CLEVELAND PUBLIC LIBRARY

STATUS UPDATE

Board of Trustees Meeting

September 17, 2020
CLEVELAND PUBLIC LIBRARY

FINANCIAL UPDATE
In the General Fund, CPL updated our certificate of estimated resources as follows:

- Reduced by **$1,804,546 million** as follows:
  - PLF *reduced* $1,796,146 per ODT updated entitlement for CY2020 on 6/25
  - Fines and Fees *reduced* $165,540
  - Earned Interest *reduced* $7,350
  - Unrestricted Gifts *reduced* $1,000; and
  - Misc *increased* $165,490
    - Primarily due to the reimbursement we received from BWC to ease financial pressures of the pandemic

- Although our certificate of estimated resources has not been updated for Property Taxes, as we are uncertain of actual collections at this time, **we continue to assume a 10% reduction in property tax collections**, for an estimated total revenue loss of **$5.2 million** this year.
FINANCIAL UPDATE - State Revenues Exceed Expectations: OBM Director Stresses Caution

• The PLF distributions for July, August and September came in above ODT’s latest estimates that were just issued at the end of June. However, the PLF CY 2020 year-to-date total is below what we were anticipating pre-pandemic.

• Kim Murnieks, the state's budget director, stressed caution. In a recent interview with reporters, she stated it is a "good sign" that state coffers are in the black, but that some of the effects of the June and July stimulus efforts, including increased unemployment payments, are still driving tax receipts and expect to see a continued slowdown in the upcoming months.
FINANCIAL UPDATE
General Fund Expenditures

• We can reduce appropriations by $4.5 million
  • SWO/Salary reductions through 7/25/20
  • Hiring “slush”
  • Operational reductions
  • Reduction of collections budget
  • The general fund’s unencumbered fund balance may be used for general operations up to $2.5 million dollars, if needed
• Additional reductions may or may not be identified depending on COVID-19 pandemic pressures and reactions
APPROPRIATIONS/BUDGETS
Rule of Thumb to Follow

- Salaries/Benefits: 65%
- Library Materials: 15%
- Other: 20%

Purchased/Contracted Services
Supplies
Capital Outlay
Miscellaneous
**GENERAL FUND-2020 APPROPRIATIONS**

**6th Amendment - $59.97m**

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sal/Ben</td>
<td>$40.44</td>
</tr>
<tr>
<td>Lib Matl</td>
<td>$7.28</td>
</tr>
<tr>
<td>Other*</td>
<td>$12.25</td>
</tr>
<tr>
<td>(1) Purchased/Contracted Services</td>
<td>$9.68</td>
</tr>
<tr>
<td>Supplies</td>
<td>$1.01</td>
</tr>
<tr>
<td>Capital Outlay</td>
<td>$1.34</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>$.22</td>
</tr>
</tbody>
</table>

67.4% of the budget is allocated to Sal/Ben, 20.4% to Lib Matl, and 12.1% to Other.

*Not including transfers/advances out

**7th Amendment - $55.47m**

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sal/Ben</td>
<td>$36.94</td>
</tr>
<tr>
<td>Lib Matl</td>
<td>$6.28</td>
</tr>
<tr>
<td>Other*</td>
<td>$12.25</td>
</tr>
<tr>
<td>(1) Purchased/Contracted Services</td>
<td>$9.68</td>
</tr>
<tr>
<td>Supplies</td>
<td>$1.01</td>
</tr>
<tr>
<td>Capital Outlay</td>
<td>$1.34</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>$.22</td>
</tr>
</tbody>
</table>

66.6% of the budget is allocated to Sal/Ben, 22.1% to Lib Matl, and 11.3% to Other.

*Not including transfers/advances out

Presenting for Board approval September 17, 2020
Ohio's public libraries were invited to apply for the $18.3 million in CARES Act funds that were approved by the Ohio Controlling Board at the end of July.

This program provides funding of $25,000 to each Ohio public library and branch location.

CPL applied for CARES Act funds and received $700,000 on August 28, 2020.

The funds can be used towards increased sanitation of public library buildings and the purchase of PPE, including hand sanitizer, face masks, gloves, thermometers, plexiglass barriers, large bins to quarantine returned library materials and to cover FFCRA leave.

CPL has already committed to just over $405k in COVID-19 related purchases and has expended $70k to cover FFCRA leaves.
CLEVELAND PUBLIC LIBRARY

RE-OPENING OUR LIBRARIES UPDATE
• Effective August 24, 2020, The Cleveland Public Library opened ALL buildings to the public.

• **Hours of Operation:** Monday – Saturday 10:00-6:00 PM

• 10-11 hour each day for immune compromise individuals

• Curbside and walk-up services continue

• Patron visits are limited to one hour and fifteen minutes, per day. Computer experience was originally in one-hour increments with 30 minutes allotted for cleaning. After listening to our patrons and obtaining feedback from staff, our committee modified computer time to allow for immediate, efficient patron access.

• Greeters are stationed at our Main and Branch locations to enhance the patron experience and explain our new process

• Patrons are always encouraged to wear their masks. However, if a patron is adamant of not wearing mask, we invite them to utilize the curbside and walk-up services we maintain.
PUBLIC SERVICES REOPENING UPDATE

• Challenges
  • Staffing due to various leaves
  • Mask compliance of patrons
  • Extending patron's time in locations without increasing capacity
  • Maintaining a safe social distance while providing technology service to patrons
  • Time compliance of patrons in branches and Main library
  • Process for quarantining materials - length of time

• Opportunities
  • Computer screensharing
  • Laptops for all Library Assistant Computer Emphasis team members
  • Homebound Program Expansion
  • Enhanced services to youth
Statistical Update

- Since March, 2020 there has been a 43% increase in WiFi usage
- Reinstituted the lending of 900 hotspots across the system
- Since March, we have seen a 28% increase in the use of Digital Downloads
- We have seen a 34% increase in the issuing of library e-cards

Statistical Update cont.

- We have assisted 20,943 patrons through our curbside pickup services
- Over 10,468 patrons have participated in live and recorded story times
- We have assisted close to 10,000 patrons in answering reference questions through phone, chat, and email reference services
- Reopening committee is capturing data weekly to return to the Director for next steps and possible changes to operations
## PUBLIC SERVICES REOPENING UPDATE
### Monthly Activity Report: Aug 2020

### CIRCULATION

<table>
<thead>
<tr>
<th>ACTIVITY*</th>
<th>2020</th>
<th>2019</th>
<th>Average Hourly</th>
<th>Year-to-Date</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2020</td>
<td>2019</td>
<td>2020</td>
<td>2019</td>
<td>Gain/Loss</td>
</tr>
<tr>
<td>Main Library</td>
<td>86,753</td>
<td>143,544</td>
<td>1,549</td>
<td>690</td>
<td>502,704</td>
</tr>
<tr>
<td>Branches</td>
<td>103,232</td>
<td>257,021</td>
<td>1,843</td>
<td>1,169</td>
<td>810,083</td>
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<tr>
<td>Mobile Units</td>
<td>154</td>
<td>2,549</td>
<td></td>
<td>1,273</td>
<td>15,259</td>
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<tr>
<td>Library for the Blind</td>
<td>34,557</td>
<td>40,478</td>
<td></td>
<td>185,795</td>
<td>195,998</td>
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<tr>
<td>OLBPD BARD</td>
<td>13,453</td>
<td>11,330</td>
<td></td>
<td>86,896</td>
<td>61,070</td>
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<tr>
<td>eMedia</td>
<td>65,181</td>
<td>51,390</td>
<td></td>
<td>499,311</td>
<td>244,537</td>
</tr>
<tr>
<td><strong>TOTAL CIRCULATION</strong></td>
<td><strong>303,330</strong></td>
<td><strong>506,312</strong></td>
<td></td>
<td><strong>2,086,062</strong></td>
<td><strong>2,420,686</strong></td>
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</table>

### ELECTRONIC MEDIA

<table>
<thead>
<tr>
<th>CIRCULATION*</th>
<th>2020</th>
<th>2019</th>
<th>2020</th>
<th>2019</th>
<th>Gain/Loss</th>
</tr>
</thead>
<tbody>
<tr>
<td>eBook</td>
<td>34,303</td>
<td>25,649</td>
<td>256,068</td>
<td>122,540</td>
<td>109.0%</td>
</tr>
<tr>
<td>eAudiobook</td>
<td>19,959</td>
<td>17,908</td>
<td>158,935</td>
<td>85,600</td>
<td>85.7%</td>
</tr>
<tr>
<td>eMusic</td>
<td>5,129</td>
<td>4,555</td>
<td>38,651</td>
<td>23,474</td>
<td>64.7%</td>
</tr>
<tr>
<td>eVideo</td>
<td>4,431</td>
<td>1,642</td>
<td>33,704</td>
<td>4,344</td>
<td>675.9%</td>
</tr>
<tr>
<td>eMagazines</td>
<td>1,359</td>
<td>1,636</td>
<td>11,953</td>
<td>8,579</td>
<td>39.3%</td>
</tr>
<tr>
<td><strong>TOTAL eCIRCULATION</strong></td>
<td><strong>65,181</strong></td>
<td><strong>51,390</strong></td>
<td><strong>499,311</strong></td>
<td><strong>244,537</strong></td>
<td><strong>104.2%</strong></td>
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</table>

* Service Changes:
- **March 13, 2020**: Library closed due to COVID-19 pandemic.
- **Jun 8, 2020**: Curbside and Walk-up Services began
- **August 24, 2020**: Reopened to the public.
### PUBLIC SERVICES REOPENING UPDATE

Monthly Activity Report: Aug 2020

#### eCARDS ISSUED

<table>
<thead>
<tr>
<th></th>
<th>Month</th>
<th>YTD</th>
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<tbody>
<tr>
<td>eCARDS</td>
<td>412</td>
<td>2,397</td>
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</table>

#### eMEDIA NEW USERS

<table>
<thead>
<tr>
<th></th>
<th>Month</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>eMEDIA</td>
<td>3,498</td>
<td>22,871</td>
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</table>

#### CURBSIDE SERVICES

<table>
<thead>
<tr>
<th></th>
<th>Month</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>CURBSIDE</td>
<td>9,994</td>
<td>20,943</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>WIRELESS SESSIONS</th>
<th>Monthly Total</th>
<th>Year-to-Date</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2020</td>
<td>2019</td>
<td>2020</td>
</tr>
<tr>
<td>TOTAL SESSIONS</td>
<td>20,532</td>
<td>67,052</td>
<td>220,677</td>
</tr>
</tbody>
</table>

*Computer usage and attendance were not available at the time of reporting.*

#### VIRTUAL REFERENCE

<table>
<thead>
<tr>
<th>VIRTUAL REFERENCE</th>
<th>Month</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email/LibAnswers</td>
<td>211</td>
<td>1,289</td>
</tr>
<tr>
<td>ASK CPL Live Chat</td>
<td>817</td>
<td>4,599</td>
</tr>
<tr>
<td>FAQ Views</td>
<td>1,130</td>
<td>3,684</td>
</tr>
<tr>
<td>TOTAL VIRTUAL REFERENCE</td>
<td>2,158</td>
<td>9,572</td>
</tr>
</tbody>
</table>

Cleveland Public Library received nearly 200 mentions in the news reaching an audience of 20,403,290, Jun-Aug 2020.

+8.5% increase in engagement, over 33k engagements, and +2% increase, nearly 40k followers, in total audience social media platforms compared to the previous quarter (March-May).

- Mentions by Month: June, July & August on all major news outlets (Ch19, Ch5, Fox8, Ch3) as well as radio, print, or digital outlets like 90.3 WCPN ideastream and cleveland.com
- Reopening: Phases, Preparation & Summer Meals
  - Nearly 100 mentions with an audience reach of 15.6 million readers and viewers
  - Over 4,000 views for reopening videos (featured by Urban Library Council)
- Established resources to start the conversation and healing for Black Lives Matter
- Democracy 2020
  - Facebook Live discussions with community guests about the Census and election
  - Promotional posts highlight collection during Democratic & GOP Conventions
FACILITIES MASTER PLAN GOALS

REBALANCING of spaces from collections to community oriented

REMOVING barriers between patrons and staff

REORGANIZING center on public core gathering space

RECONFIGURING collection, technology, gathering

REVEALING a shift from opaque to transparency and accessibility
**MARTIN LUTHER KING JR. BRANCH**

**Budget:** $19.3 mil budget  
(Plus $3,000,000 shared cost)

**Architect:** JKURTZ/SO-IL

**Phase:** Schematic Design

**Update:**  
Midwest Development Partners gets approval from planning commission

WOODLAND BRANCH
CENTRAL DISTRIBUTION FACILITY

- **Budget**: $14.8mil
- **Architect**: Bostwick / Ubiquitous Design
- **Phase**: Schematic Design

**Update**: Remove book storage facility from scope. Plan to add compact shelving to floors 7 and 9 of LSW to house Lake Shore materials and Main Library materials.

*WORKING IMAGE, DESIGN NOT FINALIZED*
WALZ BRANCH

Budget: $6.9 mil
Architect: Bialosky / Robert P. Madison
Phase: Schematic Design
Status: Project is on hold due to lack of funding for apartments. CPL exploring options to move forward
Update: Presentation to Landmarks Commission


WORKING IMAGE, DESIGN NOT FINALIZED
**HOUGH BRANCH**

**Budget**: $4.9 mil  
**Architect**: Moody Nolan  
**Phase**: Design Development

**Update**: Concept approved by planning commission  

Internal article  
https://cpl.org/hough-branch-looking-back-moving-forward/
WEST PARK BRANCH

Budget: $4.7 mil
Architect: Vocon
Phase: Schematic Design

Status: Focus on activating lower level
Update:

WORKING IMAGE, DESIGN NOT FINALIZED
JEFFERSON BRANCH

**Budget**: $2.0 mil  
**Architect**: Wanix/Williams Architects  
**Phase**: Schematic Design  

**Update**: Working with architects to improve partnership communication

WORKING IMAGE, DESIGN NOT FINALIZED
Examples of Ideas

- Keep property. Refresh or renovate Memorial Nottingham branch. Demolish Technical Services, OLPD, rest of building and build outdoor all-season amphitheater (might be able to incorporate existing auditorium into amphitheater), and beautify and connect remaining greenspace to existing park.

Status

- Felton started conversation with MetroParks
- Jean working with Regency to determine feasibility of demolishing building except the branch
The Board of Library Trustees approved the selection of the following branches for Group 1-B of the Facilities Master Plan:

- Brooklyn
- Eastman
- Lorain
- Memorial-Nottingham
- Rockport
- Sterling