



LIBRARY ADVISORY COMMISSION REGULAR MEETING

MONDAY, APRIL 3, 2023 at 6:30 PM

**SCOTTS VALLEY BRANCH LIBRARY
251 KINGS VILLAGE ROAD, SCOTTS VALLEY, CA 95066**

1. CALL TO ORDER/ROLL CALL

Commissioners Lindsay Bass, Rena Dubin, Jennifer Mount, Mary Ripma, Mike Termini, Pamela Woll, and Tricia Wynne

2. ADOPTION OF THE AGENDA

3. ORAL COMMUNICATIONS

Any member of the audience may address the Board on any matter either on or off the agenda that is within the Board's jurisdiction. Note, however, that the Board is not able to undertake extended discussion or act on non-agendized items. Such items can be referred to staff for appropriate action which may include placement on a future agenda. If you intend to address a subject that is on the Agenda, please hold your comments regarding that item until it is before the Board so that we may properly address all comments on that subject at the same time. In general 3 minutes will be permitted per speaker during Oral Communication; A MAXIMUM of 30 MINUTES is set aside for Oral Communications at this time.

4. REPORT BY LIBRARY DIRECTOR

A. Library Director's Report – April 2023 (P4-6)

5. REPORT BY FRIENDS OF THE SANTA CRUZ PUBLIC LIBRARIES

A. Friends of SCPL – Report (Oral)

6. MEMBER REPORTS

7. CONSENT CALENDAR

All items listed in the "Consent Calendar" will be enacted by one motion in the form listed below. There will be no separate discussion on these items prior to the time the Board votes on the

action unless members of the public or the Board request specific items to be discussed for separate review. Items pulled for separate discussion will be considered following General Business.

- A. Minutes of January 9, 2023
RECOMMENDED ACTION: Approve Minutes (P7-8)
- B. Recent Articles about Santa Cruz Public Libraries
RECOMMENDED ACTION: Accept and file (P9-23)
- C. Library Strategic Plan
RECOMMENDED ACTION: Accept and file (P24-39)
- D. 2nd Quarter Report Community Impact Measures
RECOMMENDED ACTION: Accept and file (P40-44)
- E. Analysis of Patron Count Data: 2nd Qtr. FY 2022-23
RECOMMENDED ACTION: Accept and file (P45-47)
- F. Policy #306 Circulation
RECOMMENDED ACTION: Accept and file (P48-56)

8. GENERAL BUSINESS

General Business items are intended to provide an opportunity for public discussion of each item listed. The following procedure is followed for each Business item: 1) Staff explanation; 2) Board questions; 3) Public comment; 4) Board deliberation; 5) Decision.

- A. Summer Reading Planning for 2023
RECOMMENDED ACTION: Review and provide input on the plan for Summer Reading 2023 (P57-59)
- B. Review of FY24 Strategic Communications Plan
RECOMMENDED ACTION: Review and provide feedback on the FY24 Strategic Communications Plan (P60-68)
- C. FY 24 Draft Library Operating Budget Proposal
RECOMMENDED ACTION: Refer to attachment (P69-108)
- D. National Library Week
RECOMMENDED ACTION: Accept and file Proclamation for National Library Week 2023 (P109-111)

9. SCHEDULED UPCOMING MEETINGS

Date	Location	Anticipated Upcoming Agenda Items:
May 8, 2023	Branciforte Branch Library	<ul style="list-style-type: none">• Recover and Thrive Update – Eric Howard• IT Plan – Carlos Silva

10. ADJOURNMENT

Adjourned to the next regular meeting of the Library Advisory Commission to be held on Monday, May 8, 2023 at 6:30pm at the Branciforte Branch Library located at 230 Gault Street, Santa Cruz, CA 95062.

The Santa Cruz City-County Library System does not discriminate against persons with disabilities. Out of consideration for people with chemical sensitivities, we ask that you attend fragrance free. Upon request, the agenda can be provided in a format to accommodate special needs. Additionally, if you wish to attend this public meeting and will require assistance such as an interpreter for American Sign Language, Spanish, or other special equipment, please call the Library Administration Office at 427-7706 at least five days in advance so that we can arrange for such special assistance, or email library_admin@santacruzpl.org.

April 3, 2023

Director's Report to the Library Advisory Commission

Library Team

Over the last month, several vacant LA II positions were filled, including 1.0 at Capitola, 1.0 Collection Management (lateral Transfer), .50 at Downtown, .50, and .75 at Garfield park.

The Library filled two vacant Library Assistant III positions and four librarian positions.

Current Vacancies

Number of Vacancies	Title	Full/ Part Time hours	Status
1	Volunteer Coordinator Assistant	.50	Held
4	Library Assistant II (1 CAP, 1 DTW, 2 SV)	1.0	List expired-In process
1	Library Assistant II (FEL)	.75	List Expired-In process
1	Library Assistant III (Capitola)	1.0	List Expired-In process
2	Information Specialist	1.0	Recruitment in process
1	Bookmobile Library Assistant II	.80	Recruitment in process
1	Information Technology Specialist	1.0	Recruitment in process

Budget Preparation

The City of Santa Cruz adjusted its cost allocations formula for administrative services, including finance and human resources. The City agreed to honor the existing *Agreement Between the Library Joint Powers Authority and the City of Santa Cruz for Support Services* established in 2016 for the next two years when the Maintenance of Effort agreement expires on June 30, 2025.

Preliminary information indicates costs will double from approximately \$500,000 to over a million. To prepare for that shift and ensure fiscal responsibility while getting the service needed for successful operations, the Library is partnering with the City for a Request for Proposals (RFP) to hire a consultant to perform an analysis and make recommendations.

Approval for the request will go to the Library Board. Once responses are back and evaluated, the Board can decide the best path based on recommendations (by a combined City and Library evaluation committee) and costs.

Facilities

The Santa Cruz City Council approved permits for the Downtown Library Affordable housing project on Tuesday, March 14, 2023. With the approval of the permits for design, demolition and other requirements the project can move forward. The project included direction for the City to plant 36 new trees in the downtown area to replace the 12 on-site and to try to incorporate any viable wood from the felled trees into the project.

The Garfield Park Branch completed repair work to the floor on January 24th as scheduled.

The second Branciforte Library Branch punch walk took place in late March. Glass for the interior study and community rooms was installed. Staff moved materials to the branch and the setup work began. Save the date for the May 6th Grand Opening.

The atmospheric river storms caused multiple power outages and facility closures across the system during the months of January, February and March. Library staff at all locations provided service to the community by maintaining open hours. La Selva Beach branch served as a space to charge devices thanks to the La Selva Fire department generator supplying power to our facility. Boulder Creek had numerous closes due to unsafe road conditions, and power and internet outages, however Felton Library and Scotts Valley continued to serve the San Lorenzo Valley area residents.

Featured Programs and Services

In conjunction with Santa Cruz County, the Felton Library branch was the Federal Emergency Management Agency (FEMA) Disaster Recovery Center (DRC) for the San Lorenzo Valley area. FEMA utilized the library community room and outdoor patio to assist residents in filing claims and receiving resource support for damages caused by the January and February storms. The DRC was in place from January 24 through February 24, 2023. Traffic increased over 53% from 4,959 in December to 7,591 during the DRC period. The traffic for the period following the DRC closure was up 34% over the December numbers for the same period, with 6,652 visits.

I applaud the efforts of Library Manager Phil Boulton and his team for the extraordinary speed with which they worked to implement the center and their patience as the branch was stretched to capacity by the number of visitors.

The County team and FEMA were exceptionally gracious in their ask and working with us to ensure the least disruption while providing disaster recovery service to the community.

I would also like to thank Barbara Choi, Attorney at Law from ABC Law, for all her work in getting the Memoranda of Understanding reviewed and in place quickly so that we

could serve the community. Barbara shared these comments the day after the center opened, *“I was at the Library yesterday, and it was so busy with people picking up kits, coming and going. A very worthwhile endeavor for community recovery. I am glad we could do this.”*

The Library completed migration to the Cloud hosted version of Polaris. Some third-party vendor connections are works in progress, and there were a few issues with staff printer connections but overall, the transition went smoothly.

Grants

The library received a grant of \$10,000 from the Central Coast Incentive Project to purchase and install EV charging stations at the Felton and Capitola branches. The new chargers replace the existing units, which have repeated operational outages. The City of Santa Cruz is including the library units under their existing EV Charging Station contract.

The Youth Services team received notice of an award of \$23,525 to provide two popup programs at ten summer meal sites. Participants can enroll in the Summer Reading Program and receive free books and craft supplies, in addition to all youths getting a tasty lunch.

CLA and State Library Relations

Library Commissioner Tricia Wynne and Director Wilburn met with Assemblymember Dawn Addis (30th District) and her Assistant, Alexis Garcia-Arrazola, at the Capitola Library in late March. The pair toured the Capitola branch and learned about the 2023 legislative priorities, including ongoing support for literacy, infrastructure, mental health, and public wellness and initiatives. Assemblymember Addis expressed her support and pledged to return to visit the La Selva Beach branch and the Aptos Library.

The California State Library Building Forward Infrastructure grant application opened for second-round submissions. The deadline for the City to submit its application is May 18, 2023.



LIBRARY ADVISORY COMMISSION REGULAR MEETING MINUTES

MONDAY, JANUARY 9, 2023 at 6:30 PM

1. CALL TO ORDER/ROLL CALL

PRESENT: Lindsay Bass, Jennifer Mount, Mary Ripma, Mike Termini, Pamela Woll, and Tricia Wynne
ABSENT: Rena Dubin
STAFF: Library Director Yolande Wilburn and Assistant Library Director Eric Howard

2. ADOPTION OF THE AGENDA

RESULT:	APPROVED THE AGENDA
MOVER:	Mike Termini
SECONDER:	Tricia Wynne
AYES:	Bass, Mount, Ripma, Termini, Woll, Wynne
ABSENT:	Rena Dubin

3. ORAL COMMUNICATIONS

None

4. REPORT BY LIBRARY DIRECTOR

Library Director, Yolande Wilburn, provided a written report

5. REPORT BY FRIENDS OF THE SANTA CRUZ PUBLIC LIBRARIES

Chair Lindsay Bass, read a written report prepared by Executive Director of the Friends, Bruce Cotter

6. MEMBER REPORTS

Commissioners provided oral reports

7. CONSENT CALENDAR

RESULT:	APPROVED THE CONSENT CALENDAR
A. Approved Minutes of November 14, 2022	
B. Accepted and Filed Recent Articles about SCPL	
C. Adopted Resolution No. 2023-01 Authorizing Remote Teleconference Meetings pursuant to Assembly Bill 361	
MOVER:	Mike Termini
SECONDER:	Tricia Wynne
AYES:	Bass, Mount, Ripma, Termini, Woll, Wynne
ABSENT:	Rena Dubin

8. PRESENTATIONS

9. GENERAL BUSINESS

A. Elect Chair and Vice Chair for 2023

RESULT:	ELECTED MIKE TERMINI AS CHAIR
MOVER:	Tricia Wynne
SECONDER:	Mary Ripma
AYES:	Bass, Mount, Ripma, Termini, Woll, Wynne
ABSENT:	Rena Dubin
RESULT:	ELECTED RENA DUBIN AS VICE CHAIR
MOVER:	Tricia Wynne
SECONDER:	Mary Ripma
AYES:	Bass, Mount, Ripma, Termini, Woll, Wynne
ABSENT:	Rena Dubin

B. Second Review of Draft 2022-2025 Strategic Plan and Workplan

RESULT:	ACCEPTED THE 2022-2025 STRATEGIC PLAN AND WORKPLAN AS IS
MOVER:	Tricia Wynne
SECONDER:	Pamela Woll
AYES:	Bass, Mount, Ripma, Termini, Woll, Wynne
ABSENT:	Rena Dubin

Member of the public, Judi G., made a comment

10. ADJOURNMENT

Final Adjournment of the Library Advisory Commission at 7:30pm to the next regular meeting on April 3, 2023 at 6:30pm at the Boulder Creek Branch Library located at 13390 West Park Avenue, Boulder Creek, CA 95006.

STAFF REPORT

DATE: April 3, 2023
TO: Library Advisory Commission
FROM: Amanda Rotella, Community Relations Specialist
RE: Recent Articles about Santa Cruz Public Libraries

RECOMMENDATION

Accept and File Recent Articles about SCPL.

DISCUSSION

This Media packet covers the time period for January 3, 2023 through March 20, 2023.

Library Advisory Commission Media Packet

(Jan 3, 2022 – March 20th, 2023)

In the News and Media

Santa Cruz Sentinel

Feb 11, 2023: Photo | Santa Cruz Public Library Bookmobile stops at Dominican Oaks retirement community



Library staffer Eric Chalfant helps Phyllis Cytron with a book request as he brings the Santa Cruz Public Library Bookmobile for its regular stop at Dominican Oaks retirement community in Live Oak. Chalfant, who has steered the vehicle around Santa Cruz County for the past 25 years visits 21 locations throughout Santa Cruz County each month.

The bookmobile provides library services to those not served, or who are underserved by traditional branches due to physical, economic, social, geographic or other barriers.

Bookmobile sites within the Santa Cruz Public Libraries service area include senior housing and affordable housing communities. The current 7-year-old bookmobile is a customized Freightliner truck that holds around 2,500 items.

GoodTimes

Jan 11, 2023: Library Showcases Earliest Known Naturalist

By [Johanna Miller](#)

For five decades, Point Santa Cruz's lighthouse keeper Laura Hecox documented and collected the wonders of the environment

Laura Hecox spent 50 years as Point Santa Cruz's lighthouse keeper but did much more than ensure ships found their way through the nighttime fog; she amassed and appreciated the natural world around her. Hecox donated 2,000 items from her vast collection of artifacts and specimens—from ancient nautical fossils to original scientific sketches—to the then-new Santa Cruz Museum of Natural History in 1905.



For Lynn Guenther's *Light of the Bay*, a 2022 work of historical fiction based on Hecox's life, she studied the naturalist's artifacts to learn more about her untraditional life. Many of those relics, illustrations and scrapbooks are now on display at the Santa Cruz Library's downtown branch.

"Once I put the book out, I got a lot of feedback from people who said they'd actually never heard of Laura Hecox," Guenther says. "Which I found surprising. She's such an interesting role model for so many reasons. Not just as the lighthouse keeper but also being a self-educated scientist. She did amazing research. She dedicated so much of her life to it."

To create the exhibit, Guenther reached out to museum staff, who she'd worked with closely during her research for the book, including collections manager Kathleen Aston.

"Lynn is passionate about sharing her book, but I think she finds the Laura Hecox story very moving," Aston says. "We all thought it was a good time to propose the display to the library."

Guenther appreciates the support from the museum and the library on her book and the exhibit.

"I had a big picture planned," she says. "Kathleen has assisted me the whole way. It's really about bringing these collections back to the forefront. The museum has done a great job promoting Laura, and I'm trying to expand on that."

The exhibit includes artifacts and specimens from the museum's collection and Hecox's personal scrapbooks, which the library had already archived.

"A lot of women kept scrapbooks back then," Guenther explains, "full of locks of hair, poems, tickets to operas. But Laura's are something else. They are full of newspaper clippings from all over the country. She basically created her own encyclopedias."

Aston adds, "Those scrapbooks are amazing. They are one of the few windows into her personal life and interests."

The library's connection to Hecox goes back to the beginning—the first iteration of the museum opened in the basement of Santa Cruz's Carnegie Library in 1905.

"This display is a great way to reunite some things from the collection to the scrapbooks, where they were originally displayed," Aston says. "We thought it was a fun opportunity."

Guenther hopes the exhibit will inspire people to learn more about local history and appreciate Hecox's legacy.

"Laura was really at the beginning of the environmental movement," she says. "She was ahead of her time. She saw the need to preserve and document nature and what was being lost."

Aston concurs, adding that Hecox accomplished everything without any traditional education.

"[Hecox] lived in a time where if she'd wanted to become an educated scientist, she likely wouldn't have had access," Aston says. "And yet she still made all of these observations because she was excited about the world around her. It goes to show that anyone can be a naturalist; it's just a matter of attention, curiosity and care."

The Laura Hecox exhibit will be displayed through Jan. 31 at the Santa Cruz Public Library, 224 Church St., Santa Cruz. santacruzpl.org



Jan 26, 2023: Community reads program gives novel 'Mary Coin' the full 360 treatment

By [Wallace Baine](#)

If you love books, you have to love what the Friends of the Aptos Library are doing to celebrate reading in February. Each year, the "Our Community Reads" program focuses on one title, encourages the community to read the book, and puts together a series of smart, even fun events centered on that single book.

This year's book is the 2013 novel "Mary Coin," which imagines a backstory for one of the most famous American photographs of the 20th century, Dorothea Lange's "Migrant Mother."

Whether or not you can get your hands on a copy of the book, the "Our Community Reads" program is putting together [a series of free events](#) that will enhance your enjoyment of the book, or your interest in the period of the Great Depression, particularly how it was experienced in California.

Next week, in fact, the book's author will be on hand in a Zoom event, free to the public, to talk about the themes and characters of the book. The online chat with Marisa Silver will take place Wednesday at 7 p.m. Cabrillo College's Geneffa Jonker will moderate. Some people are gathering at the Capitola Library for the event, but you can drop in from home. It's free, but they need you to [register](#).

What's cool about this particular book is how it can open itself up to other art forms. Yes, there are the literary elements of it. But it is also about the power of photography as a documentary medium, which will be the subject of an event [Feb. 9](#) featuring local photographers Kevin Painchaud, Shmuel Thaler and Mary Altier.

The Depression also had a deep influence on American music, a theme to be explored at a live folk concert featuring musicians Aileen Vance, Bob Reid, Judi Jaeger, Jack Bowers and Vicki Coffis. That goes down [Feb. 5](#) at Mount Calvary Lutheran Church in Aptos.

There are film screenings of "[Grapes of Wrath](#)" and "[Dolores](#)," workshops in [art](#) and [writing](#), and even a [trivia contest](#). We'll keep you posted on all the events as they get closer.

This is the kind of attention and big-picture perspective all great novels deserve. Jump into this opportunity. The "Our Community Reads" program makes it easy. As for finding a copy of "Mary Coin," you might have to get creative on that front.

Feb 2, 2023: Farnaz Fatemi county's new poet laureate

By [Wallace Baine](#)

This story was originally featured in this week's Weekender newsletter. Be first the first to hear about arts and entertainment news in Santa Cruz County — sign up for Wallace's email newsletter [here](#) and text alerts [here](#).

Santa Cruz writer and poet Farnaz Fatemi has been named Santa Cruz County Poet Laureate for 2023-24, continuing a rich tradition of local laureates that includes Gary Young, Ellen Bass, Robert Sward, Danusha Lameris and others. Fatemi takes over for the 2021-22 laureate, David Sullivan.

The county's poet laureate serves a two-year term in which he or she will promote poetry and other literary activities across the county and devise and implement a signature program.

Fatemi is an Iranian American writer and poet who most recently published a collection of her poems titled "Sister Tongue" in September 2022. She is a member of the popular The Hive Poetry Collective at KSQD-FM and taught writing at UC Santa Cruz for a decade.

We'll check in with the new poet laureate to see what's on her mind for her creative project to promote poetry. In the meantime, you can get to know her and her work a bit better [here](#).

Feb 23, 2023: Fate of Santa Cruz's library mixed-use project to be tested at new-look planning commission Thursday

By Christopher Neely

Nearly four months after almost 60% of voters in the city of Santa Cruz backed a downtown mixed-use library project in a [fateful election over Measure O](#), the eight-story development is poised to move forward, with important votes at the city's planning commission this week and a possible final city council approval March 14.

As with any project of this magnitude, this megadevelopment promises to change the look and feel of downtown Santa Cruz for generations to come. What distinguishes this library/parking garage/apartment building/commercial space/child care facility from the [other active large-scale developments](#) is just how motivated and quantifiable the opposition was. The question of the development [was placed on the November ballot](#), and just over 40% of Santa Cruz voters said they didn't want to see this project in their city.

[Thursday's planning commission meeting](#) and the [March 14 city council meeting](#) will mark the final checkpoints in the city's decision-making process over the development, and offer the final opportunities for those opposed to make their case — unless lawsuits are filed, which always looms as a possibility in any contentious land-use battle.

The project has changed since Santa Cruzans first saw the application last year, but much remains the same. It will still be a multifaceted, eight-story development located on Lot 4 — bounded by Cedar, Lincoln and Cathcart streets — with 124 income-restricted housing units stretching across five stories. The units are divided into a mix of sizes: 13 studios, 48 one-bedroom units, 32 two-bedroom units and 31 three-bedroom units. The proposed three-story parking garage remains, as does the new three-story library, which will have two floors and elevated ceilings. The development will also have space for commercial tenants and a child care facility.

However, the size of the overall project has shrunk from 308,000 square feet to 273,000, and the number of parking spots in the garage has decreased from a proposed maximum of 340 to 243.



An approved design for the downtown mixed-use facility.

The planning commission will be voting on whether to recommend that the city council greenlight the permits needed for the project's design — allowing it to, among other things, reach eight stories, or roughly 90 feet, in a

zone with a 35-foot building height maximum — as well as demolish the parking lot and the lone commercial structure on the lot, Toadal Fitness.

[Measure O: Read more Lookout news and opinion coverage of the 2022 Santa Cruz ballot measure](#)

Although the city is seeking a demolition permit for Toadal Fitness, the project's [staff report](#) prepared ahead of the Thursday meeting says the city has still not finalized negotiations with the owners of Toadal Fitness to purchase the property. The report says the negotiations are active and involve purchasing Toadal Fitness and then offering the gym a spot as a commercial tenant in the new development.

According to the report, the staff expects an outcome “in the next several weeks,” but did not say where the negotiations stood.

Thursday's meeting also offers the first major litmus test of the new-look City of Santa Cruz Planning Commission.

Until the November election, progressives held a 4-3 majority on the planning commission, which put them at odds with the more moderate city council and staff. In practice, that meant the commission often advocated for affordability requirements in new developments that city staff and the city council criticized as unrealistic and effectively stalling much-needed housing developments.

That 4-3 planning commission majority stood as a relic from the brief window in 2018 when the progressives held away on the city council. However, an unpopular rent control measure and [a successful recall campaign](#) of two progressive council members, led by local political organizations Santa Cruz United and Santa Cruz Together, flipped the fate of the city council's politics back to a more moderate and what some would call a pragmatic view of housing development that prioritized working with developers to get projects built.

The progressive camp hasn't yet recovered and stands at a significant disadvantage in Santa Cruz's two most impactful decision-making bodies. Moderates hold a 6-1 majority on the city council. The planning commission's progressive majority ended in January this year, after new mayor Fred Keeley and reelected councilmember Renée Golder appointed Michael Polhamus, son of Santa Cruz United backer Carol Polhamus, and Timerie Gordon, a designer and wife of architect and former planning commissioner Christian Nielsen. The moderates now hold a 5-2 majority on the planning commission.

The progressives came out split on support for the library project in November; however, those in Keeley and Golder's camps displayed more unanimity in favoring the development. How the commissioners discuss the project Thursday will likely give Santa Cruzans a taste for the politics of development from their new planning commission majority.

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FOR THE RECORD: An earlier version of this story misidentified the name of a political organization that helped lead a 2019 recall of two Santa Cruz city councilmembers. Carol Polhamus was a member of the steering committee of Santa Cruz United



March 2023: Capitola Soquel Times

Advisory Council of Teens

Teens are making a difference in Capitola.

Advisory Council of Teens , or ACT, is the young adult advisory group for the Santa Cruz Public Libraries. It's open is open to all Santa Cruz County young adults, ages 12-18.

The group provides recommendations for branches across the library system.

Over the last couple of years, the ACT has provided recommendations on programs as well as on the design of the teen spaces /rooms in the new /renovated branches.

For example, they recommended "Teens" as the name for the teen area at the Santa Cruz downtown library. Other options were Teen District and Teen Empire (which started as a joke but got strong support).



La Selva Beach library event: ACT is open to youth starting at age 12.

They recommended animation workshops be offered only in the summer as teens have too little free time or are tired during the school year.



Members of the Advisory Council of Teens assist with raffle at La Selva Beach library.

For programs this year, they recommended targeting ages 11 to 18 instead of ages 9 to 18 and offering three classes all in one week.

They asked for teen finance workshops, Credit 101 and Banking Basics, to be scheduled on the weekend.

They said yes to the Japanese Cultural Fair on June 10.

Librarian Sandi Imperio oversees the advisory Council of Teens.

The next meeting is 2-4 p.m. Sunday, March 5, at the Capitola branch library, 2005 Wharf Road. ■

A Library Lover's Tour of the Coast

Passion for books began as a young child

BY KATHY SWEENEY



Many people collect items as a hobby. I have friends who collect vintage video games, comic books, even quilts. I'm a different kind of collector, however. I collect library visits. For fun, I like to visit community libraries and photograph what I find there.

My love of libraries took root in childhood. My mom, a teacher, would take my sister and me to the San Bruno library on Saturday mornings, and I'd check out the maximum 10 books every time. I'd stuff them into my Hello Kitty tote bag, then start devouring them as soon as I got home.

Now I'm a teacher and my love of libraries hasn't dimmed. Yet I discovered something new when I began collecting library visits a few years ago: Libraries are so much more than books. Almost immediately, I noticed how each branch reflects the community it serves, including the languages of materials and services offered. Some libraries are true community hubs, with job training, resume-writing classes, citizenship workshops and language classes. Others offer parent support groups, chess clubs and homework help.

With this in mind, I headed for Santa

“Libraries are so much more than books. Almost immediately, I noticed how each branch reflects the community it serves, including the languages of materials and services offered.”

Cruz during my December break to explore a few coastal libraries, excited to see what treasures I might find. What would be the best feature in each branch? How would they reflect their community?

My first stop was the downtown branch, at 224 Church St. I got there shortly before opening time, and there were already patrons waiting to enter. This is pretty common. Almost every time I get to a library branch early, there's a small group of people waiting. I like to think of them as library fans.

As soon as I stepped in, I saw the downtown branch's superpower: the Veterans Information Center. It's in the lobby, even before you get to the books and other services inside. Posted hours

offered assistance four days a week.

Almost all libraries have inviting children's sections, and the downtown branch was no exception. Some of the stand-out pieces were multicolored garlands of origami, beach-themed art on the walls, and a 2008 mural showing a child reading while overlooking a coastal city and an ocean made of books.

Next I headed to the Live Oak branch, at 2380 Portola Drive, which overlooks Corcoran Lagoon. This location is more tucked away than the downtown branch, and the vibe is laid-back instead of bustling.

My favorite part of this branch was the clean lines of the mission style design, from architecture to furniture style and even tabletop lamps. Large windows

let in plenty of natural light and took advantage of the beautiful view outside. The library also has black silhouette-style art that depicts birds in marsh-like grasses like you can find just outside.

It was still early, only about an hour after opening, but a few parents and children roamed and lounged in the children's area. Other reading areas had a scattering of readers soaking in the peaceful scene.

My third stop was the La Selva Beach branch, at 316 Estrella Ave. This was a compact branch, sandwiched between a fire station and the La Selva Beach Clubhouse, but it made good use of its space.

Like many small community libraries, it focuses on providing a good children's section. High ceilings, exposed beams and lots of natural light make the branch feel bigger. Other highlights include a variety of art, such as hanging wooden pieces near the information desk, sea animals on a large clear vertical panel and a marine-themed mosaic just outside the front door. Tall palm trees outside add to the beach mood.

My last stop for the day was the Capitola branch, at 2005 Wharf Road. This is a sleek new building with lots of natural wood and clean vertical lines, starting with the exterior. The children's room was playful, with owl faces popping up on the kids' chairs and a tree theme that carried through the library.

There's also a fireplace in the periodicals area, and this branch also makes great use of large windows and natural light. Near the front, there's a section of books on local history that includes diverse offerings such as "Surfing in Santa Cruz," "Highway 17" and "Chinese Gold: The Chinese in the Monterey Bay Region."

Finally, a glass cabinet contains a mini-exhibit called "My Neighborhood ... Camp Capitola." It features historical photographs, a collection of various shells, and blurbs of information about the camp.

With four new library visits in my pocket, it was time for me to head back home to San Jose. I have many more coastal libraries ahead of me, but thanks for adding to my treasure chest, Santa Cruz County. I know I'll be back.

Kathy Sweeney is a former journalist and current teacher. She began her library quest a few years ago by visiting all 25 public libraries in San Jose, where she lives.

SANTA CRUZ LOCAL

March 17th: Branciforte Library Set to reopen in late spring

By Allison Gasparini



SANTA CRUZ >> Renovations at Santa Cruz County's branch libraries are expected to finish this year, with a newly renovated Branciforte Branch Library set to open in late spring, a Live Oak annex anticipated this summer and a new Aptos library in the fall.

Funded in large part by Measure S, a \$67 million bond measure approved by county voters in 2016, branch library renovations and new buildings already have opened in Capitola, Felton, Boulder Creek, Live Oak, La Selva Beach, Garfield Park and Scotts Valley.

"I walk into some of the renovated branches and I look at the plans for the new ones and I am just amazed and grateful," said Janis O'Driscoll, president of Friends of the Santa Cruz Public Libraries.

Libraries' roles have changed from places to find and read books to public meeting spaces, places for teens after school and even daytime shelters during storms, fires and floods. This month, County of Santa Cruz leaders reminded residents that they could take shelter from rain and floods in the county's libraries.

Many of the Santa Cruz branch libraries were built in the 1960s. Ideas about renovations started about a decade ago after years of insufficient budgets and maintenance left the 10 libraries in "various stages of disrepair," O'Driscoll said. A local architect was commissioned to evaluate all the branches and provide initial cost estimates.

Friends of the Santa Cruz Public Libraries began campaigning for money in 2015. Measure S was adopted by 70% of county voters in 2016. After many plans and public meetings, construction began on the Capitola and Felton branches in 2018.

"The Measure S investment from the community is creating — and sort of facilitating — a space where the library can meet the modern needs of our community," said Amanda Rotella, community relations specialist of Santa

Cruz Public Libraries. The renovations are a testament to the work of individuals and community organizations who gave feedback and money, O'Driscoll said.

[The Downtown Santa Cruz library will be the last to begin construction.](#) The Santa Cruz City Council approved permits related to it on March 14. Construction is estimated to start in 2024.

The following renovations are in the works.



Branciforte Branch Library, 230 Gault St., Santa Cruz

Status: Construction began in May 2021 and continued in March 2023.

Estimated reopening: Late spring 2023.

Renovation highlights: The Branciforte Branch Library renovation will include a new community room, a new outdoor patio, dedicated reading areas for teens and children, electrical and lighting upgrades and improved accessibility for people with disabilities.

Estimated cost: \$4 million.



Aptos Branch Library, 7695 Soquel Drive, Aptos

Status: Construction started in June 2022 with demolition of the building.

Estimated reopening: Fall 2023.

Renovation highlights:

- Outdoor reading area.
- Garden and patio.

- Dedicated reading areas for teens and children.
- Community room including a terrace area.
- Updated energy efficiency to make it a net-zero energy building.
- A history section which will include ongoing materials and exhibits from the Aptos History Museum.

Anticipated cost: \$14 million.



Live Oak Annex, 979 17th Ave., Santa Cruz

Renovation description: The annex will be an addition to the Simpkins Family Swim Center with study rooms and a classroom that can be used for meetings.

Status: Construction started in spring 2022 and continued this month.

Estimated completion: Late summer 2023.

Estimated cost: About \$6 million.

Other details: A 2022 [Santa Cruz County Civil Grand Jury report](#) stated that Measure S money was supposed to go to “most urgent needs” in the libraries’ Facilities Master Plan, “likely misleading voters” about the money for the proposed Live Oak Annex. Leaders of the Santa Cruz County Joint Powers Authority essentially said the money was not limited to upgrades for current library buildings and that the annex “is an expansion of library facilities in the Live Oak community,” according to their [civil grand jury responses](#).



Downtown Santa Cruz, 119 Lincoln St., Santa Cruz. The library’s main entrance is slated for Cedar Street, and the project spans Cedar Street from Cathcart to Lincoln streets.

Status: Building permits are due from the city in late 2023 or early 2024. Construction is expected to start in May or June 2024 and finish in late 2026 or early 2027, Santa Cruz Development Manager Brian Borguno wrote in an email to Santa Cruz Local on Friday. "The remainder of 2023 will be working through the next design phases including construction ready documents that will lead to building permits (at the) end of the year or early 2024," Borguno wrote. [The Santa Cruz City Council approved permits for the project on March 14.](#) The project requires no more approvals from the city council or other elected bodies and could only be challenged through litigation, Santa Cruz Senior Planner Tim Maier said.

Estimated construction start: May or June 2024. Construction is expected to take two years.

Estimated cost: \$40.6 million for the library, Borguno said March 17. Refined cost estimates for each part of the project are due in late spring or early summer.

Project details: The eight-story complex is expected to include:

- A three-story library with two indoor levels, a rooftop terrace and patio.
- Five levels of affordable housing above three levels of parking.
- A three-story area for businesses with 9,600 square feet of commercial space.
- A child care facility with an outdoor play area.
- 124 homes, including 19 units for residents with "extremely low incomes," 59 units for "very low incomes" and 45 units for "low incomes" based on [state-determined income limits](#), according to a city staff report.

[More information and images.](#)

Online Reviews:

















Scotts Valley

Chak P (A helpful guide)
★★★★★
Nice library even before the renovation.

Scotts Valley

Carrie A
★★★★★

Scotts Valley

Alice
★★★★★
This user only left a rating

Felton	 Melissa McKowan Today was my first trip to Felton library and it is lovely BUT the employees are SO LOUD that it is impossible to read, work or concentrate. It was all personal (nothing about the library) and it went on for 3 of the 4 hours I was here. Shhhh!!!!	
Garfield Park	 mike latta  Cozy and comfortable friendly staff	
La Selva Beach	 Jessica Suess  <i>This user only left a rating</i>	
Capitola	 Crystal Martinez Local Guide · 44 reviews · 72 photos  5 hours ago NEW Great "new" local branch. Everything is clean and well appointed. The on sight adult collection is not huge (Kids is great) but you can request books be transferred from the other locations so it's got a bigger availability than expected (and can return books from other branches there too). Community events and a cute play structure rounds out a good quality	⋮
Downtown	 Temir Inatowitz  <i>This user only left a rating</i>	
Downtown	 Heather Fisher  <i>This user only left a rating</i>	
Downtown	 Ryan Harold 13 reviews · 4 photos  a day ago NEW Went in to scan some documents to an external USB "jump drive". It cost me \$0.00. Psyched that the community has such a wonderful resource. I forgot how great public libraries like this one can be. Looking forward to stopping by more often!	⋮

Downtown



Yaya Isibor
Local Guide · 67 reviews · 522 photos



★★★★★ a day ago **NEW**

We went to the library because we are a couple who work from home remotely from time to time. We need to get some papers printed.

We felt like this was a better option than going to FedEx because the possibility of paying per page was probably cheaper. Lo and behold. When we got there, we did not need a library card and they even give us a guest pass. The guest pass allows you to have access to the computer and allows you to print up to 60 Pages free! Yes, I said it is 60 Pages FREE and after that, it's 15 cents per page. Although I didn't need more than 5 pages it was a beautiful alternative to Fedex.

I thought this was amazing and we were able to get our papers printed. I was able to get some studying done.

The library itself is nice and quiet Pleasant though. Like most parts of Santa Cruz, there is homelessness going on, but I think it's beautiful how the library saw it as an opportunity to start a great homelessness program. They provide Togo's sandwiches for people who are homeless, classes, and resources. Just wonderful community love ❤️



Downtown



Rj Nerpin
1 review · 1 photo

★★★★☆ a day ago **NEW**

↩ Reply

Downtown



Heather Fisher
7 reviews

★★★★☆ 2 weeks ago **NEW**

↩ Reply

STAFF REPORT

DATE: April 3, 2023
TO: Library Advisory Commission
FROM: Yolande Wilburn, Library Director
RE: Graphic Design of the Strategic Plan

RECOMMENDATION

Provide feedback on the layout and design of the Strategic Plan and 1-page Overview.

DISCUSSION

On February 2, 2023 the Library Joint Powers gave final approval for the Library's new Strategic Plan. Earlier, on January 9th, the Library Advisory Commission had provided their input and approval of the Strategic Plan.

In the Library's presentations to the Joint Powers Board and the Library Advisory Commission, a user-friendly online interface for the Strategic Plan as well as a Word document were provided. The attached version, provides an enhanced and updated graphically designed version as well as an easily accessible one pager that offers an overview of the Plan. The purpose is to provide our patrons and the community with multiple sources for accessing and understanding the goals of the Library.



SANTA CRUZ
PUBLIC LIBRARIES

STRATEGIC PLAN

2022 - 2025

Santa Cruz Public
Libraries 117 Union St.
Santa Cruz, CA 95060

santacruzpl.org
831-427-7713

MISSION

Inclusion Connection Collaboration

VISION

Empower people to transform their lives and strengthen our communities.

VALUES

- Lifelong Learning
- Respectfulness
- Intellectual Freedom
- Professional Competence
- Social Responsibility



P26



2022-2025 FOCUS AREAS

1. Diversity, Equity, and Inclusion (DEI)

Page 5

See DEI Plan for more details.

2. Santa Cruz County Community Needs

Pages 6-8

3. Library Services

Pages 9-13

SCPL aspires to remain adaptive, to continue to provide outstanding service, and to meet the ever-changing needs of the community.



METHODOLOGY

- Strategic planning process begins and a team of Library staff convened to lead the effort. (Aug. 2021)
- Public surveyed through in-person and online questionnaires.
- Prioritized groups surveyed and interviewed (using Harwood approach):
 - Staff from Cities of Capitola, Santa Cruz, and Scotts Valley
 - Staff from Santa Cruz County
 - Educators
 - Families with young children
 - Frequent library users
 - Friends of the Santa Cruz Public Libraries
 - Infrequent or nonusers of the Library
 - Library Advisory Commission
 - Library partners and their clients
 - Library staff
 - Members and partners of the BIPOC community
 - Members and partners of the disabled community
 - Members and partners of the Spanish speaking community
 - People without housing
 - Seniors
 - Teens
- Staff completes Strengths, Opportunities, Aspirations, and Results (SOAR) exercise led by former San Jose Public Library Director, Jane Light. (Oct 2021)
- Community Partner Dialogues with The Friends of the Library, the Library Advisory Commission, the County Office of Education, Cabrillo College, Santa Cruz City Schools, the Chamber of Commerce, Community Foundation/Rise Together, the Diversity Center, Monterey Bay Economic Partnership, NAACP, United Way, and the Santa Cruz County Sheriff's Office. (Feb 2022)
- Workshops with Library Senior Management to analyze input and develop final goals.
- Review and input from Library Advisory Commission (LAC) & Library Joint Powers Authority (LJPA).



TIMELINE & APPROACH



Adaption is central to this plan. Each strategy will follow the same process:

- Identify needs
- Develop collaborative solutions
- Implement
- Analyze, reflect, and revise

YEAR ONE 2023-2024

A focus on staff well-being, diversity, equity and inclusion.

YEAR TWO 2024-2025

A focus on measuring impacts.

YEAR THREE 2024-2025

A focus on lessons learned and adaption.

GOAL:

Create an organizational culture of equity and inclusion and provide equitable and relevant services to all

DEI FOCUS AREAS:

- Ensure collections, services and programs align with County of Santa Cruz's work on equity.
- Develop staff knowledge, skills, and confidence in the area of DEI.
- Remove systemic inequality in library hiring and on-boarding practices.

See DEI Plan for more details and three-year workplan



GOAL:

Create and support safe and friendly places

STRATEGIES:

- Ensure library facilities are accessible, safe, and welcoming.
- Promote the Library's spaces and program rooms to all community members.
- Support community resilience.

OBJECTIVES:

Create welcoming spaces for all ages and ensure that spaces go beyond ADA compliance and achieve universal design at remodeled or new facilities. Provide annual audits of spaces.
Analyze the need for bilingual signage at all branch locations by the end of 2023. Identify the threshold for signage based on demographic changes and increases in languages other than English. The Library will address three branches a year for each of this Plan's three years.
Open Branciforte, Live Oak Annex and Aptos Branch Libraries in 2023.
Develop and pilot three (3) programs, one each year in a different community that explores at least one of the following: civic engagement, polarization, conflict resolution, cultural awareness and healthy communication.
Ensure that the Library remains a leader in the County for environmental sustainability. Develop a plan by 2024 to reduce the Library's carbon footprint by half by 2026.
Collaborate with the County to provide access to the Library as a Community Resource Center during emergencies.

GOAL:

Foster an inclusive community

STRATEGIES:

- Deepen relationships with partners to collaborate on programming and services and improve health outcomes.
- Create opportunities for diverse groups to connect, have fun, and gain understanding through art, history, literature, humanities, and civic engagement.
- Work with the schools to improve math and reading outcomes for children.
- Support the socio-psychological wellness of youth and teens through partnerships and programming.
- Collaborate with community partners to connect people to job training, veterans services, housing, and mental health resources.

OBJECTIVES:

Continue to collaborate with schools to invest in programs that focus on underserved children. Identify and develop programming to support school readiness. Provide annual reports to the LAC and LJPA on any changes or proposals that resulted from these collaboration.

Invite participation and feedback about library services, programs, and collections from community members. In collaboration with partners, provide annual community conversations with prioritized groups. Provide an annual report to the LAC and the LJPA on the feedback and recommended actions.

Develop programs with partners that support the socio-psychological wellness of youth and teens and provide ongoing feedback. The target number of programs will be developed within the first year of the plan.

Establish a partnership with the County by the end of 2023 to bring social workers into the Library. Seek input and best practices from across the industry for other social work programs and best practices that support mental health for patrons using the library.

Create/support programs that bridge cultures, generations, lived experiences, and communities. The number of annual programs will be identified during a planning process in the first quarter of the plan. This work could include some community led programming.

GOAL:

Support all members of society

STRATEGIES:

- Develop communication strategies that connect the community to needed resources.
- Continuously gather feedback and evaluate processes, programs, and policies to reduce barriers and increase access to Library resources.
- Develop programs that support incarcerated and decarcerated individuals.

OBJECTIVES:

Ensure that the yearly milestones within the DEI Plan are met.

Develop a Communications Plan dedicated to marketing, event coordination and public information in order to expand reach and to streamline the Library's communication.

Develop an assessment of current services for incarcerated and recently decarcerated individuals. Identify current impacts and a plan for potential impacts if resources are increased or reorganized for the Library's County Correctional Facilities (CCF) program in FY 24-25.

Strengthen partnerships to ensure the library continues to serve as a bridge for patron access to social services. Develop more robust measures for identifying how many and how well patrons are referred and served by partners through the library's work.

Develop annual marketing campaigns, including rebranding, to raise awareness of library programs and services.

GOAL:

Curate a relevant and engaging collection of content and format it to satisfy the current and anticipated needs and preferences of the community

STRATEGIES:

- Conduct diversity audits of collections to be reflective of the community.
- Promote diverse collections, including local history, music, and art, through programming and exhibits.
- Identify and digitize objects and collections for genealogical and historical information of importance to Santa Cruz County.
- Launch and promote an integrated content and digital asset management system for local history and genealogical content.

OBJECTIVES:

Develop an audit plan for the Library's Collections utilizing an equity lens.
Establish a more robust process for cataloging in other languages, involving affiliates such as Pacific Library Partnership.
Use an equity lens in the revision of the Collection Development Plan by 2024.
Explore augmenting the collection through alternative resources such as Link+, and ZipBooks to better meet patron needs. Develop annual patron feedback mechanism on the accessibility of the collection.

GOAL:

Strengthen and support learning and
measure the impact

STRATEGIES:

- Facilitate community conversations and conduct regular surveys to identify the service and programming needs within Santa Cruz County.
- Identify opportunities and best practices for nurturing curiosity and community connection.
- Strengthen and support digital literacy access and training.
- Develop and apply meaningful measurements to determine the library's impact.
- Strengthen Library staff's network with community organizations through participation in local events and locations outside the library's walls.

OBJECTIVES:

Ensure that key staff have training on measuring impacts and facilitating community conversations. Begin in 2023 for all librarians. Begin in 2024 for all other staff.

Develop and revise measurement tools for evaluating the Library's programs and services by December 2023. By December 2024, provide a dashboard that publicly displays the Library's measurements.

Partner with area museums & historical societies to develop opportunities for nurturing curiosity.

Seek out traveling museum exhibits that can spark conversation in the Library for all ages and develop measurement tools for assessment. The target number for programming will be developed within the first quarter of the year.

Identify key programs that result in positive impacts on economic outcomes. Define these programs and services by the end of 2023. Offer those services by the beginning of 2024.

Collaborate with the County to end the digital divide in Santa Cruz County by assisting with grants, information sharing and special projects.

OBJECTIVES: (continued)

Provide comprehensive resources and services to support public research on local history.

Provide research assistance, teach information literacy skills and connect patrons of all ages with materials and information to meet their educational, informational and entertainment needs. Develop customer service surveys that assess these specific services and begin implementing them in 2023.

Support Santa Cruz County K-12 students with cutting edge digital and physical resources and through collaboration with partner organizations that focus on the socio-emotional health of youth. Develop measurement tools for assessment.

Expand participation in the summer learning program for all students and identify new avenues for reaching students within the groups identified through the Equity Plan. Develop measurement tools for assessment.



GOAL:

Support and prepare staff to meet organizational needs and ensure excellent customer service

STRATEGIES:

- Conduct a comprehensive review of technology and update Library technology plan's priorities.
- Assess staffing to ensure the organization's fiscal sustainability and recalibrate public hours and staffing to provide equitable service levels across the County.
- Develop a staff training plan to maximize knowledge and expertise.
- Support staff well-being and career advancement.

OBJECTIVES:

Complete a new Technology Plan by June 2023, which will include:

- Upgrades to the Virtual Private Cloud Infrastructure.
- Development of an updated website by December 2024 that is more user friendly for other language users and for people with disabilities.
- A technology and computer replacement policy by June 2023.
- Migration of the Library's in-house Integrated Library System (ILS) to a hosted solution by April 2023.
- Replacement of obsolete hardware Servers at all Branch locations by June 2023.
- Installation of occupancy counting equipment at all branches by September 2023 with the exception of Live Oak annex.

Implement Neogov "Onboard" and "Perform" modules by March 2023 to ensure staff training is tracked and performance appraisals are completed on time.

Re-locate Collection Management Services and the Library Information Technology teams to the Headquarters building by June 2023.

Provide ongoing training on Equity Diversity and Inclusion for the Library's managers and then all staff. Complete a skills and knowledge assessment by the end of the fiscal year 2024.

OBJECTIVES: (continued)

Expand training to all staff on deescalation. Ensure everyone trains on it once a year.

Ensure high quality training for all staff to support the action steps for the Safe & Friendly focus, specifically to support staff in providing friendly, responsive customer service. Begin in 2023.

Develop and implement measurement tools for evaluating the Library's customer service by December 2023.

Provide training for all staff to support constructive communication. Begin for all staff in 2023.

Seek annual feedback on the Strategic Plan from staff.

Establish meetings between Human Resources, and senior management to meet the goal of developing a recruitment, training and retention plan that addresses any changes needed in the educational requirements, job descriptions and recruitment advertising practices, and process i.e. interviews and how the candidates are vetted.

Identify staffing needs and the potential creation, conversion or addition of positions which ensure the fiscal sustainability of the organization by the end of 2023.

Support staff wellbeing by exploring best practices of other Library organizations and implementing pilots in collaboration with the City of Santa Cruz Human Resources Dept.

Continue to develop the volunteer program to work seamlessly between the City's volunteer office and the Library.



STRATEGIC PLAN

OVERVIEW

Diversity Equity and Inclusion (DEI)

Goal: Create an organizational culture of equity and inclusion and provide equitable and relevant services to all

- Ensure collections, services, and programs align with County's work on equity.
- Develop staff knowledge, skills, and confidence in the areas of DEI.
- Remove systemic inequality in library hiring and on-boarding practices.

See DEI Plan for more details

The Santa Cruz Community

Goal: Create and support safe and friendly places

- Ensure facilities are accessible, safe and welcoming.
- Promote program spaces and rooms.
- Support community resilience.

Goal: Foster an inclusive Community

- Deepen relations & collaborations with community partners.
- Create opportunities for diverse groups to connect.
- Work with schools to improve math and reading outcomes.
- Support socio-psychological wellness for youth & teens.
- Connect people with job training, veterans services, housing, and mental health resources.

Goal: Support all members of society

- Develop communication strategies to connect community to resources.
- Gather feedback, evaluate programs, and reduce barriers.
- Develop programs that support incarcerated and decarcerated individuals.

Library Services

Goal: Curate Relevant & engaging collections and content

- Conduct diversity audit of collections.
- Promote diverse collections through programming & exhibits.
- Identify and digitize objects and collections of importance to SCC.
- Launch content and digital asset management system for local history & genealogical content.

Goal: Support learning & measure the impact

- Facilitate community conversations.
- Identify opportunities for nurturing curiosity and community connection.
- Support digital literacy training.
- Participate in local events.

Goal: Support staff to meet organizational needs & ensure excellent customer services

- Update technology plan priorities.
- Assess staffing and recalibrate public hours to ensure equity across County.
- Develop staff training plan.
- Support staff well-being & career advancement.

MISSION: Inclusion, Connection, Collaboration

VISION: Empower people to transform their lives and strengthen our communities.



STAFF REPORT

DATE: April 3, 2023
TO: Library Advisory Commission
FROM: Yolande Wilburn, Library Director
RE: 2nd Quarter Report Community Impact Measures

STAFF RECOMMENDATION

Accept and File Community Impact Measures for 2nd Qtr. FY 2022-2023

DISCUSSION

This 2nd quarter report covers the time period of October 1, 2022 through December 31, 2022 and compares this data to the previous year.

Programming statistics report updates:

- In FY22, we are now offering in-person programs at our open branches, virtual programs, and outreach programs for underserved communities outside our library walls. To better reflect the differences between these types of programs, we have created a new “Virtual Branch,” split off from Outreach, beginning October 2021. With the changes in how we deliver programs over the past 2 years, the chart comparisons for Outreach between FY21 and FY22 will not directly correspond.

- Total circulation system-wide increased by 8%.
- Total visitors by branch system-wide: N/A since the library is switching to a new tracking system and no data is available for October through December.
- Total number of new registrations increased by 14%.
- Total hours of public internet computer use system-wide increased by 26%.
- Total hours of wireless internet sessions increased by 67%.
- Total sessions of public internet use increased by 41%.
- Total number of public wifi sessions increased by 26%.
- Total hours of meeting room use system-wide increased by 37%.
- The total number of programs held system-wide increased by 95%.
- The total number of program attendees held system-wide increased by 81%.

Attachment:

2nd Quarter Community Impact Measures

Report Prepared by: Kira Henifin, Principal Management Analyst
Christine Campbell, Library Assistant IV

Reviewed and Forwarded by: Yolande Wilburn, Library Director

CIRCULATION BY BRANCH														
	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter			Totals	Totals
	FY20/21	FY21/22	% Change	FY20/21	FY21/22	% Change	FY20/21	FY21/22	% Change	FY20/21	FY21/22	% Change	FY 20/21	FY 21/22
Aptos	17,414	57	-99.7%	17,289	0	-100%	17,425	0	-100%	12,505		#REF!	52,128	57
Boulder Cre	0	0	0.0%	43	0	-100%	0	0	#DIV/0!	0		#REF!	43	0
Branciforte	164	0	-100.0%	552	0	-100%	42	0	-100%	0		#REF!	758	0
Capitola	0	54,347	#DIV/0!	0	54,914	#DIV/0!	0	55,949	#DIV/0!	7,967		#REF!	0	165,210
Downtown	19,912	47,273	137.4%	19,584	45,507	132%	21,611	48,246	123%	25,530		#REF!	61,107	141,026
Felton	5,572	29,805	434.9%	9,445	31,593	234%	9,148	33,951	271%	14,712		#REF!	24,165	95,349
Garfield Par	57	0	-100.0%	39	0	-100%	20	0	-100%	0		#REF!	116	0
La Selva Bea	22	7,903	35822.7%	1	6,642	664100%	106	6,723	6242%	3,367		#REF!	129	21,268
Live Oak	12,703	12,762	0.5%	13,476	10	-100%	14,185	26	-100%	20,231		#REF!	40,364	12,798
Scotts Valley	8,561	7,511	-12.3%	5,734	27	-100%	9,212	16	-100%	16,736		#REF!	23,507	7,554
Outreach	1,689	5,062	199.7%	2,874	5,277	84%	4,451	5,372	21%	5,007		#REF!	9,014	15,711
TOTAL	66,094	164,720	149.2%	69,037	143,970	109%	76,200	150,283	97%	106,055		#REF!	211,331	458,973
Digital Bran	119,424	110,918	-7.1%	117,922	109,713	-7%	120,687	111,483	-8%	109,842		#REF!	358,033	332,114
Total incl. D	185,518	275,638	48.6%	186,959	253,683	36%	196,887	261,766	33%	215,897		#REF!	569,364	791,087

VISITORS BY BRANCH														
	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter			Totals	Totals
	FY20/21	FY21/22	% Change	FY 20/21	FY21/22	% Change	FY 20/21	FY21/22	% Change	FY 20/21	FY21/22	% Change	FY20/21	FY21/22
Aptos	0	0	0.0%	0	0	#DIV/0!	0	0	#DIV/0!			#REF!	0	0
Boulder Cre	0	0	#DIV/0!	0	0	#DIV/0!	0	0	#DIV/0!			#REF!	0	0
Branciforte	0	0	#DIV/0!	0	0	#DIV/0!	0	0	#DIV/0!			#REF!	0	0
Capitola	0	0	#DIV/0!	0	0	#DIV/0!	0	0	#DIV/0!			#REF!	0	0
Downtown	0	38,335	#DIV/0!	0	36,823	#DIV/0!	0	40,899	#DIV/0!			#REF!	0	116,057
Felton	0	19,905	#DIV/0!	8,499	22,952	170%	9,353	23,492	151%	10,708		#REF!	17,852	66,349
Garfield Par	0	0	#DIV/0!	0	0	#DIV/0!	0	0	#DIV/0!			#REF!	0	0
La Selva Bea	0	0	#DIV/0!	0	0	#DIV/0!	0	0	#DIV/0!			#REF!	0	0
Live Oak	0	4,880	#DIV/0!	0	0	#DIV/0!	0	0	#DIV/0!			#REF!	0	4,880
Scotts Valley	0	0	#DIV/0!	0	0	#DIV/0!	0	0	#DIV/0!			#REF!	0	0
Outreach	0	3,441	#DIV/0!	0	3,796	#DIV/0!	0	4,771	#DIV/0!			#REF!	0	12,008
TOTAL	0	66,561	#DIV/0!	8,499	63,571	648%	9,353	69,162	639%	10,708		#REF!	17,852	199,294

NEW REGISTRATIONS														
	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter			Totals	Totals
	FY20/21	FY21/22	% Change	FY20/21	FY21/22	% Change	FY20/21	FY21/22	% Change	FY20/21	FY21/22	% Change	FY20/21	FY21/22
Aptos	214	124	-42.1%	185	82	-56%	168	69	-59%	120		#REF!	567	275
Boulder Cre	15	31	106.7%	19	17	-11%	17	21	24%	19		#REF!	51	69
Branciforte	43	28	-34.9%	33	32	-3%	33	21	-36%	32		#REF!	109	81
Capitola	91	828	809.9%	78	557	614%	83	592	613%	283		#REF!	252	1,977
Downtown	370	725	95.9%	294	595	102%	405	654	61%	371		#REF!	1,069	1,974
Felton	46	243	428.3%	75	201	168%	78	265	240%	103		#REF!	199	709
Garfield Par	23	21	-8.7%	22	22	0%	28	15	-46%	15		#REF!	73	58
La Selva Bea	0	46	#DIV/0!	9	44	389%	14	47	236%	41		#REF!	23	137
Live Oak	111	146	31.5%	132	50	-62%	101	56	-45%	150		#REF!	344	252
Scotts Valley	73	109	49.3%	88	51	-42%	107	42	-61%	144		#REF!	268	242
Outreach	48	85	77.1%	43	216	402%	213	82	-62%	34		#REF!	304	383
TOTAL	1,034	2,386	130.8%	978	1,867	91%	1,247	1,864	49%	1,312		#REF!	3,259	6,117

HOURS OF PUBLIC INTERNET COMPUTER USE														
	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter			Totals	Totals
	FY20/21	FY21/22	% Change	FY20/21	FY21/22	% Change	FY20/21	FY21/22	% Change	FY20/21	FY21/22	% Change	FY20/21	FY21/22
Aptos	0	0	#DIV/0!	118	0	-100%	0	0	#DIV/0!	511		#REF!	118	0
Boulder Cre	0	0	#DIV/0!		0	#DIV/0!	0	0	#DIV/0!	0		#REF!	0	0
Branciforte	0	0	#DIV/0!		0	#DIV/0!	0	0	#DIV/0!	0		#REF!	0	0
Capitola	0	1,390	#DIV/0!		1,501	#DIV/0!	0	2,064	#DIV/0!	93		#REF!	0	4,955
Downtown	0	6,676	#DIV/0!	80	7,569	9361%	0	7,862	#DIV/0!	1,204		#REF!	80	22,107
Felton	0	307	#DIV/0!	17	591	3376%	0	765	#DIV/0!	445		#REF!	17	1,663
Garfield Par	0	0	#DIV/0!		0	#DIV/0!	0	0	#DIV/0!	0		#REF!	0	0
La Selva Bea	0	83	#DIV/0!		80	#DIV/0!	0	104	#DIV/0!	30		#REF!	0	267
Live Oak	0	294	#DIV/0!		0	#DIV/0!	0	0	#DIV/0!	89		#REF!	0	294
Scotts Valley	0	113	#DIV/0!	110	0	-100%	0	0	#DIV/0!	531		#REF!	110	113
TOTAL SYST	0	8,863	#DIV/0!	325	9,741	2897%	0	10,795	#DIV/0!	2,903		#REF!	325	29,399

HOURS OF WIRELESS INTERNET SESSIONS														
	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter			Totals	Totals
	FY20/21	FY21/22	% Change	FY20/21	FY21/22	% Change	FY20/21	FY21/22	% Change	FY20/21	FY21/22	% Change	FY20/21	FY21/22
Aptos	0	2,510	#DIV/0!	9,686	0	-100%	10,941	0	-100%	10413		#REF!	20,627	2,510
Boulder Creek	0	0	#DIV/0!	15	0	-100%	0	0	#DIV/0!	0		#REF!	15	0
Branciforte	0	0	#DIV/0!	12,218	0	-100%	11,173	0	-100%	0		#REF!	23,391	0
Capitola	0	23,551	#DIV/0!	0	27,345	#DIV/0!	0	28,662	#DIV/0!	4985		#REF!	0	79,558
Downtown	0	42,246	#DIV/0!	30,172	44,127	46%	28,789	46,994	63%	29130		#REF!	58,961	133,367
Felton	0	16,743	#DIV/0!	10,545	21,355	103%	9,576	19,996	109%	11406		#REF!	20,121	58,094
Garfield Park	0	0	#DIV/0!	6,496	0	-100%	3,456	142	-96%	0		#REF!	9,952	142
Headquarters	0	12,478	#DIV/0!	4,234	10,920	158%	5,028	14,501	188%	8825		#REF!	9,262	37,899
La Selva Beach	0	2,439	#DIV/0!	0	2,378	#DIV/0!	254	2,987	1076%	1716		#REF!	254	7,804
Live Oak	0	9,975	#DIV/0!	7,545	7,185	-5%	9,619	8,055	-16%	8667		#REF!	17,164	25,215
Scotts Valley	0	11,205	#DIV/0!	7,600	7,161	-6%	8,969	8,547	-5%	11408		#REF!	16,569	26,913
TOTAL SYST	0	121,147	#DIV/0!	88,511	120,471	36%	87,805	129,884	48%	86,550		#REF!	176,316	371,502

SESSIONS OF PUBLIC INTERNET USE														
	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter			Totals	Totals
	FY20/21	FY21/22	% Change	FY20/21	FY21/22	% Change	FY20/21	FY21/22	% Change	FY20/21	FY21/22	% Change	FY20/21	FY21/22
Aptos	0	0	#DIV/0!	0	0	#DIV/0!	0	0	#DIV/0!	703		#REF!	0	0
Boulder Creek	0	0	#DIV/0!	0	0	#DIV/0!	0	0	#DIV/0!	0		#REF!	0	0
Branciforte	0	0	#DIV/0!	0	0	#DIV/0!	0	0	#DIV/0!	0		#REF!	0	0
Capitola	0	2,342	#DIV/0!	0	2,494	#DIV/0!	0	3,152	#DIV/0!	221		#REF!	0	7,988
Downtown	0	5,762	#DIV/0!	0	6,577	#DIV/0!	0	7,011	#DIV/0!	1403		#REF!	0	19,350
Felton	0	560	#DIV/0!	0	923	#DIV/0!	0	1,194	#DIV/0!	599		#REF!	0	2,677
Garfield Park	0	0	#DIV/0!	0	0	#DIV/0!	0	0	#DIV/0!	0		#REF!	0	0
La Selva Beach	0	148	#DIV/0!	0	136	#DIV/0!	0	178	#DIV/0!	58		#REF!	0	462
Live Oak	0	463	#DIV/0!	0	0	#DIV/0!	0	0	#DIV/0!	191		#REF!	0	463
Scotts Valley	0	174	#DIV/0!	0	0	#DIV/0!	0	0	#DIV/0!	735		#REF!	0	174
TOTAL SYST	0	9,449	#DIV/0!	0	10,130	#DIV/0!	0	11,535	#DIV/0!	3910		#REF!	0	31,114

NUMBER OF PUBLIC WIFI SESSIONS														
	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter			Totals	Totals
	FY20/21	FY21/22	% Change	FY20/21	FY21/22	% Change	FY20/21	FY21/22	% Change	FY20/21	FY21/22	% Change	FY20/21	FY21/22
Aptos	0	7,601	#DIV/0!	21,149	0	-100%	22,999	0	-100%	21,025		#REF!	44,148	7,601
Boulder Creek	0	0	#DIV/0!	8	0	-100%	0	0	#DIV/0!	0		#REF!	8	0
Branciforte	0	0	#DIV/0!	8,183	0	-100%	5,549	0	-100%	0		#REF!	13,732	0
Capitola	0	26,045	#DIV/0!	0	28,350	#DIV/0!	0	28,986	#DIV/0!	8,110		#REF!	0	83,381
Downtown	0	41,463	#DIV/0!	26,837	42,371	58%	28,313	43,812	55%	33,016		#REF!	55,150	127,646
Felton	0	16,503	#DIV/0!	11,483	18,870	64%	11,916	18,229	53%	11,700		#REF!	23,399	53,602
Garfield Park	0	0	#DIV/0!	4,054	0	-100%	2,103	113	-95%	0		#REF!	6,157	113
Headquarters	0	5,853	#DIV/0!	3,072	5,539	80%	3,734	7,255	94%	7,418		#REF!	6,806	18,647
La Selva Beach	0	2,289	#DIV/0!	0	2,407	#DIV/0!	315	2,661	745%	1,253		#REF!	315	7,357
Live Oak	0	12,244	#DIV/0!	10,456	9,118	-13%	11,571	8,837	-24%	11,291		#REF!	22,027	30,199
Scotts Valley	0	15,734	#DIV/0!	13,664	10,948	-20%	15,488	10,901	-30%	15,414		#REF!	29,152	37,583
TOTAL SYST	0	127,732	#DIV/0!	98,906	117,603	19%	101,988	120,794	18%	109,227		#REF!	200,894	366,129

HOURS OF MEETING ROOM USE														
	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter			Totals	Totals
	FY20/21	FY21/22	% Change	FY20/21	FY21/22	% Change	FY20/21	FY21/22	% Change	FY20/21	FY21/22	% Change	FY20/21	FY21/22
Aptos	0	0	0.0%	0	0	0%	0		0%	0		#REF!	0	0
Boulder Creek	0	0	0.0%	0	0	0%	0		0%	0		#REF!	0	0
Branciforte	0	0	0.0%	0	0	0%	0		0%	0		#REF!	0	0
Capitola	0	200	0.0%	0	1230	0%	0	925	0%	0		#REF!	0	0
Downtown	0	140	0.0%	0	534	0%	0	518	0%	0		#REF!	0	1,192
Felton	0	138	0.0%	0	520	0%	0	231	0%	0		#REF!	0	0
Garfield Park	0	0	0.0%	0	0	0%	0		0%	0		#REF!	0	0
La Selva Beach	0	0	0.0%	0	0	0%	0		0%	0		#REF!	0	0
Live Oak And	0	0	0.0%	0	0	0%	0		0%	0		#REF!	0	0
Scotts Valley	0	0	0.0%	0	0	0%	0		0%	0		#REF!	0	0
TOTAL HOU	0	478	0.0%	0	2284	0%	0	1,674	0%	0		#REF!	0	4,436

NUMBER OF PROGRAMS													
	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter			Totals
	FY20/21	FY21/22	% Change	FY20/21	FY21/22	% Change	FY20/21	FY21/22	% Change	FY20/21	FY21/22	% Change	FY20/21
Aptos	0		0.0%	0		#DIV/0!	0		#DIV/0!	0		#REF!	0
Boulder Creek	0		0.0%	0		#DIV/0!	0		#DIV/0!	0		#REF!	0
Branciforte	0		0.0%	0		#DIV/0!	0		#DIV/0!	0		#REF!	0
Capitola	0	6	0.0%	0	48	#DIV/0!	0	71	#DIV/0!	0		#REF!	0
Downtown	0	17	0.0%	0	77	#DIV/0!	0	178	#DIV/0!	0		#REF!	0
Felton	0	13	0.0%	0	61	#DIV/0!	0	55	#DIV/0!	0		#REF!	0
Garfield Park	0		0.0%	0		#DIV/0!	0		#DIV/0!	0		#REF!	0
La Selva Beach	0	5	0.0%	0	39	#DIV/0!	0	56	#DIV/0!	0		#REF!	0
Live Oak	0		0.0%	0		#DIV/0!	0		#DIV/0!	0		#REF!	0
Scotts Valley	0		0.0%	0		#DIV/0!	0		#DIV/0!	0		#REF!	0
Outreach	197	212	0.0%	206	52	-75%	212	35	-83%	244		#REF!	615
Virtual	0	0	0.0%	0	44	#DIV/0!	0	58	#DIV/0!	0		#REF!	0
TOTAL	197	253	0.0%	206	321	56%	212	453	114%	244	0	#REF!	615

PROGRAM ATTENDANCE													
	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter			Totals
	FY20/21	FY21/22	% Change	FY20/21	FY21/22	% Change	FY20/21	FY21/22	% Change	FY20/21	FY21/22	% Change	FY20/21
Aptos	0	0	#REF!	0	0	#DIV/0!	0		#DIV/0!	0		#REF!	0
Boulder Creek	0	0	#REF!	0	0	#DIV/0!	0		#DIV/0!	0		#REF!	0
Branciforte	0		#REF!	0	0	#DIV/0!	0		#DIV/0!	0		#REF!	0
Capitola	0	122	#REF!	0	700	#DIV/0!	0	483	#DIV/0!	0		#REF!	0
Downtown	0	51	#REF!	0	459	#DIV/0!	0	685	#DIV/0!	0		#REF!	0
Felton	0	186	#REF!	0	636	#DIV/0!	0	251	#DIV/0!	0		#REF!	0
Garfield Park	0	0	#REF!	0	0	#DIV/0!	0		#DIV/0!	0		#REF!	0
La Selva Beach	0	56	#REF!	0	392	#DIV/0!	0	323	#DIV/0!	0		#REF!	0
Live Oak	0	0	#REF!	0	0	#DIV/0!	0		#DIV/0!	0		#REF!	0
Scotts Valley	0	0	#REF!	0	0	#DIV/0!	0		#DIV/0!	0		#REF!	0
Outreach	2,911	2,205	#REF!	3,008	963	-68%	2,661	398	-85%	2,978		#REF!	8,580
Virtual	0	0	#REF!	0	330	#DIV/0!	-	619	#DIV/0!			#REF!	0
TOTAL	2,911	2,620	#REF!	3,008	3,480	16%	2,661	2,759	4%	2,978	0	#REF!	8,580

STAFF REPORT

DATE: April 3, 2023
TO: Library Advisory Commission
FROM: Yolande Wilburn, Library Director
RE: Analysis of Patron Count Data: October to December 2022

STAFF RECOMMENDATION

Accept and File Analysis of Patron Count Data from October to December 2022

DISCUSSION

The Library analyzed month-to-month patron counts from October to December 2022. Figure 1 compares data between October to November and November to December. The Library observed the following noteworthy trends:

- Boulder Creek had a 15.60% increase in patron count between November to December. This represents the highest percent change increase of all of the branches between November and December.
- Capitola had a 19.65% drop in patron count from November to December.
- Scotts Valley saw a steady decrease of patron traffic between October to December.

Figure 1

	Oct-22	Nov-22	% Change	Nov-22	Dec-22	% Change
Boulder Creek	1191	1231	3.36%	1231	1423	15.60%
Capitola	11951	10910	-8.71%	10910	8766	-19.65%
Downtown	10826	11566	6.84%	11566	12017	3.90%
Felton	5266	5517	4.77%	5517	5351	-3.01%
Garfield Park	1888	2231	18.17%	2231	2075	-6.99%
Live Oak	2725	3281	20.40%	3281	3688	12.40%
Scotts Valley	4634	4253	-8.22%	4253	3763	-11.52%

Source: Data extracted from SenSource Patron Counter System on 1/5/2023 and analyzed on 1/9/2023.

The Library examined potential causes behind the decrease of library patron traffic at Capitola and Scotts Valley by looking at data from library programs and circulation. The following summarizes the findings:

Circulation

The Library analyzed the total number of checkouts at all branches from October to December. Capitola and Scotts Valley saw decreases in the total number of checked out items. The table below shows data extracted from our integrated library system. The Library observed the following trends:

- From November to December, Capitola experienced a 7.51% decrease in the total checkouts.
- Scotts Valley experienced a decrease in checkouts from October to December.

Checkout Total by Loaning Branch

	Oct-22	Nov-22	% Change	Nov-22	Dec-22	% Change
Boulder Creek	3156	2886	-8.56%	2886	2983	3.36%
Capitola	32056	29009	-9.51%	29009	26829	-7.51%
Downtown	23298	23103	-0.84%	23103	23957	3.70%
Felton	12297	11005	-10.51%	11005	11940	8.50%
Garfield Park	4363	4218	-3.32%	4218	4209	-0.21%
Live Oak	4804	6736	40.22%	6736	8871	31.70%
Scotts Valley	14846	14600	-1.66%	14600	13921	-4.65%

Library Programs

In the past years, there have been a decrease in library programs from October to December. The decrease in programs this year were attributed to the following factors:

- Youth programs went on hiatus between December 17 to January 6. Homework Help and Reading comprehension programming do not resume until January 23.
- There was some librarian attrition in December.

The 46.67% decrease in programs from November to December may have contributed to the -19.65% drop in patron count at Capitola.

General Statistics

	Oct-22	Nov-22	Dec-22
Total Events Systemwide	247	257	203

Number of Programs by Branch with People Counting System

	Oct-22	Nov-22	% Change	Nov-22	Dec-22	% Change
Boulder Creek	10	11	10%	11	5	-54.55%
Capitola	46	45	-2.17%	45	24	-46.67%
Downtown	75	73	-2.67%	73	65	-10.96%
Felton	34	26	-23.53%	26	19	-26.92%

Garfield Park	8	10	25%	10	5	-50.0%
Live Oak	15	17	13.33%	17	13	-23.53%
Scotts Valley	22	31	40.91%	31	18	-41.94%

Conclusion

Typically, patron counts and program attendance decline during the winter holidays as people go on vacation or participate in other activities. The reopening of Live Oak Branch Library on October 1, 2022 may have also caused decrease of patron traffic at the Capitola Branch Library from October to December. As more patron count data becomes available in the SenSource Patron Counter System, the Library will be able to conduct a more comprehensive trend analysis.

Prepared by: Gregory Yeh, Management Analyst

Reviewed and Approved by: Yolande Wilburn, Library Director



STAFF REPORT

DATE: April 3, 2023
TO: Library Advisory Commission
FROM: Yolande Wilburn, Library Director
RE: Policy #306 Circulation

STAFF RECOMMENDATION

Accept and Review Updated Policy #306 Circulation

DISCUSSION

The Library would like the Library Advisory Commission to review Policy #306 Circulation. A number of changes were made with this version since the last revision of the policy in 2013. The following highlights the changes that is being proposed:

- **End of Age Restriction for All Library Items:** Since the last revision of Policy #306 Circulation in 2013, the Library restricted Get Out & Explore Kits, Chromebooks, telescopes, Wi-Fi hotspots, and Fire 7 tablets to borrowers 18 years old or older. On February 2, 2023, the Board passed the Library's 2022-2025 Strategic Plan. The mission of the Library focuses on inclusion, connection, and collaboration. One of the goals to achieve our mission is to support all members of society by increasing access to Library resources. Continuing age restrictions hinder our ability to achieve our mission.
- **Elimination of a Various Lending Agreements:** The Library currently has a number of lending agreements with patrons. Attached is one of those agreements available on santacruzpl.org. Most of these agreements attempt to restrict patrons under 17 years old or younger from borrowing certain materials and ensuring that patron understands the lost, incomplete, or damage fee of that item(s). Borrowers already sign an agreement stating they understand they will be responsible for any accessed fees for lost, incomplete, or damaged items as a condition of obtaining a library card. This updated version of Policy #306 Circulation will eliminate all of the lending agreements besides the borrower's agreement patrons sign when they obtain their library card.

The Library plans to add a fee schedule for lost, incomplete, or damaged items that should be more accessible on the website. A schedule has been made publicly available each year, but the information is only available within the annual budget document the Board reviews each fiscal year. A more accessible fee schedule should allow borrowers have a clearer understanding of the fees for lost, incomplete, or damaged items.

Attachments

- Updated Policy #306 Circulation
- Example of Fee Schedule for Lost, Incomplete, or Damaged Items to be Posted on the Website
- Current Policy #306 Circulation
- Example of a Lending Agreement

Prepared by: Gregory Yeh, Management Analyst

Reviewed and Approved by: Yolande Wilburn, Library Director

Circulation Policy

JPAB Policy # 306

Approved: 5/2023

Last Revised: 3/2023

Review Schedule: 3/2028

The Santa Cruz Public Libraries (hereinafter the “Library”) aims to provide free and equitable access to information in all of its forms, innovative tools and technologies, and learning opportunities in line with evolving community needs. The Library does not act *in loco parentis*, and respects the responsibility of all parents and legal guardians to guide their own children’s use of the library, its resources, and services.

This policy assists the Library to ensure all community members regardless of age have equitable access to free services and collections.

Becoming a Borrower

California residents may apply for a free library card by visiting a service desk or filling out an online registration form. Anyone age 13 and up may complete an online registration form. Borrowers should bring a photo identification and verification of current address within 30 days of registering online to a branch to complete their registration to receive a library card. The Library defines a valid photo identification as an identity document with a name and photo of the applicant. Any official document that lists the name of the applicant and current address can serve as proof of residency. Any applicants who cannot present a verification of their current address will have their card mailed to their primary address. With the exception of educators and minors with two households, patrons are limited to one Library account. The following describes the requirements for most applicants:

Adults

A photo identification and verification of current address are required for all applicants 18 years old or older to receive a library card. Residents decarcerated in Santa Cruz County with a County Corrections Facilities (CCF) library account may visit a service desk to update their account information and receive a card.

Youths

Applicants 0-17 years old may apply for a card without providing identification or proof of current address. Minors who can provide identification and proof of address or who apply in the presence of a parent who can provide such proof may have full use of the card at the time of registration. The Library provides parents and/or guardians of applicants between the ages of 0 to 12 a “Letter to Parent” handout in English and Spanish.

Visitors

Visitors to California may apply for a temporary visitor card by paying a \$10 fee. Visitors may not have more than 10 items checked out.

Homebound

Any person in the Santa Cruz Public Libraries service area, who is unable to visit one of the library branches or the bookmobile due to physical disability, age-related limitations, or extended illness, may apply for a library card. Items checked out on a homebound borrower card have an extended loan period. Card of a homebound patron can be used by a designee. Applicants should contact a branch for more information.

Borrower Rights and Responsibilities

The Library allows anyone with a library card in good standing to check out any library materials designated as circulating.

Borrowers are expected to:

- Return all materials borrowed in a condition that can be reasonably used by another patron
- Pay all fees incurred, including all charges resulting from lending the card or library materials to another individual
- Report any issues on their accounts like lost library card or materials to staff in a timely manner
- Keep their contact information current by updating their personal information on their online account or by informing library staff

The Library requires borrowers to periodically renew their library card as a way to ensure the borrower’s account and contact information is correct and up-to-date. The Library offers reminder and overdue notices as a courtesy. Failure to receive library notices does not mitigate the borrower’s responsibilities regarding borrowing and use of materials.

Branch staff address and resolve a majority of reported circulation issues and account disputes. For borrowers reporting items as returned, but still on their account, the

Library provides an informational handout that explains how the item will be searched and the process that is followed to resolve the issue.

Loan Policies

Most materials can be checked out for 21 days. Items can be renewed four times for the full borrowing period each time unless there is a request on the item or it is a non-renewable item. All items loaned by Santa Cruz Public Libraries may be returned to any branch of the Santa Cruz Public Libraries regardless of where the items were checked out. If the borrower returns incomplete or damaged items, the borrower agrees to pay fees incurred directly to the library.

Fees will be assessed for lost, incomplete, or damaged item(s). The Library will not charge any overdue fee. Lost item fees are assessed when items are approximately one month overdue. The replacement fees are based on the price of the item. Replacement fees are automatically removed from the account when an item is returned while it is still in the database, not to exceed 2 years after the replacement cost has been billed to the patron. Any damage fees will be assessed by branch staff.

If a borrower's account has a balance exceeding the Library's fine threshold published on the website, the Library will block the account from checking out additional items. In addition, the Library may turn over delinquent adult accounts (\$50 or more owed over 90 days) to a collection service agency with the additional debt service fee added to their account. The Library does not refer accounts belonging to patrons under 17 years of age or younger to a collection agency.

Fee Schedule for Lost, Incomplete, or Damaged Items

Library materials, including books, CDs, DVDs, Blu-ray, MP3, magazines	Varies Based on Item
Audiobooks	Varies Based on Item
Telescopes	<ul style="list-style-type: none"> • Telescope, finder, lens, eyepiece & S/H = \$400 • Pouch = \$10 • Headlamp (Red & White light) = \$15 • Laminated User Guide = \$10 • Audubon Constellation Guide = \$10 <p style="text-align: right;">TOTAL: \$445</p>
Fire Tablets	\$50 each
Fire Cases	\$25 each
Chromebooks	\$500 each
Chromebook + WiFi Hotspot Bundle	\$525
Get Out & Explore Kits	<ul style="list-style-type: none"> • California State Park Pass = \$125 • Backpack = \$20 • Binoculars = \$15 • Compass = \$10 • 3 Laminated Nature Guidelines/Booklets (6x per kit) = \$10 ea. <p style="text-align: right;">TOTAL: \$200.00</p>
Other Items	Varies Based on Item

Service Charges for Lost Items

Wifi Hotspot Processing Charge	\$25
Collection Agency Processing Charge	\$20

Library Circulation Policy

JPAB Policy # 306

Approved: N/A

Last Revised: 10/2013

Five-year Review Schedule: 5/2018

The Santa Cruz Public Library is committed to providing free and equitable access to information in all of its forms; innovative tools and technologies; and learning opportunities in line with evolving community needs. SCPL maintains collections and provides services that are organized to meet the different needs of children, teens, and adults. In addition, the Library provides for outreach and homebound programs to meet the needs of individuals or groups who might otherwise not have access to library services.

Library cards are issued free of charge to all Santa Cruz County residents. Application and eligibility requirements for anyone wishing to obtain a SCPL card are provided on the Library website. The Library requires borrowers to periodically renew their library card as way to keep borrower account and contact information correct and up to date. Additionally, the Library provides borrowers with online access to their personal information and account status. It is the borrower's responsibility to keep their contact information current.

Library cards are issued to individual users regardless of age and all protections and compliance with confidentiality laws apply equally to all users. While library staff assists all borrowers in finding materials and information appropriate to meet their needs, the library does not restrict the ability of anyone with a library card to check out any library materials that are available for checkout. Parents and/or Guardians of individuals under the age of twelve years old are advised of this policy information in a "Letter to Parent" handout when their child receives their first library card.

The Library makes every effort to ensure that its services and collections are free to the community in order to ensure equitable access. However, the Library may charge fees for some services or use consistent with the community trust to maintain materials and to provide for equitable access to those materials or services for all members of the community.

For example, the Library charges fees for the replacement of lost and damaged materials. It charges overdue fines to encourage the timely return of materials. The purpose of these fees is

not to be punitive or restrictive but to maximize the use and access to collections obtained from community funding.

Revenues collected by library fees are used to off-set service provided on a cost-recovery basis or passed on directly to the Library budget.

The Library website provides information detailing standard loan periods, renewal and request limits, overdue fines, lost and damaged item fees, refund procedures, debt collection service fees and eligibility, library card replacement fees, and any other fees that may be assessed to library borrower accounts. Changes in fines and fees will be approved by the Library Joint Powers Board.

All borrowers have equal access to materials. All items which appear in the Library's online catalog, except reference, special collections, and other types of in-library-use-only material, can be requested. Requests are filled in order by the date requested. Requests can be placed for on-order titles, checked out titles, and available titles. Borrowers can designate the library location most convenient for them to pick-up requested items.

Materials can be returned to book returns at any SCPL location regardless of where the items were checked out.

All library noticing is done as a courtesy. The Library provides borrowers with options for receiving library notices and details the notice types, intervals, and delivery options on the Library website. The Library makes every effort to fulfill the delivery of library notices. However, failure to receive a library notice for whatever reason does not mitigate the borrower's responsibility or obligations regarding the borrowing and use of materials.

Reported circulation issues or disputes on borrower accounts are handled on an individual basis. It is the borrower's responsibility to inform library staff in a timely manner of any problem on their account or in the event their card is lost. For borrowers reporting items "claims returned," the Library provides an informational handout that explains how the item will be searched and the process that is followed to resolve the issue.

All regular and on-call staff are empowered to address and resolve circulation issues and account disputes. Staff may refer disputes to other appropriate staff members to research or clarify information as needed. Borrowers may request that the Onsite Services Manager review an issue if they are in disagreement with the decision or resolution by library staff at their location.

Santa Cruz Public Libraries "Tech Take-Out" Device Lending Agreement

Eligibility

Tech Devices (Fire tablet, Chromebook, and WiFi Hotspot) are available for use by Santa Cruz Public Libraries cardholders in good standing with a signed Device Lending Agreement on file. A new Agreement must be signed annually. Upon checkout patrons 18 years old and over must provide a valid, government-issued ID matching their library record. Patrons 17 years old and under may not check out a Tech Device.

Usage

Tech Devices are first come, first serve and patrons may only check out one of each type of device at a time. Patrons must take care of the Device and the accessories that come with them. Proper transport, handling, and use is imperative.

Printing is allowed via wireless printing or files may be saved on a compatible drive or to the cloud. All user data is deleted when the device is returned, though the borrower should take every precaution to log out of all accounts before returning the device. Instructions for doing this are included with the device.

The borrower agrees to return the device in clean and undamaged condition.

Fines and Fees

Overdue Tech Devices will accrue a \$.25 late fee every day past their due date. After 28 days of being overdue the total replacement cost will be applied to their library record. Patrons agree to assume any and all liability for the cost of repair or replacement in the event of loss due to theft, damage, negligence or misuse. Repair or replacement prices are as follows:

Fire tablet = \$50

Fire case = \$25

Chromebook = \$275

WiFi Hotspot = \$25

Chromebook + WiFi Hotspot Bundle = \$300

Library staff reserve the right to suspend privileges for any reason.

Patron Name (Print)

Library Card Number

Primary phone

Email

I have read and understand the Tech Device Lending Agreement and agree to accept all terms and liability.

Signature

Date

Staff Use Only

Patron Name:

Staff Initials:

Date:

STAFF REPORT

DATE: April 3, 2023

TO: Library Advisory Commission

FROM: Heather Norquist, Manager for Youth Programs and Services, and Jessica Goodman, Manager for Adult Programs and Services

RE: Summer Reading Planning for 2023

RECOMMENDATION

Review and provide input on the plan for Summer Reading 2023

DISCUSSION

Last year we enrolled 1362 children 0-11, 253 teens, and 571 adults in our Summer Reading program. These numbers were less than we hoped for, probably because our Aptos, Live Oak, and Branciforte branches were closed. This year we are making several changes in an effort to increase participation.

Reading Log and Calendar

Our theme for SRP 2023 is Find Your Voice! Our Marketing Department has come up with a design that combines the reading log with the event brochure. We are also including QR codes on bookmarks that take people directly to our SRP page where they can sign up. All SRP materials are bilingual. As before, readers can log their reading using the paper log or the Beanstack platform.

Incentives

In addition to our usual incentives, we are offering major raffle prizes for children and teens.

Youth 0-11:

- Upon signup: Atlantis Fantasyworld Certificate for a free Graphic Novel
- 5 hours of reading: a book to keep and 1 raffle ticket
- 10, 15 hours of reading: 1 raffle ticket
- 20 hours of reading: Free Scoop from Penny Ice Creamery and 1 raffle ticket
- Grand prize for the raffle: Gift Certificate for \$500 to the bike shop of your choice.

Teens

- Upon signup: Atlantis Fantasyworld Certificate for a free Graphic Novel
- Raffle tickets at 5, 10, 15, 1nd 20 hours of reading
- Grand prize for the raffle: Gift Certificate for \$500 to the bike shop of your choice. Other prizes include Airpods, Beats headphones, and a variety of raffle prizes purchased from local businesses.

Performer Events

- Last year we held all of our performer events outside as we were still under COVID guidelines. This necessitated using offsite locations for branches that didn't have adequate outdoor space. This year we will bring performer events back to the branches using our community rooms and outdoor areas when available. The FOSCPL have provided funding for 2 performers at each branch, and some chapters are funding additional performers. New offerings include a puppetry workshop with Ricki Vincent, Python Ron, and the Traveling Lantern Theater Group.

In House Programs

- Our Youth Librarians are planning to offer a variety of fun craft and STEAM programs at every branch. Some highlights include: Glass Painting, Chalk Poetry, and Kids' Karaoke, and Lego Challenge

Lunch at the Library

- We are still in early stages of planning, but our hope is to provide 2 popup programs at 10 summer meal sites where we will sign people up for SRP and distribute free books and craft supplies.

Adult Summer Reading 2023

- Once again, the incentive raffle prizes will support local businesses across the county. The grand raffle prize rewards our most avid readers with the opportunity to win a year-long family education through a membership for the Museum of Art and History or the Monterey Bay Aquarium
- "Find Your Voice" themed programs planned or under development include:

- Music concert featuring local bands to highlight our Soundswell Local Music digital collection
 - Podcasting workshops
 - Anti-racism book circle discussion groups in partnership with the Resource Center for Nonviolence
 - Bystander Intervention Training
 - Gender-focused allyship workshop with the Diversity Center
 - Santa Cruz Shakespeare talk
 - Adult Summer Camp nostalgia crafts—Remember when you made a friendship bracelet to tell someone how much they mean to you!
 - Readers' Theater performances with NextStage Productions, providing creative expression experiences for adults over 50
 - Readers' Theater performances with Willing Suspension Armchair Theater, performing readings of famous literary letters from ancient times to the present
 - Poetry writing & reading
 - Local history talks
- Many ongoing year-round regular adult programs also continue through summer!

We also plan to be at these community events:

- Santa Cruz Pride Festival
- Santa Cruz Juneteenth Japanese Cultural Fair
- Pleasure Point Street Fair

STAFF REPORT

DATE: April 3, 2023
TO: Library Advisory Commission
FROM: Amanda Rotella, Community Relations Specialist
RE: Review of FY24 Strategic Communications Plan

RECOMMENDATION

Review and provide feedback on the FY24 Strategic Communications Plan.

DISCUSSION

The overarching goals of the Santa Cruz Public Library (SCPL) Strategic Communications Plan are to 1) support the 2022-2025 SCPL Strategic Plan and 2) position the organization to be more proactive and strategic in both internal and external communications.

The FY24 Library Strategic Communications Plan outlines what information should be communicated, who should receive that information, where (e.g., email, social media, mail) communication will be shared, and how those communications will be tracked and analyzed. The plan also includes a detailed workplan for the communications teams, including development of a paid marketing plan, marketing tiers, and messaging architecture.

After receiving input on April 3rd from the Library Advisory Commission, the library will incorporate feedback into a final draft to be review by the Joint Powers Authority on May 4th, 2023.



SANTA CRUZ
PUBLIC LIBRARIES

FY24

Strategic Communications Plan



PURPOSE

The overarching goals of the Santa Cruz Public Library (SCPL) Strategic Communications Plan are to **1)** support the 2022-2025 SCPL Strategic Plan and **2)** position the organization to be more proactive and strategic in both internal and external communications.

This plan outlines **what** information should be communicated, **who** should receive that information, **where** (e.g., email, social media, mail) communication will be shared, and **how** those communications will be tracked and analyzed.

SCPL MISSION, VISION, & VALUES

MISSION

Inclusion, Connection, Collaboration

VISION

Empower people to transform their lives and strengthen our community

VALUES

Lifelong learning; intellectual freedom; social responsibility; respectfulness; professional competence

2022-2025 STRATEGIC PLAN GOALS & OBJECTIVES

1. Diversity, Equity, and Inclusion:
 - Create an organizational culture of equity and inclusion and provide equitable and relevant services to all
2. The Santa Cruz County Community
 - Create and support safe and friendly places
 - Foster Inclusion
 - Support all members of society
3. Library Services
 - Curate a relevant and engaging collection of materials diverse in content and format to satisfy the community's reading, listening, viewing, and learning preferences
 - Bridge the digital divide
 - Strengthen and support learning and measure the impact
 - Support and prepare staff to meet organizational needs and ensure excellent customer service

TARGET AUDIENCES

General Community Members	Life Literacy Program Patrons	Friends of the Santa Cruz Public Libraries
Kids & Families	Spanish Speaking Community	Media Outlets
Teens	Community Partners	Library Advisory Commission & Joint Powers Authority Board

ASSETS/TOOLS AVAILABLE

Website

- Event Calendar
- News Items (Webslide)
- Homepage Banner
- Subscriptions for newsletters

Social Media Channels

- Facebook
- Instagram
- Youtube
- Meetup
- Nextdoor

Collateral – Print

- Monthly Brochure
- Summer Reading Brochure
- Early Literacy Activity Calendar
- Rack Cards
- Fliers & posters
- Bookmarks
- Postcards
- Mailers

Online

- Google Business Profiles
- Yelp profiles
- Library App

Email

- Monthly Newsletter
- Tech Talks Newsletter
- Youth Newsletter
- Event notifications and reminders

- New Library Card Holder Newsletter

TV/Radio/Newspaper

- Press Releases
- Media Advisories
- Articles in local publications
- Paid advertising
- Radio Ads / PSAs

Partner Channels

- Community Calendars
- Social media shares'
- newsletters

In-person Active

- In-person communications: library desk, staff at events & parades
- Library Advisory Commission
- Library Join Power Authority

In-person Passive

- QR codes on fliers
- Banners/Signs at branches
- Ads on Library Vehicles (EX. Bookmobile, Kermit Book Bike)
- Digital Monitors (At each library branch)

Internal Communications

- Intranet
- Weekly internal email
- Monthly staff meetings
- All-staff emails
- Staff in-services & training days
- Surveys

DRAFT: Message Architecture

MISSION		VALUES	
Inclusion, Connection, and Collaboration		Support lifelong learning; intellectual freedom; social responsibility; respectfulness; professional competence;	
DIFFERENTIATORS			
Everyone is welcome	Accessible locations across the County	Universal access to information and ideas	Specialty collections relevant to the Santa Cruz Community
MESSAGE TONE & VOICE			
Positive & Fun	Helpful	Accesible, Approachable, Easy to read limit use of acronyms & library jargon	Friendly - human focused language "your library" "we provide"
OVERARCHING NARRATIVE			
<p>SCPL brings people, information, and resources together to enrich lives and strengthen our community.</p> <p>We give every Santa Cruz Community member the opportunity to learn through our educational resources, classes, and staff support. We develop programs for the broad community as well as specific groups like students, seniors, and those who are most vulnerable, including the unhoused and incarcerated. We curate speciality collections, like genealogy and local history. We are an ever-adapting organization, continuously innovating, iterating, and exploring new ways to meet our community’s changing needs.</p>			
MESSAGING			
DIVERSITY, EQUITY, & INCLUSION	SAFE & FRIENDLY SPACES	SUPPORT LEARNING	ENGAGING PROGRAMS & RESOURCES
Everyone is welcome and supported in accessing free information, resources, and services through the Library.	The new libraries are modern spaces supporting safe and welcoming visits for everyone in our community.	The library gives students of all ages the oppourtuntiy to learn and excel through resources, supportive programming, and access to resources.	The Library curates relavant and diverse programs, content, and collections to spark learning and enrich lives.
SCPL is dedicated to creating a culture of equity and inclusion both internally as an organization and externally for all library visitors.	Patrons can find safe, friendly, well-equipped libraries open 5+ days a week. Stop by for a program, get online with free WiFi and WiFi hot spots, checkout a laptop or tablet, or find a quiet space to read.	Kids: SCPL is your partner in early literacy and beyond. Visit the Santa Cruz Public Libraries for free, fun, and educational programs for your little ones. Find a book to share with your child, stop by for a storytime, or check out one of the online resources.	
	SCPL is your space for community connection. Our newly updated program and community rooms are available for meetings, events, and community-led learning.	Students: SCPL is your partner for student success. The Santa Cruz Public Library provides on-line and in-person educational resources and K-12 homework help. Students can access research databases, take practice tests, check out a laptop or tablet, or join one of our programs (like chess club or the diverse youth meetup).	
	As a result of the Measure S community investment, library spaces have been re-imagined to meet the needs of modern library users.	SCPL's "librarian at every branch" approach ensures high-quality programs and services designed for each branch community.	
	As community resources, libraries provide more than just reference materials. During storms and cold weather, to stop by to warm up, use public Internet services or recharge your devices. We are proud to be a community resource on sunny days and cold stormy ones.		

Key Message

Supporting Messages

COMMUNICATIONS GOALS & WORKPLAN FY24**Programs and Resources****Goals:**

- Provide consistent & comprehensive communications through a variety of channels
- Position the library as a place for relevant programs and resources through proactive promotion
- Develop highly-organized, proactive, and strategic plans & processes

Workplan:

- Develop marketing tiers for strategically promoting library programs, events, and services ✓
- Develop editorial calendar
- Update marketing request form & request process ✓
- Develop process for promoting community & Friends-led programs ✓
- Analyze current comms data – social media, newsletter, website data #
- Explore new channels for reaching new library users
- Launch tool to streamline, manage, & coordinate marketing team efforts ✓
- Conduct annual survey of program participants (1x/year)
- Produce Monthly Program Brochures and track usage #
- Produce Summer Reading Program Brochure #
- Coordinate promotion of programs/events for key historical & cultural months (Black History Month, Latinx Heritage Month, etc.) #
- Evaluate Engagement Platforms/Tools (Orange Boy, Communico, Patron Point) #

Community Events**Goals:**

1. Ensure attendance at geographically & racially diverse community events & programs
2. Expand library reach and awareness of programs and services

Workplan:

- Develop criteria for tabling at community events #
- Identify list of annual events #
- Assess event kits & identify needed supplies and marketing materials #

✓: completed #: In-progress

Measure S & Construction Projects

Goals:

1. Demonstrate the value of Measure S community investment
2. Ensure the community is regular updated on construction projects
3. Build support for remaining branch projects
4. Build awareness of completed branch projects & encourage new visitors

Workplan

- Update Measure S webpage #
- Provide regular updates to community #
- Develop communications plans to ensure broad promotion of branch re-openings #

Branding & Marketing Assets

Goals:

1. Ensure a cohesive brand & high-quality promotional materials/assets
2. Ensure proactive (instead of reactive) processes
3. Develop & utilize tools/processes to improve efficiency and organization

Workplan:

- Explore organizational rebrand (new logo & brand colors)
- Analyze and develop recommendations for current tools/assets – specifically:
 - E-Newsletter ✓
 - Rack cards
 - Digital slides ✓
 - web slides ✓
- Develop social media plan & calendar #
- Launch social media calendaring & coordination tool ✓
- Develop Clear Brand Guidelines & Style Guide
- Develop templates (Presentations, fliers, etc.) #
- Coordinate with IT on website project
- Evaluate Existing Tools
- Organize Flickr Photo Database

Media Relations

Goals:

1. Expand coverage of library resources/programs by the media
2. Facilitate greater storytelling through media partners

Workplan

- Relationship building with local media partners #
- Press Releases for programs/resources of interest #
- Coordinate regular storytelling with media partners (SC Parent, Lookout Local, KSquid) #
- Develop Paid Media Plan #

Storytelling

Goals:

1. Help the community connect with the library through storytelling
2. Promote resources & services through patron storytelling

Workplan

- Identify stories
- Develop in-house videos #
- Push out stories through Library & partner channels #
- Analyze use of Library blog tool

Internal Communications

Goals:

1. Facilitate transparent & consistent internal communications
2. Ensure all communication tools are effective and easily-accessed by staff

Workplan

- Continue Weekly Email to staff with key updates & information #
- Analyze & develop recommendations for intranet #
- Conduct annual survey (January) of staff on internal comms & weekly newsletter
- Conduct quarterly visits to library branches to connect with staff and patrons #

v: completed #: In-progress

- As needed, develop communications plans for internal projects & resources

Emergency Communications:

Goals:

1. All staff knows where to go for library updates & information during an emergency
2. The community knows where to go for library updates & information during an emergency

Workplan

- Outline external communication plan, flow of information, and checklist ✓
- Outline internal communication plan, flow of information, and checklist ✓

STAFF REPORT

DATE: April 3, 2023

TO: Library Advisory Commission

FROM: Yolande Wilburn, Library Director

RE: FY 24 Draft Library Operating Budget Proposal

RECOMMENDATION

1. Recommend one of the three options presented for staffing at the Capitola Branch Library to be added to the final FY 24 library operating budget.
2. Recommend the Proposed FY 24 Library Operating Budget and recommend placing the approval of the final budgets on the June 2023 JPA agenda.

DISCUSSION

1. The Capitola Library branch currently offers Sunday hours. The opening is possible because the closure of Aptos placed extra staff at the Capitola branch. When Aptos Library reopens in the fall of 2024, Capitola Library will need to eliminate Sunday hours or fund an additional staff to cover the extra day of service. Currently, the proposed FY 24 budget has included in it option (b), the 6-month pilot, as a place holder.

Options to keeping Capitola open on Sundays once Aptos is open:

- (a) Add 3.0 FTE regular staff members
Cost: \$303,600 annually
- (b) 6 month pilot- temporary staff will be used while surveying the public and usage numbers after the Aptos reopening
Cost: \$10,000
- (c) Close Capitola on Sundays beginning August 6.
Cost: \$0

2. The draft FY 24 Library Operating Budget includes the following budget assumptions:
- Aligning revenue with LFA estimates and adjusting for a projected decrease in sales tax of \$200K. Overall revenues will increase 3.5%
 - Reclassification of a part time Asst. Volunteer Coordinator position into a full time Library Specialist position.
 - Additional 1.00 FTE Librarian at Aptos
 - Projected increase in personnel costs of 4.8%
 - Building capital outlay by \$50K per year until fully funded at \$400K
 - Planning for organizational future with outside professional consulting at \$50K
 - Small decrease in system operational costs (-2.6%) in order to help reduce costs overall
 - Using uncommitted fund balance to help balance the budget

Attachments: FY 24 Draft Library Budget

Report Prepared by: Kira Henifin, Principal Management Analyst

Reviewed and Forwarded by: Yolande Wilburn, Library Director

Draft
FY 2024

Santa Cruz Public Libraries Budget



Santa Cruz Public Libraries

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May 4, 2023

Santa Cruz Public Libraries
Joint Powers Authority Board
117 Union Street
Santa Cruz, CA 95060

Dear Board Members:

Santa Cruz Public Libraries brings people, information, and resources together to enrich lives and strengthen our communities. We strive to be inclusive so that every Santa Cruz County community member can connect, collaborate and learn through our information and educational resources, programs, and staff support. We develop programs to support the broad community while addressing the needs of students, seniors, and the most vulnerable, including the unhoused and incarcerated. Our specialty collections on local history and collaborations with the Friends of the Library, the Genealogical Society of Santa Cruz County, local history museums, and community partners help us provide beneficial resources unique to Santa Cruz County.

Over the last year, we completed various projects, including reopening five branches, relocating our Collection Management and Information Technology teams to the administration building, finalizing the new Strategic Plan, and moving our Integrated Library System to a hosted solution.

After hearing from community members, we worked to place a Librarian in every branch to provide community-based youth, teen, adult, and partner programming and outreach. We added 8.5 full-time equivalent staff enabling us to open most of our branches at least six days per week. Adding a Community Relations Specialist improved our ability to tell our story and provide updates to our web pages and social media on our construction projects and programming.

We aspire and look forward to completing recruitments and filling vacancies in 2024, allowing us to better meet the community's needs and provide excellent service. The vacancy rate average over the past seven years was calculated at 10%. As a precautionary measure, we reviewed the pre-pandemic rates and found them to be higher at 11%. Our goal in 2024 is to fill vacancies to operate effectively. Our 2024 Workplan includes a goal to partner with the human resources department to perform desk audits, review and revise job descriptions, duties, minimum qualifications and educational requirements in an effort to recruit and retain staff.

The Capitola Library branch currently offers Sunday hours. The opening is possible because the closure of Aptos placed extra staff at the Capitola branch. When Aptos Library reopens in the fall of 2024, Capitola Library will need to eliminate Sunday hours or fund additional staff members to cover the extra day of service. Included in this budget is temporary staff for six months. The six-month pilot should allow time to collect visitor statistics after Aptos reopens and solicit community input.

In 2023, we began reviewing insurance coverage for our facilities and worked with risk management to align our policies with the coverage needed, resulting in increased costs. The cost of administrative support established through the City of Santa Cruz Services Agreement increased by 4.5%. These costs are anticipated to double in 2026 with the new Maintenance of Effort (MOE) negotiation due to the recalculation of the City of Santa Cruz cost allocations.

The City of Santa Cruz has used the same formula since 2012, which does not reflect current expenses. It adjusted its cost allocations formula for 2024, resulting in the library expense for these services doubling from approximately \$500,000 to almost \$1 million per year for the library system. The City of Santa Cruz agreed to honor the existing *Agreement Between the Library Joint Powers Authority and the City of Santa Cruz for Support Services* established in 2016 for the next two years until the MOE agreement renews at the end of the fiscal year 2025.

In preparation for the increased cost of administrative services, the Library is partnering with the City of Santa Cruz on a Request for Proposals (RFP) to hire a consultant to perform an analysis and make recommendations. It would include an analysis of the current administrative support model for the library system and other potential models. Recommendations include:

- Remaining under the current model through the City.
- Creating a standalone administrative support model.
- Providing the associated staffing within the library system.

Key considerations include staying with the City for Public Employees' Retirement System (PERS) purposes or creating a standalone PERS entity. An analysis of the service delivery for administrative, finance, and human resource services is required to determine a solution for long-term sustainability.

Measure S is entering the final phase with the completion of the new Aptos Library in the fall and the groundbreaking of the new Downtown Santa Cruz Library Affordable Housing project in late 2024. As we wrap up these projects, our County leases help us to maintain the infrastructure that allows us to meet our strategic goal of providing safe and friendly places. One accomplishment we hope to achieve in 2024 is to secure leases for all City of Santa Cruz facilities ensuring that Branciforte and Garfield Park infrastructures are resilient.

The 2024 proposed budget for the Santa Cruz Public Libraries reflects the first phase of priorities that align with our Strategic Plan while maintaining service and programs at our ten locations and the Live Oak Annex. The management team reviewed individual spending and made cuts to reflect a 2.6% decrease in non-personnel costs.

Sales tax and maintenance of effort (MOE) revenues are projected to increase by 3.5% over last year's total. Operationally, we anticipate increases in expenditures as we fully open all locations and absorb price increases due to rising inflation and utility costs.

We are grateful for the support and guidance of our Friends of the Santa Cruz Public Libraries, Library Advisory Commission, and Joint Powers Authority Board as we navigate the next phase of building and strategic direction.

I want to thank everyone on the library team, including our temporary and on-call members, for their tremendous commitment to the people of Santa Cruz County. Our team is the reason for every success and sustainability of our organization.

Respectfully,

Yolande Wilburn
Director of Libraries



Mission – Vision –Values

Mission

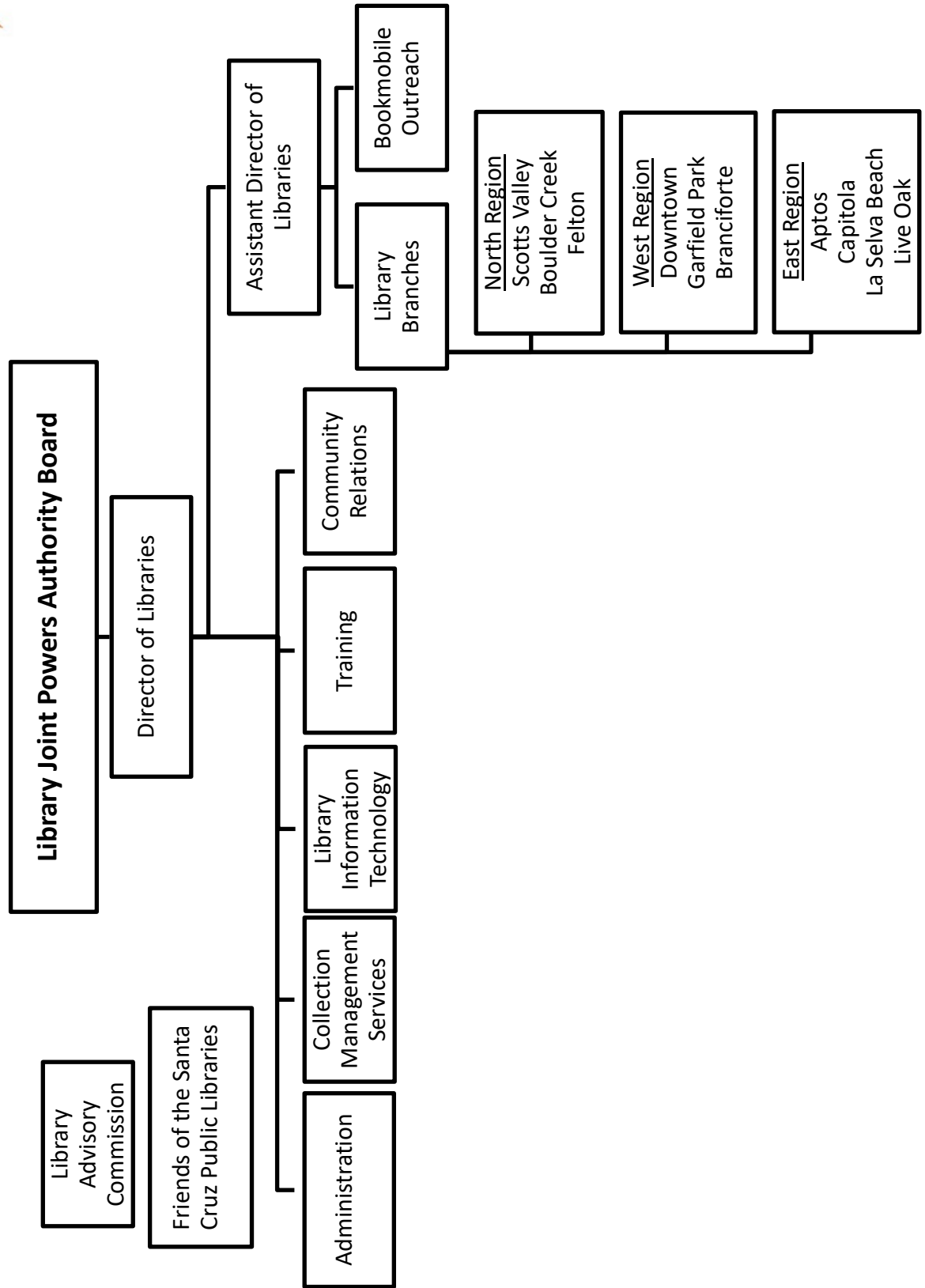
Inclusion, Connection, Collaboration

Our Vision

Empower people to transform their lives and strengthen communities

Values

Lifelong Learning
Intellectual Freedom
Social Responsibility
Respectfulness
Professional Competence



Library Overview

The Santa Cruz Public Libraries provide resources and services to residents and visitors through a network of ten neighborhood branches, the Live Oak Annex, a bookmobile, and an online digital library. Branch locations include Aptos, Boulder Creek, Branciforte, Capitola, Downtown Santa Cruz, Felton, Garfield Park, La Selva Beach, Live Oak, the Live Oak Annex at the Simpkins Swim Center, and Scotts Valley. The Downtown Santa Cruz branch maintains the genealogical and Santa Cruz local history collections.

Core Services

Life Long Learning

Provide inclusive programs, services, and collections that nurture literacy and the love of learning.

Digital Inclusion

Ensure that all residents have access to the training, devices, and internet to participate fully in community life.

Community Connections

Connect residents to educational, economic, and health opportunities to strengthen relationships, promote civic engagement, and foster community well-being.

Transformative Spaces

Provide inclusive and inspirational spaces to support multipurpose learning zones, resiliency, and emergency response.

Organizational Capacity

Develop highly skilled staff to ensure excellent customer service and fiscal sustainability.

FY 2023 Accomplishments

1. Expanded Service Hours and Organizational Capacity
 - a. Increased open hours from 240 to 422 across nine locations.
 - b. Added 8.5 full-time equivalent (FTE) positions.
 - c. Received a \$12,000 grant from the Pacific Library Partnership and implemented NEOGOV Perform and Onboard modules.
 - d. Established quarterly meetings with the County to manage facilities and maintenance items.
2. Transformative Spaces
 - a. Opened Live Oak, Scotts Valley, Branciforte and Garfield Park branch libraries and the Live Oak Annex.
 - b. Collaborated with the City of Santa Cruz to support the approval of the Downtown Library Affordable Housing Project.
 - c. Forged partnerships with Dignity Health and Optimum Serve to bring health services to the San Lorenzo Valley.
 - d. Replaced EV charging stations at the Felton and Capitola branch libraries to improve services to patrons.
 - e. Partnered with the County Office of Response, Recovery, and Resilience to establish the Felton and Scotts Valley Library branches as Community Resource Centers.
 - f. Provided space for a Federal Emergency Management Agency (FEMA) Disaster Recovery Center (DRC) at the Felton Library after the atmospheric river emergency.
3. Learning
 - a. Established a Community Led Learning Program with the Felton Friends.
 - b. Received a \$20,000 California State Library grant to purchase laptops for youth STEAM programming.
 - c. Received \$23,525 from the California State Library to conduct Summer Lunch at the Library programming.
 - d. Collaborated with the Friends of the Aptos Library on the 2023 Our Community Reads (Mary Coin, by Marisa Silver) program.
4. Digital Inclusion
 - a. Provided technology support through Tech Talks and in-person tech help programming.
 - b. Received a \$114,625 California Library Connect grant to upgrade wiring at La Selva Beach, replace all network switches and branch servers.
 - c. Collaborated with the Southern California Library Cooperative (SCLC) to bring the Digital Navigators program to Santa Cruz County.
 - d. Migrated to a cloud-hosted Integrated Library System (ILS).
5. User Experiences
 - a. Completed 2022-2025 Strategic Plan
 - b. Completed the Diversity Equity and Inclusion (DEI) plan.
 - c. Completed a new Communications Plan.

- d. Established the 2024 Technology Plan to support Library Operations.
- e. Installed SenSource people counters at all open locations.
- f. Relocated the Collection Management Services and the Library Information Technology to the Administration building.

FY 2022-2025 Strategic Goals:

- Diversity, Equity and Inclusion
Create an organizational culture of equity and inclusion and provide equitable and relevant services to all.
- Santa Cruz County Community
Create and support safe and friendly places. Foster inclusion. Support all members of society.
- Library Services
Curate a relevant and engaging collection of materials diverse in content and format to satisfy the community's reading, listening, viewing, and learning preferences and bridge the digital divide. Strengthen and support learning, and measure the impact. Support and prepare staff to meet organizational needs and ensure excellent customer service.



FY 2024 Workplan

1. Diversity Equity and Inclusion (DEI)

- a. Collaborate with the County Office of Education on early childhood literacy pilot.
- b. Develop targets for measuring success of the literacy pilot.
- c. Identify and conduct programming and services based on input from community partners that support DEI.
- d. Identify, analyze and implement best practice DEI methodologies for building a diverse and inclusive collection of materials.
- e. Identify organizational development need for successful shift to a DEI culture for all staff.
- f. Identify staff training needs around DEI.
- g. Identify tools for best practices in evaluation of all policies through a DEI lens.
- h. Reinstate community conversations with staff on the topic of DEI.
- i. Identify funding sources for paid internships.
- j. Develop an onboarding program for new employees and volunteers that incorporate DEI.

2. The Santa Cruz Community

- a. Open the Aptos branch Library.
- b. Establish collaboration with the Aptos History Museum for display case exhibits.
- c. Partner with the County Office of Response, Recovery and Resilience to establish the Aptos Library branch as Community Resource Center.
- d. Complete Ground breaking for the new Downtown Santa Cruz Library and Affordable Housing project.
- e. Identify the threshold for adding additional bi-lingual signage based on demographic changes and need.
- f. Develop a Library Sustainability Plan.
- g. Collaborate with partners to provide programs and services which address community health outcomes.
- h. Establish a partnership with the County of Santa Cruz to provide a social worker in the Downtown Library.
- i. Develop marketing campaigns and rebrand to raise community awareness of the library.

3. Library Services

- a. Augment collection resources through alternative sources such as Link+ and Zip Books.
- b. Develop customer service surveys that assess library performance, hours and services.
- c. Recruit and hire 1.0 FTE Librarian to provide adult services and history programming at the Aptos Branch Library.
- d. Recruit and hire a 1.0 Library Specialist to provide support for the marketing, rebranding and volunteer services.
- e. Review administrative services provided by the City of Santa Cruz and present alternative options and cost analysis.

- f. Partner with human resources to perform desk audits, review and revise job descriptions, duties, minimum qualifications and educational requirements.
- g. In collaboration with City of Santa Cruz review the process for recruitment, hiring, onboarding and off-boarding and establish a plan for improved efficiency and effectiveness.
- h. Set aside funds for ongoing maintenance at library branches.
- i. Complete La Selva Beach branch back door awning, and HVAC installation project.
- j. Establish leases with the City of Santa Cruz on the Garfield Park, Branciforte and Downtown Library branches.

Performance Indicators

DEI:

- Enhanced communication with community partners around literacy and inclusion.
- Percent increase of collection materials available in international languages.
- Increase in reading levels among participants in the Early Childhood Literacy pilot.
- Number of staff members completing DEI Training.

Santa Cruz County Community:

- A deeper understanding of service ecosystems and gaps at the neighborhood level.
- Obtain patron feedback on library spaces and use.
- Survey the community to determine their perspective on the library support and nurturing of life-long learners.

Library Services:

- Cardholders, circulation, visits, database use, computer use, program attendance.
- Staff competence based on performance evaluation input, and feedback.
- Staff capacity based on strategic goals.



Governance, Funding, and Budget Overview

The Santa Cruz Public Libraries (SCPL) system is one of two library systems in Santa Cruz County. SCPL serves its region independently although it shares revenue sources with the Watsonville Public Library.

Governance

The Santa Cruz Public Libraries operate under a Joint Powers Agreement among the County of Santa Cruz and the Cities of Capitola, Santa Cruz, and Scotts Valley.

Members of the Joint Powers Board are the County Administrative Officer from the County of Santa Cruz, the City Manager from the City of Capitola, the City Manager from the City of Santa Cruz, and the City Manager from the City of Scotts Valley.

The original Joint Powers Agreement was forged in 1996. In December 2015, all four jurisdictions approved the Fourth Amendment to the Joint Powers Agreement and that is the current governing document for the Santa Cruz Public Libraries.

Library Advisory Commission

The Library Advisory Commission is intended to be a voice of the community to provide advice and feedback to the Governing Board and the Director of Libraries. The Commission will review programs and services and make necessary recommendations as they pertain to the provision of these programs and services.

The Commission consists of the following Commissioners who must be registered voters:

- Three (3) residents of unincorporated Santa Cruz County appointed by serving at the pleasure of the County Board of Supervisors, with one each from Supervisorial Districts 1, 2 and 5.
- Two (2) Santa Cruz city residents appointed by and serving at the pleasure of the Santa Cruz City Council.
- One (1) Capitola resident appointed by and serving at the pleasure of the Capitola City Council.
- One (1) Scotts Valley resident appointed by and serving at the pleasure of the Scotts Valley City Council.

Funding

Both the Santa Cruz Public Libraries system and the Watsonville Public Library are supported by City and County property and sales taxes and private donations. There are three sources of local public revenues:

- Measure R, a quarter cent permanent sales tax approved in 2008 designated for public library service is collected throughout the County. The Library Financing Authority divides these revenues between the Santa Cruz Public Libraries and the Watsonville Public Library, based on a

population formula which gives Watsonville credit for serving people who live in the unincorporated area close to that city.

- Maintenance of Effort (MOE) contributions from the County Library Fund which includes Capitola and Scotts Valley based on the MOE agreement approved in June 2022. The County Board of Supervisors is responsible for allocating any excess property taxes in the fund for the exclusive use on library improvements or services at County Library Fund Branches.
- The Cities of Santa Cruz and Watsonville contribute money from their general funds based on the (MOE) agreement.

Santa Cruz Public Libraries has a modest income from bequests, fine revenue, donations from the public and the Friends of the Santa Cruz Public Libraries.

Budget

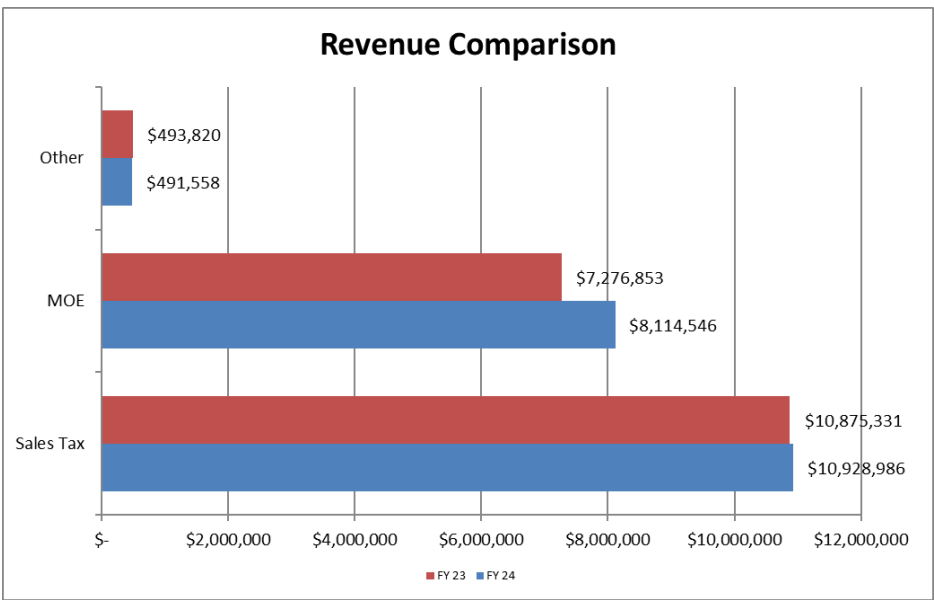
The Budget process begins no later than March 31st of each year with the Board providing service and budgetary priorities leading to the development of the Director of Libraries' proposed operating and capital budget. A Public Hearing on the proposed budget shall be held no later than May 31st with copies of the budget made available 10 days prior to the public hearing. To adopt a budget, unanimous approval by the Board is required (Fourth Amendment to the JPA; Section 8).

Budget in Brief

The Santa Cruz Public Libraries (SCPL) continues to emerge from the pandemic with a new strategic plan and with it new goals, priorities and vision for the library system.

The library’s two main sources of revenue are projected to take opposite trajectories. The sales tax estimates are projected to come in slightly lower than originally estimated earlier this calendar year. The estimates are being projected to decline \$200K or -1.3%. However, maintenance of effort is projected to

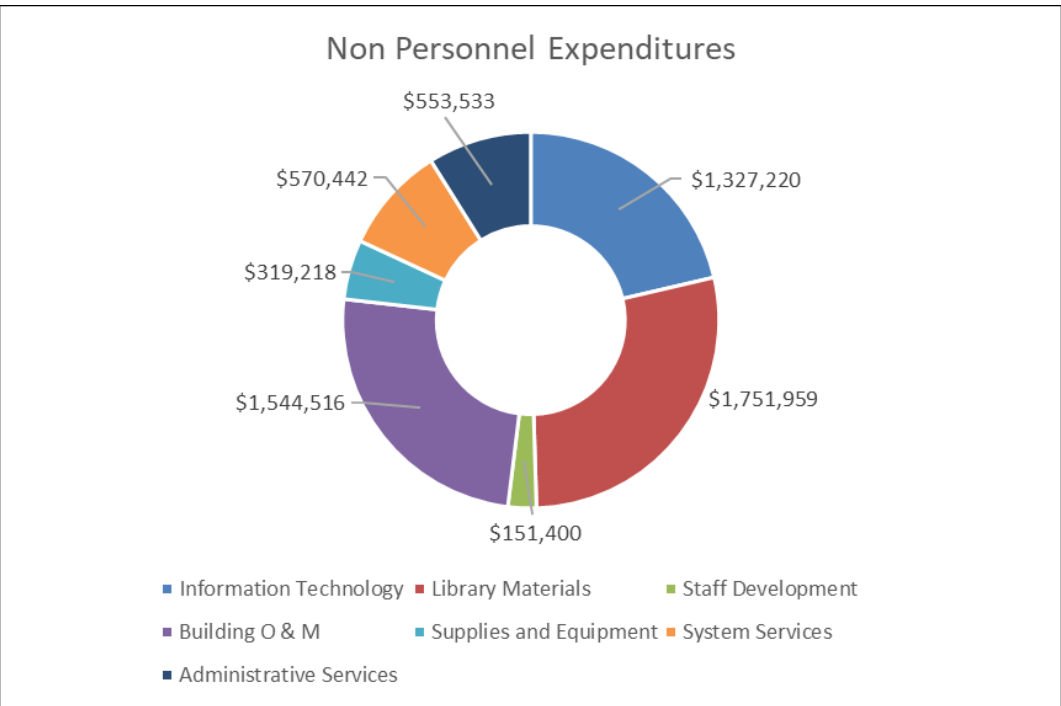
increase 11.5% over last year which leaves total revenues estimated at an increase of 3.5% over last year.



Operationally the Library increased costs for the Branciforte and Aptos branch libraries that will be fully operational and providing services to the community in FY 24. Other increases to the non-personnel expenditure budget, based on increased rates and contract increases, are electricity, gas and janitorial services. The

Library has also done an analysis on insurance coverage for the library system and has had to increase annual premium costs where the library will need to provide insurance for itself rather than rely on jurisdictions for coverage.

Additionally, the City of Santa Cruz’s Services Agreement has increased 4.5% or \$23,750 after the City conducted a cost allocation plan for all its departments. Overall non-personnel operating costs have decreased 2.6% compared to last year. This decrease was in an effort to



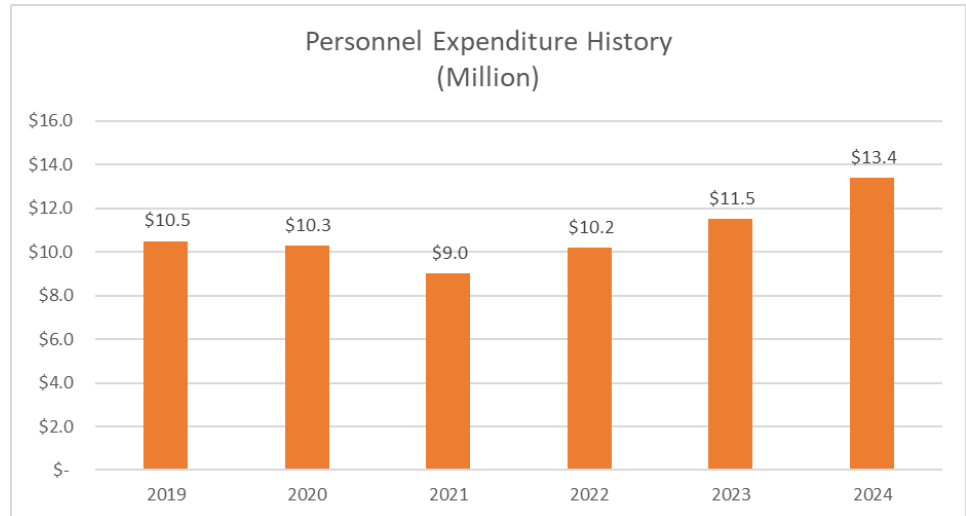
help cut costs overall in order to reduce the funds used from the uncommitted fund balance to help balance the budget this year.

Over the past year the library system has re-envisioned staffing. The reliance on temporary staff was decreased by using permanent staff in a more flexible way when covering absences. SCPL also decided to deploy librarians by branch instead of by region.

Larger branches will now have a dedicated youth and adult librarian staffing those branches. The smaller branches will benefit from having a generalist librarian serving their community. The new distribution of librarians throughout the system leaves the library in need of one (1.00) additional FTE for the Aptos Branch

Library. The costs associated with this additional FTE are part of the proposed FY 24 budget. These changes in staffing will help focus services by branch and build a stronger branch community between the staff and the public. In addition, the Library would like to reclassify the current part-time (20 hour) Volunteer Assistant Coordinator to a Library Specialist (40 hours). This change will help support the Community Relations Specialist with managing volunteers as well as helping with marketing library programs. The savings from the Volunteer Coordinator Assistant position proposed to be deleted will help to offset the cost of the new full-time Library Specialist position.

SCPL's proposed FY 24 operating budget is being presented as a balanced budget with the use of funds from the uncommitted fund balance in the amount of \$305,810 to cover the year's operating budget shortfall.



Budget Overview

Expenditures by Activity:

	2022	2023		2023	2023	2024	Growth/Loss From Adjusted	2025
	<u>Actual</u>	<u>Adopted Budget</u>	<u>Adjusted Budget</u>	<u>Year End Estimate</u>	<u>Proposed Budget</u>			<u>Projected Budget</u>
Personnel Services	\$ 10,159,185	\$ 12,301,023	\$ 12,831,706	\$ 11,240,072	\$ 13,444,105	\$ 612,399	4.8%	\$ 13,847,428
Services, Supplies & Other Charges	\$ 3,071,084	\$ 3,720,641	\$ 4,103,835	\$ 4,008,282	\$ 4,036,514	\$ (67,321)	-1.6%	\$ 4,238,340
Books & Materials	\$ 1,216,096	\$ 1,415,456	\$ 1,656,105	\$ 1,656,105	\$ 1,667,281		0.7%	\$ 1,543,659
Capital Outlay	\$ 148,897	\$ 458,000	\$ 604,116	\$ 565,753	\$ 493,000		-18.4%	\$ 493,000
Intra-entity fund transfer out	\$ 324,000	\$ 54,999	\$ 54,999	\$ 54,999	\$ 54,999			
<i>Subtotal Supplies and Services</i>	<i>\$ 4,760,077</i>	<i>\$ 5,649,096</i>	<i>\$ 6,419,055</i>	<i>\$ 6,285,139</i>	<i>\$ 6,251,794</i>		-2.6%	<i>\$ 6,274,999</i>
Total Expenditures	\$ 14,595,262	\$ 17,895,120	\$ 19,195,762	\$ 17,470,212	\$ 19,640,900	\$ 445,138	2.3%	\$ 20,122,427

Activity Resources:

Taxes	\$ 10,677,936	\$ 10,666,565	\$ 10,875,331	\$ 10,775,331	\$ 10,728,986		-1.3%	\$ 10,879,192
Member Contributions	\$ 5,938,706	\$ 6,115,273	\$ 7,276,853	\$ 7,276,853	\$ 8,114,546		11.5%	\$ 8,114,546
State/Federal/Local Grants	\$ 136,983	\$	\$ 62,468	\$ 63,998				
Fines and Forfeits	\$ 20,124	\$ 12,000	\$ 12,000	\$ 18,428	\$ 122,000			\$ 122,000
Donations & Trusts	\$ 318,448	\$ 141,816	\$ 134,576	\$ 134,576	\$ 245,792			\$ 60,000
Other Financing Sources	\$ 186,093	\$ 154,980	\$ 320,225	\$ 327,955	\$ 123,766			\$ 120,000
Total Resources	\$ 17,278,290	\$ 17,090,634	\$ 18,681,453	\$ 18,597,141	\$ 19,335,090	\$ 653,637	3.5%	\$ 19,295,738
Sub Total Operational Savings or (Cost)	\$ 2,683,028	\$ (804,486)	\$ (514,309)	\$ 1,126,929	\$ (305,810)			\$ (826,689)
Uncommitted Fund Balance Applied	\$ -	\$ 804,486	\$ 514,309	\$	\$ 305,810			\$ 826,689
Total	\$ 2,683,028	\$ -	\$ -	\$ 1,126,929	\$ -			\$ -

Committed Fund Balance (15% Reserve)	\$ 1,982,478		\$ 2,789,571	\$ 2,900,264
Uncommitted Fund Balance	\$ 7,314,955		\$ 7,634,791	\$ 7,524,099

Trust Balances

	Finkeldey	\$ 9,233	McCaskill-Visually Impaired	\$ 191,240
	Hale	\$ 48,605	Morley	\$ 14,018
	Leet-Corday	\$ 101,316	Richardson	\$ 337,564
	McCaskill-Local History	\$ 227,358	Utter Trust	\$ 278,167

Personnel Authorization

	FY 2021 Amended Budget	FY 2022 Amended Budget	FY 2023 Adopted Budget	FY 2023 Amended Budget	FY 2024 Proposed Budget
Accounting Assistant I	1.50	1.50	1.50	1.50	1.50
Administrative Assistant II	3.53	2.91	2.91	2.91	2.91
Assistant Director of Libraries	1.00	1.00	1.00	1.00	1.00
Bookmobile Library Assistant II	1.80	2.80	2.80	2.80	2.80
Building Maintenance Worker II	2.00	2.00	2.00	2.00	2.00
Community Relations Specialist				1.00	1.00
Courier Driver	1.00				
Director of Libraries	1.00	1.00	1.00	1.00	1.00
Information Tech Specialist I	1.00	1.00	1.00	1.00	1.00
Information Tech Specialist III	2.00	2.00	2.00	2.00	2.00
Librarian I/II	20.01	20.01	20.01	21.01	22.00
Librarian III	4.00	4.00	4.00	4.00	4.00
Library Assistant I	1.00				
Library Assistant II	31.50	37.12	36.12	44.62	44.62
Library Assistant III	10.00	10.00	11.00	11.00	11.00
Library Assistant IV	2.00	2.00	2.00	2.00	2.00
Library Information Specialist	5.00	5.00	5.00	4.00	4.00
Library IT Manager	1.00	1.00	1.00	1.00	1.00
Library Specialist	2.00	2.00	2.00	1.00	2.00
Management Analyst		1.00	1.00	1.00	1.00
Network & Systems Administrator	2.00	2.00	2.00	2.00	2.00
Principal Management Analyst	1.00	1.00	1.00	1.00	1.00
Programmer Analyst II	1.00	1.00	1.00	1.00	1.00
Service Field Crew Leader	1.00	1.00	1.00	1.00	1.00
Systems Coordinator	1.00	1.00	1.00	1.00	1.00
Volunteer Coordinator Assistant	0.50	0.50	0.50	0.50	
FTE Total	97.84	102.84	102.84	111.34	112.83

Library Revenue

The Santa Cruz Public Libraries system is supported by City and County property and sales taxes and private donations. There are three sources of local public revenues:

- The Cities of Santa Cruz and Watsonville contribute money from their general funds.
- Property taxes allocated for library services are collected by the County in the unincorporated areas and the Cities of Capitola and Scotts Valley.
- A quarter cent sales tax designated for public library service is collected throughout the County.

Santa Cruz Public Libraries has a modest income from bequests, fine revenue, donations from the public and the Friends of the Santa Cruz Public Libraries, Inc.

Early estimates regarding sales tax are projected to decrease. The decrease is being estimated at \$200k less than projections from earlier this calendar year. Revenues overall for FY 24 will increase 3.5% over last year due in part to increased maintenance of effort (MOE) projections.

The library is also increasing the use of trust funds to help balance the budget. This year the increase in library private trust fund transfer will be from the McCaskill Visually Impaired trust fund. The use of these funds will exhaust the trust completely.

Budget Development Revenue Balances

Acct	Title	FY 2022 Actual	2023 Ado Budget	2023 Adj Budget	2023 Year End Est.	2024 Proposed	Growth/Loss from Adj.
Fund 951 -- Library Joint Powers Authority							
41211	Sales and use tax	\$ 10,677,936	\$ 10,666,565	\$ 10,875,331	\$ 10,775,331	\$ 10,728,986	-1.3%
41993	Libraries parcel tax	\$ -	\$ 110,000	\$ 110,000	\$ 110,000	\$ 110,000	
43110	Federal operating grants & contributions	\$ 110,791	\$ -	\$ 30,000	\$ 30,000	\$ -	
43199	Other federal revenues	\$ 118,757	\$ -	\$ -	\$ -	\$ -	
43210	State operating grants and contributions	\$ 26,192	\$ -	\$ 24,468	\$ 25,998	\$ 13,998	-42.8%
43310	Local operating grants and contributions	\$ -	\$ -	\$ 8,000	\$ 8,000	\$ -	
43311	Maintenance of effort contributions	\$ 5,938,706	\$ 6,115,273	\$ 7,276,853	\$ 7,276,853	\$ 8,114,546	11.5%
43354	County of SC - reimbursements	\$ -	\$ -	\$ -	\$ 1,230	\$ -	
44630	Room rentals-library JPA	\$ 2,320	\$ 4,640	\$ 4,640	\$ 4,640	\$ 4,640	
45131	Library fines	\$ 20,124	\$ 12,000	\$ 12,000	\$ 18,428	\$ 12,000	
46110	Pooled cash and investment interest	\$ 25,838	\$ 92,840	\$ 92,840	\$ 92,840	\$ 92,840	
46190	Interest earnings - other	\$ 5,519	\$ 5,253	\$ 5,558	\$ 12,309	\$ 12,288	121.1%
46303	Donations - library	\$ 22,842	\$ 13,100	\$ 36,350	\$ 36,350	\$ 13,100	-64.0%
46309	Donations - library - Friends of the Lib	\$ 295,606	\$ 26,773	\$ 98,226	\$ 98,226	\$ 27,923	-71.6%
46910	Miscellaneous operating revenue	\$ 23,346	\$ 22,000	\$ 22,000	\$ 22,000	\$ -	
46990	Miscellaneous non-operating revenue	\$ (1,099)	\$ -	\$ -	\$ (252)	\$ -	
49122	From Library Private Trust Fund	\$ 10,530	\$ 22,190	\$ 55,443	\$ 55,443	\$ 204,769	269.3%
49191	Intra-entity fund transfer in	\$ -	\$ -	\$ 29,745	\$ 29,745	\$ -	
49201	Sales of surplus equipment	\$ 883	\$ -	\$ -	\$ -	\$ -	
Total		\$ 17,278,290	\$ 17,090,634	\$ 18,681,453	\$ 18,597,141	\$ 19,335,090	3.5%

NOTE for FY 24: The adjusted FY 23 budget represents grants and donations received throughout the year.

Library Operating Expenditures and Capital Outlay

The Santa Cruz Public Libraries system operates 10 branches, 1 bookmobile, and 1 headquarters facility. The library system does not own any of the facilities but leases from the governing board jurisdictions for use as public libraries. The Library operating budget supports the day to day operations of running a public library from these spaces.

As a public library, apart from personnel costs, our largest expenditure is books and materials. Books and materials represent both the physical and digital collections the library offers to its patrons. The breakdown of how these monies are spent is roughly 40% for the physical collection and 60% for the digital collection. The digital collection includes not only audio books but access to databases and other digital platforms that provide audio visual content.

The proposed FY 24 non-personnel expenditures are 2.6% lower than last year in an effort to achieve a balanced budget.

Line item increases greater than \$10K:

- **Financial Services-Outside**

The City of Santa Cruz's Services Agreement has been increased by 4.5% due to a recent cost allocation study the City conducted. This cost, in addition to the increased cost in the annual audit charge, represents the overall increase in this budget line.

Increase (from FY 23 Adjusted): \$14,132

- **Professional Services Other**

The City of Santa Cruz raised its cost allocation formula this year. The cost allocations are related to the services the Library receives from the City associated with finance, human resources, and other administrative services. The City agreed to honor the existing service agreement for the next two years. Preliminary information indicates that costs will more than double at that time from approximately \$500,000 to over a million dollars. In preparation for that shift and to ensure the Library is fiscally responsible while getting the services it needs for it to operate efficiently and effectively, the Library is partnering with the City to issue a Request for Proposals to perform an analysis to help determine the best path forward. The Library will explore the costs of remaining with the City provided service, the cost of the Library hiring additional staff to perform these services, and the possibility of the Library forming an administrative Joint Powers Authority for services.

Increase (from FY 23 Adjusted): \$50,000

- **Building O & M/Utilities/ & Janitorial Services**

Branciforte and Aptos will be fully operational in FY 24 so increases in building operations, utilities and janitorial services has increased in these lines.

Also adding to the increase are higher rates for electricity/water/gas utilities.

Janitorial services have also increased due to adjustments in services based on library use of the facilities.

Increase in Bldg O & M (from FY 23 Adjusted): \$26,247

Increase in Water/Electricity/Gas (from FY 23 Adjusted): \$72,697

Increase in Janitorial Services (from FY 23 Adjusted): \$50,975

- **Software Maintenance**

A new ILS contract and increased G Suite costs have driven this budget line item.

Increase (from FY 23 Adjusted): \$49,357

- **Equipment Lease**

Additional Multi-Function Printers (MFP) will be needed for the branches re-opening in FY 24. These MFPs are used by the public.

Increase (from FY 23 Adjusted): \$10,000

- **Training**

Additional funds have been added for all staff trainings, quarterly management training and LIT trainings. These trainings are vital to staff growth and organization effectiveness. Additionally, funds from travel have been moved into this line item to better track travel to meetings and conferences.

Increase (from FY 23 Adjusted): \$40,690

- **Liability Insurance**

The Library has done a full analysis of insurance coverage over the past year for the system, branch materials and functions of the library. This budget line has increased in anticipation of strengthening the library's insurance coverage needs in the upcoming year.

Increase (from FY 23 Adjusted): \$10,000

- **Books and Periodicals**

In the past the Library has budgeted for books and materials by allocating 8% of total revenues (minus grants, donations and debt). This year the Library has subsidized this calculation with the use of private trust funds in order to still fully fund this line item. This year the Library has chosen to use the McCaskill Visually Impaired trust to help subsidize this line item. Funds from this trust are earmarked for visually impaired materials and will support the purchase of audio books and playaways.

Increase (from FY 23 Adjusted): \$200,134

- **Other Capital Outlay**

The Library continues to honor the agreement made to increase the capital outlay budget line by \$50K per year until FY 28 when the capital outlay will be fully funded at \$450K annually.

Increase (from FY 23 Adjusted): \$50,000

Budget Development Expenditure Balances

Acct	Title	2022 Actual	2023 Ado Budget	2023 Adj Budget	2023 YEE	2024 Proposed	% Change from Adjusted
Fund 951 -- Library Joint Powers Authority							
52131	Claims management services - outside	\$ 2,545	\$ 12,000	\$ 12,000	\$ 12,000	\$ 12,000	0.0%
52135	Financial services - outside	\$ 509,838	\$ 527,783	\$ 537,401	\$ 537,401	\$ 561,233	4.4%
52139	Medical services	\$ 3,037	\$ 1,000	\$ 1,000	\$ 2,700	\$ 2,000	100.0%
52150	Merchant bank fees	\$ 562	\$ 600	\$ 600	\$ 600	\$ 600	0.0%
52155	Courier services	\$ 2,466	\$ 2,000	\$ 2,692	\$ 2,692	\$ 2,000	-25.7%
52199	Other professional & technical services	\$ 100,789	\$ 205,000	\$ 234,000	\$ 214,000	\$ 259,007	10.7%
52201	Water, sewer and refuse	\$ 72,211	\$ 81,985	\$ 81,985	\$ 81,985	\$ 92,235	12.5%
52202	Hazardous materials disposal	\$ -	\$ 500	\$ 500	\$ 500	\$ 500	0.0%
52211	Janitorial services	\$ 278,588	\$ 321,525	\$ 393,525	\$ 393,525	\$ 444,500	13.0%
52223	Equip annual inventory charge - internal	\$ 4,950	\$ 1,725	\$ 1,725	\$ -	\$ 3,600	108.7%
52226	Vehicle work order charges - internal	\$ 14,740	\$ 11,795	\$ 11,795	\$ -	\$ 9,000	-23.7%
52227	Vehicle fuel island charges - internal	\$ 18,978	\$ 18,163	\$ 18,163	\$ -	\$ 20,794	14.5%
52240	Office equipment operation/maint	\$ 6,378	\$ 7,590	\$ 7,590	\$ 8,390	\$ 7,690	1.3%
52241	Vehicle maintenance costs - outside	\$ 3,081	\$ 6,500	\$ 6,500	\$ 6,500	\$ 1,500	-76.9%
52244	Other equipment operation/maintenance	\$ 7,571	\$ 10,975	\$ 10,975	\$ 11,825	\$ 11,900	8.4%
52246	Building and facility o & m - outside	\$ 302,793	\$ 290,761	\$ 290,761	\$ 293,748	\$ 317,008	9.0%
52247	Landscaping maintenance services	\$ 47,805	\$ 55,950	\$ 55,950	\$ 55,950	\$ 55,950	0.0%
52248	Software maintenance services	\$ 264,611	\$ 409,019	\$ 412,019	\$ 412,019	\$ 461,376	12.0%
52249	Hardware maintenance services	\$ -	\$ 30,000	\$ 45,000	\$ 45,000	\$ 15,000	-66.7%
52261	Equipment, building and land rentals	\$ 283,536	\$ 283,844	\$ 283,844	\$ 283,844	\$ 284,204	0.1%
52269	Equipment lease-outside	\$ 29,115	\$ 18,000	\$ 18,000	\$ 18,000	\$ 28,000	55.6%
52302	Travel and meetings	\$ 2,465	\$ 19,800	\$ 13,800	\$ 13,800	\$ 5,950	-56.9%
52304	Training	\$ 51,023	\$ 98,760	\$ 104,760	\$ 104,760	\$ 145,450	38.8%
52403	Telecommunications service - outside	\$ 184,641	\$ 354,085	\$ 354,085	\$ 354,085	\$ 349,845	-1.2%
52932	Liability insurance/surety bonds-interna	\$ 43,170	\$ 43,170	\$ 43,170	\$ 43,170	\$ 43,170	0.0%
52933	Liability insurance/surety bonds-outside	\$ 63,140	\$ 93,000	\$ 93,000	\$ 93,000	\$ 103,000	10.8%
52960	Advertising	\$ 16,525	\$ 31,570	\$ 31,570	\$ 31,570	\$ 26,570	-15.8%
52961	Dues and memberships	\$ 32,317	\$ 37,453	\$ 37,453	\$ 37,453	\$ 38,503	2.8%
52972	Printing and binding-outside	\$ 11,072	\$ 32,600	\$ 32,600	\$ 32,600	\$ 32,600	0.0%
53101	Postage charges	\$ 5,698	\$ 7,000	\$ 7,000	\$ 7,000	\$ 7,000	0.0%
53102	Office supplies	\$ 22,888	\$ 25,650	\$ 25,650	\$ 26,533	\$ 28,150	9.7%
53108	Safety clothing and equipment	\$ 10,736	\$ 16,510	\$ 16,510	\$ 17,760	\$ 16,525	0.1%
53109	Copier supplies	\$ -	\$ 6,680	\$ 6,680	\$ 6,680	\$ 8,530	27.7%
53112	Library functional supplies	\$ 135,287	\$ 171,500	\$ 171,500	\$ 171,500	\$ 121,377	-29.2%
53113	Janitorial supplies	\$ 18,044	\$ 33,500	\$ 33,500	\$ 33,578	\$ 39,500	17.9%
53311	Electricity	\$ 169,477	\$ 205,275	\$ 205,275	\$ 135,275	\$ 241,475	17.6%
53312	Natural gas	\$ 41,871	\$ 39,950	\$ 39,950	\$ 40,450	\$ 46,350	16.0%
54990	Miscellaneous supplies and services	\$ 251,770	\$ 205,423	\$ 181,720	\$ 198,801	\$ 190,423	4.8%
56960	Loans and grants	\$ 57,000	\$ -	\$ 277,588	\$ 277,588	\$ -	-100.0%
56995	Refunded fees and fines	\$ 365	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	0.0%
	Subtotal: Services, Supplies and Other Charge	\$ 3,071,084	\$ 3,720,641	\$ 4,103,836	\$ 4,008,282	\$ 4,036,515	-1.6%
53106	Books and periodicals	\$ 1,175,548	\$ 1,393,533	\$ 1,471,997	\$ 1,471,997	\$ 1,656,131	12.5%
53107	Books and periodicals-grants & donations	\$ 40,548	\$ 21,923	\$ 184,108	\$ 184,108	\$ 11,150	-93.9%
	Subtotal: Books & Materials	\$ 1,216,096	\$ 1,415,456	\$ 1,656,105	\$ 1,656,105	\$ 1,667,281	0.7%
57401	Office furniture/equipment	\$ 32,871	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	0.0%
57402	Vehicle equipment	\$ -	\$ -	\$ 83,499	\$ 83,499	\$ -	
57409	Computer equipment	\$ 20,209	\$ 240,000	\$ 260,000	\$ 260,000	\$ 225,000	-13.5%
57990	Other capital outlay	\$ 95,817	\$ 200,000	\$ 242,616	\$ 204,254	\$ 250,000	3.0%
	Subtotal: Capital Outlay	\$ 148,897	\$ 458,000	\$ 604,115	\$ 565,753	\$ 493,000	-18.4%
59191	Intra-entity fund transfer out	\$ 324,000	\$ 54,999	\$ 54,999	\$ 54,999	\$ 54,999	0.0%
Total		\$ 4,760,077	\$ 5,649,096	\$ 6,419,055	\$ 6,285,139	\$ 6,251,795	-2.6%

Library Personnel Expenditures

The Santa Cruz Public Libraries staff 10 branches, 1 bookmobile and 1 headquarters facility where system operations are housed. The library system is open in some capacity 7 days a week. The Library also offers programming after hours and off site.

FY 24 personnel cost assumptions include:

- All COLA's per ratified MOU's.
- New/Vacant positions are budgeted at bottom step and PEPR (Management budgeted at top step).
- Rising PERS and other employee costs are reflected.
- New/Vacant positions are budgeted at employee+1 for Health.
- Medical costs increased 5%.
- Workers compensation increased 55% (after being reduced the past several years).
- Vacancy factor estimate has been updated by the City of Santa Cruz and is based on a 7-year average of salaries and benefits comparing the adjusted budget to the actual.

FY 24 FTE changes include:

- Addition of 1.00 FTE Librarian at Aptos.
- Deletion of .50 FTE Volunteer Assistant Coordinator.
- Addition of 1.00 FTE Library Specialist.

FY 24 Temporary Budget includes:

- \$360,000 for Library Aide hours at the branches.
- \$50,000 for Library Aide hours for system functions (ie: outreach and collections mgmt.).
- \$60,000 for On-Call staff. These are the staff who are called when internal help cannot be found.
- \$10,000 for Capitola Sunday Open Hours Pilot.

The plan when the Aptos Library opens was to shift the Library being open on Sundays from Capitola to Aptos. Since Capitola's use on Sunday has been steady, when the Aptos Branch opens the library plans to fund Sunday hours at Capitola temporarily (6 months) while staff can analyze the use and public needs at Capitola.

Budget Development Expenditure Balances

Acct	Title	FY 2022 Actual	2023 Ado Budget	2023 Adj Budget	2023 Year End Est.	2024 Proposed	% Change from Adjusted
Fund 951 -- Library Joint Powers Authority							
51110	Regular full time	\$ 5,286,882	\$ 6,484,822	\$ 6,988,385	\$ 6,110,370	\$ 7,701,794	10.2%
51111	Regular part time	\$ 976,773	\$ 1,237,074	\$ 1,637,074	\$ 943,984	\$ 1,233,990	-24.6%
51114	Overtime	\$ 1,796	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	0.0%
51115	Termination pay	\$ 72,895	\$ -	\$ -	\$ 32,300	\$ -	
51122	Temporary	\$ 604,759	\$ 825,000	\$ 452,120	\$ 452,120	\$ 480,000	6.2%
51130	Other pay	\$ 3,618	\$ -	\$ -	\$ 1,674	\$ -	
51132	Special vacation pay	\$ 15,857	\$ -	\$ -	\$ 18,476	\$ -	
51150	Vehicle-phone-data allowance	\$ 1,513	\$ 1,260	\$ 1,260	\$ 3,065	\$ 2,544	101.9%
51199	Salary savings	\$ -	\$ (770,000)	\$ (770,000)	\$ -	\$ (1,035,597)	34.5%
51201	Retirement contribution	\$ 398,162	\$ 469,005	\$ 469,005	\$ 422,349	\$ 656,268	39.9%
51202	F.I.C.A.	\$ 30,166	\$ 63,113	\$ 63,113	\$ 21,073	\$ 36,720	-41.8%
51203	PERS unfunded liability	\$ 1,056,899	\$ 1,396,809	\$ 1,396,809	\$ 1,261,107	\$ 1,615,358	15.6%
51210	Group health insurance	\$ 1,205,417	\$ 1,943,867	\$ 1,943,867	\$ 1,425,493	\$ 1,927,365	-0.8%
51212	Group dental insurance	\$ 77,152	\$ 116,535	\$ 116,535	\$ 82,733	\$ 113,169	-2.9%
51213	Vision insurance	\$ 12,957	\$ 18,732	\$ 18,732	\$ 14,121	\$ 18,535	-1.0%
51214	Medicare insurance	\$ 97,813	\$ 108,708	\$ 108,708	\$ 106,166	\$ 123,475	13.6%
51215	Employee assistance program	\$ 3,316	\$ 4,356	\$ 4,356	\$ 5,738	\$ 4,688	7.6%
51220	Group life insurance	\$ 1,537	\$ 1,969	\$ 1,969	\$ 1,776	\$ 2,071	5.2%
51221	Disability insurance	\$ 40,546	\$ 86,241	\$ 86,241	\$ 44,864	\$ 89,248	3.5%
51222	SDI	\$ 29,964	\$ 39,084	\$ 39,084	\$ 30,627	\$ 42,420	8.5%
51230	Unemployment insurance	\$ 56,689	\$ 66,005	\$ 66,005	\$ 63,348	\$ 77,638	17.6%
51240	Workers' compensation	\$ 184,474	\$ 203,443	\$ 203,443	\$ 193,688	\$ 349,419	71.8%
Total		\$ 10,159,185	\$ 12,301,023	\$ 12,831,706	\$ 11,240,072	\$ 13,444,105	4.8%

Appendix A: Authorized Personnel by Individual Position

Position Title	Position No.	Library FTE
Accounting Assistant I	101-005	1.00
Accounting Assistant I	101-009	0.50
Administrative Assistant II	106-007	1.00
Administrative Assistant II	106-008	1.00
Administrative Assistant II	106-009	0.90
Assistant Director of Libraries	830-001	1.00
Bookmobile Library Assistant II	284-001	1.00
Bookmobile Library Assistant II	284-002	0.80
Bookmobile Library Assistant II	284-004	1.00
Building Maintenance Worker II	118-007	1.00
Building Maintenance Worker II	118-011	1.00
Community Relations Specialist	757-006	1.00
Director of Libraries	808-001	1.00
Information Tech Specialist I	145-009	1.00
Information Tech Specialist III	232-004	1.00
Information Tech Specialist III	232-005	1.00
Librarian I/II	750-028	1.00
Librarian I/II	750-029	1.00
Librarian II	750-001	1.00
Librarian II	750-002	1.00
Librarian II	750-003	1.00
Librarian II	750-004	1.00
Librarian II	750-005	1.00
Librarian II	750-006	1.00
Librarian II	750-007	1.00
Librarian II	750-008	1.00
Librarian II	750-009	1.00
Librarian II	750-010	1.00
Librarian II	750-011	1.00
Librarian II	750-012	1.00
Librarian II	750-013	1.00
Librarian II	750-014	1.00
Librarian II	750-015	1.00
Librarian II	750-017	1.00
Librarian II	750-021	1.00
Librarian II	750-026	1.00
Librarian II	750-030	1.00
Librarian II	750-xxx	1.00

Position Title	Position No.	Library FTE
Librarian III	831-001	1.00
Librarian III	831-002	1.00
Librarian III	831-003	1.00
Librarian III/CMS Manager	831-004	1.00
Library Assistant II	283-002	1.00
Library Assistant II	283-003	1.00
Library Assistant II	283-004	1.00
Library Assistant II	283-005	1.00
Library Assistant II	283-006	1.00
Library Assistant II	283-007	1.00
Library Assistant II	283-009	1.00
Library Assistant II	283-010	0.50
Library Assistant II	283-011	1.00
Library Assistant II	283-012	1.00
Library Assistant II	283-013	0.75
Library Assistant II	283-014	0.50
Library Assistant II	283-015	1.00
Library Assistant II	283-016	1.00
Library Assistant II	283-017	1.00
Library Assistant II	283-018	1.00
Library Assistant II	283-019	1.00
Library Assistant II	283-020	1.00
Library Assistant II	283-021	1.00
Library Assistant II	283-022	1.00
Library Assistant II	283-023	0.75
Library Assistant II	283-024	0.50
Library Assistant II	283-026	1.00
Library Assistant II	283-041	0.75
Library Assistant II	283-042	0.50
Library Assistant II	283-043	0.50
Library Assistant II	283-046	0.50
Library Assistant II	283-047	0.75
Library Assistant II	283-050	1.00
Library Assistant II	283-055	0.50
Library Assistant II	283-056	1.00
Library Assistant II	283-063	1.00
Library Assistant II	283-064	1.00

Position Title	Position No.	Library FTE
Library Assistant II	283-065	0.50
Library Assistant II	283-068	0.50
Library Assistant II	283-069	0.50
Library Assistant II	283-072	1.00
Library Assistant II	283-073	0.50
Library Assistant II	283-074	0.50
Library Assistant II	283-075	1.00
Library Assistant II	283-076	0.63
Library Assistant II	283-077	0.75
Library Assistant II	283-082	1.00
Library Assistant II	283-084	0.50
Library Assistant II	283-085	0.75
Library Assistant II	283-086	0.75
Library Assistant II	283-087	0.75
Library Assistant II	283-088	1.00
Library Assistant II	283-089	1.00
Library Assistant II	283-090	1.00
Library Assistant II	283-091	1.00
Library Assistant II	283-078	1.00
Library Assistant II	283-079	0.50
Library Assistant II	283-081	0.50
Library Assistant II (Tel Info)	283-083	0.50
Library Assistant III	363-001	1.00
Library Assistant III	363-002	1.00
Library Assistant III	363-003	1.00
Library Assistant III	363-004	1.00
Library Assistant III	363-005	1.00
Library Assistant III	363-007	1.00
Library Assistant III	363-008	1.00
Library Assistant III	363-009	1.00
Library Assistant III	363-010	1.00
Library Assistant III	363-011	1.00
Library Assistant III	363-012	1.00
Library Assistant IV	364-001	1.00
Library Assistant IV	364-003	1.00
Library Information Specialist	285-002	1.00
Library Information Specialist	285-003	1.00

Position Title	Position No.	Library FTE
Library Information Specialist	285-004	1.00
Library Information Specialist	285-006	1.00
Library IT Manager	832-003	1.00
Library Specialist/Training Coordinator	740-002	1.00
Library Specialist/Volunteer Coordinator	740-xxx	1.00
Management Analyst	702-011	1.00
Network & Systems Administrator	726-012	1.00
Network & Systems Administrator	726-013	1.00
Principal Management Analyst	729-018	1.00
Programmer Analyst II	706-006	1.00
Service Field Crew Leader	330-011	1.00
Systems Coordinator	793-002	1.00
<i>Total</i>		112.83

Appendix B: Trust Fund Details

CAROLYN VIRGINIA CLAEYS CHARITY TRUST

Donor: Carolyn Virginia Claeys died in 2017 leaving the Library a bequest.

Terms: The Carolyn Virginia Claeys charity does not have any restrictions on its use.

Balance of
Trust as of
3/1/23: \$18,327

Income: Interest earned is added to principal

Management: Held by the City Finance Department.

FINKELDEY TRUST

Donor: Stella A. H. Finkeldey, a teacher and principal in the Santa Cruz City School System, left her estate to the Santa Cruz Public Library in 1949.

Terms: "...the net income there from, plus the annual sum of \$100.00 from the principal, [shall] be used and expended solely for the purchase of musical literature for and to be kept in the music department of the Santa Cruz Public Library."

Balance of
Trust as of
3/1/23: \$9,233

Income: Interest earned is added to principal

Management: Held by the City Finance Department. Complete record is reflected in Library budget. CMS Manager manages the funds.

DOROTHY A. HALE TRUST

Donor: Dorothy A. Hale died in 2011 leaving the Library a bequest.

Terms: The Dorothy A. Hale Trust specifies that the Library use the funds for "the Scotts Valley Branch of the Santa Cruz Public Library System".

Balance of
Trust as of
3/1/23: \$48,605

Income: Interest earned is added to principal

Management: Held by the City Finance Department. Facilities Manager, Laura Whaley, manages funds.

LEET-CORDAY TRUST

Donor: Robert Leet-Corday

Terms: The Leet-Corday Trust specifies that the Library use the funds for the Downtown (Central) Branch of the Santa Cruz Public Library System for “providing vibrant physical and virtual public spaces”.

Balance of
Trust as of
3/1/23: \$101,316

Income: Interest earned is added to principal

Management: Held by the City Finance Department. Facilities Manager manages funds.

MCCASKILL TRUST – LOCAL HISTORY

Donor: Annie McCaskill, who died in 1981, named the City of Santa Cruz as one of the two residual legatees for her estate. The other was the First Presbyterian Church. Upon the death of her sister, Francis McCaskill, the City’s share of the estate was to be divided into two equal parts: one for local history and the other for providing materials and services to people who are visually impaired. Francis McCaskill died in 1986, and the Library received its distribution during the summer.

Terms: Half the City’s share is to be used “in establishing and maintaining a department in the City of Santa Cruz Public Library System devoted to the preservation of historical documents and objects and promulgation of the local history of the City of Santa Cruz and of the State of California.” No limitations on only spending income.

Balance of
Trust as of
3/1/23: \$227,358

Income: Interest earned is added to principal

Management: Held by the City Finance Department. Asst. Director manages funds.

MCCASKILL TRUST – VISUALLY IMPAIRED

Donor: See above

Terms: Half the City's share of the McCaskill Trust is to be used "in establishing and maintaining a Braille department in the City of Santa Cruz Public Library System and for the purpose of providing Braille books, materials, records, and tapes for use of persons with defective sight."

Anticipating major cuts in the Library's 1986-87 materials budget, the Library Board agreed in July that \$15,000 in income from this Trust should be used to support the purchase of large print and talking book tapes for adults and children during the current fiscal year. It has been approved that continuing after this, the money could be spent in any way that benefitted the visually impaired and was not limited to the purchase of Braille materials.

Balance of
Trust as of
3/1/23: \$191,240

Income: Interest earned is added to principal

Management: Held by the City Finance Department. CMS Manager manages funds.

JAMES MORLEY TRUST

Donor: James Morton Morley died on February 1, 2011, leaving the Library a bequest.

Terms: The James Morton Morley Trust specifies that the Library use the funds for "improvements or enhancements to the La Selva Beach Library Branch or the Aptos Branch if the La Selva Beach Branch has been or is scheduled to close".

Balance of
Trust as of
3/1/23: \$14,018

Income: Interest earned is added to principal

Management: Held by the City Finance Department. Facilities Manger manages funds.

RICHARDSON TRUST

Donor: Dr. James B. Richardson died in 1979, leaving the Library a Testamentary Trust for book purchases. His other legatees were the Cornell University Veterinary School and a personal friend.

Terms: The Richardson Will specifies that the Library use the funds “for the purchase of nonfiction books written for the general public, and not to include textbooks, technical or statistical books, or religious or sociological studies.”

Balance of
Trust as of
3/1/23: \$337,564

Income: Distribution schedule is set for November of each year. No specific date is attached to the distribution. The Trust distributes out 5% of the market value each year and the Santa Cruz Library receives 80% of the amount.

In 1981 the Superior Court ruled that all net income be distributed annually, one-fifth to Cornell (for research on dogs) and four-fifths to the Library.

Management: Held by Comerica Bank. Check is received annually and is appropriated into the Library’s annual budget. Grantor wanted the trust to continue in perpetuity and made the trust irrevocable.

UTTER TRUST

Donor: Herman A. Utter and Ruth H. Utter Fourth Restatement of Trust Agreement dated May 7, 1992 restatement dated August 6, 2004

Terms: “To support the purchase of library materials and special library programs.” (March 2017)

Balance of
Trust as of
3/1/22: \$278,167

Income: Interest Only

Management: FSCPL holds this trust. Held at Community Foundation of Santa Cruz County. Asst. Director manages these funds.

Appendix C: Vehicle Replacement Schedule

Library FY 24 Vehicle Replacement Schedule						
#	Department	Description	Replacement Cost	Year Acquired	Year of Replacement	Savings Need/Yr to Meet Replacement Date
434	Courier	Ford Transit	\$45,000	2020	2030-31	\$4,500
528	Bldg Maint	Ford Truck	\$45,000	2022	2032-33	\$5,833
527	Bldg Maint	Ford Transit	\$35,000	2015	2024-25	\$3,500
529	Bldg Maint	Ford Transit	\$45,000	2019	2029-30	\$4,500
151	Outreach	Ford Transit	\$35,000	2022	2032-33	\$5,833
178	Outreach	Ford Escape Hybrid	\$35,000	2015	2024-25	\$3,500
531	Outreach	Freightliner	\$350,000	2016	2030-31	\$23,333
546	LIT	Ford Transit	\$35,000	2018	2028-29	\$3,500
	Programs	Pedal Library	\$2,500	2016	2021-22	\$500
279	Bldg Maint	Trailer				
TOTAL SAVINGS NEEDS PER YEAR						\$54,999
Savings Began in FY 11/12						
**The Library System has chosen to abide by the City's vehicle replacement schedule which is defined as replacing vehicles every 100,000 miles or every 10 years.						

Appendix D: Fines and Fees Schedule

Description	Current	Proposed FY 2022-2023
Overdue Item Fine	\$0	No Change
Lost/Replacement Fine	Varies Based on Item	No Change
Collection Agency Fee	\$20.00	No Change
Damaged Item Fine	Varies Based on Item	No Change
Flashdrive Fee	\$5.00	No Change
Headphone Fee	\$4.00	No Change
Library Card Replacement Fee	\$2.00	No Charge
Meeting Room Fee	\$0	No Change
Missing Parts Fine	Varies Based on Item	No Change
Photocopying Fee	15¢per page	No change
Test Proctoring Fee	\$40.00	No change
Inter Library Loan	\$0	No Change

Appendix E: History of Open Hours by Branch

Weekly Open Hours	Current	10-Jul-21	18-May-20	2-Feb-20	1-Nov-19	1-Sep-19	1-Jun-18	1-Jun-17
Aptos	closed	closed	20	54	56	56	56	50
Boulder Creek	34	closed	closed	closed	38	38	38	38
Branciforte	closed	closed	closed	36	36	36	36	36
Capitola	46	47	closed	closed	closed	closed	closed	41
Downtown	46	46	24	58	58	58	58	58
Felton	40	40	20	50	closed	36	36	36
Garfield Park	34	closed	closed	36	51	51	51	42
La Selva Beach	38	31	closed	closed	closed	closed	36	36
Live Oak	46	36	20	54	54	54	54	44
Scotts Valley	46	closed	20	50	50	50	50	50
Total	330	200	104	338	343	379	415	431

Appendix F: History of Collection Spending

Fiscal Year	Physical Expenditures	Digital Expenditures
FY 17/18	74.2%	25.8%
FY 18/19	69.3%	30.7%
FY 19/20	64.1%	35.9%
FY 20/21	55.3%	44.7%
FY 21/22	64.7%	35.3%

Physical = books, DVDs, audio CDs, Playaways, lendable tech, telescopes, magazines

Digital = reference databases, ebooks, eaudiobooks, streaming video, digital magazines

STAFF REPORT

DATE: April 3, 2023
TO: Library Advisory Commission
FROM: Yolande Wilburn, Library Director
RE: National Library Week

PROCLAMATION

Declaring April 23-29, 2023 as National Library Week

RECOMMENDATION

Accept and File: Proclamation for National Library Week 2023

BACKGROUND

The American Library first sponsored National Library Week in April 1958 after research showed Americans were spending less time reading books and more on radios, television, and musical instruments. To encourage people to read, improve their incomes and health and develop strong and happy family lives, ALA partnered with the Advertising Council to observe the first National Library Week, with the theme, "Wake up and Read!"

The theme for National Library Week 2023 is "There's More to the Story," illustrating the fact that libraries offer so much more in addition to books. The Santa Cruz Public Libraries lend state park passes, museum passes, ukuleles, and other items and digital resources. Our library programming brings people together for entertainment, education, and connection through book clubs, storytimes, movie viewing, crafting classes, and lectures. Our new and renovated facilities make our communities strong

and resilient during times of crisis, providing electrical connection, internet and technology access, literacy skills, and support for all.

The National Library Week celebration starts on Monday, April 24, when the State of America's Libraries report is released. Tuesday, April 25, is National Library Workers Day, when the Library Advisory commission, in the past, has delivered cookies to each branch and Library location. Wednesday, April 26, is National Library Outreach Day, and Thursday, April 27, is Take Action for Libraries Day to rally advocates and support libraries.

In support of the annual program, we ask that the Santa Cruz Public Libraries Commission accept and file the proclamation for National Library week 2023.

PROCLAMATION

WHEREAS, the Santa Cruz Public Libraries provide the opportunity for everyone to pursue their passions and engage in lifelong learning, allowing them to live their best life;

WHEREAS, the Santa Cruz Public Libraries serve as trusted institutions for all members of the community regardless of race, ethnicity, creed, ability, sexual orientation, gender identity, or socio-economic status;

WHEREAS, the Santa Cruz Public Libraries strive to develop and maintain programs and collections that are as diverse as the populations they serve and ensure equity of access for all;

WHEREAS, the Santa Cruz Public Libraries adapt to the ever-changing needs of their communities, providing service and support to the Santa Cruz County during times of disaster, and continually expanding their collections, services, and partnerships;

WHEREAS, the Santa Cruz Public Libraries play a critical role in the economic vitality of Santa Cruz County by providing internet and technology access, literacy skills, and support for job seekers, small businesses, and entrepreneurs;

WHEREAS, the Santa Cruz Public Libraries are accessible and inclusive places that promote a sense of local connection, advancing understanding, civic engagement, and shared community goals;

WHEREAS, the Santa Cruz Public Libraries are cornerstones of democracy, promoting the free exchange of information and ideas for all;

WHEREAS, the Santa Cruz Public Libraries, librarians, and library workers are joining library supporters and advocates across the nation to celebrate National Library Week;

NOW, THEREFORE, be it resolved that I, Michael Termini, *Santa Cruz Public Libraries Library Advisory Commission Chairperson*, do hereby proclaim April 23-29, 2023 as

National Library Week

During this week, I encourage all residents to visit their Santa Cruz Public Libraries branch online or in-person to access and explore the wealth of resources available.

Signed this 3rd day of April, 2023.

Mike Termini, Santa Cruz Public Libraries Library Advisory Commission Chairperson