Hooray, Ryan sussed out how to turn on the Access Model display in Primo (seen here in the sandbox):

Terressent Set	BOOK Environmental Soil Chemistry. 2003 & Available Online >	*
ТОР	View Online	
VIEW ONLINE RELATED LINKS	Full text availability	
DETAILS SEND TO	EBSCOhost ebook Access Model: Please note that the platform supports unlimited access (UA) Click here to view the book. Access restricted to UCSC students, faculty and staff	

As you can see, that display text leaves something to be desired. It is customizable. Below are the current descriptions for each code that we would use:

Code	Name	Current public text/proposed		
UA	Unlimited Access	Please note that the platform supports unlimited access (UA)		
	(UA)	This ebook can be used by unlimited simultaneous users.		
3U	Three concurrent Users (3U)	Please note that the platform supports three concurrent users (3U)		
		This ebook can be used by 3 simultaneous users		
1U	One concurrent User (1U)	Please note that the platform supports only one concurrent user (1U)		
		This ebook can be used by a single user at a time		
NL	Non Linear	Please note that the platform supports non linear lending (NL)		
	Lending (NL)	Instructors contact the library if using this ebook for a class		
U-UA, U-3U, U-2U, U-1U, U-NL	Upgrade to Unlimited Access (U-UA), etc.	Please note that the platform supports unlimited access (U-UA), etc.(same display note as the non-upgrade version)		

Meaning:

- UA Unlimited access Unlimited access titles can be accessed by an unlimited number of users at the same time.
- 3U three user A title purchased as 3USER means three (3) users can access the document concurrently. Users will be automatically rolled over to the next available copy if the first one or two are in use.
- 1U one user A title purchased as 1USER means that one (1) user can access the document.
- NL non-linear Under this model, titles are not restricted to linear distribution one patron at a time - but rather they can be lent to any number of patrons concurrently. The number of days used for each loan instance is subtracted from the total number of annual loan days set for the title - usually 200-325. (which means a class of 300 can blow through a NL license in a day or two).