



Audit & Finance Committee Report

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Date: March 26, 2009
To: Audit & Finance Committee
Through: Karolyn Kent, Deputy City Manager
From: Heather Wolf, Library Director
Subject: Proposal to Add Fee for Earbuds

Purpose and Recommendation

The purpose of this report is to provide the Audit & Finance Committee with a recommendation regarding adding a new fee for the purchase of earbuds at the City of Mesa Libraries.

After researching other area libraries who offer earbud purchase to their patrons, the following is recommended:

	Current	Proposed
Earbuds, per set	\$.00	\$ 5.00

Background

The Library currently does not offer any type of listening device for patron use. The Internet and a new format for audio books necessitate the addition of earbuds for patrons.

Discussion

Currently the Library does not offer earbuds for purchase. Patrons daily ask if earbuds are available, either for single use or for purchase. Patron PCs connected to the Internet have the capacity to accept earbuds and often websites have an audio component. The Library is also offering a new service, funded by an Indian Gaming grant—Playaways, preloaded battery-powered audiobook players, which require earbuds to listen to the content. Repeat use of earbuds is a health hazard as they cannot be sanitized so to fill the need for earbuds, the Library would like to offer them for sale at the service desks. This recommendation, if approved, will enhance customer service to library patrons and generate some additional revenue.

Alternatives

No Action

The Library could continue not to offer earbuds for purchase. No additional revenue would be generated and patrons would not have the option to listen to the audio portion of an Internet site nor be able to use the Playaway service. Patrons would have to supply their own listening devices.

Library Offers Earbuds for Sale


The Library would purchase a supply of earbuds and offer them for sale to patrons for use with Playaways or for the audio portion of the Internet. The price per set would be \$5.00 each. The following Valley libraries offer earbuds for purchase. All locations, though, do not track the number of sales of earbuds.

Glendale Public Library	\$1.00 each	75 per month
Pima County Library	\$1.00 each	Sales not tracked
Chandler Public Library	\$2.95 each	20 per month
Tempe Public Library	\$7.00 each	15 total sold since 10/2008
Phoenix Public Library	\$8.00 each	Number of sales not available

The City of Mesa Library anticipates selling 20 to 75 sets per month, averaging \$100 to \$375 month additional revenue through earbud sales.

Coordinated With

At the January 20, 2009, Library Advisory Board meeting, Board members discussed and voted to support this new fee.



Dawn P. Kucerak
Management Assistant II



Heather Wolf, Department Director



Karolyn Kent, Deputy City Manager

LIBRARY SERVICES
Proposed Changes to Fees and Charges

Document of Change: Resolution

Fee Recommendation BAR No.:

Description of Services	Current Fee/Charge	Unit	Proposed Fee/Charge	Date Last Revised	09/10 Fiscal Impact	10/11 Fiscal Impact	Notes
EARBUDS	\$0.00	PER SET	\$5.00	n/a	\$3,000	\$3,000	AVERAGE OF 50 SETS SOLD PER MONTH; 600 SETS SOLD PER FY @ \$5.00 EACH

DECEMBER 2008 Current Fees & Fines	Mesa	Maricopa County	Chandler	Scottsdale	Tempe	Glendale	Apache Jct.	Phoenix	Pima County
Late Fees (per day)									
Books & General AV	\$ 0.25	\$ 0.20	\$ 0.20	\$ 0.20	\$ 0.25	\$ 0.20	\$ 0.10	\$.10 Child \$.20 Adult	\$.10 Child \$.25 Adult
Popular AV	\$ 1.00	\$ 2.00	\$ 1.00	\$0.50 includes new books, videos, DVDs, + audio books	\$	\$ 1.00	\$ 1.00	\$ 0.20	\$ 0.25
ILL	\$ 1.00	\$ 2.00	\$ 1.00	Fines assessed by the lending library	\$ 1.00	\$ 1.00	\$ 1.00	\$ 0.20	\$ 0.50
Maximum Fine	\$ 10.00	\$ 12.00	\$10.00 or 1/2 the replacement cost	\$2.00 pbpks + brd bks; all others \$5.00	\$15.00 per item or cost of the item if < \$15.00	\$5.00 Patron Accounts ILL	\$ 5.00	\$5.00 Child \$10.00 Adult	\$3.00 Child \$7.50 Adult \$10.00 ILL
Replacement of Regular Library Card	\$ 2.00	\$ 2.00	\$ 2.00	NC	\$ 2.00	\$ 1.00	\$ 1.00	\$ 2.00	\$.50 Child \$1.50 Adult
Damaged/Lost Items	Cost of item	Repair or replacement cost plus \$5.00 processing fee	Damaged items-still useable-fees vary-see website. Totally damaged or lost items-books or A/V-total cost of item plus a \$5.00 processing fee. Lost or damaged discs from publishers offering a disc-replacement program charged \$10.00 per disc.	Actual cost of item or cost of replacement part (CD, DVD); lost or damaged magazines \$3.00	Repair or replacement cost of item + a \$5.00 processing fee	Cost of item plus a \$5.00 processing fee	Lost or totally damaged item-replacement cost of item. Repairable damages-graduated scale depending on damage.	Cost of item plus \$5.00 processing fee	Cost of item or replacement copy upon approval by librarian
Processing Fee	\$ 5.00	\$ 5.00	\$ 5.00	None	\$ 5.00	\$ 5.00	\$ 5.00	\$ 5.00	NC
Collection Agency Fee	\$ 15.00	\$ 15.00	\$ 10.00	\$ 10.00	\$ 10.00	\$ 30.00	\$ 10.00	\$ 15.00	\$10.00
Non-Resident Fee	\$ 40.00	\$ 50.00	\$ 40.00	\$20 biannually	\$ 30.00	\$40.00-1 yr. \$20.00-6 mo. \$10.00-3 mo.	\$40.00	\$ 20.00	NC
Hold Not Picked Up	\$ 0.50	\$ 2.00	\$ 1.00	NC	\$ 1.00	\$ 0.25	NC	NC	NC

DECEMBER 2008 Current Fees & Fines	Mesa	Maricopa County	Chandler	Scottsdale	Tempe	Glendale	Apache Jct.	Phoenix	Pima County
ILL Charge	NC-except for any charges the lending library may assess	\$5.00 non-refundable per item plus any fee by the lending library	NC	NC-except for any charges the lending library may assess	NC-except for any charges the lending library may assess	NC-except for any charges the lending library may assess	NC	NC-except for any charges the lending library may assess btwn \$5-\$20	NC
ILL Not Picked Up	\$ 0.50	\$ 2.00	\$ 1.00	Fees assessed by the lending library	\$5.00 per item	\$ 2.00	\$ 1.00	NC	NC
Lost ILL	Cost of item + \$5.00 processing fee	Cost assessed by lending library plus \$5.00 processing fee	Charge being assessed by the lending library.	Cost assessed by lending library	Cost of item + \$30.00 non-refundable processing fee	Cost assessed by lending library	Cost assessed by lending library	Cost assessed by lending library	Cost assessed by lending library
Internet Use	Free	Free	Free	Free	Free	Free	Free	Free	Free
Color Printing	\$1.00 per print	\$ 1.25	\$ 1.00	\$ 0.75	1.25 per page	Color Printing not available	\$1.00-8.5x11 \$1.50-11x17	\$ 0.75	\$1.00 if available at that location
Obituary Searches	Currently no charge - a \$15.00 charge per search regardless of result was approved for FY2007-08	Service Not Available	NC; occasional obit searches for people who are out of town, but only in the local newspapers we own microfilm for. There is no fee.	NC-obit searches handled as a reference question	NC-obit searches handled as a reference question	NC	NC-must provide dates/information to conduct search	Service Not Available	NC-obit searches handled as a reference question
Internet Guest Passes	\$1.00 per hour	\$5.00 per month for non county residents-computer use only	NC for anyone living outside Maricopa County. Residents must have a library card.	NC	NC	NC	\$1.00-visitor pass per week	No physical pass given-will let you on to use computer @ NC otherwise need a library card	NC-will let patron onto internet for 30 min. to an 1 hr. max
Word Processing Printing	\$ 0.20	\$ 0.25	\$ 0.20	\$ 0.20	\$ 0.20	\$0.20 B/W and \$1.00 color	\$0.25 B/W \$1.00 Color	\$ 0.20	\$ 0.10
Microfilm/Microfiche Machines	\$ 0.20	No microfilm or microfiche machines available	\$ 0.20	\$ 0.20	\$ 0.20	Main Library 0.15 to 0.20 per page	\$ 0.25	\$ 0.20	\$ 0.10

DECEMBER 2008 Current Fees & Fines	Mesa	Maricopa County	Chandler	Scottsdale	Tempe	Glendale	Apache Jct.	Phoenix	Pima County
Earbuds	Not Available	Not Available	For sale in the gift shop for \$2.95; approx. 20 sold per month	Not Available	Oct. 08, began selling earbuds and acoustic headphones; earbuds for \$7.00 (15 sold since Oct. 08); acoustic headphones for \$4.00 (30 sold since Oct. 08). Monies from sales of both go to the Friends of Tempe Public.	\$1.00 each; 75+ sold per month @Main; in the past 3-weeks, Veima Teague branch sold 50.	Not Available	Friends of the Library recently began selling them in the bookstore for \$8.00 per set; no #'s for how many sold per month yet	\$1.00 each; # of earbuds sold each month is not tracked.
Flashdrives	\$10.00	Not Available	\$10.00 for purchase @ Friends' Gift Shop	\$10.00	Not Available; 3.5" disks available from vending machine in Computer Center	\$10.00	Not Available	Available @ Central Library - \$6.50 ea.	Not Available
Meeting Room Rental Fee	Currently no charge - a \$15.00 per hour rental fee for larger meeting rooms was approved for FY2007-08	NC	NC	Varies by location and status-resident, non-resident, commercial	NC- Study Rooms	NC	\$15.00/hr + \$15.00 cleaning deposit. Rentals for government or school related organizations	Set by the City: \$5.00/hr @ branches; more @ Main branch-larger rooms-fee varies	NC
WI-FI	Free	Free	Free	Free	Free	Free	Free	Free	Free
Photocopies	\$ 0.20	\$ 0.20	\$ 0.10	\$ 0.20	\$ 0.20	\$ 0.20	B/W \$.10 8.5x11 and \$.015 11x17	\$ 0.20	\$ 0.10