



BOARD OF SUPERVISORS AGENDA ITEM REPORT
AWARDS / CONTRACTS / GRANTS

Award Contract Grant

Requested Board Meeting Date: 11/21/2023

* = Mandatory, information must be provided

or Procurement Director Award:

***Contractor/Vendor Name/Grantor (DBA):**

Overdrive, Inc.

***Project Title/Description:**

Digital Content Services

***Purpose:**

Amendment of Award: Master Agreement No. MA-PO-21-210, Amendment No. 03. This Amendment increases the annual award amount by \$1,500,000.00 for a cumulative not-to-exceed contract amount of \$4,440,000.00.

Administering Department: Library District.

***Procurement Method:**

Pursuant to Pima County Procurement Code 11.12.050, on 07/06/21, Sole source procurement, the Board of Supervisors approved an award of contract for an initial term of one (1) year and an annual award amount of \$980,000.00 with four (4) one-year renewal options.

On 03/14/2022, the Procurement Director approved Amendment No. 01, which extended the termination date to 07/05/2023 and added the annual award amount of \$980,000.00 for a cumulative not-to-exceed contract amount of \$1,960,000.00. Three (3) renewal options remained.

On 03/22/2023, the Procurement Director approved Amendment No. 02, which extended the termination date to 07/05/2024 and added the annual award amount of \$980,000.00 for a cumulative not-to-exceed contract amount of \$2,940,000.00 and appended the contract with the Forced Labor of Ethnic Uyghurs language pursuant to A.R.S. § 35-394. Two (2) renewal options remained.

PRCUID: 417430

Attachments: Library Memorandum and Master Agreement.

***Program Goals/Predicted Outcomes:**

To provide Pima County Library customers with popular digital book content including e-books and e-audio titles, as well as streaming content.

***Public Benefit:**

Cardholders will benefit from a wide variety of digital and no-touch access to materials and content to meet their informational and recreational needs.

***Metrics Available to Measure Performance:**

Circulation statistics, request for titles, number of card holders using the service.

***Retroactive:**

No.

TO: COB 11/8/2023
VERSION NO.5
20 PAGES

THE APPLICABLE SECTION(S) BELOW MUST BE COMPLETED

Click or tap the boxes to enter text. If not applicable, indicate "N/A". Make sure to complete mandatory (*) fields

Contract / Award Information

Document Type: _____ Department Code: _____ Contract Number (i.e., 15-123): _____
Commencement Date: _____ Termination Date: _____ Prior Contract Number (Synergen/CMS): _____
Expense Amount \$ _____ Revenue Amount: \$ _____

*Funding Source(s) required: _____

Funding from General Fund? Yes No If Yes \$ _____ % _____

Contract is fully or partially funded with Federal Funds? Yes No

If Yes, is the Contract to a vendor or subrecipient? _____

Were insurance or indemnity clauses modified? Yes No
If Yes, attach Risk's approval.

Vendor is using a Social Security Number? Yes No
If Yes, attach the required form per Administrative Procedure 22-10.

Amendment / Revised Award Information

Document Type: MA Department Code: PO Contract Number (i.e., 15-123): 21-210

Amendment No.: 03 AMS Version No.: 05

Commencement Date: 11/21/23 New Termination Date: N/A

Prior Contract No. (Synergen/CMS): _____

Expense Revenue Increase Decrease

Amount This Amendment: \$ 1,500,000.00

Is there revenue included? Yes No If Yes \$ _____

*Funding Source(s) required: Library District Ops

Funding from General Fund? Yes No If Yes \$ _____ % _____

Grant/Amendment Information (for grants acceptance and awards)

Award Amendment

Document Type: _____ Department Code: _____ Grant Number (i.e., 15-123): _____

Commencement Date: _____ Termination Date: _____ Amendment Number: _____

Match Amount: \$ _____ Revenue Amount: \$ _____

*All Funding Source(s) required: _____

*Match funding from General Fund? Yes No If Yes \$ _____ % _____

*Match funding from other sources? Yes No If Yes \$ _____ % _____

*Funding Source: _____

*If Federal funds are received, is funding coming directly from the Federal government or passed through other organization(s)?

Contact: Procurement Officer, Nancy Page Digitally signed by Nancy Page Date: 2023.10.30 16:23:45 -07'00' Division Manager, Ana Wilber Digitally signed by Ana Wilber Date: 2023.10.30 16:28:03 -07'00'

Department: Procurement Director, Terri Spencer Digitally signed by Terri Spencer Date: 2023.10.31 10:42:59 -07'00' Telephone: 520.724.3563

Department Director Signature: Michelle Simon Digitally signed by Michelle Simon Date: 2023.10.31 13:47:07 -07'00' Date: _____

Deputy County Administrator Signature: _____ Date: 11/2/2023

County Administrator Signature: _____ Date: 11/2/2023

MEMORANDUM



DATE: 10/16/2023

TO: Terri Spencer, Procurement Director

FROM: Michelle Simon, Deputy Director 

SUBJECT: Increase of contract limit, OverDrive Inc. MA-PO-21-210

Background: We have seen the proportion of digital materials needed to satisfy customer demand slowly and steadily increasing for many years, but always remaining below 30% of total circulation. With the COVID-19 pandemic of 2020, that demand exploded to 50% of our circulation of materials. Since then, this elevated number has remained constant.

The bulk of our digital materials purchases are made through OverDrive, Inc. This vendor serves as a clearinghouse for a wide variety of publishers. Digital materials are significantly more expensive per checkout than physical ones. A title that costs us roughly \$30 dollars in print may cost us upwards of \$80 in a digital format.

Due to these high costs, Pima County Public Library customers are currently faced with longer wait times for popular digital materials. Pre-pandemic, these wait times often brought customers into our locations to check out physical materials with shorter wait times. Currently, however, this is no longer the case. Customers are dissatisfied with long wait times, and have let us know that they want us to purchase more digital materials. We would like the capacity to be responsive to their requests, as well as their revised circulation patterns.

During FY 21-22 and 22-23, we utilized the full capacity of this contract. In fact, during FY 22-23, we ran out of funds before the end of the contract year and had to pause our purchasing in mid- May 2023. We carried over invoices into the current fiscal year, totaling \$148,593.46. Additionally, the pause in purchasing created a further backlog of hold items for our customers. In mid-July 2023, we spent an additional \$178,080.17 on digital materials due to the pause in spending from May 17 to June 30, 2023.

Action Requested: Pima County Public Library requires a higher spending limit for this existing No Substitute contract so that we may purchase high-demand electronic items to satisfy community needs. We need capacity to spend more of our existing materials budget on digital materials. This request represents a change in the proportion of our spending on digital materials to reflect community needs and usage patterns, but not in our spending overall.

Included in our documentation you will find both a Partner Analysis Review and a Trends Review, generated by OverDrive Inc (Attachment A). Per their recommendation, we request to increase our contract limit for FY 23-24 by \$1.5 million dollars, \$2,480,000. We also request the same increase for FY 24-25, and 26-26.

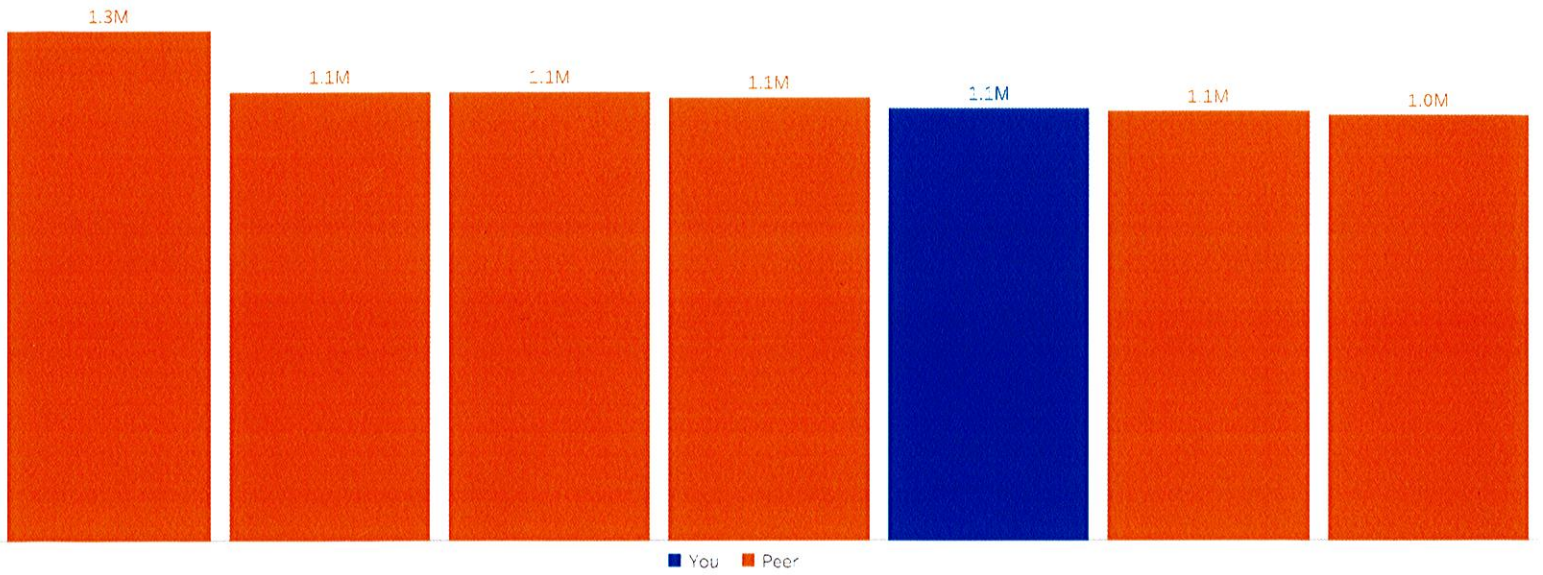
Included in our documentation you will find both a Partner Analysis Review and a Trends Review, generated by OverDrive Inc. Per their recommendation, we request to increase our contract limit for FY 23-24 by \$1.5 million dollars, \$2,480,000. We also request the same increase for FY 24-25, and 26-26. Given the size of this contract, you will also find original the original NS/SS memo included in our documentation.

	Current Contract Amount	Requested Increase	New Total
FY 21-22	\$980,000.00	NA	\$980,000.00
FY 22-23	\$980,000.00	NA	\$980,000.00
FY 23-24	\$980,000.00	\$1,500,000.00	\$2,480,000.00
FY 24-25	\$980,000.00	\$1,500,000.00	\$2,480,000.00
FY 25-26	\$980,000.00	\$1,500,000.00	\$2,480,000.00
Full Contract Revised Total			\$9,400,000

Pima County Public Library (AZ)
Partner Analysis Review

Stephanie Everett | Account Manager

How many people are served by each library? Service area population size



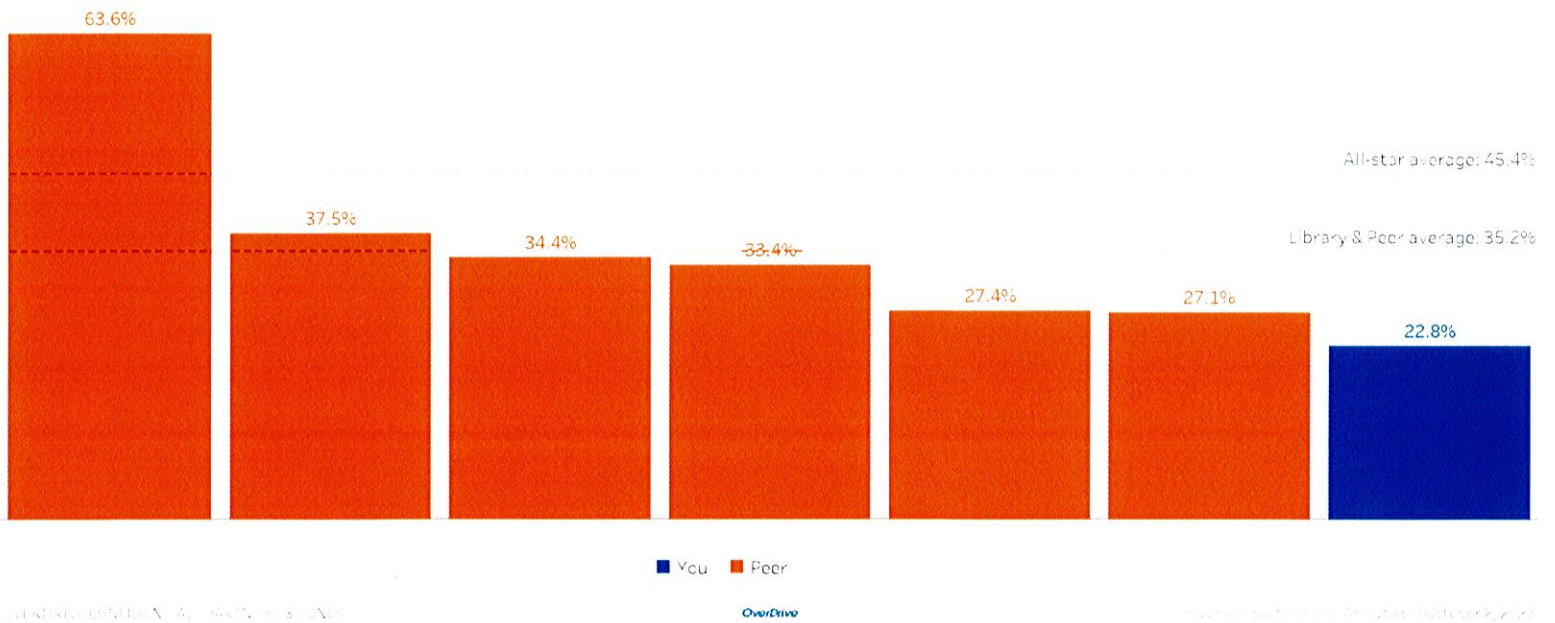
OVERSIGHT CENTRAL PARTNER LIBRARY

OverDrive

Business Software and Annual Support Fees 2010

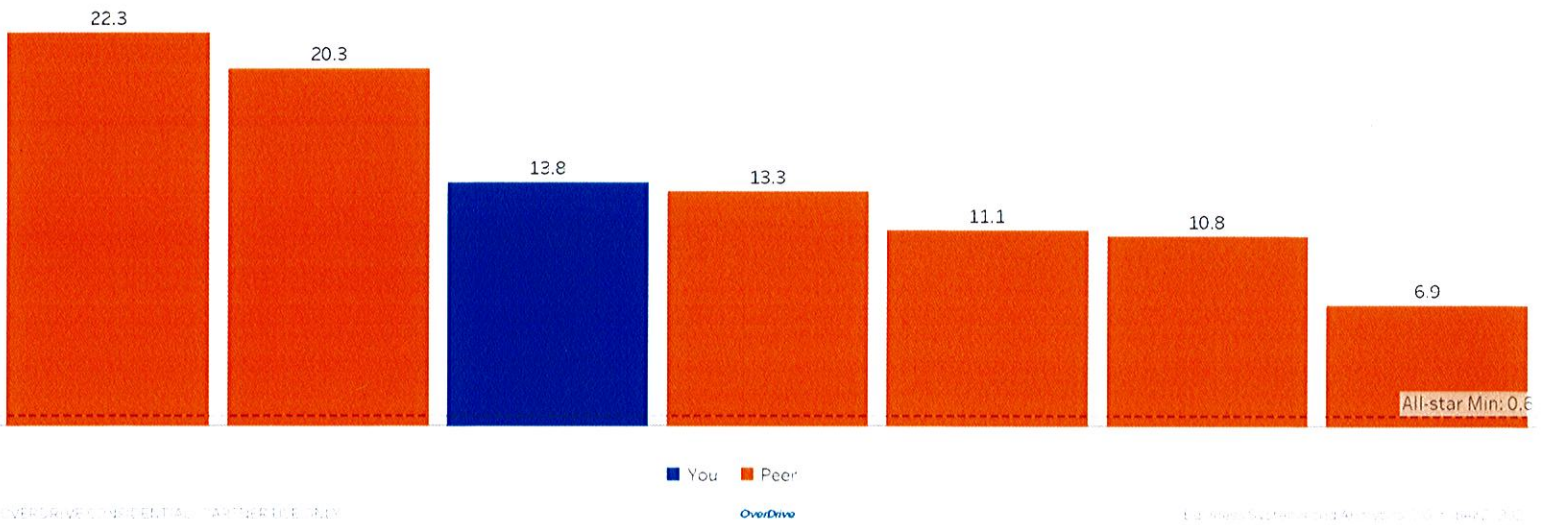
How much of the collection budget is invested in OverDrive?

Percent of total collection expenditures spent with OverDrive last year

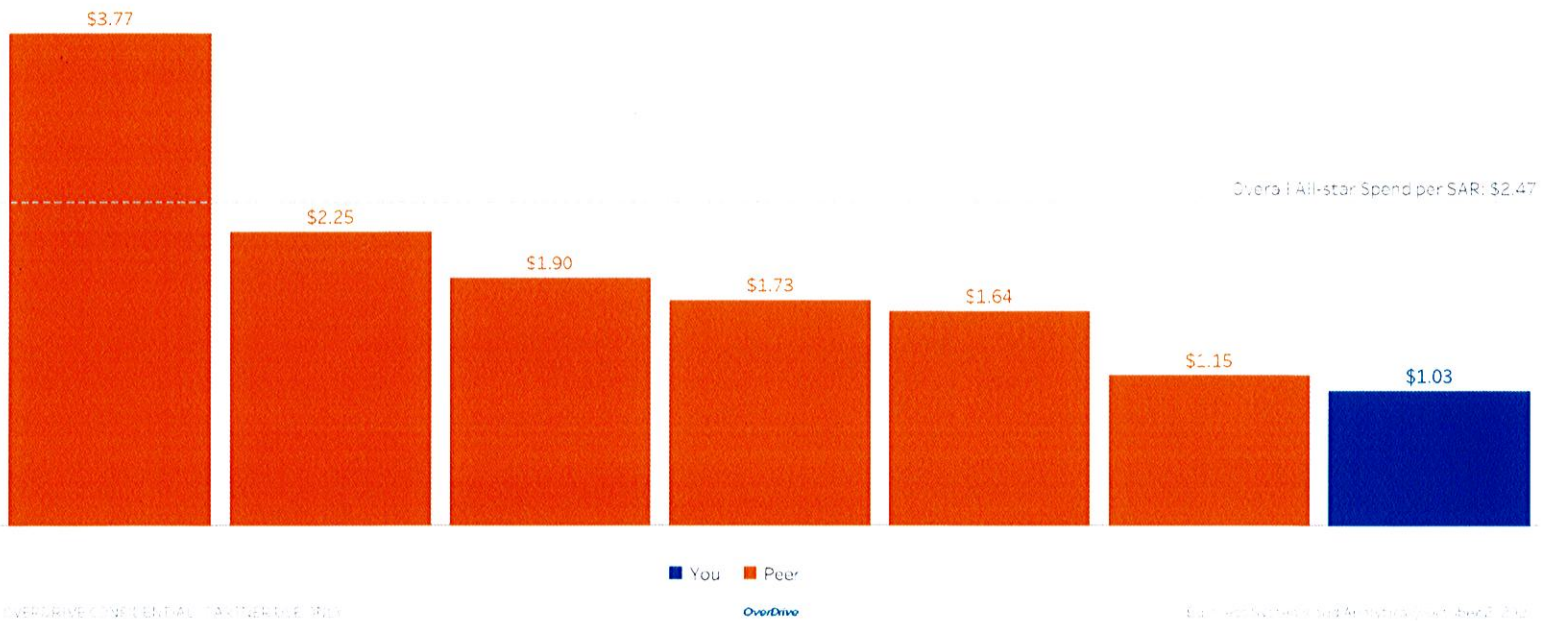


How frequently is new content added? Average number of purchases per week over the last 90 days

All-star Max: 27.9



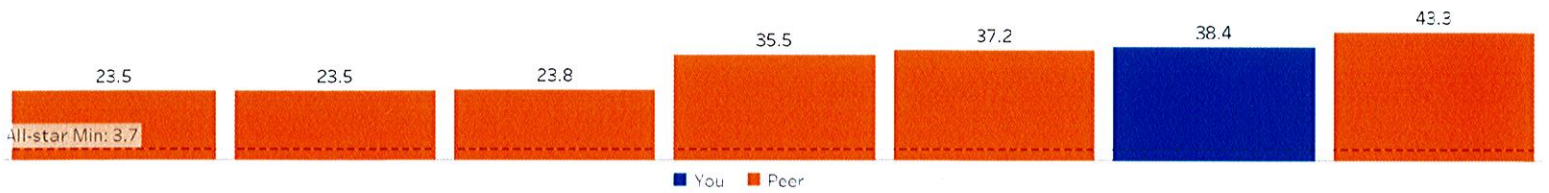
How much digital content is purchased per capita? Average spend per service area resident last year



How long have users been waiting for active holds?

Current average waiting period

All-star Max: 174.7

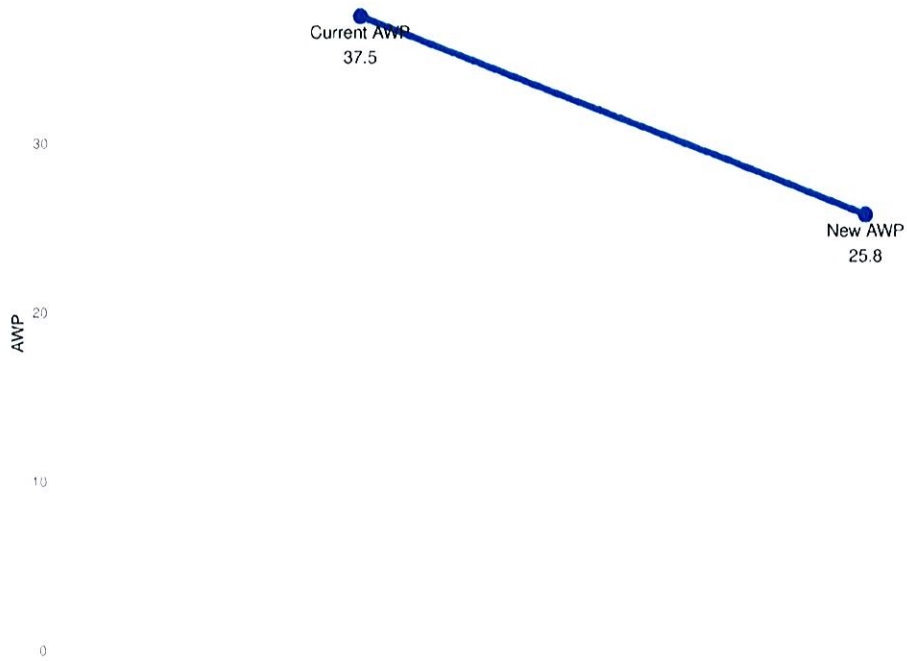


OVERALL CONFIDENTIAL PARTNER ONLY

OverDrive

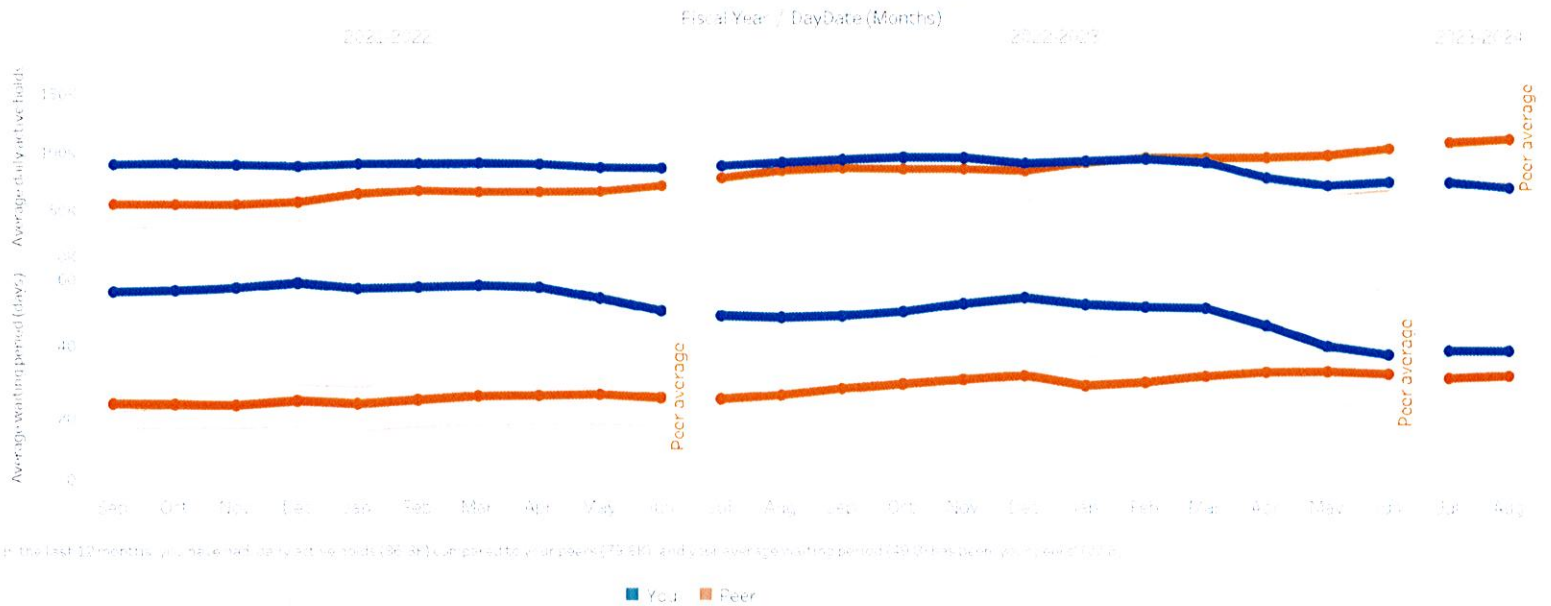
For more subjecting and analytics, go to [overdrive.com](#)

Pima County Public Library
Purchasing the listed titles will reduce AWP by 31.2%



How have demand and wait time changed in the last 12 months?

Average daily active holds (top) and average waiting period (bottom)



In the last 12 months you have had an average of 1080 active holds (36.3%) compared to your peers' average of 950 active holds (31.7%). Your average waiting period is 50.0 days compared to your peers' average of 26.0 days.

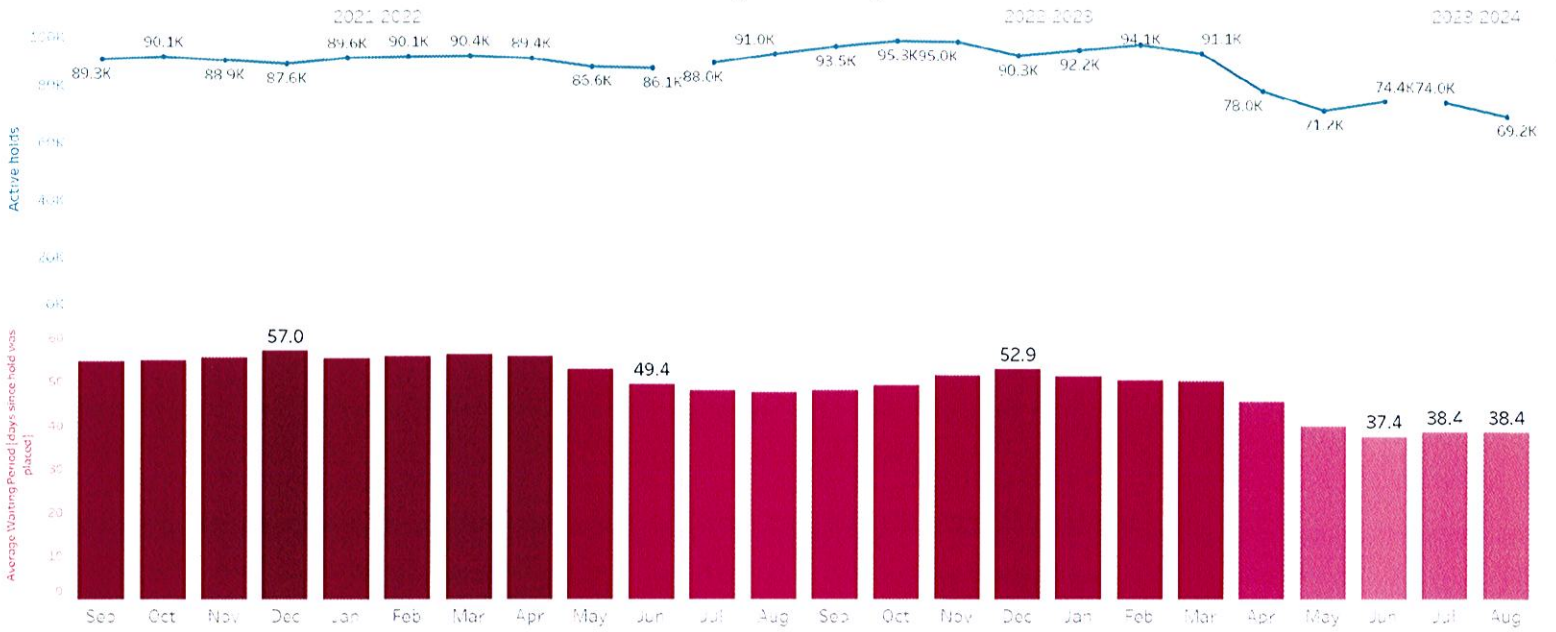
■ You ■ Peer

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OverDrive

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Active Holds and Average Waiting Period over Time



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OverDrive

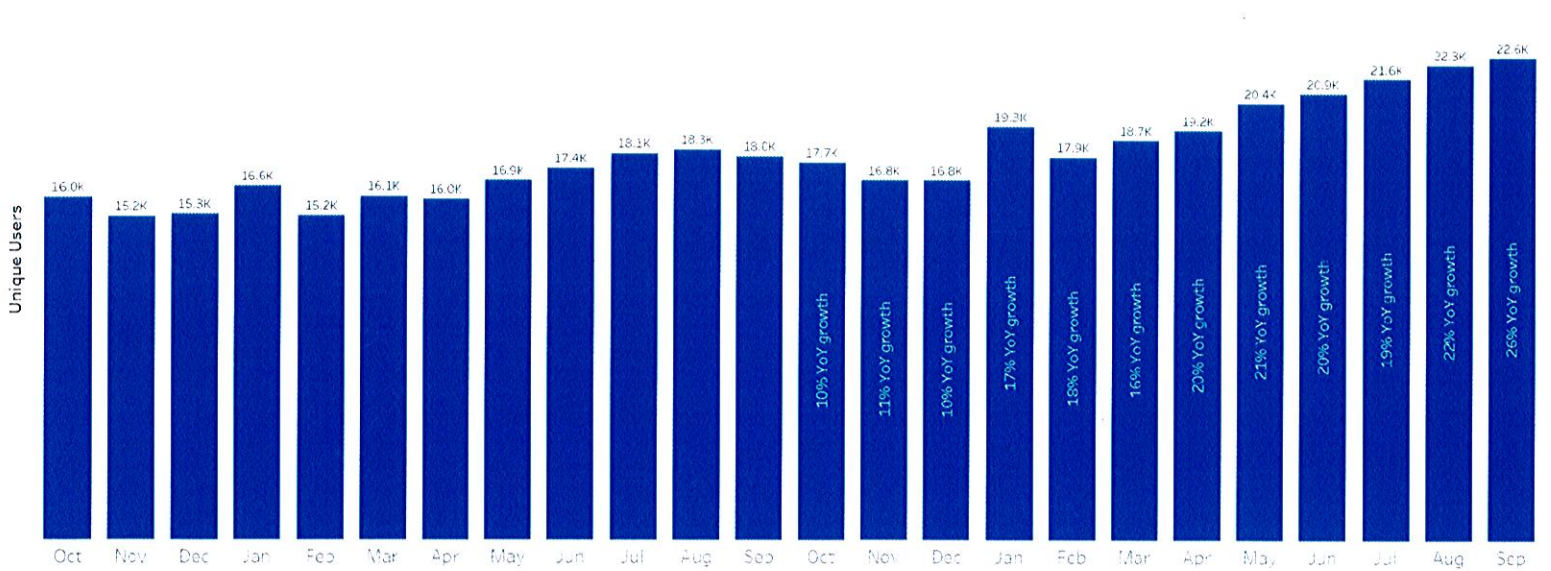
Business Confidential and All Rights Reserved. All Rights Reserved.

Unique Users with Holds

2021 2022

2022 2023

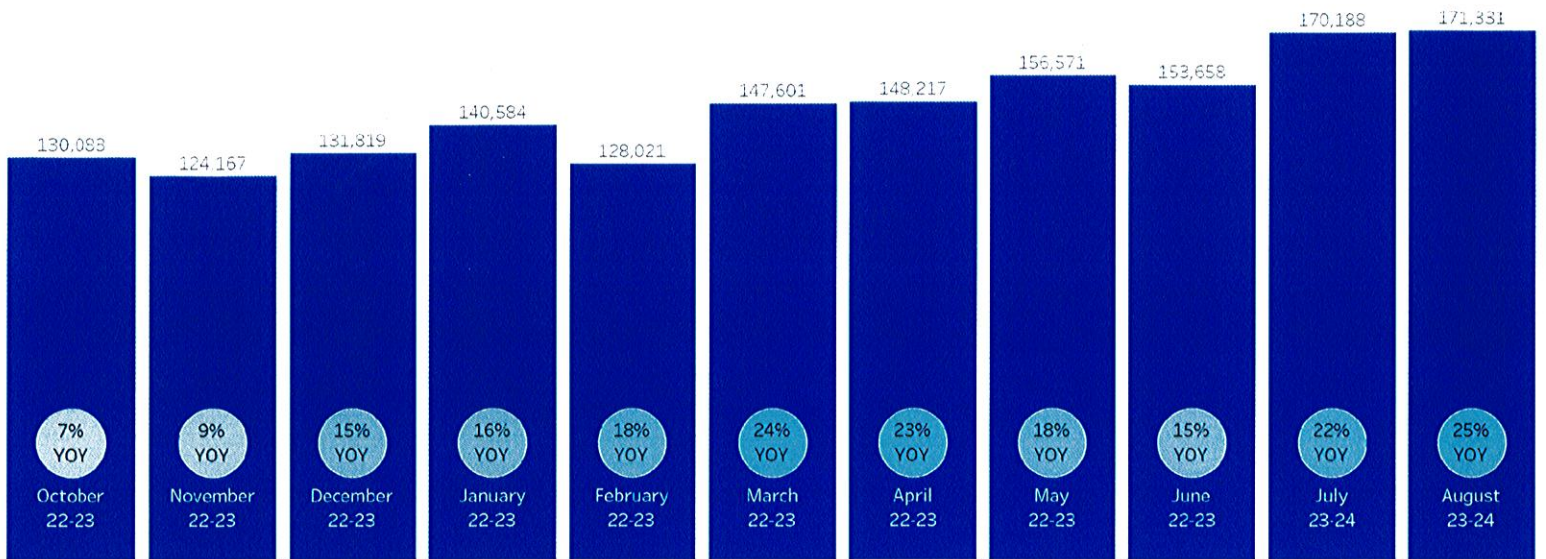
2023 2024



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Checkouts

Rolling 12 months with year-over-year growth

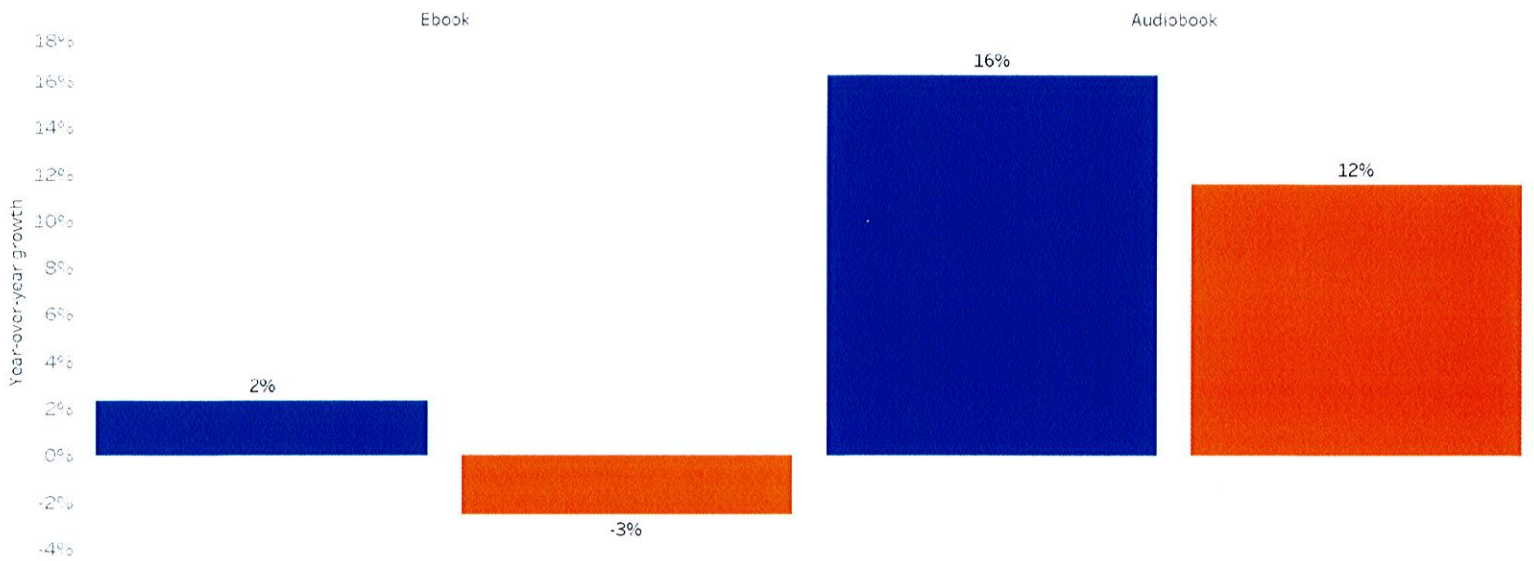


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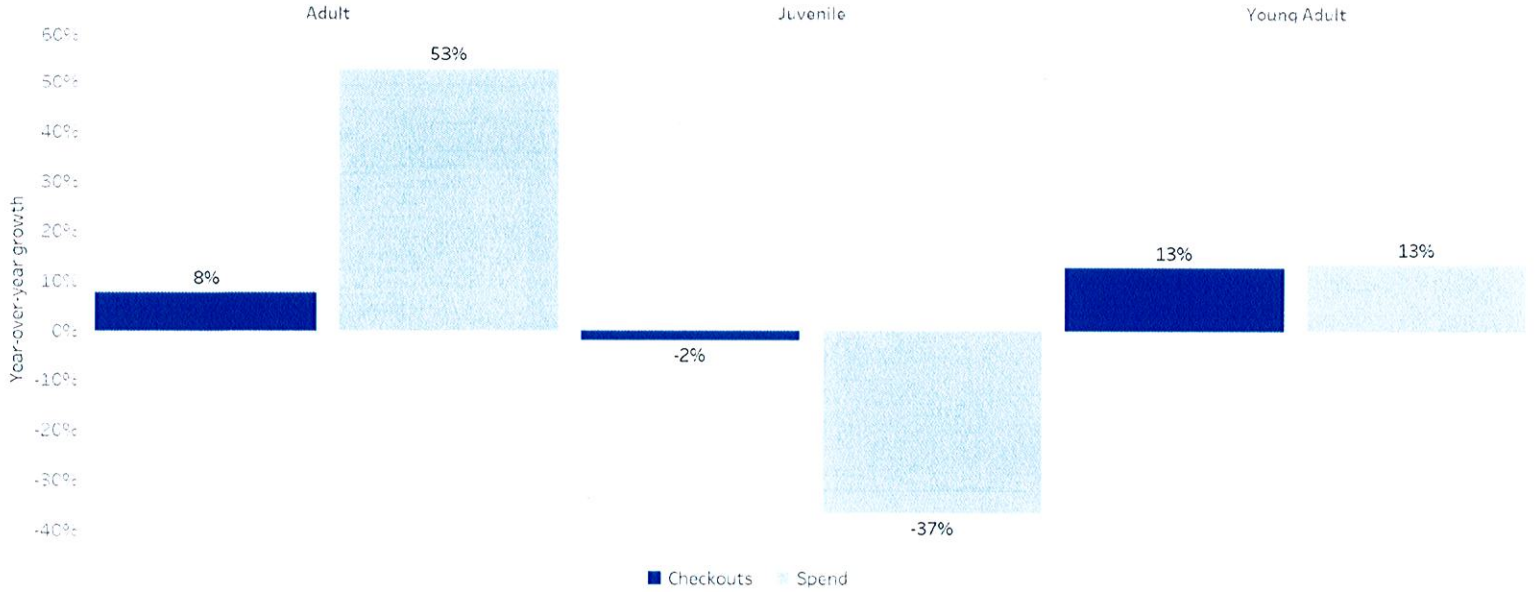
Estimated from the end of the previous reporting period

Checkouts by format Rolling 12 month year-over-year growth



Checkouts and spend by audience

Rolling 12 month year-over-year growth

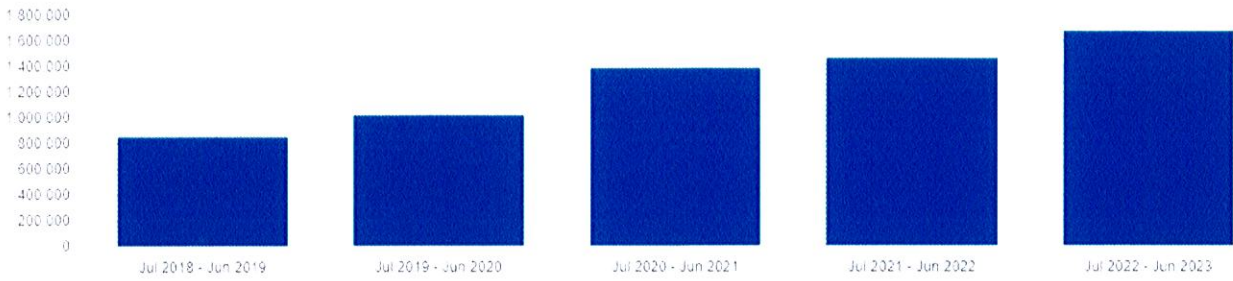


Trends

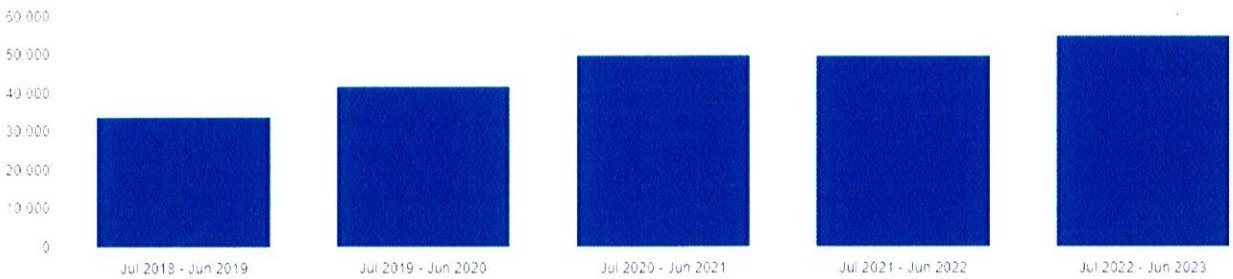
Year over year / User activity

Year over year

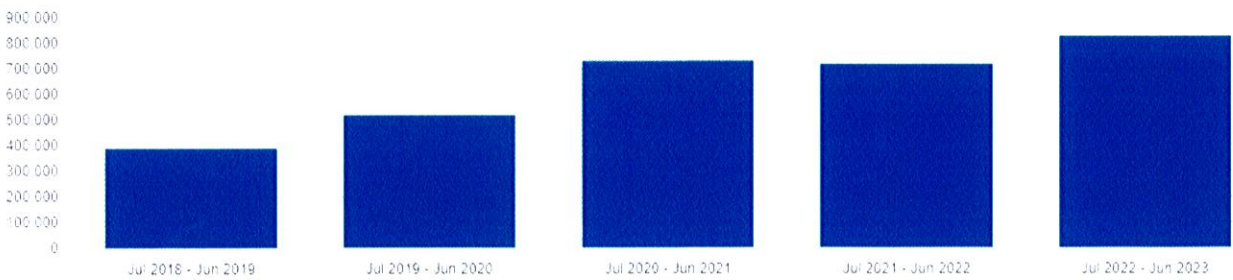
Checkouts: Year over year



Unique users: Year over year



Holds: Year over year



User activity

Checkouts by format

Total: 3,264,411



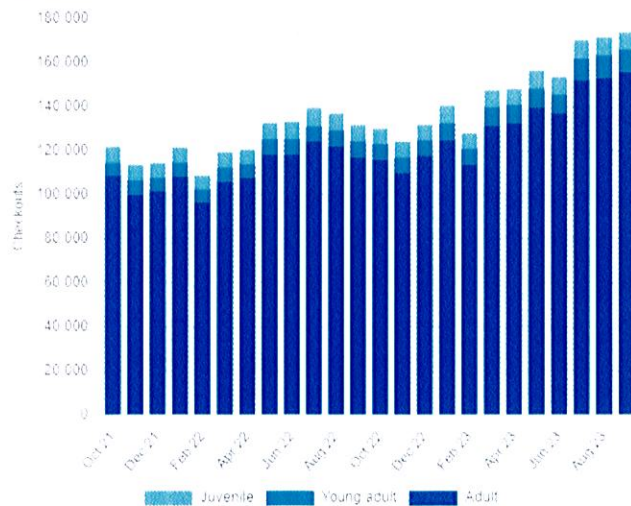
LAST 12 MONTHS

LAST 24 MONTHS

[View Checkouts report](#)

Checkouts by title audience

Total: 3,268,828



**Title audience* is a category assigned to titles in Marketplace.*

LAST 12 MONTHS

LAST 24 MONTHS

[View Checkouts report](#)

Activity and purchases (USD)



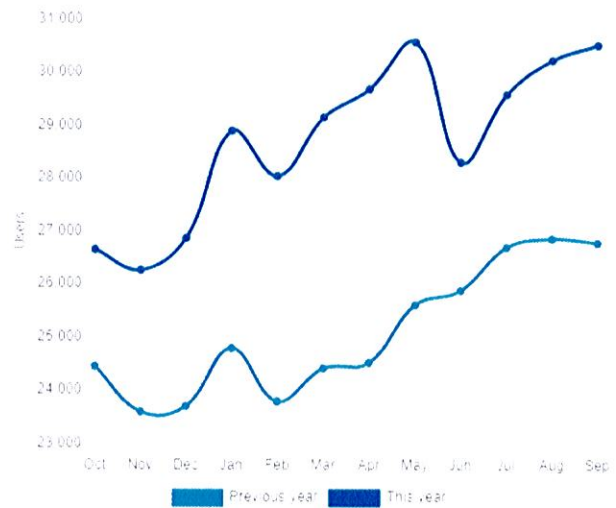
"Units purchased" excludes Cost Per Circ (CPC), Simultaneous Use (SU), and external services.

LAST 12 MONTHS

LAST 24 MONTHS

[View Purchase orders report](#)

Unique users



[View Unique users report](#)



MASTER AGREEMENT

PIMA COUNTY, ARIZONA

THIS IS NOT AN ORDER - TRANSMISSION CONSTITUTES
CONTRACT EXECUTION

Master Agreement No: 2100000000000000210

MA Version: 5

Page: 1 of 2

Description: Digital Content Services

I S S U E R	Pima County Procurement Department
	150 W. Congress St. 5th Fl
	Tucson AZ 85701
	Issued By: NANCY PAGE
	Phone: 5207243563
	Email: nancy.page@pima.gov

T E R M S	Initiation Date: 11-21-2023	
	Expiration Date: 07-05-2024	
	NTE Amount: \$4,440,000.00	
	Used Amount: \$2,924,449.40	

V E N D O R	OVERDRIVE INC	Contact: ALISHA BAGLEY
	1 OVERDRIVE WAY	Phone: 216-573-6886
	CLEVELAND OH 44125	Email:
		Terms: 0.00 %
		Days: 30

Shipping Method:	Vendor Method
Delivery Type:	
FOB:	FOB Dest, Freight Prepaid
Modification Reason	
This Amendment increases the annual award amount by \$1,500,000.00 for a cumulative not-to-exceed contract amount of \$4,440,000.00.	

This Master Agreement incorporates the attached documents, and by reference all instructions, Standard Terms and Conditions, Special Terms and Conditions, and requirements that are included in or referenced by the solicitation documents used to establish this agreement. All transactions and conduct are required to conform to these documents.



MASTER AGREEMENT DETAILS

Master Agreement No: 2100000000000000210

MA Version: 5

Page: 2 of 2

Line	Description					
1	OverDrive Platform Fee					
	Discount	UOM	Unit Price	Stock Code	VPN	MPN
	0.0000 %	YEAR	\$12,000.00			
2	Front Line Tech Support Fee					
	Discount	UOM	Unit Price	Stock Code	VPN	MPN
	0.0000 %	YEAR	\$0.00			
3	Lucky Day E-Book Cost Per Circulation					
	Discount	UOM	Unit Price	Stock Code	VPN	MPN
	0.0000 %	EA	\$0.00			
4	Lucky Day E-Book Metered Access					
	Discount	UOM	Unit Price	Stock Code	VPN	MPN
	0.0000 %	EA	\$0.00			
5	E-Book Cost Per Circulation					
	Discount	UOM	Unit Price	Stock Code	VPN	MPN
	0.0000 %	EA	\$3.00			
6	E-Book Metered Access					
	Discount	UOM	Unit Price	Stock Code	VPN	MPN
	0.0000 %	EA	\$30.00			
7	E-Audio Cost Per Circulation					
	Discount	UOM	Unit Price	Stock Code	VPN	MPN
	0.0000 %	EA	\$5.00			
8	E-Audio Metered Access					
	Discount	UOM	Unit Price	Stock Code	VPN	MPN
	0.0000 %	EA	\$40.00			
9	Magazine Subscription					
	Discount	UOM	Unit Price	Stock Code	VPN	MPN
	0.0000 %	YEAR	\$30,000.00			
10	Universal Class Subscription					
	Discount	UOM	Unit Price	Stock Code	VPN	MPN
	0.0000 %	YEAR	\$12,500.00			
11	Indie Flix- Cost per Circulation					
	Discount	UOM	Unit Price	Stock Code	VPN	MPN
	0.0000 %	EA	\$2.99			
12	Quello Concerts- Cost per Circulation					
	Discount	UOM	Unit Price	Stock Code	VPN	MPN
	0.0000 %	EA	\$2.99			
13	Digital Library Card Service					
	Discount	UOM	Unit Price	Stock Code	VPN	MPN
	0.0000 %	EA	\$0.50			
14	Free Form Line-Items Not Included Above but Covered by Scope					
	Discount	UOM	Unit Price	Stock Code	VPN	MPN
	0.0000 %		\$0.00			