



Napa County

Board Agenda Letter

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Board of Supervisors

Agenda Date: 12/17/2024

File ID #: 24-2043

TO: Board of Supervisors
FROM: Anthony Halstead - Director of Library Services and Community Outreach
REPORT BY: Michelle Carreon - Supervising Staff Services Analyst
SUBJECT: Amendment No. 1 to Agreement No. 240004B - Springshare LLC

RECOMMENDATION

Approve and authorize Amendment No. 1 to Agreement No. 240004B with Springshare LLC (formerly Patron Point) adding an additional subscription and extending the contract through June 30, 2030. (Fiscal Impact: \$43,792 Expense; Library Fund; Budgeted, Discretionary)

BACKGROUND

On July 18, 2023 the board approved Agreement No. 240004B with Springshare LLC (formerly Patron Point) for specialized marketing automation system designed to perform customized responses, which the Library currently uses for new cardholder emails, monthly newsletters - tailored to each library location -, special notices, and more.

The Library would like to add Reading Advisory Service subscription. The Reading Advisory Service allows Libraries to automatically build a reading recommendation newsletter which can be scheduled and sent out to a segmented group of Patrons. This module is automatically connected to the Library catalog in real time and automatically curates a recommended reading list based on the subjects that patrons have opted to receive from a preference form on the Library website based on user activity and interests.

Requested action:

Approve and authorize Amendment No. 1 to Agreement 240004B with Springshare LLC for a total contract maximum of \$43,792 and extend the term for an additional year.

FISCAL & STRATEGIC PLAN IMPACT

Is there a Fiscal Impact? Yes
Is it currently budgeted? Yes

Where is it budgeted?	The Library's General Operations budget: Fund 2020, Org 2020000 expense account 52810.
Is it Mandatory or Discretionary?	Discretionary
Discretionary Justification:	Approval of this amendment will provide a reading recommendation newsletter for patrons based on their interests.
Is the general fund affected?	No
Future fiscal impact:	The current year subscription is budgeted and all annual renews will be budgeted accordingly in future fiscal years.
Consequences if not approved:	The library will not be able to subscribe to the Reading Advisory Service which allows the library to automatically build a reading recommendation newsletter which can be scheduled and sent out to a segmented group of Patrons

ENVIRONMENTAL IMPACT

ENVIRONMENTAL DETERMINATION: The proposed action is not a project as defined by 14 California Code of Regulations 15378 (State CEQA Guidelines) and therefore CEQA is not applicable.