

# CLEVELAND PUBLIC LIBRARY

STATUS UPDATE

Board of Trustees Meeting

September 17, 2020



CLEVELAND PUBLIC LIBRARY

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FINANCIAL UPDATE



CLEVELAND PUBLIC LIBRARY

# FINANCIAL UPDATE

## General Fund Revenues

- 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

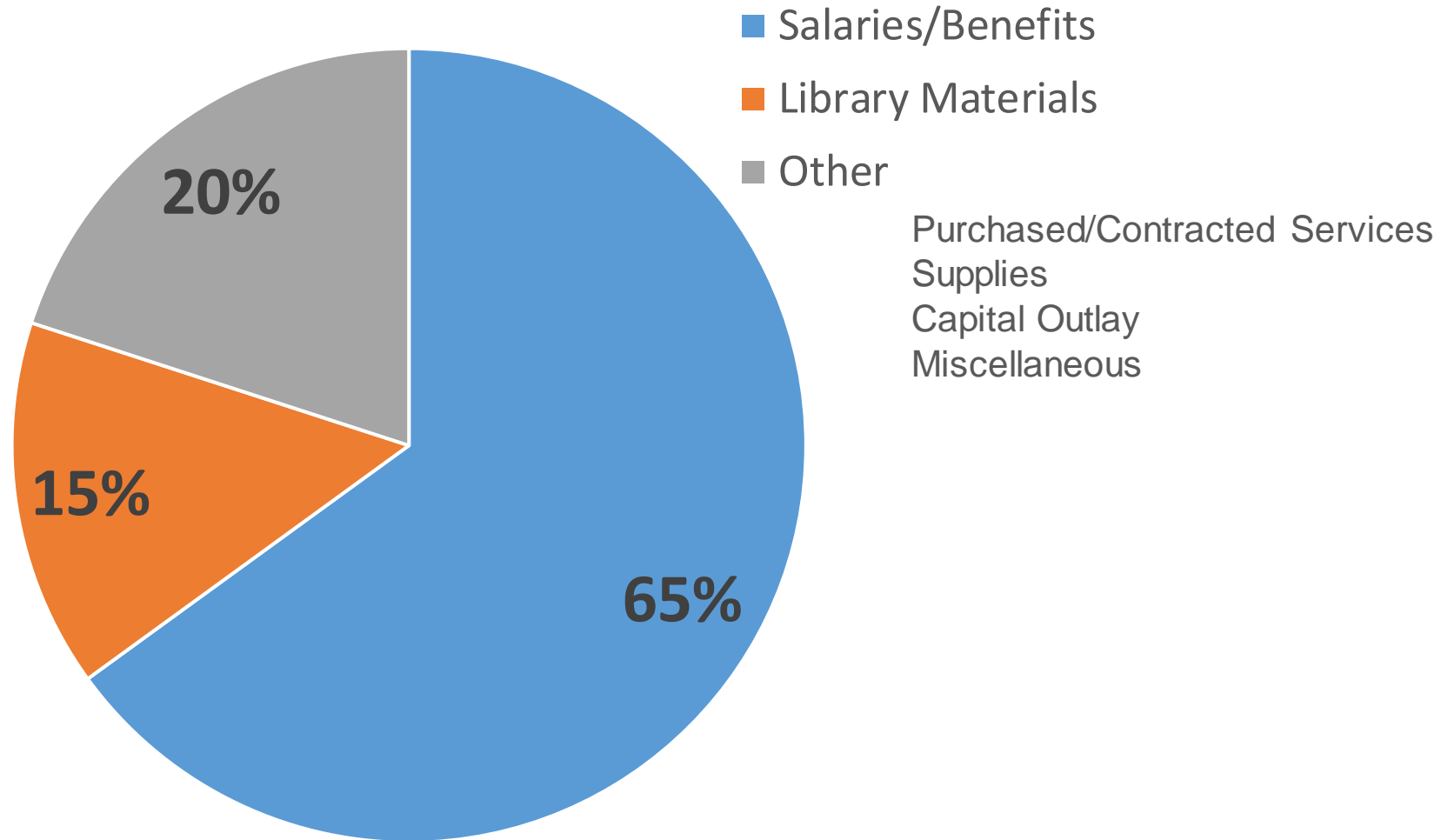
## General Fund Expenditures

- 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



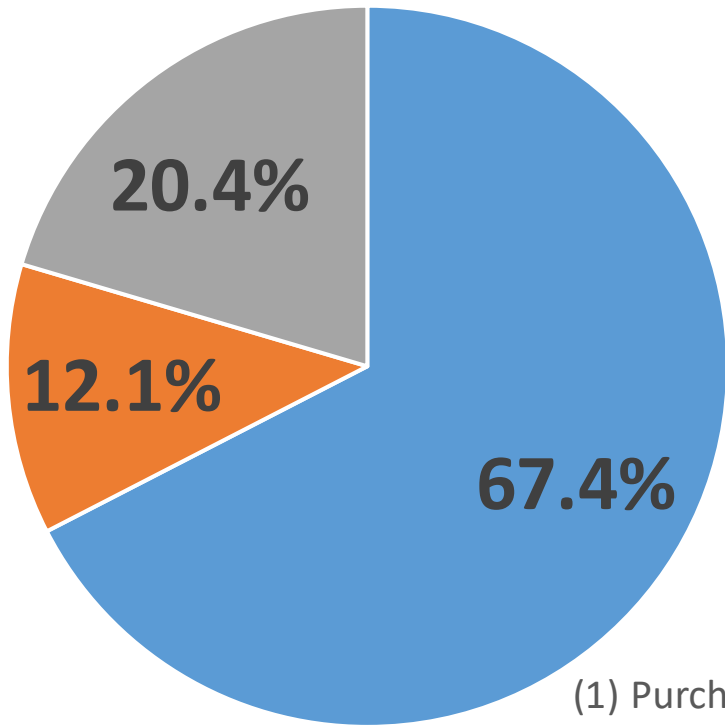
# GENERAL FUND-2020 APPROPRIATIONS

## 7<sup>th</sup> Amendment - \$55.47m\*

## 6<sup>th</sup> Amendment -\$59.97m\*

Presenting for Board approval September 17, 2020

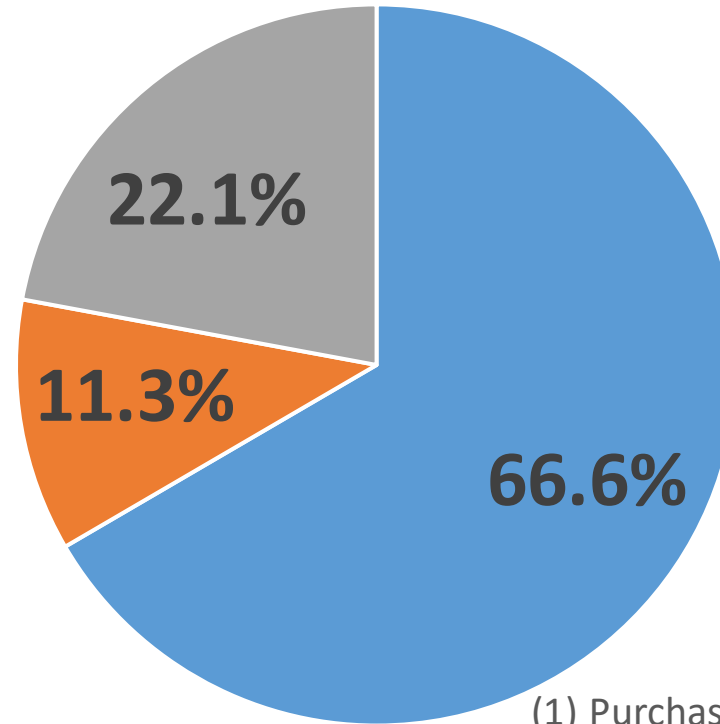
(In Millions)



- Sal/Ben - \$40.44
- Lib Matl - \$7.28
- Other\* - \$12.25

(1) Purchased/Contracted Services \$9.68  
Supplies \$1.01  
Capital Outlay \$1.34  
Miscellaneous \$.22

(In Millions)



- Sal/Ben - \$36.94
- Lib Matl - \$6.28
- Other\* - \$12.25

(1) Purchased/Contracted Services \$9.68  
Supplies \$1.01  
Capital Outlay \$1.34  
Miscellaneous \$.22

\*Not including transfers/advances out



# FINANCIAL UPDATE

## Coronavirus Relief Funding

- 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



CLEVELAND PUBLIC LIBRARY

# PUBLIC SERVICES REOPENING 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



# PUBLIC SERVICES REOPENING UPDATE

## Statistical Update

- Since March, 2020 there has been a 43% increase in WiFi usage
- Reinstated 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 ACTIVITY*	Monthly Total		Average Hourly		Year-to-Date		YTD
	2020	2019	2020	2019	2020	2019	Gain/Loss
Main Library	86,753	143,544	1,549	690	502,704	699,758	-28.2%
Branches	103,232	257,021	1,843	1,169	810,083	1,204,064	-32.7%
Mobile Units	154	2,549			1,273	15,259	-91.7%
Library for the Blind	34,557	40,478			185,795	195,998	-5.2%
OLBPD BARD	13,453	11,330			86,896	61,070	42.3%
eMedia	65,181	51,390			499,311	244,537	104.2%
<b>TOTAL CIRCULATION</b>	<b>303,330</b>	<b>506,312</b>			<b>2,086,062</b>	<b>2,420,686</b>	<b>-14%</b>

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

\* 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

	Month	YTD
eCARDS ISSUED	412	2,397
eMEDIA NEW USERS	3,498	22,871
CURBSIDE SERVICES	9,994	20,943

WIRELESS SESSIONS	Monthly Total		Year-to-Date		YTD
	2020	2019	2020	2019	Gain/Loss
<b>TOTAL SESSIONS</b>	<b>20,532</b>	<b>67,052</b>	<b>220,677</b>	<b>306,332</b>	<b>-28%</b>

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

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

ASK CPL LibAnswers and LibChat virtual reference service launched on April 20, 2020.

# PROGRAMMING UPDATE

## Education

Kindergarten Readiness

STEM

Photography – SEL

Violin – Math

Tutoring

Art – SEL/Creative

Dial-A-Story – Reading/Vocabulary

Gaming - Production

## Workforce

Job Readiness

Career/Job Resources

OMJ

Coaching/Production

## Social Services

211

MetroHealth

Legal Aid

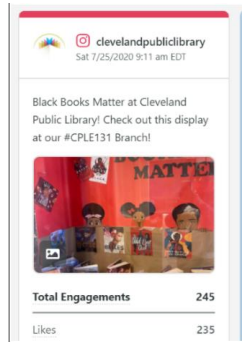
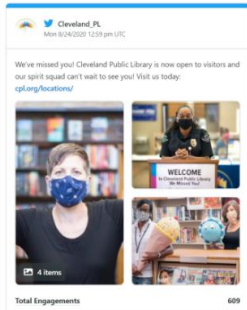


# MARKETING UPDATE

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



CLEVELAND PUBLIC LIBRARY



# CLEVELAND PUBLIC LIBRARY

FACILITIES MASTER PLAN UPDATE

Our Future is Building

# 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



WORKING IMAGE, DESIGN NOT FINALIZED

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

**Architect:** JKURTZ/SO-IL

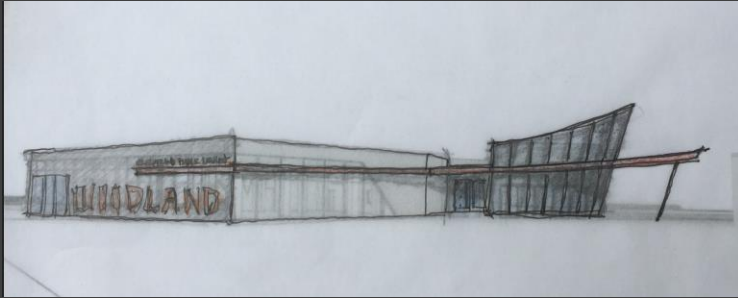
**Phase:** Schematic Design

**Update:**

Midwest Development Partners gets approval from planning commission

<https://www.cleveland.com/realestate-news/2020/09/construction-on-circle-square-development-in-clevelands-university-circle-to-hopefully-start-in-march-developer-says.html>

# 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



WORKING IMAGE, DESIGN NOT FINALIZED

**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

<https://www.cleveland.com/news/2020/08/cleveland-landmarks-commission-approves-demolition-of-detroit-chateau-apartments-paving-way-for-new-joint-apartment-library-project.html>

# HOUGH BRANCH



WORKING IMAGE, DESIGN NOT FINALIZED

**Budget:** \$4.9 mil

**Architect:** Moody Nolan

**Phase:** Design Development

**Update:** Concept approved by planning commission

<https://www.cleveland.com/news/2020/09/cleveland-planning-commission-approves-design-concept-for-cleveland-public-librarys-proposed-hough-branch.html>

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



# Lakeshore Property

## 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

# PHASE 1-B

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**





THANK YOU

READING IS AWESOME!

we miss you  
with love

READING IS AWESOME!

we can't wait to see you

we can't wait to see you

welcome back

we miss you

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READING IS AWESOME!

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READING IS AWESOME!

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we miss you

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we are here for you

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READING IS AWESOME!  
C.P. ORG

We Miss You!  
¡Te extrañamos!

We Miss You!  
¡Te extrañamos!

welcome back