

LIBRARY DEPARTMENT

Impact Analysis Report

OVERVIEW

The Library Department levies fines for overdue, lost, and damaged materials, and collects fees for various services, such as community room rentals and providing materials through other library systems. Fines generate over 98% of the Department's revenue (excluding revenue collected from the Library's Parcel Tax).

Overdue fines are set at a level to encourage borrowers to return materials by the due date and the amount of the fine bears no direct relationship to the value of the materials recovered. The City Council has directed that three of the five fee categories (Fines, Library Consulting - San José Way, and Library Specialized Collections) may be set at more than or less than full cost recovery (Category II). The remaining two categories (Community Room Rental and Filming on City Premises) are set at a full cost recovery level (Category I).

Library fines and fees revenue declined over several fiscal years, reflecting reductions in hours of service and a commensurate drop in circulation. However, fines and fee revenue stabilized in 2013-2014 and are projected to remain flat in 2014-2015. Total Library Department fines and fees revenues for 2014-2015 are projected to be \$1.05 million with costs of \$1.1 million for a cost recovery rate of 93.4%.

SUMMARY AND IMPACT OF PROPOSED FEE REVISIONS

Existing Fees

A recommended change to the title "Copying and Reproducing Photographs," in the Library Specialized Collections, to "Copying and Reproducing Photographs (Non-Profit Exhibits)" more clearly specifies the user. The fee remains at \$10 per image scanned and copied.

New Fees

Two new Category II fees in the Library Specialized Collections section are recommended to align with other public agencies:

- Copying and Reproducing Photographs (Commercial Advertisement use) – proposed fee of \$150 per image scanned and copied, plus \$10 if burned to a CD and mailed. This fee is only assessed if photographs are used for commercial advertisement purposes.
- Copying and Reproducing Photographs (For Profit Exhibits) – proposed fee of \$75 per image scanned and copied plus \$10 if burned to a CD and mailed. This fee is only assessed if the photographs are used for profit generating exhibits.

There is no estimated revenue for the proposed new fees due to limited historical data; it is anticipated that estimates will be included in the 2015-2016 budget based on actual experience.

LIBRARY DEPARTMENT

SUMMARY AND IMPACT OF PROPOSED FEE REVISIONS

Deleted Fees

Elimination of the Filming on City Premises (Branch Libraries) Fee reported as “The City Librarian is authorized to charge persons who desire to film on City’s branch library premises and who require staff assistance” in the 2013-2014 Adopted Fee and Charge is recommended. This item is not an actual fee, but rather a clarification of the fees listed in the Filming on City Premises (Branch Libraries) section, and has been referenced in the Notes.

NOTIFICATION

The Proposed Fees and Charges Report was released on May 2, 2014, allowing for a minimum of 10 days for public review. Public input on fee proposals will be heard by the City Council at public hearings held on Tuesday, May 13, 2014, at 7:00 p.m. and Monday, June 9, 2014, at 7:00 p.m. in the Council Chamber.

DEPARTMENTAL FEES AND CHARGES

LIBRARY

Service	2013-2014 Adopted Fee	2013-2014 % Cost Recovery	2014-2015 Proposed Fee	2014-2015 Estimated Cost	2014-2015 Estimated Revenue		2014-2015 % Cost Recovery	
					Current Fee	Proposed Fee	Current Fee	Proposed Fee
LIBRARY FEES - CATEGORY I								
1. Community Room Rental								
1 Cancellation Fee (within 72 hours of event)	\$35 per cancellation		No Change					
2 Community Room Rental Fee	\$35 per use up to 4 hours; \$70 per use over 4 hours		No Change					
Sub-total Community Room Rental		100.0%		26,486	25,000	25,000	94.4%	94.4%
2. Filming on City Premises (Branch Libraries)								
Note: The City Librarian is authorized to charge persons who desire to film on City's branch library premises and require staff assistance								
1 1-3 vehicles at site	\$100 per 8 hours		No Change					
2 4-5 vehicles at site	\$150 per 8 hours		No Change					
3 6 vehicles at site	\$200 per 8 hours		No Change					
4 Additional 4 hour period	\$250 per period		No Change					
5 Additional vehicles	\$30 each vehicle		No Change					
6 Commercial Filming (8 hours minimum)	\$500 per 8 hours		No Change					
7 Commercial Photography	\$560 per 8 hours		No Change					
8 Filming on City Premises (Branch Libraries)	The City Librarian is authorized to charge persons who desire to film on City's branch library premises and who require staff assistance		Delete					

DEPARTMENTAL FEES AND CHARGES

LIBRARY

Service	2013-2014 Adopted Fee	2013-2014 % Cost Recovery	2014-2015 Proposed Fee	2014-2015 Estimated Cost	2014-2015 Estimated Revenue		2014-2015 % Cost Recovery	
					Current Fee	Proposed Fee	Current Fee	Proposed Fee
LIBRARY FEES - CATEGORY I								
2. Filming on City Premises (Branch Libraries)								
9 Non-Commercial Filming	\$30 per 8 hours		No Change					
10 Staff assistance (requested or required)	Actual staff cost		No Change					
Sub-total Filming on City Premises (Branch Libraries)								
SUB-TOTAL LIBRARY FEES - CATEGORY I		100.0%		26,486	25,000	25,000	94.4%	94.4%
LIBRARY FEES - CATEGORY II								
1. Library Consulting - San José Way								
1 Full-Day (at Client's Site); Includes Presentation, Tour(s), and Consultation	\$4,000 plus travel expenses		No Change					
2 Full-Day (in San José); Includes Presentation, Tour(s), and Consultation	\$2,500		No Change					
3 Half-Day (in San José); Includes Presentation, Q & A Session, and Consultation	\$1,500		No Change					
Sub-total Library Consulting - San José Way								
2. Library Specialized Collections								
1 Copying and Reproducing Photographs (Commercial Advertisement use)			\$150 per image scanned & copied; plus \$10 if burned to a CD and mailed					
2 Copying and Reproducing Photographs (For Profit Exhibits)			\$75 per image scanned & copied; plus \$10 if burned to a CD and mailed					

DEPARTMENTAL FEES AND CHARGES

LIBRARY

Service	2013-2014 Adopted Fee	2013-2014 % Cost Recovery	2014-2015 Proposed Fee	2014-2015 Estimated Cost	2014-2015 Estimated Revenue		2014-2015 % Cost Recovery	
					Current Fee	Proposed Fee	Current Fee	Proposed Fee
LIBRARY FEES - CATEGORY II								
2. Library Specialized Collections								
3 Copying and Reproducing Photographs (Non-Profit Exhibits) Note: Formerly titled "Copying and Reproducing Photographs"	\$10 per image scanned and copied		No Change					
Sub-total Library Specialized Collections								
SUB-TOTAL LIBRARY FEES - CATEGORY II								
LIBRARY FINES - CATEGORY II								
1. Fines								
1 Collection Fee	\$10 per referral upon recovery of materials		No Change					
2 Damaged Materials	Price of material plus \$20 handling fee for materials costing more than the minimum database price (minimum database price adjusted as publication price increases occur)		No Change					
3 Held Materials Fine	\$3 fee for failure to pick up held materials within 7 days		No Change					
4 Inter-Library Loan Service - Patron Requests	Late fine is \$1 per day with no maximum		No Change					
5 Lost Materials and Equipment	Price of material plus \$20 handling fee for materials costing more than the minimum database price (minimum database price adjusted as publication price increases occur)		No Change					

DEPARTMENTAL FEES AND CHARGES

LIBRARY

Service	2013-2014 Adopted Fee	2013-2014 % Cost Recovery	2014-2015 Proposed Fee	2014-2015 Estimated Cost	2014-2015 Estimated Revenue		2014-2015 % Cost Recovery	
					Current Fee	Proposed Fee	Current Fee	Proposed Fee
LIBRARY FINES - CATEGORY II								
1. Fines								
6 Overdue Materials	\$0.50 per day; \$20 maximum per item		No Change					
7 Pay-for-Print Fee	\$0.15 per black and white print; \$1 per color print		No Change					
8 Replacement Cards	\$1 per card		No Change					
Sub-total Fines		103.3%		1,097,409	1,025,000	1,025,000	93.4%	93.4%
SUB-TOTAL LIBRARY FINES - CATEGORY II		103.3%		1,097,409	1,025,000	1,025,000	93.4%	93.4%
TOTAL DEPARTMENT - GENERAL FUND				1,123,895	1,050,000	1,050,000	93.4%	93.4%
TOTAL DEPARTMENT - Category I				26,486	25,000	25,000	94.4%	94.4%
TOTAL DEPARTMENT - Category II				1,097,409	1,025,000	1,025,000	93.4%	93.4%
TOTAL DEPARTMENT				1,123,895	1,050,000	1,050,000	93.4%	93.4%