CALIFORNIA STATE LIBRARY  
LIBRARY SERVICES AND TECHNOLOGY ACT (LSTA)  

Final Program Narrative Report  
(LSTA Form 9)  

Grant Information

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<tr>
<th>Library Jurisdiction</th>
<th>Califa Group</th>
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<tr>
<td>Project Title</td>
<td>Zip Books for Rural Libraries</td>
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<tr>
<td>Grant Award #</td>
<td>40-8308</td>
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<tr>
<td>Grant Period</td>
<td>July 1, 2013 - September 30, 2014</td>
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<tr>
<td>Amount of Grant Award</td>
<td>$299,837</td>
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<td>In-Kind</td>
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<td>$77,000</td>
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<tr>
<td>Number of Persons Served</td>
<td>(should not include total population of service area or potential population to be reached)</td>
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Project Director

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<tr>
<th>Name</th>
<th>Wayne Walker</th>
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<tbody>
<tr>
<td>Title</td>
<td>Operations Manager</td>
</tr>
<tr>
<td>Library Address</td>
<td>32 West 25th Street, Suite 201, San Mateo, CA 94403</td>
</tr>
<tr>
<td>Phone Number</td>
<td>650-356-2125</td>
</tr>
<tr>
<td>Fax Number</td>
<td>650-349-5089</td>
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<tr>
<td>E-mail Address</td>
<td><a href="mailto:wwalker@califa.org">wwalker@califa.org</a></td>
</tr>
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This report is due on the date listed in the LSTA Grant Guide for this project. Follow this link to view the Grant Guide. [http://www.library.ca.gov/grants/lsta/manage.html](http://www.library.ca.gov/grants/lsta/manage.html)

Email this report in “word format” to lsta@library.ca.gov then mail ORIGINAL and 2 copies to:

California State Library  
P.O. Box 942837  
Sacramento, CA 94237-0001  
Attention: Fiscal Office - LSTA

SIGNATURE: ________________________________  DATE: ________________________________

(Please sign in blue ink)
Project Final Report
A final narrative report is required on the use of federal Library Services and Technology Act (LSTA) funds following the completion of a project during each project year. The information you report will be used to complete the California State Library report of how funds were expended. Excerpts from this report may be submitted to the Federal government in their evaluation, or may be published by the State Library or shared with other institutions. Please answer all of the questions thoroughly. Please attach any reproduction copies of photographs of project activities or media produced for the project.

Project Purpose
Include your program purpose statement here

This project was intended for libraries to use Amazon to “zip” books to patrons’ homes that would normally take weeks for libraries to obtain through traditional interlibrary loan processes. We believed that patrons would have faster, easier access to print materials, that it would save library staff time, that libraries would realize cost savings over traditional ILL in providing these services, and that library collections would be strengthened through the addition of “on-demand” materials.

Project Activities and Methods
How did you accomplish the project? What were the steps involved? How did you engage the target audience?

Working with the California State Library and Shasta Public Libraries, in August 2013 we selected 16 rural libraries to participate in the project. Each participating library was required to sign and submit a commitment form. Based on a model established by the Shasta Public Libraries in a previous project, we developed policies and procedures and sample request and customer survey forms, and held an orientation/training session for library staff in early October 2013. We set up an Amazon Corporate Prime account for use by all the libraries, which we centrally controlled and monitored, and gave each library an initial allocation of $15,000.

The libraries were asked to target establishment of local Zip Books service by October 31, 2014. 11 libraries succeeded in doing this; 2 established service in November, and 1 in December. Two libraries did not establish local service until spring 2014.

In February 2014 we reallocated the library materials budget based on expenditures to date, added 14 more libraries to the project and conducted another training session. Each of these new libraries was given an allocation of $5000 to $7000, and they all established their local services in March-April 2014. Due to the breakdown of Amazon’s Corporate Prime system, in March we switched to using individual Amazon accounts for each library and purchased individual Amazon Prime memberships for each.

We set up an online statistics reporting system through SurveyMonkey, and collected statistics from libraries on a quarterly basis, beginning with October-December 2014. We also required participating libraries to survey their Zip Books customers on an ongoing basis, submit the results quarterly through SurveyMonkey and provide copies to the State Library for anecdotal feedback.

In March 2014, we requested and received a project extension through August 2014, because the project did not fully get underway until October 2013 and because of the addition of so many new participants in February (one participant dropped out in June).

Working with a graphic designer, we developed a logo and other marketing the materials for the project (bookmark, postcards, posters, book plates) and distributed them to participating libraries. We also developed a web site for project documentation and training materials.

In June 2014 we held an in-person meeting in Sacramento, in which representatives from all but two project libraries participated. The main goals of the meeting were: 1) to examine the history and current status of the Zip Books project; 2) to give participating library representatives a chance to network, ask questions, and exchange information with each other and with Califa and CSL; and 3) for CSL to gather and share information from participants about what works, what needs improvement, and discuss future directions, given that a grant to continue the project into the 2014/15 fiscal year had been approved. A report on the results of this meeting is attached, as well as a statistical report detailing the results of the project so far.
Finally in July 2014, all the Zip Books libraries were offered an Enki subscription. 17 libraries accepted and Enki access was purchased and set up for these libraries. Additional content was also purchased for the Enki service, to offer participating libraries more choices.

### Project Outputs

What was created for the project and how much? (For instance three promotional brochures were created and 75 copies distributed; or three training classes were designed; two sessions of each were held, and 80 people were trained)

- One FAQ document created and distributed to 30 libraries.
- One commitment form created and distributed to 30 libraries.
- One policies and procedures document created and distributed to 30 libraries.
- 2 sample forms created (Zip Books request and customer survey) and distributed to 30 libraries.
- One website created and all project documents posted.
- Two training sessions held (about 130 participants in all). Sessions were recorded and added to the website.
- Three statistical surveys created and administered (for the first survey, 14 participants responded to the first survey, 29 participants responded to the second and third surveys).
- Marketing materials created (logo, bookmark, postcard, poster, book plate). Reproducible digital copies placed on the website. 20,000 bookmarks were printed and distributed to 30 libraries; 10,000 postcards were printed and distributed to 30 libraries; 500 posters printed and distributed to 30 libraries; 1500 book plates printed and distributed to 30 libraries.
- Enki subscriptions purchased for 17 libraries.
- Enki content purchased (3,931 titles).

See attached report for number of customers served, number of books ordered, other statistical outputs.

### Project Outcomes (if applicable)

Please state the outcomes and the results of your evaluation.

Outcomes: At least 40% of participating libraries will convert part of their ILL services to the Zip Books model, based on their experience with this project. This will be measured through a survey at the project’s end.

Results of evaluation: Because the project has been extended through FY2014/15, we have not yet conducted a final survey. At our in-person meeting in June, however, we began the discussion of what happens beyond the demonstration project period and how libraries can begin to adapt some of their traditional practices to the Zip Books model. Most of the libraries who attended indicated a willingness to look at changing their ILL practices, and discussed methods of doing so. We will follow up with this in the next phase of the project (FY14/15).

### Additional Project Outcomes

Please state any additional intended or unintended outcomes and what data sources you used.

Libraries discovered that they could use the customer survey forms to gather feedback not just about the Zip Books process but about the purchased materials, which could then guide librarians as to what should be kept permanently in the library collection. They also discovered that many customers liked the idea of being able to select books for the library and thought it was a major reason/benefit for the project.

During the June meeting, a number of libraries expressed an interest in collecting circulation statistics for Zip Books as compared to materials purchased through regular acquisition processes, as a proof of the value of Zip Books as a collection development tool. Methods of doing this were discussed, including use of tagging in integrated library systems and book plates to identify Zip Books. We will follow up with
these libraries in the next project phase (FY>2014/15).

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<th>Anecdotal Information</th>
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<td>Tell us a story. Give two or more examples of how the project has helped an individual or group in your community.</td>
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We have received hundreds of positive comments from library customers about the Zip Books project. Here are a few:

"My 10-year old grandson and I were recently reading My Side of the Mountain together. I used your "Zip Book" program to request the Pocket Guide to the Outdoors Based on My Side of the Mountain." This led to an amazing experience exploring the outdoors with my grandson and linking it to what we read together. What a wonderful program! I have always been an avid reader and a lover of libraries. Thank you so much for all you do."

"For a disabled person with limited income, this was a great way to access new books."

"This is a good use of our library funds--to buy books the locals are interested in and want to share--brilliant!"

"Me gusta del servicio, muy eficiente y rápido."

"I love the fact that I am getting to read books that normally I can't buy or find, while also helping the library get more books."

"Great service for our isolated library. Thank you!"

"This is a wonderful program for the elderly. I live 10 miles from the library and it can be hard for me to get there on a regular basis. I can request a Zip Book and have it delivered to my home. Thank you so much!"

"I felt this was a good experience. I enjoyed the simple fact that since they didn't have the book I was still able to get it and didn't even have to pick it up! Thank you!"

"Excellent program to bring books to the library that may not always be the best sellers."

"Bueno realmente el servicio, es muy bueno y tienen buenos títulos. Espero seguir leyendo buenos libros de aquí."

"I loved this program and it helps my mom so much as she is sight impaired."

"Very nice, as I was unable to locate this at our local bookstore or libraries."

"What a wonderful gift: a requested book that arrived in the mail, read, enjoyed, and returned to be shared with others."

"Really like the availability of so many resources. Love the concept."

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<th>Exemplary Project</th>
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<td>If you feel your project was exemplary and others could learn from it and replicate it, please tell us why.</td>
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This project offers an innovative approach to traditional interlibrary loan and library acquisitions that could definitely be adopted by others. It's easy for libraries to implement and customers to use, and from the data gathered so far, promises to save a substantial amount of time and money. It also offers library customers access to a huge number of titles, beyond what can be found within a single library system or through traditional ILL. Because of the delivery mechanism and the Amazon resource base, it has special benefits for isolated libraries; for serving customers with disabilities; for serving non-English speaking customers; for community-based library collection development.

We have had a number of inquiries from other states (Texas, Pennsylvania, and Indiana, to name a
few). Pennsylvania has already piloted a small Zip Books-like project (titled “Book Drop”), and is considering taking that project statewide.

The project has generated a fair amount of press both within and outside of California: numerous articles and television spots. Several ALA blogs have mentioned Zip Books, and the June 2014 issue of Library Journal features an article about the project (attached).

FEEDBACK FOR THE CALIFORNIA STATE LIBRARY ON THE GRANT PROCESS
We want to learn and improve our grant processes. Please let us know what worked and what we could do differently to make it a better experience. Thank you!

file:mcp/lsta/managegrant/1314
The Zip Books Focus Meeting took place at the California State Library (CSL) on June 12, 2014. Representatives from 26 participating libraries attended, as well as representatives from Califa and CSL (see attached for list of attendees). The main goals of the meeting were: 1) to examine the history and current status of the Zip Books project; 2) to give participating library representatives a chance to network, ask questions, and exchange information with each other and with Califa and CSL; and 3) for CSL to gather and share information from participants about what works, what needs improvement, and discuss future directions. Action items for CSL/Califa are listed at the end of this report.

Highlights of the meeting:
1) We briefly discussed project history, including the pilot conducted in FY 2011/12 by the Butte, Shasta, and Humboldt County Libraries.
2) We talked about the publicity that the Zip Books project is receiving (ALA, Library Journal, various TV stations and newspapers, contacts from other states [Pennsylvania, Indiana, Texas]).
3) We took a look at early project outcomes (see attached powerpoint). As discussed during at our data reporting meeting last October, the libraries in the 2011/12 pilot project established a benchmark cost of $38 per item for traditional interlibrary loan. A commonly used benchmark figure is $30 per item. Our early data show a cost of $23 per item for Zip Books, which is significantly lower than either benchmark. We believe the data collected from here on out will demonstrate even greater cost savings, because of streamlined purchasing procedures. We discussed the fact that the figures were very preliminary and shouldn’t be taken too seriously, but that they do begin to demonstrate the value of the Zip Books model.
4) We discussed various project questions and issues, including: problems with people returning books; privacy issues with Amazon; policies concerning ordering of textbooks/other expensive items not appropriate for library collections; the project data collection process; policies concerning parental approval for children ordering Zip Books; whether Zip Books could be shipped to other counties or other states, problems with the “gift message,” problems using Amazon Marketplace (quality of materials received), how long before patrons should be contacted about returning books; charge for ILL vs. no charge for Zip Books, etc. Several themes and ideas emerged:
   - CSL/Califa will defer to local decisions, rather than create project-wide policies, concerning issues such as when to contact patrons to return books, how to deal with damaged items, parental permission for children ordering Zip Books, charge of processing fees, etc.
   - Zip Books lives in a gray area between purchase on demand, collection development, and interlibrary loan, and participants must look at defining what’s “zippable” vs. what gets ordered and what gets borrowed. Attendees were asked to think from the perspective of what they would do if they were using their “own” money.
   - How useful is Zip Books as a collection development tool? Gathering circ information on items that have been purchased through Zip Books might yield some interesting results. Some purchase on demand studies showed that items purchased in this manner tended to
circulate more than items acquired by selectors). Having patrons rate books on return (on the patron survey form or by other means) could prove very helpful in making collection development decisions. Ways of identifying Zip Books in local integrated library systems, so that circ statistics for these materials could be generated, were discussed. Some people mentioned that they were putting book plates into Zip Books to identify how they were purchased (many expressed an interest in doing this).
- The process of getting the books back from patrons and tracking them once they are returned to the library has not always been smooth. Identification of a returned item as a Zip Book and patrons returning the items to the correct places were mentioned in particular. We discussed strategies at length (giving patrons a “zip lock” bag at the point of order in which they can place the book when they return it; giving patrons a bookmark at the point of placing requests, and instructing them to return the book with the bookmark; directing patrons where to return the books using the Amazon gift request message; etc. Some participants mentioned problems with customizing the gift message, which CSL/Califa agreed to look into. Several others expressed the opinion that this is a patron education issue, and that better communication could help a lot.
- We discussed the possibility of creating a project wiki, to which participants could post examples of forms and procedures, discuss issues and best practices, etc. CSL/Califa agreed to look into this.
- Ethics: Zip Books funds are not to be used for collection development; they are meant to pay for patron generated requests. Staff may request Zip Books only in a patron role.
5) Deputy State Librarian Gerry Maginnity spoke briefly at the beginning of the afternoon session. He welcomed the group and spoke on State Library support for rural libraries. He was followed by CSL Library Programs Consultant Carla Lehn, who spoke about the Rural Library Initiative and the opportunity for staff from rural libraries to apply for support to attend the Association for Small and Rural Libraries conference which will take place Sept. 3-6, 2014, in Tacoma, Washington.
6) In the afternoon plus/delta exercise, participants were divided into three breakout groups. These groups were first asked to list the positives (pluses) of the Zip Books project and then the challenges presented. Many pluses and challenges were identified (see attached for a transcript of breakout group notes). These are summarized as follows:

Pluses
- Increased customer service
- Reduced “ILL” delivery time
- Ignited enthusiasm for the library
- Decreased staff ILL processing time
- Changed “government is slow” mentality
- Increases/enhancements to library collections
- Building trust between library and community
- Increased patron satisfaction (faster service, giving them what they want)
- Ease of requesting (ordering) compared to traditional interlibrary loan
- Good PR for the library
- No or low cost for patrons
- Patrons love it!
- More cost effective than traditional ground to ground delivery
- Home delivery convenience
- Ability to fill requests that couldn’t otherwise be filled
- Easy to track; simplicity
- Narrows the divide between “haves” and “have nots”

Challenges (deltas)
- Sudden increase in ILL requests (victims of own success)
- More material to process/increase in backlog
- Creation of a stable reporting system [statistics tracking]
- Returns/damages process [adds a layer of uncertainty]
- 3rd party vendor inconsistencies: quality and timing [Amazon Marketplace]
- Staff training and communication [getting everyone on the same page; coordinating staff at multiple sites]
- Patron buy-in [patrons sometimes confused by the process]
- Lots of gray areas: Zip vs. collection vs. ILL. What is zippable? What do we zip vs. what do we buy vs. what do we borrow?
- Duplicate requests
- Conflicting policies (free vs. fee-based service) [it was discussed at the meeting that CSL/Califa policy now is to let localities make decisions about whether to charge handling fees for Zip Books, same as for ILL]
- Working within Amazon confines [address book; third party vendors; it was mentioned by one participant that the address book can be searched using ^F (Ctrl + F)].
- Sustainability when project ends; managing patron expectations [biggest challenge]
- Having to put in the credit card number every time there’s a new patron
- Whether to centralize Zip Books ordering or push out to branches (pluses and deltas both ways)
- Getting items returned in a timely fashion and at the right location, or at all
- Assessing damage on items shipped directly to patrons
- Anti-Amazon sentiments [both staff and patrons; preference for local bookstores]

The breakout groups were then asked to examine the challenges listed by each group and answer the following questions: How can the challenges be dealt with?; and, What would you like to see for the future of Zip Books and interlibrary loan services? Group responses to these questions are summarized here: 4
Solutions
- Share templates/forms/best practices [wiki?]
- Distribute increased requests throughout branches [gets more staff involved; many participants felt centralized processing was best, however. Some suggested training everyone on the request intake form/procedures but centralize ordering.]
- Create local policies to define “zippable.”
- Find sources to sustain program in the future (county, friends, lobbying)
- Communication [for staff training and patron education: written documents, flyers, phone calls and e-mails, librarians and branch managers]
- Funding from state
- Marketing [to leverage patron satisfaction with decision makers and local funders]

Future of Zip Books and ILL
- Improve delivery service (e.g., offer patrons return service by mail)
- Keep existing Zip Books going
- Merge ILL and Zip Books options [examine what works for your library—what does ILL mean to you?]  
- Use Zip Books as a tool for collection development
- Establish nominal processing fees for both Zip Books and ILL
- Some libraries don’t have ILL.....
- Expand Zip Books to include other formats (DVDs, music CDs, e-books)
- Customize Amazon gift message [Califa]
- More funding from State Library after project end

The immediate project future was discussed toward the end of the meeting, as follows:
- It was announced that CSL/Califa were looking at implementing a tiered system for initial allocations for FY 2014/15, with the opportunity for libraries to request augmentations in the third quarter should they prove necessary. The goal is to allow as many libraries as possible to participate, but also to ensure as far as possible that each library has the Zip Books funding that it needs.
- It was announced that the final survey planned for FY 2013/14 would be put off to 2014/15.
- The group was asked for input as to what kinds of marketing materials would be useful in the coming year, beyond the bookmarks and postcards that have already been printed. Posters and book plates were suggested.
- The group was told that Enki was being investigated as a possible e-book solution for Zip Books libraries, and that CSL/Califa would be contacting them about that soon.
- Beginning with the 2014/15 project year, Zip Books libraries will be required to offer titles purchased through Zip Books to other participating libraries. This is for greater alignment with IMLS policies. This will likely happen just through posting titles on the Zip Books listserv. CSL/Califa will send out details about this soon.
- It was announced that due to federal LSTA policies, Zip Books Amazon accounts should not be used for Amazon Smile (http://smile.amazon.com/about).
- This Zip Books demonstration project is currently scheduled to end on June 30, 2015.
- The group was asked to suggest new participants for 2014/15, as there’s still room for more.
- There is some possibility that systems may be allowed to use some CLSA communication and delivery funds for a Zip Books type service in the future, depending on the success of this demonstration project.

**Action items for CSL/Califa:**
1) Investigate and develop a wiki through which project participants can troubleshoot issues and share best practices, forms, templates, etc.
2) Investigate problems with customizing the Amazon “gift message” and report to participants.
3) Send out information about 14/15 allocations and 14/15 project timeline to participants
4) Design, print and distribute new marketing materials (posters, book plates); print and distribute more bookmarks/postcards.
5) Contact Zip Books libraries about Enki.
6) Identify and invite new participants for 14/15.
Zipping up Gaps in the Collection

For patrons who live in rural areas, finding the book they want is not always easy. The local library can't collect everything, and interlibrary loan (ILL) can be slow to deliver, if it is even available. Purchase and fast shipping from Internet booksellers like Amazon.com offer an alternative, but not everyone can afford it. Now, the California State Library (CSL) has embarked on a pilot project to redress that situation.

How it works

Called "Zip Books for Rural Libraries," the initiative replaces ILL with a "buy v. borrow" procurement model. If a patron in good standing of any of the 30 participating libraries wants a book the library hasn't got, the library buys it from Amazon, as long as it costs less than $35 pretax. (More expensive requests will be evaluated on a case by case basis.)

The book is shipped directly to the patron, without a finite lending period. When they're done, patrons simply return the book to their local branch, where the librarian evaluates the item as to whether it will be added to the collection or sold at the library book sale, etc.

There are no restrictions on genre or best seller status. Audiobooks and large-print editions are eligible as well. Videos and DVDs, however, are not, nor are ebooks. Once patrons have returned one zipped item they can order another, up to five per month. Libraries received an allocation of $5,000 to $7,000 each for the year to spend on these purchases.

The Califa Group library consortium, San Mateo, CA, which is managing the project, set up an Amazon Prime Corporate Credit account for Zip Books; subaccounts were created for each participating library. Participants have access only to their own libraries' accounts and can order and ship books using the standard Amazon online interface. So far, libraries can't order from other vendors, but this may be an option in future.

Libraries can implement their own procedures and guidelines to track items and minimize potential problems such as the nonreturn of books; participants in the initial pilot did not experience any issues. (Procedures from the earlier pilot libraries are available as a model, and staff are available for consultation.)

The statewide project, funded through a Library Services and Technology Act (LSTA) grant to CSL, is envisioned as a multiyear initiative, though this phase will last only through August 31. It is based on a previous 2011–12 LSTA-funded pilot conducted by the Butte, Shasta, and Humboldt County libraries.

Not just faster but cheaper

In that earlier iteration of the program, participating libraries reported that delivery times to patrons took as
little as one day, where traditional ILL would take two to six weeks. But it wasn't just quicker service, it was also dramatically more affordable: participants that used the buy versus borrow model reported an overall cost savings of 68 percent compared to traditional ILL.

"We at Shasta haven't been able to do traditional ILL for some time due to funding issues and budget cutbacks, so this has opened a door for us that we had unfortunately had to close in the past," Martee Boban, customer service supervisor, and Becky Buell, Zip Books coordinator, Shasta Public Libraries, told LJ. "We average about 75 people a month making requests for items through the Zip Books program that we would otherwise not be able to provide, which means we have been purchasing approximately 100 items a month to fill the need. The process is much more efficient and the turnaround time is so much faster[as well as] significantly more cost effective, with items averaging around $15 instead of ILL's average cost of $35 to $38." Boban and Buell characterize the program as "a delight," citing positive feedback, particularly on the ability to get alternate formats and secondary languages, and repeat users.

Janet Coles, library programs consultant for the Library Development Services Bureau of CSL, said Shasta's example is representative: other participants have cited foreign-language materials, especially Spanish, as a draw, and many Zip Books participants had curtailed or eliminated ILL because state funding for reimbursement was eliminated in 2011. (CSL will analyze whether requests increase under Zip Books compared with prior to the reimbursement cut.)

From a library that does still do traditional ILL, ILL staffer Lynda Laolagi of Amador County Library told LJ that about one-third of the library's ILL requests are obtained through Zip Books and are received twice as fast.

CSL's Coles told LJ that Zip Books is getting good survey response rates and anecdotally positive feedback, but it is still too soon to analyze the program in much detail. "By next fall, we should have collected enough information to provide some preliminary answers," she said. For 2014–15, "we plan to continue with the current participants and gather more data the jury's still out on best practices and applications."

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By Meredith Schwartz, Meredith Schwartz is Senior Editor, News & Features, LJ

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Zip Books Project 13/14 Statistical Report
October 2014

Characteristics of requests and orders (percentages are rounded):

Number of Zip Books requests: 10,103
Number of books ordered: 11,228
Number of books added to collections: 8,190 (73% of books ordered)
Number of regular print books ordered: 10,425 (93.25% of books ordered)
Number of large print books ordered: 57 (0.5% of books ordered)
Number of audiobooks ordered: 646 (6.25% of books ordered)
Number of adult fiction books: 4,467 (39.8% of books ordered)
Number of adult nonfiction books: 4,804 (42.8% of books ordered)
Total adult: 9,271 (82.6% of books ordered)
Number of young adult fiction books: 672 (6% of books ordered)
Number of young adult nonfiction books: 45 (0.4% of books ordered)
Total young adult: 717 (6.4% of books ordered)
Number of children’s fiction books: 1,015 (9% of books ordered)
Number of children’s nonfiction books: 225 (2% of books ordered)
Total children’s: 1,240 (11% of books ordered)
No. of adult fiction bestsellers: 402 (9% of adult fiction; 4.3% of total adult, 3.6% of total books ordered)
No. of adult nonfiction bestsellers: 168 (3.5% of adult nonfiction; 1.8% of total adult, 1.5% of total books ordered)
Number of young adult fiction bestsellers: 107 (16% of YA fiction; 15% of total YA books, 0.9% of total books ordered)
Number of young adult nonfiction bestsellers: 1 (2% of YA nonfiction; >1% of total YA books, >1% of books ordered)
Total bestsellers: 678 (6% of books ordered)
Total books in Spanish ordered: 150 (1.3% of books ordered)
Total books in Vietnamese ordered: 1 (>1% of books ordered)
Total books in Russian ordered: 1 (>1% of books ordered)
No other books in languages besides English ordered

Staff processing time:
Total staff Zip Books processing time (in hours) 2,719
Average staff time per item ordered: 14.5 minutes (for the June-August reporting period, the average time is 11 minutes per item).
Average staff time per item ordered: 14.5 minutes

Customer satisfaction data:
Of those who responded to the question, “How easy was it to understand the request process?” (4593):
3,856 (84%) said “very easy;” 662 (14%) said “easy;” 68 (1.5%) said “moderate;” 7 (>0.5%) said “difficult.”
Of those who responded to the question, “How satisfied were you with the arrival time of your Zip Book(s)” (4650):
4084 (88%) said “very satisfied”; 489 (10.5%) said “satisfied;” 54 (1%) said “somewhat satisfied;” 23 (0.5%) said “unsatisfied.”
Of those who responded to the question, "How likely are you to use Zip Books again?” (4,505):
4138 (92%) said “very likely;” 320 (7%) said “likely;” 37 (0.8 %) said “somewhat likely;” and 10 (0.2%) said “not likely.”
Of those who responded to the question, "How would you rate the overall experience?” (4,514):
4241 (94%) said “excellent;” 248 (5.5%) said “good;” 16 (0.3%) said “fair;” 9 (0.2%) said “poor.”

Average time from placement of order to customer receipt of item: 3.4 days (based on Amazon data).
Zip Books Project FY 13/14
Statistical Report

Characteristics of requests and orders*

<table>
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<th>10,103</th>
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</tr>
<tr>
<td>Percentage of total books ordered</td>
<td>8,190 (73.00%)</td>
</tr>
<tr>
<td>Format:</td>
<td></td>
</tr>
<tr>
<td>Regular print</td>
<td>10,425 (93.25%)</td>
</tr>
<tr>
<td>Large print</td>
<td>57 (0.50%)</td>
</tr>
<tr>
<td>Audiobook</td>
<td>646 (6.25%)</td>
</tr>
<tr>
<td>Genre/type:</td>
<td></td>
</tr>
<tr>
<td>Adult fiction</td>
<td>4,467 (39.80%)</td>
</tr>
<tr>
<td>Adult nonfiction</td>
<td>4,804 (42.80%)</td>
</tr>
<tr>
<td>Total adult</td>
<td>9,271 (82.60%)</td>
</tr>
<tr>
<td>Young adult fiction</td>
<td>672 (6.00%)</td>
</tr>
<tr>
<td>Young adult nonfiction</td>
<td>45 (0.40%)</td>
</tr>
<tr>
<td>Total young adult</td>
<td>717 (6.40%)</td>
</tr>
<tr>
<td>Children's fiction</td>
<td>1,015 (9.00%)</td>
</tr>
<tr>
<td>Children's nonfiction</td>
<td>225 (2.00%)</td>
</tr>
<tr>
<td>Total children's</td>
<td>1,240 (11.00%)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Bestseller status</th>
<th>Percentage of total books ordered</th>
<th>Percentage of adult books</th>
<th>Percentage of adult fiction</th>
<th>Percentage of adult nonfiction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult fiction bestsellers</td>
<td>402</td>
<td>3.60%</td>
<td>4.30%</td>
<td>9.00%</td>
</tr>
<tr>
<td></td>
<td>Total adult bestsellers</td>
<td>Percentage of total books ordered</td>
<td>Percentage of young adult books</td>
<td>Percentage of young adult fiction</td>
</tr>
<tr>
<td>--------------------------</td>
<td>-------------------------</td>
<td>-----------------------------------</td>
<td>--------------------------------</td>
<td>----------------------------------</td>
</tr>
<tr>
<td>Adult nonfiction bestsellers</td>
<td>168</td>
<td>1.50%</td>
<td>1.80%</td>
<td>0.00%</td>
</tr>
<tr>
<td>Total adult bestsellers</td>
<td>570</td>
<td>5.10%</td>
<td>6.10%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Young adult fiction bestsellers</th>
<th>Percentage of total books ordered</th>
<th>Percentage of young adult books</th>
<th>Percentage of young adult fiction</th>
<th>Percentage of young adult nonfiction</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>107</td>
<td>0.90%</td>
<td>15.00%</td>
<td>16.00%</td>
<td>0.00%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Young adult nonfiction bestsellers</th>
<th>Percentage of total books ordered</th>
<th>Percentage of young adult books</th>
<th>Percentage of young adult fiction</th>
<th>Percentage of young adult nonfiction</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
<td>0.01%</td>
<td>0.10%</td>
<td>0.00%</td>
<td>2.00%</td>
</tr>
</tbody>
</table>

|                          | Total young adult bestsellers     | 108                               | 0.91%                          | 15.10%                           |                                    |

|                          | Total bestsellers                | 678                               | 6.00%                          |                                  |                                    |

<table>
<thead>
<tr>
<th></th>
<th>Language other than English**</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Spanish</td>
<td>150</td>
<td>1.30%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vietnamese</td>
<td>1</td>
<td>0.01%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Russian</td>
<td>1</td>
<td>0.01%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| Total (language other than English) | 152                     | 1.32%                             |                                |                                  |                                    |

<table>
<thead>
<tr>
<th>Staff time for request processing***</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total staff time (in hours)</td>
</tr>
<tr>
<td>Average time per request (minutes)</td>
</tr>
</tbody>
</table>
Average time (in days) from placement of order to customer receipt of item**** 3.4

Customer satisfaction data

**Question:** How easy was it to understand the request process?

<table>
<thead>
<tr>
<th>No. of respondents</th>
<th>No. who said &quot;very easy&quot;</th>
<th>No. who said &quot;easy&quot;</th>
<th>No. who said &quot;moderate&quot;</th>
<th>No. who said &quot;difficult&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td>4,593</td>
<td>3,856 (84%)</td>
<td>662 (14%)</td>
<td>68 (1.5%)</td>
<td>7 (0.15%)</td>
</tr>
</tbody>
</table>

**Question:** How satisfied were you with the arrival time of your Zip Book(s)?

<table>
<thead>
<tr>
<th>No. of respondents</th>
<th>No. who said &quot;very satisfied&quot;</th>
<th>No. who said &quot;satisfied&quot;</th>
<th>No. who said &quot;somewhat satisfied&quot;</th>
<th>No. who said &quot;unsatisfied&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td>4650</td>
<td>4084 (88%)</td>
<td>489 (10.5%)</td>
<td>54 (1%)</td>
<td>23 (0.5%)</td>
</tr>
</tbody>
</table>

**Question:** How likely are you to use Zip Books again?

<table>
<thead>
<tr>
<th>No. of respondents</th>
<th>No. who said &quot;very likely&quot;</th>
<th>No. who said &quot;likely&quot;</th>
<th>No. who said &quot;somewhat likely&quot;</th>
<th>No. who said &quot;not likely&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td>4,505</td>
<td>4138 (92%)</td>
<td>320 (7%)</td>
<td>37 (0.8%)</td>
<td>10 (0.2%)</td>
</tr>
</tbody>
</table>

**Question:** How would you rate the overall experience?

<table>
<thead>
<tr>
<th>No. of respondents</th>
<th>No. who said &quot;excellent&quot;</th>
<th>No. who said &quot;good&quot;</th>
<th>No. who said &quot;fair&quot;</th>
<th>No. who said &quot;poor&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td>4,514</td>
<td>4241 (94%)</td>
<td>248 (5.5%)</td>
<td>16 (0.3%)</td>
<td>9 (0.2%)</td>
</tr>
</tbody>
</table>

*Percentages are rounded.
** No books in any other languages were ordered.

***Based on a sampling of Amazon order and delivery data

****Average time per request for the June-August 2014 reporting period was 11 minutes.