets from 1 GB fiber cabling to 10 GB fiber cabling to handle the high speed demand.

**TOTAL REQUEST: $3,817,976**

**Staff Enhancement**

**Systems Analyst (2) to Systems Programmer I (2)**
Authority is requested for the reclassification of two (2) Systems Analysts (Class Code 1596) positions to Systems Programmer I (Class Code 1455-1) positions. The reclassification is necessary to provide support for security network, manage the public and staff WiFi networks, maintain the active directory, manage the network VoIP telephone system, and support and maintain the local area network and wide area network.

**Programmer Analyst II to Senior Systems Analyst II**
Authority is requested for the reclassification of one (1) Programmer Analyst II (Class Code 1431-2) position to a Senior Systems Analyst II (Class Code 1597-2) position. The reclassification is necessary to plan, coordinate and supervise technical staff, manage application and web servers, implement mobile applications, and analyze application process and develop standards to improve efficiencies.
No additional funding is requested as the Library will assume the difference in salary and indirect costs during FY 2018-19.

**IMPACT**

Failure to fund this package would result in the inability to ensure the security of information technology systems throughout the Library. Also, the Library would be unable to keep public access computers up-to-date, and outdated servers and routers would cause WiFi speed to decrease as public demand increases, resulting in decreased service capability to the public.

Several of the Mayor's goals for the Library include increasing the number of Library cardholders, increasing e-media circulation, and providing all LAUSD students with Library cards. Funding to increase bandwidth, upgrade hardware and software, and enhance staff support of the Library's technology efforts and initiatives is critical to achieving these goals.
LOS ANGELES PUBLIC LIBRARY
FY 2018-19 PROPOSED BUDGET

OUTREACH AND PROMOTION

Outreach and promotion are so important that the Library's Strategic Plan identifies them as essential to all six strategic goals. Improved marketing, promotion and outreach are critical to achieving these goals and engaging residents in Library programs to enrich their lives.

A poll of more than 11,000 Los Angeles residents revealed a lack of public awareness about Library services in several key demographics. The Los Angeles Public Library serves the largest and most diverse urban population of any Library in the nation, and increased funding will provide outreach to the city's various communities to market and promote the Library's valuable programs and services citywide. With 73 facilities spread throughout the City, the Library strives to tailor messaging to all populations served.

With the requested funds, the Library will continue to implement a new marketing plan and promote its extensive programs and services, including those that help people find jobs, improve their health and well-being, become citizens, boost their financial literacy, receive live homework help, and build early childhood and adult literacy skills. The Library seeks to expand the promotion of these services particularly to the communities that will best benefit from the services.

Increased outreach and promotion will allow more residents to take advantage of the expanded e-media services being offered, including streaming and downloadable content.

This outreach and promotion budget package continues the Library's support of the Mayor's efforts to provide outstanding customer service to our residents and businesses and create a more livable and sustainable city.
DESCRIPTION OF FUNDING REQUEST

1. **Youth Services - $200,000**
   Add funding to promote the Library’s robust services and programs developed and available for youths. Funds will be used to increase awareness of programs (ex., Read Baby Read), expand Student Smart and re-brand programs such as STAR and Live Homework Help.

**Staff Enhancement**

**Librarian II to Principal Public Relations Representative**
Authority is requested for the reclassification of one Librarian II (Class Code 6152-2) position to a Principal Public Relations Representative (Class Code 1786) position in the Public Relations and Marketing Division. The reclassification is necessary to support the demands of the division and achieve outcomes established in the Library Marketing Plan.

No additional funding is requested as the Library will assume the difference in salary and indirect costs during FY 2018-19.

**TOTAL REQUEST: $200,000**

**IMPACT**

Failure to fund this package will result in a lack of awareness among residents, particularly youths who would benefit most from the Library’s valuable programs and services in early childhood literacy.

The Library would not be able to fully support the Library’s Strategic Plan goals, the Library Marketing Plan, or the Mayor’s goals and priority outcomes and efforts to make Los Angeles the best-run big city in America and to create a more livable and sustainable.
LOS ANGELES PUBLIC LIBRARY
FY 2018-19 PROPOSED BUDGET

SUPPORT STAFFING

This budget package provides additional resources in the Library Business Office to support Library operational staff with necessary supplies, equipment and services. This budget package provides an opportunity to support the Mayor’s efforts to make Los Angeles the best run big city in America by providing the Library with sufficient resources in support of Library staff who provide direct customer service to residents, students, and Library partners.

DESCRIPTION OF FUNDING REQUEST

1. **Office Supplies - $125,000**
   Add funding in the Office and Administrative Account to account for annual expenditures of office supplies such as: toner, copy paper, and other general office supplies. The Business Office orders all office supplies for Branch Library Services, Central Library Services, Engagement and Learning Services, and the Executive Offices. There are currently no dedicated funds for offices supplies.

**Staff Enhancement**

**Senior Management Analyst I to Senior Management Analyst II**
Authority is requested for the paygrade upgrade of one Senior Management Analyst I (Class Code 9171-1) position to a Senior Management Analyst II (Class Code 9171-2) position in the Business Office to oversee the Contract and Purchasing for the Library. The paygrade upgrade is necessary in order to provide accurate compensation for the high level duties performed by the position.

**Administrative Clerk to Library Assistant I**
Authority is requested for the reclassification one Administrative Clerk (Class Code 1358) position to a Library Assistant I (Class Code 1172-1 position in the Emerging Technology and Collections Division Catalogue Section to assist in the development and production of collateral materials, preparation and reports of event coordination, and system-wide support of social media accounts. The reclassification is necessary in order to provide accurate compensation for the high level duties performed by the position.

No additional funding is requested as the Library will assume the difference in salary and indirect costs during FY 2018-19.

**TOTAL REQUEST: $125,000**
IMPACT

Failure to fund this package would result in delays in the deployment of Library equipment and materials for the public and staff to use and would create delays in the availability of services due to delays in addressing issues that arise throughout the contracting process, including the availability of services and timely payments to contractors. Failure to fund this package would also create delays in providing collateral materials and with event coordination to support operational staff.

Without the requested positions, there would be an impact on the development and awards of contracts to provide services to Library patrons, as well as lack of support for operational staff. In addition, without the resources, the Library's ability to meet the Mayor's goals to provide excellent customer service would be reduced.
<table>
<thead>
<tr>
<th>Account 9510 / Various Special</th>
<th>FY 2017-18 Adopted</th>
<th>Adjustments</th>
<th>FY 2018-19 Proposed</th>
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<tr>
<td><strong>Indirect Costs (CAP 39)</strong></td>
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<tr>
<td>Fringe Benefits (54.30% of Salaries General)</td>
<td>$39,415,466</td>
<td>1,087,137</td>
<td>$40,502,603</td>
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<td>Central Services (13.31% of Salaries General)</td>
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<td>Reconciliation (FY 2016-17 Reimbursement)</td>
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<td>(4,219,229)</td>
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<td><strong>Sub-Total:</strong></td>
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<td><strong>Direct Costs:</strong></td>
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<td>Water</td>
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<td>Natural Gas</td>
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<td>Custodial / GSD</td>
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<td>6,347,832</td>
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<td>Refuse Collection / PW Sanitation</td>
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<td>CAO / GO Bond Administration Fees</td>
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<td>MICLA (AV/AT)</td>
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<td>5,706,500</td>
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<td>ITA / Telecommunications</td>
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<td>(455,260)</td>
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<td><strong>Sub-Total:</strong></td>
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<td><strong>TOTAL ACCOUNT 9510 / VARIOUS SPECIAL:</strong></td>
<td><strong>$69,406,786</strong></td>
<td><strong>3,397,968</strong></td>
<td><strong>$72,804,754</strong></td>
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</tbody>
</table>
INDIRECT COSTS

1. FRINGE BENEFITS
   Increase funding in the amount of $1,087,137 in the Various Special Account 9510 to account for increased for employee benefits. Currently, the Library reimburses the City General Fund 54.30% of salary costs for fringe benefits.

2. CENTRAL SERVICES
   Increase funding in the amount of $685,302 in the Various Special Account 9510 to account for increased for indirect services provided by other City Departments such as the Mayor, Controller's Office, City Attorney, etc. Currently, the Library reimburses the City General Fund 13.31% of salary costs for central benefits.

3. RECONCILIATION / REIMBURSEMENT
   The Library is reimbursed for over payments in prior years of Fringe Benefits and Central Services. In FY 2017-18, the Library was reimbursed $5,140,288 for the FY 2015-17 reconciliation. The Library anticipates to be reimbursed $4,219,229 for the FY 2016-17 reconciliation, which would result a difference of $921,059 in FY 2018-19.

DIRECT COSTS

1. CUSTODIAL / GSD - $201,363
   Increase funding in the amount of $201,363 in the Various Special Account 9510 to account for increased salary costs for custodial services provided to the Library by the Department of General Services (GSD) custodial staff and contract custodial staff.

2. SCISSOR LIFT / GSD - $22,055
   Add funding in the amount of $22,055 in the Various Special Account 9510 to procure a scissor lift for the Library to be used by the Department of General Services (GSD) to expedite the ability to change light bulbs and repair lighting fixtures at the 72 branch libraries and Central Library.

3. BUILDING MAINTENANCE / GSD - $6,067
   Increase funding in the amount of $6,067 in the Various Special Account 9510 to account for increased salary costs for building maintenance services provided to the Library by the Department of General Services (GSD) Building Operating Engineers.
4. **SECURITY SERVICES / LAPD - $927,495**
   Increase funding in the amount of $927,495 in the Various Special Account 9510 to account for increased salary costs for LAPD Security Officers, funds for up to 32 contract security guards, and funds for LAPD Police Officers to provide security services at the Library.

5. **MICLA - $2,750**
   Increase funding in the amount of $2,750 in the Various Special Account 9510 to account for the FY 2018-19 cost to the Library for MICLA debt.

6. **ITA / Telecommunications - $(455,260)**
   Decrease funding in the amount of $455,260 in the Various Special Account 9510 to account for decreased telephone costs due to the change in service provider.

**TOTAL ADJUSTMENTS: $3,397,968**
November 9, 2017

LIBRARY RESOLUTION NO. 2016-XX (C-XX)

WHEREAS, on November 9, 2017, the Board of Library Commissioners (Board) approved the Fiscal Year 2018-19 Proposed Library Budget in the amount of $182,433,355 to fund Los Angeles Public Library (LAPL) services and programs; and,

WHEREAS, the Fiscal Year 2018-19 Proposed Library Budget continues support of the six LAPL Strategic Plan goals, including outreach and promotion to enhance public awareness of the Library’s services and programs:

RESOLVED, that the Board of Library Commissioners approve for transmittal to the Mayor’s Office the Proposed Library Budget for Fiscal Year 2018-19 in the amount of $182,433,355, for funding Library services and programs; and,

FURTHER RESOLVED, that the Board authorize the City Librarian to make revisions to the Fiscal Year 2018-19 Proposed Library Budget, if necessary.

This is a true copy:

Raquel M. Borden
Board Executive Assistant

Adopted by the following votes:

AYES:
NOES:
ABSENT:
LOS ANGELES PUBLIC LIBRARY
BOARD REPORT

November 9, 2017

TO: Board of Library Commissioners

FROM: John F. Szabo, City Librarian

SUBJECT: REQUEST TO APPROVE THE AGREEMENT WITH WICKED BIONIC, LLC, FOR MARKETING AND PUBLIC RELATIONS SERVICES

A. RECOMMENDATIONS:

1. The Board of Library Commissioners award a contract, substantially in the form on file, to Wicked Bionic, LLC, to provide Marketing and Public Relations services for the Los Angeles Public Library.

2. Authorize the City Librarian and City Attorney to make technical changes if needed to the contract.

3. Authorize the President of the Board of Library Commissioners to execute the contract.

4. Adopt the attached Resolution regarding the Agreement between Los Angeles Public Library (LAPL) and Wicked Bionic, LLC.

B. FINDINGS:

1. The Board of Library Commissioners approved the pre-qualification list of sixteen (16) consultants, including Wicked Bionic, LLC, on June 8, 2017, to provide as-needed and as-requested marketing and public relations services to the LAPL.

2. On August 10, 2017, the Library issued Notice of Work Number 17-001 to provide Media Buys on the Library’s Career Online High School, E-Media and New Americans initiatives. Responses were received from four (4) pre-qualified consultants from the list on August 18, 2017.

3. The proposals were reviewed and evaluated to ensure responsiveness to the Notice of Work and found the response submitted by Wicked Bionic, LLC, best met the needs of the Library.

4. Wicked Bionic, LLC, was established to provide innovative and strategic marketing campaigns that focus on reaching audiences based on key marketing techniques and data driven solutions. The principals have
extensive experience in assisting clients in understanding how to grow their audience.

5. The Library recommends awarding a contract to provide media buys on the Library's Career On-Line High School, E-Media and New Americans initiatives to Wicked Bionic, LLC.

Attachments

Prepared by: Robert Morales, Business Office

Reviewed by: Madeleine M. Rackley, Library Business Manager
LIBRARY RESOLUTION NO. 2017-XX (C-XX)

WHEREAS, On June 8, 2017, the Board of Library Commissioners approved the pre-qualification list of sixteen (16) consultants, including Wicked Bionic, LLC, to provide as-needed and as-requested marketing and public relations services to the Library; and

WHEREAS, on August 10, 2017, the Library staff issued Notice of Work Number 17-001 to provide Media Buys on the Library Career Online High School, E-Media and New Americans initiatives, and on August 18, 2017 Library staff reviewed and evaluated the four (4) responses submitted by consultants from the list, and recommends that the Board of Library Commissioners award a contract to Wicked Bionic, LLC, to provide Media Buys on Library initiatives for the Los Angeles Public Library (LAPL); and

THEREFORE, RESOLVED, that the Board of Library Commissioners award a contract to Wicked Bionic, LLC, to provide Media Buys on Library initiatives to the LAPL; and

FURTHER RESOLVED, that the City Librarian and City Attorney be authorized to make technical changes if needed to the agreement; and

FURTHER RESOLVED, that the President of the Board of Library Commissioners is authorized to execute the contract.

This is a true copy:

Raquel M. Borden
Board Executive Assistant

Adopted by the following votes:

AYES:
NOES:
ABSENT:
AGREEMENT BETWEEN
THE LOS ANGELES PUBLIC LIBRARY
AND
WICKED BIONIC, LLC
MARKETING AND PUBLIC RELATIONS CONSULTANT SERVICES

This Agreement dated ______________, 2017 is entered into by and between the City of Los Angeles, a municipal corporation, acting by and through its Board of Library Commissioners ("Library"), and Wicked Bionic, LLC (hereinafter "Contractor"). Library and Contractor may also be referred to herein individually as a "Party" or collectively as the "Parties".

WHEREAS, on January 12, 2017, the Board of Library Commissioners approved the issuance of a Marketing and Public Relations Consultant Request for Qualifications (RFQ) to establish a pre-qualified list of on-call marketing and public relations consultants; and

WHEREAS, Contractor's response to the RFQ was received on April 13, 2017, and found to be responsive to the RFQ; and

WHEREAS, on June 8, 2017, the Board of Library Commissioners approved the pre-qualified list of sixteen (16) consultants, which included Contractor, to provide as-needed and as-requested marketing and public relations consultant services to the Library (Library Resolution ; and

WHEREAS, on August 10, 2017, Library issued Notice of Work No. 17-001 for Media Buys on Library Initiatives for the Los Angeles Public Library (LAPL); and

WHEREAS, on August 18, 2017, the Library received responses from four (4) pre-qualified contractors from the list previously approved by the Board; and,

WHEREAS, Library staff reviewed the four (4) responses and found the response submitted by Contractor best met the needs of the LAPL and recommends Contractor for the award of a contract; and,

WHEREAS, funds are available to compensate Contractor for materials and services in accordance with this Agreement; and

NOW, THEREFORE, in consideration of the promises, and of the mutual covenants and agreements herein contained, the Parties hereto agree as follows:
1.0 DOCUMENTS
This Agreement shall be composed of the following documents which shall be made a part hereof as though fully set forth herein:

A. This Agreement along with the Standard Provisions for City Contracts (Rev. 03/09), which is attached hereto and incorporated herein by reference hereinafter as Exhibit A.

B. The Notice of Work No. 17-001 issued on August 10, 2017, is attached hereto and incorporated herein by reference hereinafter as Exhibit B.

C. Contractor’s response to the Notice of Work No. 17-001 submitted on August 18, 2017, attached hereto and incorporated herein by reference hereinafter as Exhibit C.

D. Proof of Insurance to provide the development and implementation of public relations and communication services for LAPL.

All of the above Exhibits are on file with the Library, and each of the Parties hereto agree to carry out and fully perform each and all of the provisions of said documents which are required of it to be performed.

2.0 ORDER OF PRECEDENCE
This Agreement contains the full and complete Agreement between the Parties. No verbal agreement or conversation with any officer or employee of either Party shall affect or modify any of the terms and conditions of this Agreement. Resolution of any conflicting provisions in the documents constituting this Agreement shall be resolved by considering the documents according to the following order of precedence:

A. The Agreement and the Standard Provisions for City Contracts (Rev. 03/09) (Exhibit A).

B. The Notice of Work No. 17-001 issued on August 10, 2017 (Exhibit B).

C. Contractor’s response to the Notice of Work No. 17-001 received on August 18, 2017 (Exhibit C).

D. Proof of Insurance to provide the development and implementation of public relations and communication services for LAPL (Exhibit D).

3.0 CONTRACTOR’S RESPONSIBILITIES

3.1. DELIVERABLES
Contractor will provide services to the Library as detailed in Contractor’s response (Exhibit C) to the Notice of Work No. 17-001 issued on August 10, 2017 (Exhibit B).
3.2. **SCOPE OF WORK**
Contractor will provide the Scope of Work as detailed in the response to the Notice of Work No. 17-001 received on August 18, 2017 (Exhibit C).

4.0 **INDEMNIFICATION AND INSURANCE REQUIREMENTS**
The insurance and indemnification requirements of this Agreement are as provided in the Request for Qualifications for Marketing and Public Relations Services (Exhibit A). Proof of Insurance shall be as required in Exhibit D of this Agreement, and as applicable and required by the Standard Provisions for City Contracts (Rev. 03/09) (Exhibit C).

5.0 **TERM OF AGREEMENT**
The term of this Agreement shall be for one (1) year with two (2) one-year options to renew at the sole discretion of the City Librarian, or designee.

6.0 **PAYMENT**
The amount payable to Contractor for services and materials during the term of this Agreement shall be as proposed in the Contractor's response to the Notice of Work No. 17-001 (Exhibit C) and shall not exceed the proposed cost and an additional five-percent (5%) for contingencies. Any such contingency must be approved in writing by the City Librarian or designee prior to incurring such contingency expenses.

<table>
<thead>
<tr>
<th>Service</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Career On-Line High School / Media Buy</td>
<td>$100,000</td>
</tr>
<tr>
<td>E-Media / Media Buy</td>
<td>$100,000</td>
</tr>
<tr>
<td>New Americans Initiative / Media Buy</td>
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<tr>
<td>Paid Media Creation and Maintenance</td>
<td>$34,000</td>
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<tr>
<td>Copywriting</td>
<td>$15,000</td>
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<tr>
<td>Placements</td>
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<td>Performance Reporting</td>
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<tr>
<td>Account Management</td>
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<tr>
<td>Graphic Design</td>
<td>$18,000</td>
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<tr>
<td>Photography</td>
<td>$7,500</td>
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<tr>
<td>Radio Spots</td>
<td>$3,000</td>
</tr>
<tr>
<td>Video Ads</td>
<td>$18,000</td>
</tr>
<tr>
<td>Signage Printing</td>
<td>$15,000</td>
</tr>
<tr>
<td><strong>Sub-Total</strong></td>
<td><strong>$ 717,500</strong></td>
</tr>
</tbody>
</table>

| Contingency (5%)                     | **$ 35,875** |

**TOTAL**

| **$ 753,375** |

The Library's obligation to make payments under this Agreement shall be limited to the current appropriation(s) for this Agreement. If the Library appropriates additional funds for this Agreement, the Library's payment obligations shall be expanded to the extent of such appropriation(s), subject to the terms and conditions of the Agreement. No amount of work or payment is guaranteed.
7.0 BILLING AND INVOICES

A. Contractor shall submit itemized invoices to the Library, indicating therein the services performed for which payment is requested. Payment of all invoices shall be subject to review and approval of Library management, which approval shall not be unreasonably withheld. Payment shall be for services as detailed in Contractor’s response to the Request for Work No. 17-001 (Exhibit C).

B. To ensure that services provided under personal services contracts are measured against services as detailed in this Agreement, the Controller of the City of Los Angeles has developed a policy requiring that specific supporting documentation be submitted with invoices. Contractor is required to submit invoices that conform to City Standards and include, at a minimum, the following information:

   i. Name and Address of Contractor.
   ii. Name and Address of City Department being billed (Library Department).
   iii. Date of invoice and period covered.
   iv. Agreement Number or Authority Number.
   v. Description of completed task(s) and amount due for task(s), including:

      a. Name of personnel working on task.
      b. Hours spent on tasks and time sheet supporting charges (if applicable).
      c. Rate per hour and total amount due.
      d. Signature of duly authorized officer.
      e. All invoices shall be submitted on Contractor’s letterhead, contain Contractor’s official logo, or other unique and identifying information such as the name and address of Contractor. Evidence that tasks have been completed, in the form of a report or other material shall be attached to all invoices. Invoices shall be submitted to the City by Contractor within thirty (30) days of service or monthly. Invoices are considered completed when appropriate documentation or services provided are signed off as satisfactory by the Library Project Manager listed in Section 13.0 (B) of this Agreement. If invoice is insufficient or unsatisfactory, the Library Project Manager shall inform Contractor of any defect within ten (10) business days of receipt of the invoice from Contractor, and Contractor shall have five (5) business days to provide a corrected invoice to the City. Invoices shall be paid by the City no later than sixty (60) days after receipt by the City.
f. Invoices and supporting documentation shall be prepared at the sole expense and responsibility of Contractor. The City will not compensate Contractor for costs incurred in invoice preparation. The City may request, in writing, changes to the content and format of the invoice and supporting documentation at any time. The City reserves the right to request additional supporting documentation to substantiate costs at any time.

Invoices shall be submitted:

Los Angeles Public Library  
Attention: Business Office  
630 W. 5th Street  
Los Angeles, CA 90071

Failure to adhere to these procedures may result in nonpayment or non-approval of demands, pursuant to Charter Section 262(a), which requires the Controller to inspect the quality, quantity, and condition of services, labor, materials, supplies, or equipment received by any City office or department, and approves demands before they are drawn on the Treasury.

8.0 **TERMINATION**

Notwithstanding the provisions of Section 5.0 of this Agreement, either Party may terminate this Agreement on sixty (60) days written notice to the other Party. In the event of termination, Contractor shall be paid for work completed under this Agreement through the effective date of termination.

9.0 **NON-EXCLUSIVE AGREEMENT**

Nothing in this Agreement shall be construed to mean that Contractor providing services to Los Angeles Public Library shall be the exclusive provider of such services. The Library retains the right to engage the services of and purchase materials from other contractors during the term of this Agreement.

10.0 **OWNERSHIP**

A. All documents and records (hereinafter collectively referred to as "documents") provided by the City to Contractor shall remain the property of the City and must be returned to the City upon termination of this Agreement or at the request of the City.

B. The provisions of this article survive termination of this Agreement.
11.0 **DISCLOSURE INFORMATION**

A. All documents and information provided to Contractor by the City are confidential. All materials are to be considered confidential. Contractor agrees not to provide documents or materials, nor disclose their content or any information therein, either orally or in writing, to any other person or entity, except as authorized by the City or as required by law. Contractor shall immediately notify City Representative identified in Section 13.0 below of any attempt by a third party to obtain access to documents or materials.

B. The provisions of this section survive termination of this Agreement.

12.0 **AMBIGUITY**

Any ambiguity in this Agreement shall not be interpreted against any one Party by virtue of that Party being drafter of the Agreement.

13.0 **CONTRACT REPRESENTATIVES**

The following representative individuals and addresses shall serve as the place to which notices and other correspondence between the Parties shall be sent. The Library and Contractor shall notify, in writing, the other Party of any changes in the following information within thirty (30) days of such change.

A. **CONTRACTOR’S REPRESENTATIVE**

<table>
<thead>
<tr>
<th>Name</th>
<th>Dana Arnett</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title</td>
<td>Chief Operating Officer</td>
</tr>
<tr>
<td>Party</td>
<td>Wicked Bionic, LLC</td>
</tr>
<tr>
<td>Address</td>
<td>1328 Westwood Blvd, Suite 20</td>
</tr>
<tr>
<td></td>
<td>Los Angeles, CA 90024</td>
</tr>
</tbody>
</table>

| Telephone   | (310) 951-3709        |
| Email       | dana@wickedbionic.com |

B. **CITY’S REPRESENTATIVE**

<table>
<thead>
<tr>
<th>Name</th>
<th>Madeleine M. Rackley</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title</td>
<td>Library Business Manager</td>
</tr>
<tr>
<td>Party</td>
<td>City of Los Angeles, Los Angeles Public Library</td>
</tr>
<tr>
<td>Address</td>
<td>630 W. 5th Street</td>
</tr>
<tr>
<td></td>
<td>Los Angeles, CA 90071</td>
</tr>
</tbody>
</table>

| Telephone   | (213) 228-7465        |
| Email       | mrackley@lapl.org     |
Formal notices to the Library, demands and communications shall be provided to the Library’s Representative with copies to the Library’s Project Manager:

Name: Lauren Skinner  
Title: Assistant Director of Public Relations and Marketing  
Address: 630 W. 5th Street  
Los Angeles, CA 90071  

Telephone: (213) 228-7565  
Email: ppersic@lapl.org

Formal notices, demands and communications required hereunder by either Party shall be made in writing and may be effected by personal delivery or by registered or certified mail, postage prepaid, return receipt requested and shall be deemed communicated five (5) business days after mailing.

(SIGNATURE PAGE TO FOLLOW)
IN WITNESS THEREOF, the Parties hereto have caused this Agreement to be executed by their respective duly authorized representatives.

By_________________________  By_________________________
BICH NGOC CAO               DANA ARNETT
President                   Chief Operating Officer/Owner
Board of Library Commissioners Wicked Bionic, LLC

Date_________________________ Date_________________________

APPROVED AS TO FORM:                      ATTEST:

MICHAEL N. FEUER, City Attorney

By_________________________  By_________________________
ARLETTA MARIA BRIMSEY          RAQUEL M. BORDEN
Deputy City Attorney           Commission Executive Assistant

Date_________________________ Date_________________________

ATTEST:

HOLLY L. WOLCOTT, City Clerk

By: _______________________  

Date: ______________________

Page 8 of 8 – Wicked Bionic, LLC (Notice of Work No. 17-001)
MATTERS PENDING
BOARD OF LIBRARY COMMISSIONERS

November 9, 2017

SUBJECT

There are no items pending.

SCHEDULED FOR
BOARD MEETING

COMMISSIONERS' OVERSIGHT RESPONSIBILITY

Library Foundation of Los Angeles Board
Mai Lassiter, Board Member
Kathryn Eidmann, Board Member

Media Marketing Ad Hoc Committee
Bich Ngoc Cao, President
Mai Lassiter, Board Member

Board Policies & Procedures Committee
Chair: Vacant
Member: Vacant