

**CITY OF EL PASO, TEXAS
AGENDA ITEM
DEPARTMENT HEAD'S SUMMARY FORM**

DEPARTMENT: Libraries

AGENDA DATE: 12-15-2020

PUBLIC HEARING DATE:

CONTACT PERSON NAME AND PHONE NUMBER: Norma Martinez, (915) 212-3200

DISTRICT(S) AFFECTED: All Districts

STRATEGIC GOAL: Goal 4 - Enhance El Paso's Quality of Life through Recreational, Cultural and Educational Environments

SUBGOAL: 4.2 Create innovative recreational, educational and cultural programs

SUBJECT:

APPROVE a resolution / ordinance / lease to do what? **OR AUTHORIZE** the City Manager to do what? **Be descriptive of what we want Council to approve. Include \$ amount if applicable.**

The City Manager be authorized to sign an Agreement between the Public Library Association (PLA) (the "**Association**"), a division of the American Library Association (ALA) and the EL Paso Public Library ("**Awardee**"), for the 2020-2021 Digital Skills for Job Seekers Initiative. The Association agrees to distribute \$20,000 to the Awardee to promote digital skilling and employment resources and serves the municipal purpose of providing the community members access to internet as a strategy to find or improve employment.

BACKGROUND / DISCUSSION:

Discussion of the what, why, where, when, and how to enable Council to have reasonably complete description of the contemplated action. This should include attachment of bid tabulation, or ordinance or resolution if appropriate. What are the benefits to the City of this action? What are the citizen concerns?

The Association agrees to distribute \$20,000 to the Awardee to promote digital skilling and employment resources. The Awardee agrees to increase access to low cost devices and internet access for community members (including job seekers and students), and to promote digital skilling programs **and certifications**, as a strategy to find or improve employment, broadly via library communications and via partners in the community, focusing on programs and services of the library as well as the Microsoft Skills Initiative and its resources through Microsoft Learn, LinkedIn Learning, and GitHub

PRIOR COUNCIL ACTION:

Has the Council previously considered this item or a closely related one? Yes

AMOUNT AND SOURCE OF FUNDING:

How will this item be funded? Has the item been budgeted? If so, identify funding source by account numbers and description of account. Does it require a budget transfer?

No cost associated with this project

*****REQUIRED AUTHORIZATION*****

DEPARTMENT HEAD: Norma Martinez

(If Department Head Summary Form is initiated by Purchasing, client department should sign also)

RESOLUTION

NOW THEREFORE BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF EL PASO THAT:

The City Manager be authorized to sign an Agreement between the Public Library Association (PLA) (the “**Association**”), a division of the American Library Association (ALA) and the EL Paso Public Library (“**Awardee**”), for the 2020-2021 Digital Skills for Job Seekers Initiative. The Association agrees to distribute \$20,000 to the Awardee to promote digital skilling and employment resources and serves the municipal purpose of providing the community members access to internet as a strategy to find or improve employment.

THAT, the City Manager, or designee, be authorized to effectuate any budget transfers and execute any contracts and/or related documents necessary to ensure that the funds are properly expended for such purpose.

APPROVED this ___ day of _____, 2020.

CITY OF EL PASO:

Dee Margo
Mayor

ATTEST:

Laura D. Prine
City Clerk

APPROVED AS TO FORM:

Russell Abeln

Russell T. Abeln
Assistant City Attorney

APPROVED AS TO CONTENT:

Norma B. Martinez

Norma Martinez
Director of Library Services

Letter of Agreement for “Digital Skills for Job Seekers” Awardee

This will serve as an agreement between the Public Library Association (PLA) (the “Association”), a division of the American Library Association (ALA) and The El Paso Public Library (CPL) (the “Awardee”). By signing the letter below, the Awardee agrees to the following terms and conditions in connection with the 2020-2021 Digital Skills for Job Seekers initiative.

The Association agrees to distribute \$20,000 to the Awardee to promote digital skilling and employment resources. The Awardee agrees to **increase access to low cost devices and internet access** for community members (including job seekers and students), and **to promote digital skilling programs and certifications**, as a strategy to find or improve employment, broadly via library communications and via partners in the community, focusing on programs and services of the library as well as the Microsoft Skills Initiative and its resources through Microsoft Learn, LinkedIn Learning, and GitHub.

The Awardee will:

Promotion/Communication

- A. Develop co-branded content that combines promotion of library (and local partner if appropriate) resources with information on the Microsoft Skills Initiative’s access to free and low-cost training and certifications. PLA and Microsoft will provide templates, language and logos. In addition, develop and implement delivery strategies for above-mentioned content. The strategies should continue throughout the project period. They may build on and integrate with existing library marketing and communications programs and/or include new activity.

Integration into Library Programs/Services

- B. Incorporate information on the Microsoft Skills Initiative and DigitalLearn.org and other resources into library programming and services, primarily those already addressing digital literacy, job support, and related community needs. For instance, a library might incorporate information on the Microsoft Skills Initiative into its computer classes, job placement services, or public access computing centers.

Promote Broadband Access/Devices

- C. Communicate to community members how they can access low-cost broadband services and computer devices, for instance via local Internet Service Providers’ (ISPs) programs for low-income homes, nonprofit partners who refurbish equipment, and other sources. The library may utilize existing outreach and partnerships with city/county agencies, nonprofits and others to implement this strategy. PLA and Microsoft will connect library staff with local Microsoft contacts and their engaged ISPs to make sure they have information on the programs offered through Microsoft’s Airband, TechSpark and other initiatives.

Distribute Computer Devices to Low-income Homes

- D. Distribute 100 refurbished tablet computers (to be provided to the library by PLA and Microsoft) to community members in the library service area, using a strategy that prioritizes families who are low-income and have been negatively impacted by the COVID-19 crisis.

Specific Deliverables and Deadlines:

Upon Execution

1. Identify to PLA and Microsoft a library staff member to serve as primary contact for coordination with PLA and with Microsoft’s local/regional staff, contractors, and/or engaged Internet Service Providers (ISPs) (C1)

By November 30, 2020

2. Submit a brief narrative describing the intended promotion/communication delivery strategies (a minimum scope of promotional activities, the platforms to be used, and their estimated reach) (A1 and C1); any library programs or services through which content will be added or enhanced to promote the

above-mentioned resources (B1); and the strategy the library will use to distribute the 100 tablet computers, including how the library will ensure they are provided to the intended recipients as described above (D1)

3. Participate in a virtual meeting or phone call with PLA staff to review the above narrative and respond to questions or requests for additional detail

By April 30, 2021

4. Submit to PLA reports detailing:
 - a. specific promotion/communication activities undertaken, including reach and traffic indicators when available (number of emails sent, opens/clicks on links, etc.) (A2)
 - b. any relevant data, outcome measures and anecdotes collected by the library to show impact/success of the library programs and activities in which the Microsoft Skilling Initiative was promoted or utilized, and/or community members were informed about low cost broadband or devices. (B2, C2)
 - c. the distribution of the 100 tablet computers (D2)

Note: the library may be asked and is encouraged to provide informal reports to PLA related to the above at any time during the project period.

Ongoing

5. Provide PLA with examples of flyers, social media posts, newsletter articles, web site content, local media (for instance, radio) outreach, partner communications, and other outreach related to this initiative, ongoing as it is developed or implemented (A3)

INVOICING:

The Awardee will invoice PLA (Public Library Association, c/o ALA, ATTN: Scott Allen, Deputy Director, 225 N. Michigan Ave, Suite 1300, Chicago, IL 60601) for the full contract value of \$20,000 no later than November 30, 2020. Prior to invoicing, the Awardee will work with ALA to establish procedures for electronic funds transfers (EFTs) and provide a completed Form W-9, Request for Taxpayer Identification to ALA. Invoices will be paid by EFT within 30 days of invoice receipt.

Please review the terms of this Agreement as outlined above, and if acceptable, sign and return to the PLA office. A signed copy will be returned for your files.

ALA/PLA Signature

Mary Hirsh, Interim Executive Director
Public Library Association

DATE

Awardee Representative Name and Title

El Paso Public Library

Awardee Signature

DATE

Awardee Federal Identification No. or Social Security No.

p (800) 545-2433 ext. 5PLA

f (312) 280-5029

www.pla.org