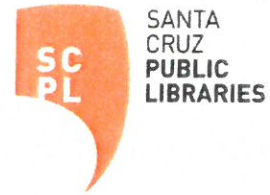


Chair Carlos Palacios
Vice Chair Jamie Goldstein
Board Member Martin Bernal
Board Member Tina Friend



**SANTA CRUZ CITY/COUNTY LIBRARIES
JOINT POWERS AUTHORITY BOARD
REGULAR MEETING**

**[IMMEDIATELY FOLLOWING THE SANTA CRUZ LIBRARIES
FACILITIES FINANCING AUTHORITY (LFFA)]**

THURSDAY OCTOBER 3, 2019

6:00 P.M.

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

1. CALL TO ORDER / ROLL CALL

Board Members Jamie Goldstein, Carlos Palacios, Martin Bernal and Tina Friend

2. PRESENTATION: Customer Service Commitment – James Lee (PG.4-7)

3. ADDITIONAL MATERIALS

Additional information submitted after distribution of the agenda packet.

4. ADDITIONS AND DELETIONS TO AGENDA

REPORT OUT FROM CLOSED SESSION ON SEPTEMBER 5, 2019

5. ORAL COMMUNICATION

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.

6. REPORT BY LIBRARY DIRECTOR

- A. Library Director's Report – October 2019 (PG.8-11)

7. REPORT BY FRIENDS OF THE SANTA CRUZ PUBLIC LIBRARIES

- A. Friends of SCPL – Report (oral)

8. REPORT BY LIBRARY ADVISORY COMMISSION (LAC)

- A. Commissioners' Report (oral)

9. COMMENTS BY BOARD MEMBERS

10. 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 August 1, 2019 and Minutes of September 5, 2019
RECOMMENDED ACTION: Approve Minutes. (PG.12-17)
- B. Articles about Santa Cruz Public Libraries.
RECOMMENDED ACTION: Receive Articles. (PG.18-77)
- C. California State Library – Acknowledgement of SCPL as California History Section's County of the Month
RECOMMENDED ACTION: Receive Documentation. (PG.78-91)

11. GENERAL BUSINESS

Other 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. Approve ILL (Interlibrary Loan) Policy # 320
RECOMMENDED ACTION: Approve Interlibrary Loan Policy # 320 (PG.92-93)
- B. Library Naming Agreements for Felton Branch Library
RECOMMENDED ACTION: Approve Library Naming Agreements for Felton Branch Library (PG.94-106)

- C. Service Model Presentation
RECOMMENDED ACTION: Receive Service Model Presentation (PG.107-108)

- D. Holiday Closure Policy # 108
RECOMMENDED ACTION: Review and Approve Holiday Closure Policy #108 (PG.109-110)

- E. Library Director's Performance Evaluation Preparation
RECOMMENDED ACTION: Prepare Library Director's Performance Evaluation for December 5 Board meeting

12. SCHEDULED UPCOMING MEETINGS

December 5, 2019	Downtown Branch Library	Upcoming Agenda Items:
	224 Church Street Santa Cruz, CA 95060	<ul style="list-style-type: none"> • Board Meeting Schedule 2020 • Elect Chair and Vice Chair for 2020 • Polaris Renewal Contract Approval • Library Director's Performance Evaluation • 1st Quarter Reports FY19/20

13. ADJOURNMENT

Adjourned to the next regular meeting of the LJPA to be held on Thursday, December 5, 2019 at 9:00 a.m. [immediately following the LFFA meeting] at the Downtown Branch Library located at 224 Church Street, Santa Cruz, CA 95060.

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 (831)427-7706 at least five days in advance so that we can arrange for such special assistance, or email library_admin@santacruzpl.org.

Chair Carlos Palacios
Vice Chair Jamie Goldstein
Board Member Martin Bernal
Board Member Tina Friend



STAFF REPORT

DATE: October 3, 2019
TO: Library Joint Powers Authority Board
FROM: Susan Nemitz, Library Director
RE: Customer Service Commitment

RECOMMENDATION

Receive presentation

DISCUSSION

The Santa Cruz Public Libraries 2018/2019 Work Plan explicitly mentioned User Experience, and highlighted “Create Customer Service Model”. In August of 2018, the Customer Service Team was created. Through analysis of SCPL’s guiding documents, conversations with and input from staff and supervisors, along with professional consultation from customer service trainers, the attached “SCPL Service Commitment” has been developed.

While acknowledging that outstanding service is already being provided every day, throughout the library system. The Customer Service Team also acknowledge that service expectations have been elevated across all industries and Libraries need to keep up with the curve. Through this process it was identified that everyone can recognize when outstanding or poor service is being provided, but being consistent in this area is a challenge. This commitment will serve as a way to keep all staff on the same page. It will also be utilized as a tool for supervisors in observing, evaluating, and coaching staff behaviors. This commitment will guide interactions with members of the public and internal customers alike.

Attached:

SCPL Service Commitment



The SCPL Service Commitment

Our welcoming and knowledgeable staff strive to create exceptional customer experiences for library users by...

- S**erving all with courtesy and respect
- C**ommunicating clearly
- P**ersonalizing the experience
- L**eaving users satisfied

Welcoming Staff

- Make eye contact and greet library users when appropriate.
- Are present, prioritize the patron and acknowledge those waiting.
- Demonstrate proper phone etiquette, identifying location and name.
- Take initiative to offer assistance.

Knowledgeable Staff

- Consistently apply policies and communicate options.
- Know common questions and where to find the answer, or when a referral/hand-off is appropriate.
- Keep current on branch and system programs, events, meetings, and displays.

Serve all with Courtesy and Respect

- Act and speak with integrity and professionalism.
- Use common courtesies like please and thank you.
- Treat all inquiries with equal importance and refrain from personal judgment.

Communicate Clearly

- Listen actively, paraphrase for clarity and avoid assumptions.
- Provide timely and accurate responses through a variety of communication channels.
- Avoid use of library jargon, speak with library users in a way that works for them.
- Understand and apply the SCPL Strategic Plan and Code of Conduct.

Personalize the Experience

- Wear SCPL name tag.
- Make an effort to greet library users by name when appropriate.
- Anticipate library users' needs and offer service suggestions.
- Make appropriate exceptions and offer alternatives.

Leave Users Satisfied

- Take responsibility for seeing that problems brought to our attention are resolved.
- Acknowledge mistakes when they happen.
- Ensure that library users' service needs have been met.
- Empower library users by demonstrating library self service functions.

Knowledgeable Staff

Consistently apply policies and communicate options.

Know common questions and where to find the answer, or when a referral/hand-off is appropriate.

Keep current on branch and system programs, events, meetings, and displays.

Our Mission

Connect
Inspire
Inform

Our Vision

Transform Lives
&
Strengthen Communities

Our Values

Relevance, Inclusiveness,
Community Engagement,
Responsive Service,
Safe Environment,
Free Access

SC
PL

SANTA CRUZ
PUBLIC LIBRARIES

Welcoming Staff

Make eye contact and greet library users when appropriate.

Are present, prioritize the patron and acknowledge those waiting.

Demonstrate proper phone etiquette, identifying location and name.

Take initiative to offer assistance.

The SCPL

Service Commitment

Our welcoming and knowledgeable staff strive to create exceptional customer experiences for library users...

Serve all with courtesy and respect

Communicate clearly

Personalize the experience

Leave users satisfied



Serve all with Courtesy and Respect

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October 2019

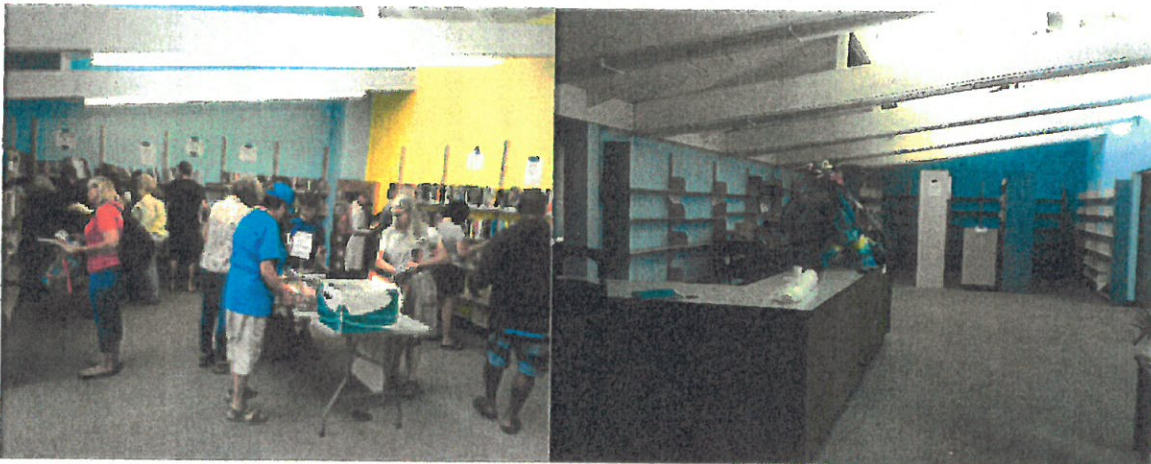
Library Director's Report to the JPAB

Staffing

Hired: Lauren Wysham – LA II, Program Support
Angelica Lyons – LA III, Felton Branch Manager
Essy Barroso-Ramirez – LAIII, Boulder Creek Branch Manager
Cameron Kochan – LA II, Branciforte
Kyle Placet – LA II, Aptos
Riley Garduno – LA II, Live Oak/Capitola

Library News

The La Selva Beach Branch Library closed for renovations on September 1. The Friends held a closing sale on September 15. Collections were transferred to other branches or put into storage. Continued services are being offered within the community. See attached flyer.



The Library is introducing *Epicenter*, an oral history project commemorating the 30th anniversary of the 1989 Loma Prieta earthquake. Funded by a grant, Epicenter hopes to capture the disappearing memories of those who lived in Santa Cruz County--the epicenter of the devastating earthquake--before they're gone forever. A series of programs throughout November have also been planned.

A new cohort of five dedicated and enthusiastic Storytellers has begun 8 hours of interactive training and preschool storytime observations for placement this fall. The Storytellers program continues to strategically create new Library connections/relationships with area preschools as well as build upon and strengthen relationships with preschools who already receive library services.

The Life Literacy Center has been completed in the Downtown Branch Library. This new center will provide a space for SCPL and partnering organizations to offer social support information and services to the public, such as housing navigation, health services and benefits, assistance with job hunting and resume building, immigration & citizenship, census, adult literacy, and referral and support for transitional age youth (18-24). Creating this center was a significant and challenging endeavor and would not have happened without the thoughtful dedicated work of DTN staff, LIT, CMS, Maintenance, Marketing, and Management.



An external book drop has been added at the Boulder Creek Branch. Book discussion kits are now available for browsing at the Downtown Branch. Each kit contains eight books and is available for two month check outs.



The Libraries will be closed on October 14, 2019 for a service improvement day. All staff will meet to review changes to the Library service model and complete required training. Abe Jayson, of Jayson Architects will be the keynote speaker.

Library Advisory Commission

The Library Advisory Commission reviewed the final draft of their response to the Grand Jury. Claire Fliesler, City of Santa Cruz Alternative Transportation Planner, reviewed the Jump Bike Program. The City has created a short term parking zone in front of the Library to respond to neighborhood concerns. Circulation and visits have increased since the Jump Bike station has been installed. The Commission chose not to take additional action.

Friends of the Library

The Community Foundation Santa Cruz County has made a major investment in the San Lorenzo Valley, granting \$50,000 to sponsor the Community Room in Felton's new branch library, opening in January 2020.

October 2019

La Selva Beach Branch Library closed for Renovations.

The official estimate for construction time is 9 months, with a target
Grand Opening date of June 2, 2020.

The work planned for the 2,200 Square foot library includes a new entry on the north side of the building, bathroom upgrades, a new service desk, upgraded data and electrical, new furniture, new finishes, new windows and doors, and an outdoor patio area. The remodel will reorganize the existing space to better accommodate library programs, new technology and branch collections.

Library services are accessible from any branch library during open hours, by phone at **831-427-7713**, or by emailing elibrary@santacruzpl.org. Many of our entertainment and research collections are available online via our website at santacruzpl.org.



Beginning September 18, 2019, SCPL Bookmobile will stop in La Selva Beach every other Wednesday 1:30-2:30 PM at Playa Blvd. & Florido Ave. (former bus stop)

Programs that meet at Aptos Library

1. Weekly Pre-School Story Time

Tuesdays 10:00 to 11:00AM

Designed for families with children 3-6 years old. Join us for stories and a simple craft project.

2. R.E.A.D.: Reach Every Amazing Detail

One-on-one reading comprehension instruction for readers 2nd through 12th grade. Sessions are by appointment only. Contact Programs (**831.427.7717** or pro@santacruzpl.org) to make an appointment for a 25 minute session.

Runs October 2 – July 29, 2020

Wednesdays 3:00-5:00pm

3. Tales to Tails

1st and 3rd Fridays of the month from 3:00PM to 4:00PM

Trained therapy dogs will be available at the library to be attentive reading partners for children reading aloud. Children have individual 20-minute time slots to sit with a dog and read.

For information and to sign up your child, Call: 831-427-7717

4. Movie Club

Notice time change

3rd Tuesday of the month at 2:00pm.

Next meeting – October 15th.

For information on upcoming movies to discuss call 831-427-7702

Programs that meet at the LSB
Recreation District: Boardroom

1. Adult book discussion group

Meets on the 2nd Thursday of the month at 10:30am.

Next meeting – October 10th.

October - *Heads You Win* by Jeffrey Archer

November - *Lost Roses* by Martha Hall Kelly

2. Evening Book Discussion Group

3rd Wednesday of the month at 5:30pm.

Next meeting – October 16th.

October – *The 57 Bus: A True Story of Two Teenagers and the Crime That Changed Their Lives* by Dashka Slater

3. Passionate Readers Book

Discussion:

4th Thursday of the month at 10:30am.

Next meeting – July 25th.

October - *The Overstory* by Richard Powers

Programs that meet at the LSB
Community Church

**1. Evening Indie/Documentary
Movie Lovers Club**

Day, time and place change

October 3rd, Thursday at 6:00PM

Pavarotti PG-13

2019 · Music/Documentary · 1h 54m

Featuring never-before-seen footage, concert performances and intimate interviews, filmmaker Ron Howard examines the life and career of famed opera tenor Luciano Pavarotti.

2. 4th Friday Movie Matinee

October 25th at 10:00am.

Library opens at 12:00PM on Fridays.

October: *Yesterday* PG-13

2019 · Drama/Fantasy · 1h 57m Jack Malik is a struggling singer-songwriter in an English seaside town whose dreams of fame are rapidly fading, despite the fierce devotion and support of his childhood best friend, Ellie. After a freak bus accident during a mysterious global blackout, Jack wakes up to discover that The Beatles have never existed. Performing songs by the greatest band in history to a world that has never heard them, Jack becomes an overnight sensation with a little help from his agent.

**3. "Glimpses of World History"
with Bob Strayer.**

Series of illustrated talks dealing with various themes, topics, and periods of time in World History.

3th Saturday of the month at 1:00pm

October 19th – "Religion in World History: Christianity"

November 16th – "Religion in World History: Islam"

Chair Carlos Palacios
Vice Chair Jamie Goldstein
Board Member Martin Bernal
Board Member Tina Friend



**SANTA CRUZ CITY/COUNTY LIBRARIES
JOINT POWERS AUTHORITY BOARD
(LJPA)**

REGULAR MEETING MINUTES

**THURSDAY AUGUST 1, 2019
9:00 A.M.**

1. ROLL CALL

PRESENT: Carlos Palacios, Tina Friend, Rosemary Menard (Alternate for Martin Bernal)

ABSENT UNTIL 9:25 AM: Jamie Goldstein

STAFF: Library Director Susan Nemitz

2. PRESENTATIONS

None

3. ADDITIONAL MATERIALS

None

4. ADDITIONS AND DELETIONS TO AGENDA

The Agenda of August 1, 2019 was approved by consensus.

5. ORAL COMMUNICATIONS

A member of the public complained about false statements in "Santa Cruz Sentinel: Letters to the Editor" and the fact that his own rebuttal letter was not included in the Board packet due to the cutoff date for inclusion.

Another member of the public supported the first member's complaint.

A third member of the public also expressed her concern about alleged misinformation and pointed to a typographical error in the Register Pajaronian and asked library staff to proof read and correct errors made by public media.

6. REPORT BY LIBRARY DIRECTOR

Susan Nemitz reported on the current developments in the Library.

7. FRIENDS OF THE SANTA CRUZ PUBLIC LIBRARIES REPORT

Vivian Rogers, Executive Director, reported on the recent activities of the Friends of the Santa Cruz Public Libraries. She announced that Martin Gomez is the new President of the Friends of the SCPL and Cindy Jackson is now Vice President.

8. REPORT BY LIBRARY ADVISORY COMMISSION (LAC)

Cindy Jackson, Chair, reported on the activities of the LAC.

A member of the public expressed that in her opinion it is not appropriate for the LAC to support the mixed-use building.

A member of the public expressed her appreciation for the history programs at the library.

Meeting adjourned at 10:02 am to a Closed Session for a Conference with Real Property Negotiators for the Property: 21340 East Cliff Drive.

Agency negotiator: Susan Nemitz

Negotiating Parties: Library JPA and Bill and Bob Simpkins (Property Owners)

Under negotiation: Price and terms of payment for potential lease

Reconvened the LJPA at 10:30 am. Chair Palacios did not have a report on the closed session.

Library Director Susan Nemitz announced the hiring of Assistant Library Director Eric Howard.

8. COMMENTS BY BOARD MEMBERS

None

10. CONSENT CALENDAR

RESULT: APPROVED CONSENT CALENDAR

- A. Approved Minutes of June 6, 2019 and Minutes of June 27, 2019
- B. Received Articles about SCPL.
- C. Received Community Impact Measures for 4th Qtr. 2018-2019
- D. Received Financial Report for 4th Qtr. 2018-2019
- E. Received Security Incidents Log for 4th Qtr. 2018-2019
- F. Received Work Plan for 4th Qtr. 2018-2019
- G. Approved and Amended FY 20 Budget for LSB Library Rent Increase
- H. Ratified Approval of Library Director's Employment Agreement [UNANIMOUS]

MOVER: Tina Friend
SECONDER: Jamie Goldstein
AYES: Goldstein, Palacios, Friend, Menard (Alternate)

11. GENERAL BUSINESS

- A. Grand Jury Report – Response. The Library Director gave a presentation on the Grand Jury Report and the library's response which is due at the end of September. A special session is needed on September 5 to discuss and approve the response.
- B. Security Cameras Policy
The Board approved the policy.

**RESULT: APPROVED SECURITY CAMERAS POLICY
[UNANIMOUS]**

MOVER: Jamie Goldstein
SECONDER: Tina Friend
AYES: Goldstein, Palacios, Friend, Menard (Alternate)

C. Collection Development Policy. The Board approved the revised policy.

**RESULT: APPROVED COLLECTION DEVELOPMENT POLICY # 302
[UNANIMOUS]**

**MOVER: Tina Friend
SECONDER: Rosemary Menard
AYES: Goldstein, Palacios, Friend, Menard (Alternate)**

D. Interlibrary Loan Policy # 320. The Board reviewed the draft policy with approval pending at the October 3rd LJPA meeting.

A member of the public asked for clarification on the eligibility of items for Interlibrary loan.

E. FSCPL Bequest for Aptos.

**RESULT: ACCEPTED AND APPROVED FRIENDS GIFT FOR APTOS BRANCH LIBRARY
[UNANIMOUS]**

**MOVER: Jamie Goldstein
SECONDER: Tina Friend
AYES: Goldstein, Palacios, Friend, Menard (Alternate)**

F. Review FY 19/20 Work Plan

The Library Director explained that the FY 19/20 Work Plan focuses heavily on facilities planning implementation and organizational capacity issues.

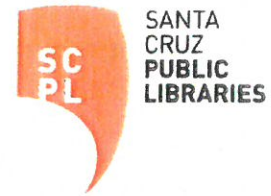
12. ADJOURNMENT

Final Adjournment of the Library Joint Powers Authority Board (LJPA) at 11:05 a.m. to a Special Session on September 5, 2019 at 9:00 a.m. at the Downtown Branch Library, 224 Church Street, Santa Cruz CA 95060.

ATTEST: _____
Helga Smith, Clerk of the Board

All documents referred to in these minutes are available in the Santa Cruz Public Libraries – Library Headquarters Office, 117 Union Street, Santa Cruz, CA 95060

Chair Carlos Palacios
Vice Chair Jamie Goldstein
Board Member Martin Bernal
Board Member Tina Friend



**SANTA CRUZ CITY/COUNTY LIBRARIES
JOINT POWERS AUTHORITY BOARD
(LJPA)**

REGULAR MEETING MINUTES

**THURSDAY SEPTEMBER 5, 2019
9:00 A.M.**

1. ROLL CALL

PRESENT: Jamie Goldstein, Tina Friend, Nicole Coburn (Alternate for Carlos Palacios)
STAFF: Library Director Susan Nemitz, Assistant Director Eric Howard

2. ADDITIONS AND DELETIONS TO AGENDA

The Agenda of September 5, 2019 was approved by consensus.

3. ORAL COMMUNICATIONS

None

4. GENERAL BUSINESS

A. Grand Jury Report – Response.

**RESULT: APPROVED GRAND JURY RESPONSE AS DISCUSSED WITH MINOR
CLARIFICATION ON "FINDINGS (F1)".
[UNANIMOUS]**

**MOVER: Tina Friend
SECONDER: Nicole Coburn
AYES: Bernal, Goldstein, Friend, Coburn (Alternate)**

B. Naming Contract for Live Oak Library

**RESULT: APPROVED NAMING CONTRACT FOR LIVE OAK LIBRARY
[UNANIMOUS]**

**MOVER: Nicole Coburn
SECONDER: Tina Friend
AYES: Bernal, Goldstein, Friend, Coburn (Alternate)**

Meeting adjourned at 9:10 am to a Closed Session for a Conference with Real Property Negotiators for the Property: 21340 East Cliff Drive.

Agency negotiator: Susan Nemitz

Negotiating Parties: Library JPA and Bill and Bob Simpkins (Property Owners)

Under negotiation: Price and terms of payment for potential lease

12. ADJOURNMENT

Final Adjournment of the Library Joint Powers Authority Board (LJPA) at 9:10 a.m. to a Regular Meeting on October 3, 2019 at 6:00 p.m. at the Scotts Valley Branch Library, 251 Kings Village Road, Scotts Valley, CA 95066.

ATTEST: _____
Helga Smith, Clerk of the Board

All documents referred to in these minutes are available in the Santa Cruz Public Libraries – Library Headquarters Office, 117 Union Street, Santa Cruz, CA 95060



SANTA CRUZ
PUBLIC LIBRARIES
CONNECT | INSPIRE | INFORM

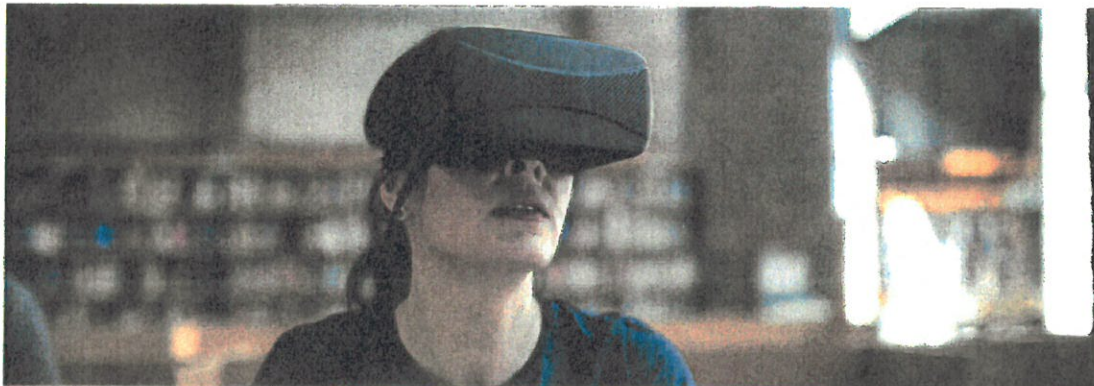
In the News and Media:

July 11 – September 22

Regional Library News

The StateTech logo, consisting of the word 'StateTech' in white text on a red rectangular background.

<https://statetechmagazine.com/article/2019/07/tips-launching-public-library-virtual-reality-program-perfcon>



[HOME»HARDWARE](#)

Tips for Launching a Public Library Virtual Reality Program

Public libraries across the country are turning to VR to enhance education and draw in new visitors. Here's how to make such a program a success.

three months later they don't even notice it. People are accustomed to what they already have. But I think when Capitola opens, everybody [in Santa Cruz] is going to say, 'Hey, we want that too.'"

Downtown Forward Promotes Vision for New Library and Garage

BY JACOB PIERCE

POSTED ON JULY 11, 2019



MEMBERS OF THE DOWNTOWN FORWARD CAMPAIGN INTRODUCE THEIR INITIATIVE AT THE MAH ON THURSDAY, JULY 11. PHOTO: LESLIE RUBLE

Speaking under the shade of the Museum of Art and History's rear wall, Martín Gómez made a plea for a new downtown space. He envisions a mixed-use library beneath five floors of parking and housing. The structure will be compliant with the American Disabilities Act, he said.

"We want a space that that is ADA-accessible," said Gómez, a boardmember for the Friends of Santa Cruz Public Libraries. "We want a space that is safe and secure, and we want a space that people can be proud of."

Gomez is part of the brand new campaign Downtown Forward, which launched today in the museum's Secret Garden, just around the corner from Abbott Square. Serving as Los Angeles' city librarian from 2009-2010, Gomez turned around L.A.'s struggling library system during a time of budget cuts in the midst of the Great Recession, before going on to serve as vice dean of libraries

for USC. After moving to Santa Cruz, he served on the Downtown Library Advisory Committee, which voted unanimously to recommend building a new mixed-use library downtown with funds from a bond measure that voters approved in 2016.

Members of the former advisory committee have cited [concerns about the current library](#), including its unusual layout, poor wiring, asbestos in the walls, inadequate plumbing, code issues, rodent problems, and a faulty heating and air conditioning system. Supporters are hoping the city builds a new [state-of-the-art library](#) like ones in Los Gatos, Half Moon Bay and Watsonville.

Other supportive speakers at the event included Santa Cruz City School Board President Deb Tracy-Proulx, affordable housing advocate Diana Alfaro, former Farmers Market Boardmember Rena Dubin, and Atlantis Fantasyworld owner Joe Ferrara, who's a downtown commissioner.

Downtown Forward's vision includes the new mixed-use library, along with a new permanent site for the Wednesday downtown Farmers Market, which is currently held in the Cedar Street lot that's been slated for the possible structure. The new market would be on Front Street. Even though the city would build more parking, the town won't actually have more parking spaces units per housing unit, according to projections outlined by Jim Burr and Claire Fliesler with the city of Santa Cruz, because old surface lots are getting redeveloped into apartment complexes.

[Opponents argue](#) that environmentally friendly Santa Cruz doesn't need to be building new parking lots at a time when transportation is [moving away from single-occupancy](#) car trips. Many felt blindsided after supporting library bond measure, only to find out that the new library might ultimately be combined with a garage. In the face of community concern, the [Santa Cruz City Council sidelined the garage](#), while a council subcommittee does its own deep dive into the issue.

At the launch, 14-year-old Spencer Coontz said that he and his friends want a new downtown branch that will be welcoming to kids, providing a space for them to meet, study, socialize and work on projects—something he says is lacking from the current library. “We are eager for this new library to contribute to the fabric of our community by creating space for all of us,” Spencer said.

The launch was not without moments of tension.

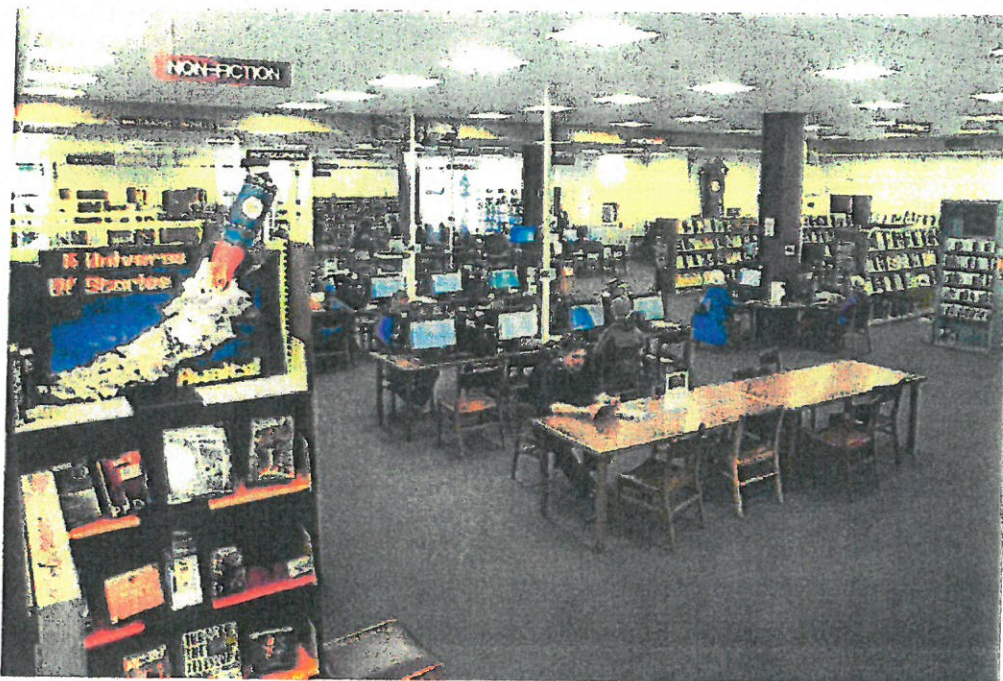
“Did you write that?” a man barked out, after Spencer finished his remarks.

Spencer said that he did.

As the event was wrapping up, activist Elise Casby railed against the project.

“This is an outrage, and I have come to disrupt because of the lies that are being told,” she yelled. “An outrage!”

Santa Cruz reimagines downtown library project



Downtown Branch of the Santa Cruz Public Libraries. A Santa Cruz City Council subcommittee is reviewing options for a new or renovated downtown branch. (Dan Coyro — Santa Cruz Sentinel file)

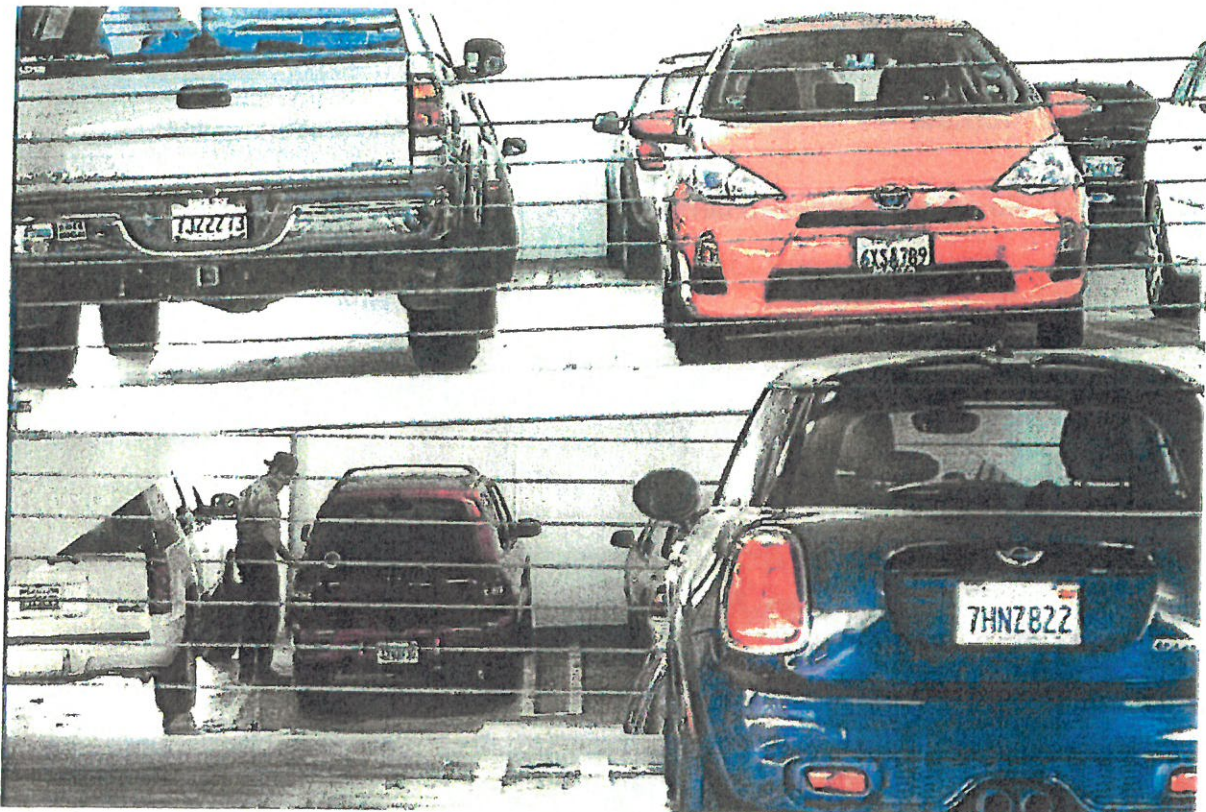
By [JESSICA A. YORK](mailto:jjork@santacruzsentinel.com) | jjork@santacruzsentinel.com | Santa Cruz Sentinel

PUBLISHED: June 20, 2019 at 4:39 pm | UPDATED: June 21, 2019 at 5:10 pm

SANTA CRUZ — A high school librarian, Shannon Tracy's answer caused a slight stir: what would go first, were she forced to reduce spending on a proposed major downtown library project.

Take the books.

"For me, the core value is providing information services and community service to our constituency," said Tracy, who works at Harbor High School. "If you ask me ... the first thing I would give up from that list would honestly be the books. And I'm a librarian and I love books. You can have a smaller amount of books or you can have books on smaller shelves. But I have 125 kids in my library, before school, at break, at lunch and after school every day and they're not checking out books."



Downtown parking garage rates have been increased to help pay for a proposed library/parking garage. City officials are reconsidering the joint plan, however. (Dan Coyro — Santa Cruz Sentinel file)

The question of potential cutbacks was posed to a panel of community stakeholder groups amidst the Santa Cruz City Council’s Downtown Library Council Subcommittee’s first public meeting, held Wednesday at the Santa Cruz Civic Auditorium. Nearby, some 18 community members watched from confined meeting space in the Tony Hill Community Room as three council members questioned invitees on their top priorities for a new downtown library, funded at \$27 million by the 2016 library facilities bond Measure S.

Tracy’s answer, a response to a comment by Don’t Bury the Library member Michael Lewis’ urging to focus on the library’s core service — its collection — caused a ripple of murmurs throughout the room. Not everyone, however, disagreed.

“It’s painful for me to say that books aren’t what they used to be, but I think we’re in a place that makes the Gutenberg press look minimal, compared to what’s going on when you seek knowledge and transfer understanding,” said Brandon Napoli, executive director of the Aptos-based Small Business Development Center of Santa Cruz County. “So I think, a library, to me, is a place of transferring understanding and books are one of the things that brings a certain presence to the space. But knowing something about the financials, I would say it’s going to be books.”

Library reset

The council subcommittee, made up of Vice Mayor Justin Cummings and Council members Sandy Brown and Donna Meyers, was formed May 14 to explore library project alternatives and return with a recommendation by October. The effort is a response to lawmaker and [public pushback](#) on plans to build a new downtown library on top of an existing surface parking lot between Cathcart and Lincoln streets, where the weekly Farmers Market now operates. A now-disbanded citizens [advisory panel urged the council](#) to favor the \$26.7 million library project, in part because it would obtain cost savings by partnering with the City of Santa Cruz on a mixed-use project featuring a multi-story parking garage and potential housing units. The proposal was compared to three other scenarios, where the downtown library was partially remodeled for \$24.6 million, fully remodeled for \$37.8 million or completely rebuilt on-site for \$49.3 million.

Community-based groups such as the Don't Bury the Library Campaign argued against issues such as relocating the library from its historic location, of combining it with a parking garage, of forcing the Farmers Market to relocate and other issues.

Tuesday's meeting was the first of several planned community meetings by the subcommittee, with the afternoon's agenda limited to library and community needs. Information about past and upcoming meetings are available online at cityofsantacruz.com/downtownlibrary.

Sophie's choice

Friends of the Santa Cruz Public Libraries Executive Director Vivian Rogers reminded the audience that there is not one answer to what people love about libraries, and that the facilities should not have to respond to "either/or" scenarios.

"Our library needs to be a lending library," Rogers said. "I can't tell you how many people come to us still wanting books. You decrease the size of this library and the whole county suffers."

Invited to weigh in on the downtown branch's needs were two members of the former 10-member Downtown Library Advisory Committee, Santa Cruz City Schools, Don't Bury the Library, the Small Business Development Center of Santa Cruz County, the Genealogical Society of Santa Cruz County and library staff members.

In a quick survey of preferred library amenities, items such as teen center, local history and genealogy, public computers and internet, programming space, senior and teen space, immigrant and homelessness programming, small-group meeting rooms, quiet space and green building practices all received strong or unanimous support.

Grand jury: Santa Cruz libraries should better protect patron privacy

Data analytics tools seen as potential threat to privacy and trust



The 44 computer stations at the Santa Cruz Public Library's Downtown Branch are nearly always in use by patrons. (Dan Coyro — Santa Cruz Sentinel file)

By [JESSICA A. YORK](#) | jyork@santacruzsentinel.com | Santa Cruz Sentinel

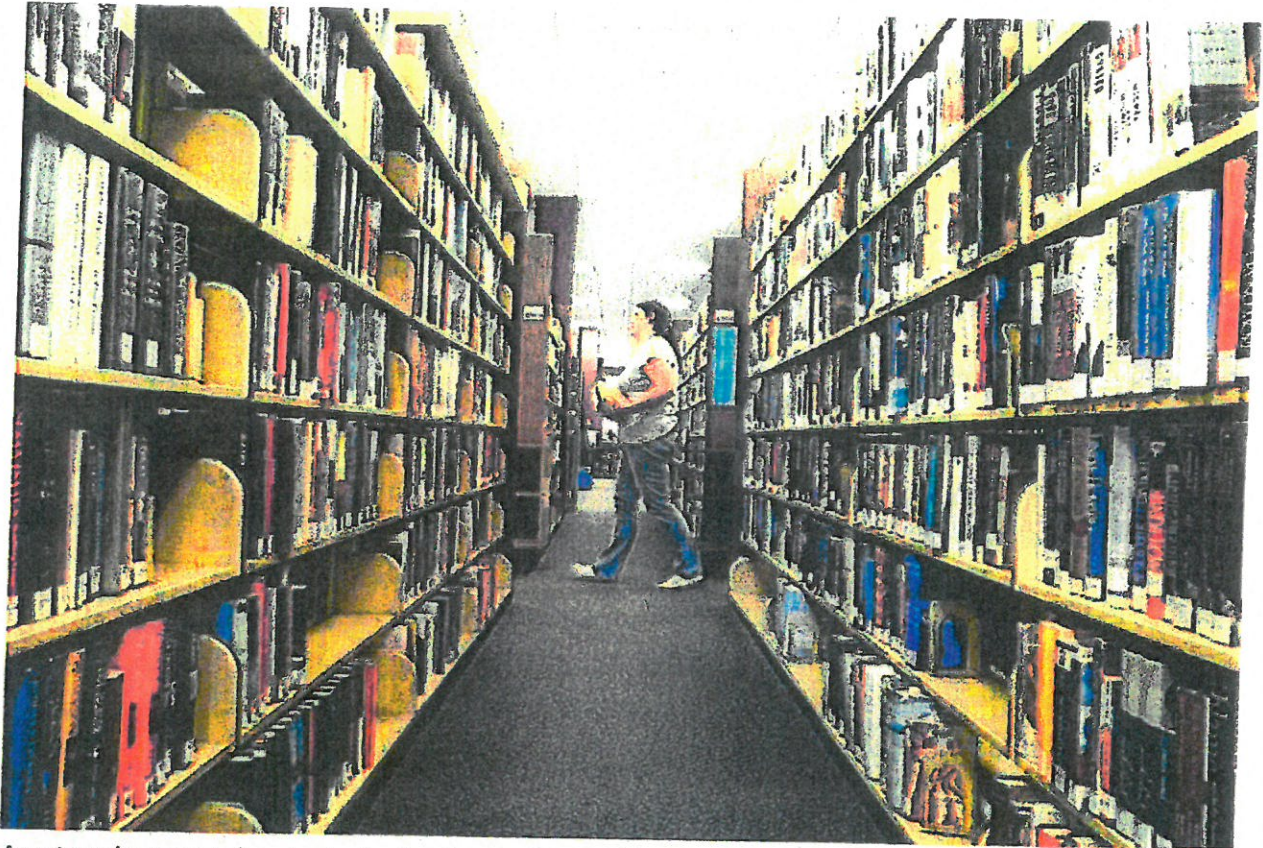
PUBLISHED: June 30, 2019 at 3:05 pm | UPDATED: July 1, 2019 at 3:33 pm

SANTA CRUZ — A local grand jury setting out to determine whether or not the countywide library system violated state law by uploading patron data to the cloud came up empty-handed this week.

The resulting report “[Patron Privacy at Santa Cruz Public Libraries: Trust and Transparency in the Age of Data Analytics](#),” released amid a flurry of grand jury reports this week, concluded that the use of a socioeconomic data analytics tool is permitted, provided the third-party vendor is working in service of the library. Under particular scrutiny was Santa Cruz's past use of “Analytics on Demand,” a software tool by Cengage firm Gale available to the library system through its membership in the Bay Area consortium Pacific Library Partnership, which the library used to plan programs and services.

The 19-member volunteer Santa Cruz Civil Grand Jury did find, however, that Santa Cruz Public Libraries did not sufficiently communicate its use of the data analytics tool, nor allow patrons to opt in or out of the data collection, among other concerns. At the core of the report's review was

the pronouncement that outside data analytics tools generally are “a potential threat to patron privacy and trust” for libraries.



A patron browses the stacks in the Santa Cruz Public Libraries' Downtown Branch. (Dan Coyro — Santa Cruz Sentinel file)

WHAT'S AT STAKE

To use Analytics on Demand, a library would export patron information such as physical address and date of last checkout to the program's cloud service. The company then “blends and augments this patron information with the Experian Mosaic profile and U.S. census data for each household,” the grand jury report states.

“This tool aggregates more than 300 data factors at the household level-information not provided to the Library by the patron,” the report noted. “These factors include household income, education levels, number and age of children, number of years at residence, spending habits and web browsing behavior.”

Library systems nationwide are debating how and if library patrons' personal information should be used, with the American Library Association's Office for Intellectual Freedom titling their annual Choose Privacy Week awareness effort in 2018 as “Big Data is Watching You.” The agency

posed concerns, asking if the new era of data collection has become “another form of surveillance” and whether or not aggregated data is truly anonymous.

“In the library community especially, the right of library users to keep private their use of library resources has traditionally long been a hallmark of the ALA’s principles, embedded in its ‘Library Bill of Rights’ and actively promoted by ALA’s Intellectual Freedom Committee and its Privacy Subcommittee,” the office wrote in a [May 2018 release](#). “But those rights and protections are increasingly being challenged by the use of ‘big data’: library patron information that is bundled up, aggregated and usually (but not always) anonymized for varied purposes including trend analyses, grant funding, and reporting to local governments.”

SOFTWARE NOT IN USE

Library Director Susan Nemitz said Thursday that the libraries placed a moratorium on using the data software last year after the system’s workers raised concerns, and in March, the library management team opted to cease its use altogether.

“I think, like most libraries across the country, we’re using more and more third-party vendors, software vendors. In order to do that, they end up getting some data on the patrons and we sign contracts saying, ‘you can’t sell or use this data,’” Nemitz said. “For example, when you get an e-book from the library, you’re actually going to a third-party vendor’s website.”

Nemitz estimated the library used the analytics tool about five times, with insufficient staffing expertise to manage more consistent use seen in larger library systems, she said. Examples of its use in Santa Cruz include sussing out whether or not the libraries are serving sufficient patrons who are low-income and/or persons of color; the best geographic location to put temporary library programs while Capitola’s new library is built; and a direct-mailing effort for the system’s history programs.

“I know Oakland’s been using it, I know Sacramento’s been using it and they use it — because libraries collect no data on their patrons, they use it to understand whether they’re serving all the populations we say we’re serving,” Nemitz said.

RESPONSE

The 10-library system’s overseeing governance, the Santa Cruz City/County Libraries Joint Powers Authority Board, approved this month an update to its patron library records and data privacy policy. The grand jury report cites several instances where its authors believe the policy does not go far enough, focusing on more clarity around the library’s plans for future patron-targeted marketing efforts, requirement of patron consent and clear and concise descriptions of patrons’ data usage.

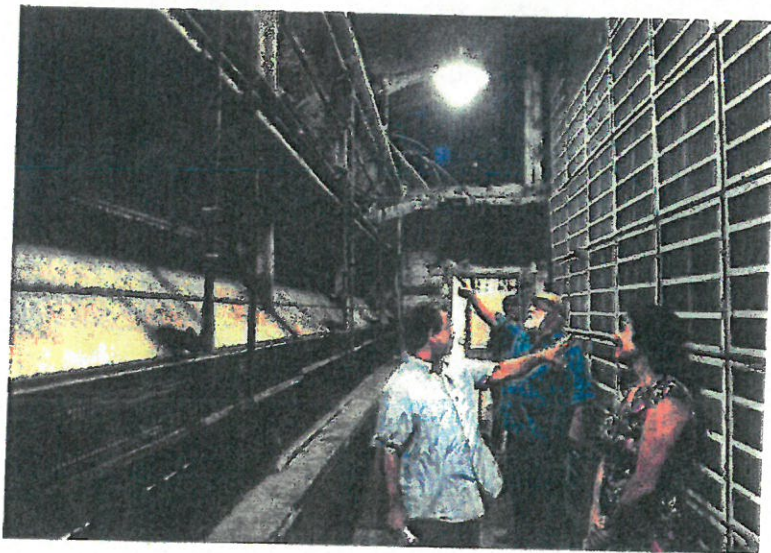
In light of the report's findings, Nemitz said she will bring the updated policy and grand jury report to the citizen-based Library Advisory Commission for discussion. The library system also now offers patrons online information on what third-party vendors the libraries' partner with, "so at least the public can inform themselves if they have some concerns." A description of the partnerships is at santacruzpl.org/data_privacy.

The difference between commercial booksellers and public libraries, said Capitola City Manager Jamie Goldstein, is that companies track customers' buying and browsing history and are able to tailor their services with specific recommendations. Goldstein, who serves on the library Joint Powers Authority, said he believed Santa Cruz, as with library systems nationwide, might benefit from looking at offering patrons the option to form their own reading lists.

"Talking to a lot of people that I know, they'll often just resort to Amazon because of the ease of use, which is kind of crazy, to think that we have our public library system here that has books for free, and often people would rather pay, just because it's harder to find that next read," Goldstein said.

New Santa Cruz initiative supporting library project launches

Downtown Forward backing mixed-use project in face of public opposition



Branch manager James Lee II, left, shows visitors to the downtown library the antiquated forced air ventilation system during a tour organized by proponents of the downtown library mixed-use project. (Shmuel Thaler — Santa Cruz Sentinel)

JESSICA A. YORK | jyork@santacruzsentinel.com | Santa Cruz Sentinel | July 10, 2019 at 5:30 pm

SANTA CRUZ — Observing rising opposition to plans for a combined downtown library, parking structure and housing project, a group of community members is organizing a counterstrike.

The collective effort, dubbed Downtown Forward, will host a kickoff event Thursday morning at the Santa Cruz Museum of Art & History. Announcement of the pro-mixed-use library group's formation comes in the midst of city "pause" on the library project, while a Santa Cruz City Council subcommittee reviews project alternatives through the fall.

In September, [the council voted 4-2](#) for a mixed-use facility providing a 44,000-square-foot library for \$28 million, plus a multistory parking structure and affordable housing units. Councilwoman Cynthia Mathews, who owns residential property downtown and served on the former Santa Cruz Public Libraries board of directors, has been barred from voting on the project.



Friends of the Santa Cruz Public Libraries' Martin Gomez looks on during a tour of the downtown branch Wednesday. (Shmuel Thaler — Santa Cruz Sentinel)

Two groups standing in opposition to the city project include the [Campaign for Sensible Transportation](#), focused on questioning the need to build more city parking garages, and [Don't Bury the Library](#), raising alarms for everything from disrupting an existing downtown "civic center" in exchange for a more retail-oriented location to aesthetic, historical and cultural concerns. The downtown branch is the 10-branch Santa Cruz Public Libraries' flagship operation, hosting a number of personnel and storage for services used systemwide.

Supporters step forward

Mathews is among those now speaking out in support of the downtown mixed-use project, raising it above several alternative library projects considered and discarded in 2017 by a 10-member citizen downtown library panel.

Wednesday, Mathews and several Downtown Forward supporters from Friends of Santa Cruz Public Libraries, Eden Housing, a downtown retailer, Santa Cruz County Business Council and two former Downtown Library Advisory Committee members met with the Sentinel to share why they backed the effort.

Affordable Housing developer Jane Barr, with Eden Housing, commended city efforts to create a downtown plan that established a vision encouraging higher-density development, more housing and taller structures. As for building a parking garage to replace an estimated 200 parking spaces projected to go offline in coming years, Barr said even modern ride-sharing or self-driving vehicles will need to park somewhere, and tourists will likely continue driving to Santa Cruz with their own vehicles.

“I think a lot of people who are just involved with the library don’t have those other things in their view. So, they’re thinking a library, and now they hear a library, garage and affordable housing, they don’t think it’s right because it’s morphed into something big,” Barr said. “I think it’s the city responding to the needs of the entire city, the parking, affordable housing and the library.”



Santa Cruz library officials envision an improved downtown library where bookshelves are lower, improving visibility and accessibility across the facility. (Shmuel Thaler — Santa Cruz Sentinel)

Facility needs

Whether or not the future library project involves onsite renovation or outright rebuilding at the downtown facility’s existing 224 Church St. site or takes over a surface parking lot surrounded by Cathcart, Lincoln and Cedar streets, funding would come from a 2016 voter-approved facilities bond measure and has a July 2025 deadline to be spent. The proposed mixed-use project would share costs with the city and other potential building tenants.

Library Director Susan Nemitz, who clarified that she was not speaking in an advocacy role with Downtown Forward, told the Sentinel that she could not recommend a library project that

involved limited renovations to the existing 51-year-old library building, an alternate proposal that could fall within the facilities improvement bond dollars available. She said that, falling short of a complete rebuild, any renovation project would need to stay within the same building “footprint” for seismic safety reasons, and anything involving more than 10% change to the building would trigger requirements to meet hundreds of pages of Americans with Disabilities Act access-required building improvements.

“I think you could renovate this library, but it’s going to be substantially more money than what was Option 1,” Nemitz said, referring to the mixed-use proposal. “To take the money you have and just remodel this library will not give you a state-of-the-art library and will give you a building full of problems for its entire existence.”

If you go

What: Downtown Forward kickoff.

When: 11 a.m., Thursday.

Where: Museum of Art & History Secret Garden, 705 Front St.

Info: info@downtownforward.org.



<https://www.thefoodbank.org/2019/06/18/live-oak-library-feria-de-salud/>

Live Oak Library Feria de Salud!

The more you cooperate creatively with your fellow council members, the less isolated you will find yourselves. The city's business is not all about you and your personal crusades, and the sooner you try in good faith to play as a team on behalf of the whole town, the better it will be for everyone.

Santa Cruz Sentinel *Letters to the Editor*

Letter | Anyone can share their thoughts about the library

June 18, 2019 at 5:00 pm

In her commentary about lack of time to meaningfully speak at City Council meetings, Sandra Nichols mentioned the newly formed Council Library Subcommittee. She said its job, in part, is to take input from the community on the downtown library over a six-month period. With its first meeting on June 19, this is mostly true, although its closer to 4 1/2 months before the Subcommittee will have to report to the full Council. Sandra also wrote that the list of who will give input includes library staff, but not library users. This is not true. Weekly library patrons from the Don't Bury The Library campaign have been invited to speak with the subcommittee, along with other stakeholder groups.

Additionally, the city's new website for the subcommittee process (available at www.cityofsantacruz.com/government/city-council-subcommittees/downtown-library-3994) lists the email addresses of the three subcommittee members, providing a way for anyone who cares about the downtown library to share their individual thoughts with the subcommittee.

— *Jean Brocklebank, Santa Cruz*

Letter | Consider two separate libraries

June 21, 2019 at 6:46 pm

First, thank you to the librarian for pointing out that libraries are more than places with books. It's a painful reality for all who love books, but it's an important aspect to considering a plan for a new library. Or remodeled one. Or how about both? The downtown library, in its current place, could be remodeled to be a place of just books, with meeting rooms and all the other accessories of a good library. The new library, in its parking garage/housing structure, could be the tech library – all state of the art techie stuff. But the real beauty in this idea for me is the crossover. Tech users who love books will visit the book library and revel in the world of ideas in print. And people who love books will visit the tech library, meet new people, and have access to the world in an instant.

— *Connie Bertuca, Santa Cruz*

Letter | Massive garage library is quite disheartening

July 2, 2019 at 5:00 pm

Libraries, for 65 of my 73 years of life, have been havens. In Springfield Ohio's Warder Library, I went from sitting on low stools in the upstairs children's section to exploring Ayn Rand or Leon Uris in my teens downstairs. I worked in my college library's stacks, reshelving books. When I read a librarian's pronouncement that books are not the reason people use and need libraries, I'm stunned. Perhaps in a public school setting where study environments are necessary but limited, libraries are less for borrowing than for the quiet and varied resources found there. But I go to my library at least once a week; often more frequently, borrowing books, films, returning items and browsing. They even ship requests for easy accessibility. The idea of a massive concrete garage-library makes me deeply anxious. That that building will sit in the heart of commercial enterprise is quite disheartening.

— *Susan I. Stuart, Santa Cruz*

Letter | We deserve a better, modern library downtown

July 3, 2019 at 5:00 pm

Santa Cruz residents deserve a beautiful, modern Downtown Branch Library. The current library is woefully insufficient at 36,000 square feet, with many infrastructure failures in ventilation, plumbing, and electrical wiring. Not only do we need to fix these problems, but our community needs a Downtown Branch that has the features we are craving, like a teen room, an expanded children's section, more computers, space for tutoring, and safer architectural design. Luckily, Santa Cruz residents voted to pass Measure S, allotting tax dollars for a modernized Downtown Branch! While there is not enough money to adequately renovate the existing library, we will be able to build a beautiful, new library in a mixed-use structure. Libraries are for the entire community, across all demographics, and we deserve a vibrant, welcoming, full-service Downtown Branch.

— *Rena Dubin, Santa Cruz*

Letter | Behavior of library opponents was deplorable

July 12, 2019 at 5:00 pm

The behavior of Elise Casby and the other Don't Bury the Library folks at the recent launch of Downtown Forward was deplorable and undemocratic. Elise, who recently gave a Nazi salute at a City Council meeting, and her cadre of naysayers repeatedly screamed out "FASCISM!" from the

audience and purposefully interrupted the presentations of the speakers. The Downtown Forward representatives were almost too respectful and polite, allowing the Don't Bury the Library folks to continue screaming before they finally ran out of steam. My question to them is this: how is supporting a modern library with open access to information, that will be open to the public for no cost, that is \$10 million cheaper to taxpayers than remodeling a 50-year-old building, in any way to be compared to Nazi fascism? Great way to represent yourselves.

— John Mills, Santa Cruz

Santa Cruz Sentinel *Coastlines*

Coast Lines | College Planning Workshop covers trends, offers pointers

June 17, 2019 at 3:20 pm

APTOS

Summer is a perfect time to make great progress on college planning. Kathryn Pierno and Steve Shapiro, in partnership with the Santa Cruz Public Library, will lead a free workshop at 9:15 a.m. Saturday at the Aptos Branch of the Santa Cruz Public Library. Pierno, an educational consultant, will discuss current trends and how to plan for them and she'll give students important pointers on how to use summer to get a jump on college planning. Shapiro, CFP® will review the current college cost environment and how smart use of the summer months can reduce college costs. For questions or to reserve a space, send an email with the number attending to info@tuitionsolutionsnow.com.

Coast Lines | Friends of Scotts Valley present 'Wild Africa'

June 17, 2019 at 3:10 pm

SCOTTS VALLEY

Friends of the Scotts Valley Library present "Wild Africa" at 7 p.m. Friday at the Scotts Valley Library, 251 Kings Village Road. Enjoy an evening of stories and amazing images presented by pro photographer Shem Compion and local photographer Mark Overgaard. Enjoy coffee, wine and dessert at this free event.

Coast Lines | Author Talk with Jill Cody

June 20, 2019 at 6:21 pm



By [Phil Goldstein](#)

Phil Goldstein is the web editor for *FedTech* and *StateTech*. Besides keeping up with the latest in technology trends, he is also an avid lover of the New York Yankees, poetry, photography, traveling and escaping humidity.

The city of Santa Cruz, Calif., hugs the Pacific Ocean and sits around 60 miles south of San Francisco. It is on the front lines of climate change and will be one of the places in California where expected rising sea levels will have their most immediate impact.

The city has partnered with Santa Cruz Public Libraries to give residents and other visitors a virtual reality view of the city's current coastline and what it would look like with a **projected 2.4 feet of sea level rise in combination with a 100-year storm**, [as the Middlebury Institute of International Studies reports](#).

Bjorn Jones, digital learning librarian with [Santa Cruz Public Libraries](#), says the library system partners with the city's [Resilient Coast Santa Cruz initiative](#), and the VR demo is a stop on one of the initiative's experiences.

The library system recently submitted a grant proposal to continue the next stage of the partnership, and is working with the city and Juliano Calil, a senior fellow and adjunct faculty at the Middlebury Institute and co-founder of [Virtual Planet](#), on the software for the program.

"We're using library spaces to set up virtual reality experience stations so the public can experience the future of Sant Cruz's coastline change in VR," Jones says.

As library tech evolves, many public libraries are **embracing VR to enhance their missions of educating the public and enhancing access to technology**. Some are in more advanced stages of deploying VR technology and hardware than others, but librarians see great potential in VR. The tech can be used to **enhance storytelling and educational programs** via immersive graphics, and it also serves as a way to draw in residents who may have thought of public libraries as passé in the information age.

How Library Tech and VR Fit Together

Members of the public at large are becoming more aware of VR tech, and are seeing it in movies, on TV and in books they read, says David Lee King, digital services manager at the [Topeka & Shawnee County Public Library](#) in Kansas (and [one of StateTech's must-read bloggers](#)).

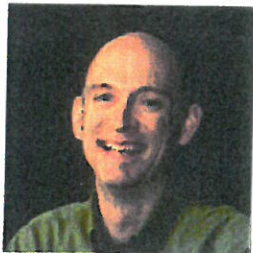
“It’s really easy for a library to hook you in if you buy a thing and show it off, sort of like show and tell,” he says. “People will come to check out the new equipment maybe they can’t afford, or they want to know or don’t know what it is.”

Virtual reality library programs give local residents the opportunity to explore the emerging technology and to let them see its potential uses as an educational tool. “A lot of people, at least in my community, they think of the library as the place to go to learn about emerging technology,” King says. **“They almost expect us to have the new thing. Not every library is like that, but certainly ours is.”**

The [Carroll County Public Library system](#) in Maryland first introduced VR in the summer 2016, soon after the launch of the consumer version of the [HTC VIVE VR headset](#).

“We were aware that this would be our customers’ first experience with VR, and we wanted that experience to be as high-quality and impactful as possible — thus the decision to go with high-end, PC-based VR,” say Jen Bishop, CCPL’s emerging and digital technologies manager, and Bob Kuntz, director of operations and innovation at CCPL.

“One of CCPL’s strategic goals is to **provide access to technology**, and as part of this goal, we create experiences to connect our community to the potential of emerging technologies.”



“A lot of people, at least in my community, they think of the library as the place to go to learn about emerging technology.”

David Lee King Digital Services Manager, Topeka & Shawnee County Public Library

CCPL added the [Oculus Rift](#) and Google Expeditions VR in 2017 and just recently added the [Oculus Quest](#) to its VR lineup.

“Our VR rigs are shared systemwide between all six of our branches to offer an introduction to VR through a variety of demos,” Bishop and Kuntz say. “Even three years later, there are still many in our community who have never experienced VR, especially high-end, PC-based VR.”

Libraries are known for supporting literacy, Sant Cruz’s Jones says, noting that it’s “kind of one of their subtext missions.”

“Something that we as an organization like to **support is learning opportunities**,” he says. “We’re taking VR out of the gaming context and highlighting the software. It’s leaning toward learning to also have something that just aligns better toward the library’s mission.”

Examples of Virtual Reality in Libraries

CCPL has been able to introduce the community to VR and augmented reality and start the discussion for practical **applications for these technologies in industry, healthcare, education and other areas**, according to Bishop and Kuntz.

“We have also been able to engage our staff with utilizing VR and other emerging technologies in existing programs, such as using VR to virtually travel to a destination highlighted in a book club discussion,” they say.

CCPL has also **used VR in its outreach programming, having high school art students create 3D art in VR** as a class and taking VR to local Boys & Girls Club for afterschool programs, as well as to local senior centers, according to Bishop and Kuntz.

“Moving forward, CCPL is working to support content creation for VR and AR with platforms such as Cospaces Edu and Unity, as well as through the opening of a dedicated VR/AR lab at [Exploration Commons at 50 East](#) in 2020,” they say.

Santa Cruz Public Libraries’ VR program has evolved significantly since it was first introduced to the public in early 2018, according to Jones. The library system received a grant to purchase HTC VIVE and Oculus Rift headsets and tower PCs to support them. The library in mid-2018 added two Oculus Go wireless headsets. Throughout 2018, librarians brought the VR headsets to **40 different programs**.

At first, the headsets traveled around the 10-branch system and were used for overviews of VR technology and short demos. However, even though the library system was getting positive reviews of these programs, it was not getting the attendance it wanted, Jones says. So, the library pivoted and used extra funds to purchase 360-degree cameras to show off their capabilities in VR.



“We’re finding opportunities that might benefit from the enhancement of a VR experience and joining up with other events.”

Bjorn Jones Digital Learning Librarian, Santa Cruz Public Libraries

Still, the library was only getting seven or eight people to show up for such programs, according to Jones, making it difficult to justify the marketing and staffing efforts, as well as the setup time and expenses.

“Where we’re at today is a strategy of synergizing with other programs,” Jones says. “We’re not trying to do standalone VR events. We’re taking a break on that. We’re **finding opportunities that might benefit from the enhancement of a VR experience** and joining up with other events.”

In addition to the climate change program, those include a telescope-lending program that enables users to experience outer space in virtual reality.

At Topeka & Shawnee, there is not a permanent VR hardware display, but the library is about to purchase an Oculus Quest and a lower-end HTC VIVE product when it comes out, King says.

VR attracts **people who may be more interested in tech, programming or gaming** and less interested in watching a movie or reading a book, King says. It also enables the library to connect with things it is trying to do in local schools, [such as STEAM](#) (science, technology, engineering, art and math) programs.

“It’s just a new way to do that,” he says. “It keeps that relationship going and building.”

Best Practices for Launching a Public Library VR Program

Public libraries should consider several factors when deciding to deploy VR, librarians say. Bishop and Kuntz say that includes determining what technology the library is already using and introducing to the community and **how AR/VR could fit into such offerings**. Additionally, they say, libraries should consider their goals (visual vs. interactive experience), budget (economical vs. higher-end), and IT support (core staff, IT Department or outside expertise).

Staffing considerations are critical, Jones says, since new technologies like VR require dedicated time and attention from staff. “It’s going to take somebody there to manage it,” he says. “You can’t set it out like you would an internet terminal.”

To justify that staffing time, Jones suggest libraries **have a partner or program** that would make regular use of the VR hardware.

Staff also needs to be trained on the technology, King notes. “A lot of libraries don’t have a lot of IT department staff to be babysitting it,” he says. “It’s up to us to train public service librarians who are going to be doing the programs.”

Bishop and Kuntz say libraries need to consider how to get administration and staff support, **how to get funding and how the tech will be used in programming**. Another suggestion: Try before you buy. “Think of some places you can try VR hardware before purchasing for your library, such as another library, university, school, museum, vendor, or at a tech meetup,” they say.



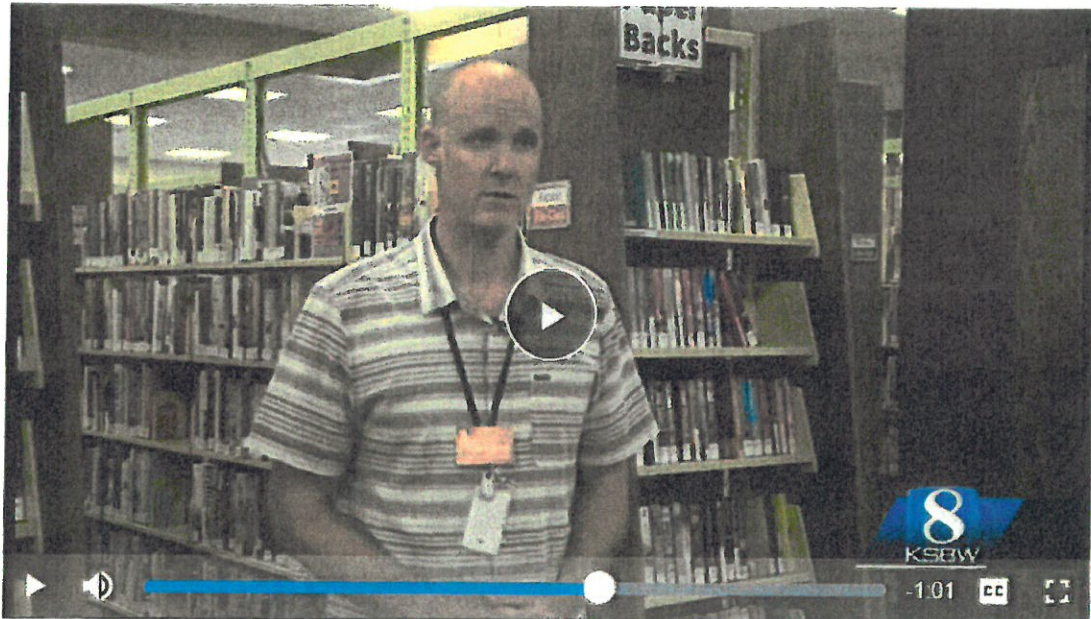
City of Santa Cruz could be first to use V.R. for climate change education

Updated: 6:40 PM PDT Aug 13, 2019

Available at: <https://www.ksbw.com/article/city-of-santa-cruz-could-be-first-to-use-vr-for-climate-change-education/28693075>



Phil Gomez  
Reporter



SANTA CRUZ, Calif. —

A first for Santa Cruz, the city is partnering with its libraries to give the public a first-hand look at how climate change will impact the popular coastal areas. And they'll be doing it with virtual reality equipment, but they'll need more money to make it happen.

The city needs \$10,000 to upgrade the virtual reality software so that the city and its library can use it as an educational tool.

"The city currently has what it's calling: Resilient Coast Santa Cruz Initiative, looking at coastal change and how that might be accelerated due to sea level rise influenced by climate change," said Tiffany Wise-West, Sustainability and Climate Action Manager with the City of Santa Cruz.

The pilot program will look at coastal areas along Main, Cowell and Mitchell's Cove off West Cliff Drive. Library-goers would experience what those beaches looked like in 2018, when the King Tide, rode in and witness sea level rise during a 100 year storm.

"We wanted to feature both a low lying area and a bluff top location and we know both those locations are particularly vulnerable to sea level rise and the accompanying impacts like increased frequency intensity of waves and coastal storms and so forth," said Wise-West.

"We will set the patron up with the program to make sure it's up and running," said Bjorn Jones, a librarian with the Santa Cruz Library.

Currently, the Santa Cruz City Library is using the V.R. System. They were awarded a grant which provided some of the basic equipment and last year the public got a chance to 'Check-it-Out'.

"So, over the course of a year we did 40 programs where we brought the equipment out to the public for library events and we used this as an opportunity to educate the public about the various uses of VR," said Jones.

And with the help of additional funding they plan to update the app with sea level rise explorer and build an experience station.

"The app would be preloaded, so when people come into the library they will ask for the goggles, the headset and the app would be preloaded in the headset," said Jones.

The V.R. presentation is short. It's designed that way so the city can present a series of outreach events discussing, climate change and the impacts to the city.

"But also solutions to Coastal change that we are considering. We also have the ability to imbed survey questions to understand awareness," said Wise-West.

If they receive the \$10,000 in grant money the V.R. could be in operation by the end of this year.

Wise-West is also working with Dr. Juliano Calil, who is an Adjunct Faculty at Middlebury Institute on the sea level rise application.

Local Library News

REGISTER-PAJARONIAN

Community Hero August 23

Denise Ward of Community Reads has lived most of the past 20 years in Aptos. She arrived in 1999 with her husband and two sons. After living most of her adult life overseas she was looking for a small town where she could get involved with the community and her husband could begin his startup. Her professional life has been diverse and includes conducting intercultural training workshops for UCSC Fulbright Scholars and Humphrey Fellows, teaching cooking classes and working as an interior designer for architectural firms in San Francisco, NYC and Manila.

Three years ago, she was inspired to create a One Book One Read type of program in Aptos after learning of one in Lake Oswego, OR that had found successful. After approaching the Friends of

the Aptos Library with the idea, she left the meeting as the Steering Committee Chair for “Our Community Reads.” With the help of volunteers they held 12 events over a six-week period in 2018, their inaugural year.

In 2019 the project received a California Humanities grant and they were able to expand the program and host an author visit.

Now in their third season, they are excited to build on what they have begun with the goal of creating strong community through exploring themes from a single book each year.

Peace Corps Application Drive (Sept. 17)

Peace Corps recruiters will hold an application workshop at the Santa Cruz County Library, 695 Soquel Drive in Aptos, from 6-7 p.m. Community members interested in applying to serve will have an opportunity to ask questions about service, learn which programs best match their skills and gain valuable tips to guide them through the application process. Register for the event on the Peace Corps Website.



LETTERS TO THE EDITOR July 24

Measure S In Action

As an educator, parent, and active volunteer with the Friends of the Capitola Library, I was thrilled to see Wallace Baine’s article (GT, 7/10) celebrating our brand-new library, now under construction. This is a real community accomplishment—the result of years of planning, fundraising, and campaigning for Measure S—the 2016 bond measure that’s now funding improvements at all 10 branches in the Santa Cruz Public Library System.

And even though Capitola is my local branch, I want to add a strong voice of support for the library mixed-use project now planned for downtown Santa Cruz. The downtown branch is the largest, most heavily used branch in the system, and it holds many special collections and services that all the other branches depend on, but it’s in terrible condition and way past its useful lifetime. The library mixed-use project can be a keystone project for downtown, providing a first-class new library, affordable housing, and much-needed parking for workers and visitors. Including libraries as part of mixed-use projects, with housing and other amenities, is a successful trend all over the country. This is an opportunity that Santa Cruz cannot afford to miss.

Toni Campbell

LETTERS TO THE EDITOR July 31

Keep Up Vs. Upkeep

Having just read the article "Booking Ahead" in the Good Times (GT, 7/10) edition extolling the new Capitola library being built, I want to respond to some of the opinions being expressed in it. I totally agree that the libraries are central to maintaining the community. The downtown library is an important part of my life, both its materials and its programs.

However, the overall tone of this article was "Hey, we need to keep up with the Joneses." Not all of us want to keep up. Some of us see this attitude as having been part of a culture that is unsustainable. We have enough information now about the rapidity of global warming and species extinction that the idea of building another parking structure downtown Santa Cruz becomes questionable.

Many people are afraid of the homeless. Seeing that the downtown library is a refuge for some individuals who are homeless might keep them away. I wonder if the thought is that having modern steel and glass structures will keep more homeless folk away? Isn't it time to face our fears and broaden our idea of community?

We are in the 21st century and the image of moving forward to a bigger and better material world is not clear for many of us. Why can't we nurture the community that is actually here? Do we need to project "new" as if it's going to save us from deterioration that our own consumerism has helped bring about?

Sara Cloud
Santa Cruz

Santa Cruz Sentinel News

Rotary foundation awards grants to nonprofits | Name dropping



Nonprofits serving Pajaro Valley's at-risk children and youth received grants from the Watsonville Rotary Club. (Contributed)

By [DONALD FUKUI](#) | dfukui@santacruzsentinel.com | Santa Cruz Sentinel

July 28, 2019 at 3:00 pm

The Watsonville Rotary Club Foundation awarded \$30,000 in grants to 17 local nonprofit organizations serving Pajaro Valley's at-risk children and youth.

Awardees were selected through a rigorous competitive process. Proposals were evaluated based upon their strength in funding priorities for the Watsonville community, which included preventing youth/gang violence, encouraging youth to stay in school, and offering educational and skills development opportunities to help guide students in the pursuit of happy and productive lives.

The organizations selected for funding this year include Court Appointed Special Advocates, Ceiba Public Schools Foundation, Ecology Action, Friends of Santa Cruz Public Libraries (La Selva Summer Reading Program), Jovenes Sanos, Live Like Coco Foundation, Music in May, New School Community Day School, Nourishing Generations Educational Project, O'Neill Sea Odyssey, Pajaro Valley Shelter Services, Santa Cruz Symphony Association (youth concerts), Fairgrounds Foundation (Careers in Ag Mentorship), Second Harvest Food Bank, Watsonville Ivy League Project, Your Future Is Our Business, and Youth Now.

"We are very proud to be partnering with these fine organizations," said Mike Milward, Watsonville Rotary Club President in a prepared release. "They've shown they are working tirelessly to help our most vulnerable children and youth overcome the economic and social barriers they face to building successful lives."

Loma Prieta earthquake memories 'integral part of Santa Cruz,' 30 years later



Jennifer Hooker checks the focus of her camera as she and Kathleen Aston begin to collect oral histories from the Loma Prieta Earthquake for an ongoing Santa Cruz Public Libraries project. The quake's 30th anniversary is October 17. (Shmuel Thaler — Santa Cruz Sentinel)

Santa Cruz library project collecting oral histories for anniversary project

By [JESSICA A. YORK](#) | jyork@santacruzsentinel.com | Santa Cruz Sentinel

PUBLISHED: August 9, 2019 at 5:01 pm | UPDATED: August 13, 2019 at 2:30 pm

APTOS — As Donna Barber prepared to move cross country to the San Francisco Bay Area in the late 1970s, friends asked disbelievingly, “You wanna move to earthquake country?”

“That wasn’t going to stop me. I was born in New York City,” Barber said this week, her accent pouring out with her smile. “I’d survived subways, I’d survived plenty of worse things in New York.”

The Queens, New York-native was prepared for the threat of some theoretical earth trembling, she said. Her confidence was shaken, however, 11 years later when the region was struck by the Loma Prieta earthquake, a 15-second temblor with a magnitude of 7.1 — at the time, the largest since the 1906 quake — whose epicenter was just miles away, in Aptos.



Aptos branch assistant librarian Donna Barber recalls her experiences during the Loma Prieta earthquake while being interviewed for the library's "Epicenter" project. (Shmuel Thaler — Santa Cruz Sentinel)

At the time of the quake, Barber, who had "found the beach" and first moved to Santa Cruz County three years earlier, was facing a time of personal upheaval. She was working with a therapist as she dealt with the terminal illness diagnosis for two loved ones and the recent ending of a romantic relationship.

"My therapist was helping me get through the break-up of my six-year relationship. And, as my therapist said (after the quake), 'Donna, you were already on shaking ground, and the ground shook,'" said Barber, 67. "So I never forgot that statement, either."

Otherwise, however, the sunny Tuesday afternoon of Oct. 17, 1989 started off like any other.

By 5:04 p.m., Barber had finished her delivery route for the U.S. Postal Service and was home showering. That's when she heard the sound of shattering glass, immediately assuming someone was breaking in at her single-level Live Oak townhome and about to attack.

"So, all that was going through my mind as the entire shower and tub were rocking and swaying. And every time I tried to step out, I fell back in," Barber explained Thursday to a camera set up in a meeting room at the Aptos Branch Library. "So, I don't know how many seconds it took, but I finally was able to step out, because my first thought was, you need to put some clothes on here."



Jennifer Hooker, left, interviews Donna Barber as Hooker and Kathleen Aston begin collecting oral histories from the Loma Prieta earthquake. (Shmuel Thaler — Santa Cruz Sentinel)

Santa Cruz Identity

Barber, an assistant librarian who has worked for Santa Cruz Public Libraries for the past decade, was the second volunteer to share her 3-decade-old memories with her peers, Jennifer Hooker and Kathleen Aston. The two librarians have paired up on Hooker's effort, dubbed "[Epicenter: The Loma Prieta 30th Anniversary Oral Histories Project](#)," aiming to collect as many personal stories from a wide an array of people in the lead up to this year's Oct. 17 recognition. Individual oral history recordings will be available through the library's local history archives, and a project compilation will be shown at the commemorative ceremony. Project information is available at santacruzpl.org/news/permalink/923.

Both library workers were born in the year after the quake, so have no first-hand memories of the event that was life-changing for so many of their neighbors. At least one running family joke for Aston is so familiar it feels like a memory. On the day of the earthquake, Aston's older brother was outside with their mother, watching the kiddie pool "turn into a tidal wave," while her baby sister was inside. Her father came running outside, met with mom's stern questioning, "Where's the baby?" Aston said she is interested in sussing out the resilience of people in the face of personal tragedy, natural disaster and climate change.

Hooker, for her part, said she is heavily involved in grassroots emergency preparedness work and sees Loma Prieta through the lens of prompting the community to be ready for the next big disaster. She described the stories of Loma Prieta, which left three county residents dead and power and water out for three days, in addition to the destruction and fatalities across up and down the coast, as “such an integral part of the Santa Cruz identity.”

“I firmly believe that the more that people are able to take care of themselves and each other in these sorts of crises, the less strain that would be on first responders, so that they can deal with people who can’t help themselves and people who can’t help each other, and devote those resources to people who actually need it,” Hooker said.

As part of the Epicenter project, Hooker is pairing with area crisis response agencies for the project in coming months, lining up a series of library-based community workshops to educate people on available preparedness resources. Both organizers are seeking more volunteers to share their memories from the earthquake, from emergency responders to laypersons, from Watsonville to Davenport, from those adversely impacted to those without adverse impacts. Schedule an appointment by emailing Hooker at hookerj@santacruzpl.org or leave a message at 831-427-7706, ext. 7647.

Editor’s note: This article has been update an error related to Jennifer Hooker’s name.

IF YOU GO

- Be Red Cross Ready: 6 to 7 p.m., Aug. 13, La Selva Beach library.
- Red Cross Kids: 2 to 3 p.m., Aug. 14, Scotts Valley library.
- All About Equine Evacuation: 2 to 3 p.m., Aug. 24, Boulder Creek library.
- Be Red Cross Ready + Hands-only CPR: 6:30 to 8 p.m., Sept. 3, Live Oak library.
- All About CERT: 6:30 to 7:30 p.m., Aptos library.
- Be Red Cross Ready: 6 to 7 p.m., Sept. 10, Garfield Park Library.
- Natural History of Disasters, 6:30 to 7:30 p.m., Oct. 1, Aptos library.
- Be Red Cross Ready + Hands-only CPR: 6:30 to 8 p.m., Oct. 10, Aptos library.
- Be Red Cross Ready + Hands-only CPR: 6:30 to 8 p.m., Oct. 15, Scotts Valley library.
- Epicenter Oral Histories Release Party and 30th Anniversary Commemoration, 4:30 to 6 p.m., Oct. 17, Downtown library.
- Information: santacruzpl.org/news/permalink/923.

Aptos library commission to discuss Jump bike station | Government Corner: On Deck

September 16, 2019 at 2:33 pm

APTOS

The Santa Cruz Library Advisory Commission meets at 6:30 p.m. Monday at the Aptos Branch Library, 7695 Soquel Drive.

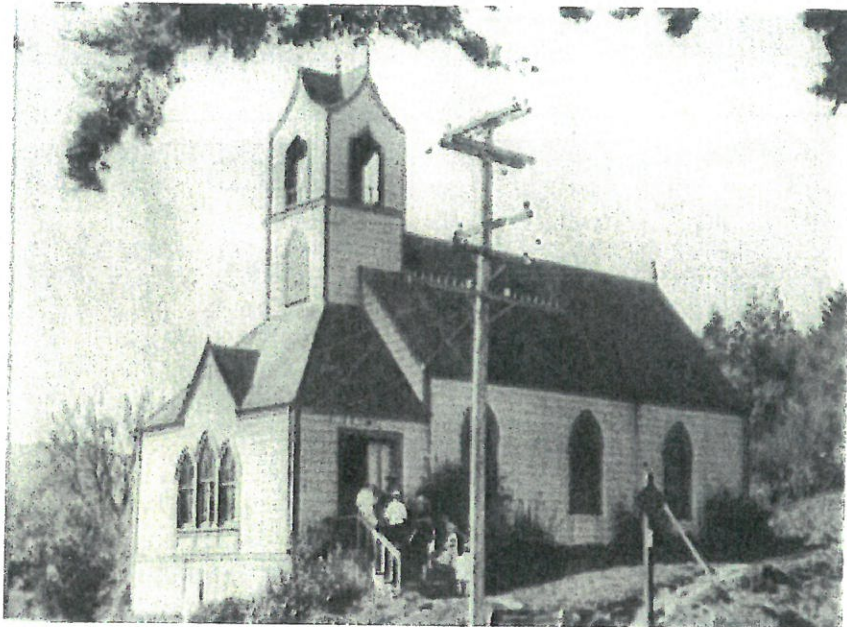
The commission will discuss a Jump bike station at the Garfield Park Branch Library in Santa Cruz, review a new draft interlibrary loan policy, weigh a response to a recent grand jury report and look at a new policy related to how the library provides services to the public.

SANTA CRUZ

Downtown Library: The Downtown Library Council Subcommittee meets from 4:30 to 6:30 p.m. Tuesday at the Downtown Library Community Room, 224 Church St.

The council subcommittee will aim to better understand the community's vision for downtown, hearing from community stakeholder groups on "What is your vision for downtown?" plus presentations on trends and opportunities in downtowns. The meeting's focus is only on the big picture vision and opportunities for downtown.

Focal Point | A Felton Landmark



Built in 1893, the Faye G. Belardi Memorial Library in Felton was still a Presbyterian Church when this photo was taken in the 1930s or 1940s. The building was purchased by Nick and Faye Belardi in 1955 after the church moved. Mr. Belardi donated it for use as a library following the untimely death of his wife in August, 1955. The library opened the following year. (Ley collection, Capitola Historical Museum)

By [SANTA CRUZ SENTINEL](#) | September 1, 2019 at 6:00 am

Built in 1893, the Faye G. Belardi Memorial Library in Felton was still a Presbyterian Church when this photo was taken in the 1930s or 1940s. The building was purchased by Nick and Faye Belardi in 1955 after the church moved. Mr. Belardi donated it for use as a library following the untimely death of his wife in August, 1955. The library opened the following year. (Ley collection, Capitola Historical Museum)

The Sentinel's Focal Point photos and captions are provided courtesy of the Capitola Museum. For more information on the museum, visit www.capitolamuseum.org or call 831-464-0322.

Bratton Online

DOWNTOWN FORWARD or BACKWARD?

While **Queen Mother Cynthia Mathews** can't vote on her plot to develop the library garage structure — because she owns the house next to the Nickelodeon — she's been super busy teaching her **Fairy Princess Martine Watkins** how to sneak, plot and plan their library garage goal through the **Downtown Forward** group. Go to their home page and check out how many developers and money people are on their membership list.

Aptos Times

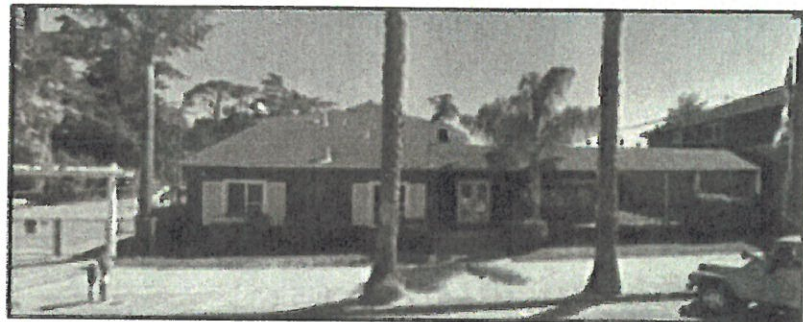
Times Publishing Group, Inc.

June 15 2019 • Vol 28 No. 12

www.tgoinlinedaily.com

"La Selva Beach Library" from page 6

- The 4th Friday Matinée program will take place every 4th Friday 10 a.m. - 12 p.m.
 - The Evening Indie Documentary Movie program will take place at a time still yet to be determined.
- The following programs will take place at the La Selva Beach Recreation District, 314 Estrella Ave.:
- The Evening Book Discussion Group will meet in the Boardroom every 3rd Wednesday of the month 5:30 - 7 p.m.
 - The Adult Book Discussion Group will meet in the Boardroom every 2nd Thursday of the month 10:30 a.m. - 12 p.m.
 - The Passionate Readers Book Discussion Group will meet in the Boardroom every 4th Thursday of the month 10 a.m. - 12 p.m.



- The Afterschool STEAM program will take place in the Clubhouse Thursdays 3 - 4 p.m.
- The collection of books and media at La Selva Beach is currently being evaluated and the best items are being reassigned to other branches. The Friends of the Santa Cruz Public Libraries will hold a big book sale in the branch after it has closed on

Sunday September 15, before construction begins. Everything, including furniture and fixtures, will be for sale.

All staff at the La Selva Beach Branch will be reassigned to nearby branches. You may see familiar faces when you visit a new branch! ■

•••

For more information: santacruzpl.org

artsliv.com

**Become a Children's Storyteller
with Santa Cruz Public Libraries**

The Santa Cruz Public Library System (SCPL) is seeking volunteers for its Storytellers program, a Library/Preschool partnership that expands access to children's early literacy activities by providing programs inside area preschools. We are especially seeking volunteers who can travel to Aptos preschools.



All volunteers will receive training by an SCPL Children's Librarian. Training takes place 9 a.m. - 12 p.m. on September 20 and September 27 at the Downtown Library, 224 Church St. Attendance at both sessions is required.

Volunteers must commit to participation through the 2019-2020 academic year and a background check is required.

Introduce a love of reading to children in your community.



To volunteer, contact Volunteer Coordinator Judy Russell at volunteer@santacruzpl.org or 831-427-7700x7719. ■

La Selva Library Facing Renovations

Facility Will Close Sept. 1: Outdoor Learning Courtyard Included in Remodel

The Santa Cruz Public Library System (SCPL) has announced the official closure date of the La Selva Beach Branch Library on September 1, 2019 in order to begin planned renovations.

Meanwhile, the Friends of the Santa Cruz Public Libraries are asking for donations to meet a \$100,000 challenge grant for added technology, an enhanced children's room, and an outdoor learning courtyard to the newly remodeled library. The Challenge Grant is offered by the Monterey Peninsula Foundation. The deadline for matching the \$100,000 is November 1.

The La Selva Beach Library will officially close for construction on September 1st. However, the last day the library will be open for business will be Saturday August 31. The official estimate for construction time is 9 months, with a target Grand Opening date of June 2, 2020.

The work planned for the 2,200 Square foot library includes a new entry on the north side of the building, bathroom upgrades, a new service desk, upgraded data and electrical, new furniture, new finishes, new windows and doors. The remodel will reorganize the existing space to better accommodate library programs, new technology and branch collections.

The Friends fundraising efforts will allow the library to include an outdoor patio area for more programming, include more tech for adults and students, and add new furniture to the Children's Room. Community support in meeting the Challenge Grant of \$100,000 will guarantee these additional features for the La Selva Beach Library.

Library Director Susan Nemitz has previous experience working on library building projects. According to Nemitz, "It's important to mitigate the impact of the closure on the community. We really had to think about the best way to deliver service in the area without having a physical building." As a result, SCPL has released a series of FAQs to help people prepare for the closure, and to direct them to services during the closure.

Access to Services During the Closure

La Selva Beach Library users are encouraged to change their hold pickup location to any other branch in the library system. All books and media held



at the La Selva Beach Library must be retrieved before August 31st. Any holds remaining at the La Selva Beach Library at the end of the day will be transferred to the Aptos Branch.

Books and media may be returned at any branch library. We will also maintain a book return box on the Florida Ave. side of the building.

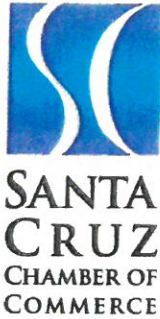
Library services are accessible from any branch library during open hours, by phone at 831-427-7713, or by emailing elibrary@santacruzpl.org. Many of our entertainment and research collections are available online via our website at santacruzpl.org.

The following programs will move to the Aptos Branch Library, 7695 Soquel Dr., after the closure:

- Preschool Storytime will take place Tuesdays 10 - 11 a.m.
- R.E.A.D (Reach Every Amazing Detail) reading comprehension program will take place Wednesdays 2:45 - 5:15 p.m.
- Tales to Tails will take place 1st and 3rd Fridays 3 - 4 p.m. starting October 4th.
- The Movie Discussion Club will take place every 3rd Tuesday from 2 - 3 p.m.

The following programs will move to the La Selva Beach Community Church, 26 Florida Ave.:

"La Selva Beach Library" page 8



Santa Cruz News

Date ArticleType

8/14/2019 Chamber

A Modern Vision for Downtown Santa Cruz Time for Outside the Box Thinking

A Modern Vision for Downtown Santa Cruz - Time for Thinking Outside of the Box

In our small coastal town there are a few folks who reside here longing for the past — thinking back to the 1970s. These residents have been called out as the leaders of progressive politics. I think with the opposite view; we should keep moving forward and not get stuck in the past. But even while moving forward we can still learn from our past and benefit from those experiences, something that the Santa Cruz County Chamber has done for 130 years. In the last 40 years, Santa Cruz has changed with the times — adapting to natural disasters, earthquakes, floods and fires, financial meltdowns, climate change and, yes, political insecurity.

Economic activity is critically important to the vibrancy of our community. Ask any business leader what drives their company, retail shop, store or restaurant to profitability and the response will be: Customer accessibility to their business, responsive customer service, reasonable and equitable cost of product or services and the ability to meet the changing business climate. Yes, change is inevitable. We can either embrace it or resist it. The Santa Cruz County Chamber embraces change.

Today, we stand at the crossroads of change. Downtown Forward was formed as a community movement that advocates for initiatives and projects that will make life in Downtown Santa Cruz better for residents, workers and visitors by bringing new housing, jobs, amenities and infrastructure that embrace technology along with a commitment to fight climate change and a strong sense of community. Priorities include a mixed-use project that features a 21st-century library, affordable housing, parking and transportation adapted to “green” best practices, and a permanent home for the Farmers’ Market.

Here is the story: On February 11, 2016, the Santa Cruz Public Library (SCPL) Facilities Financing Authority placed a \$67 million bond measure (later designated Measure S) on the 2016 June ballot. With 70% approval, Measure S passed with overwhelming support. Measure S set in motion for each community library — Aptos, Boulder Creek, Branciforte, Downtown, Felton, Garfield Park, La Selva Beach, Live Oak and Scotts Valley to utilize Measure S funds to produce the most cost effective option for each community library. This link provides background and

updates on improvements planned for all 10 branches of the Santa Cruz Public Library (SCPL) system, using funds from the 2016 Library Bond Measure S.

In 2017, the City Council appointed a 10-member Downtown Library Advisory Committee (DLAC). Here is the full report presented to the Council in September 2018, which includes a summary of their research, community outreach, options considered, and final recommendation. [View it here!](#)

The summary of the DLAC report stated that the backbone of the Countywide Library System — the Santa Cruz Downtown Library — is currently housed in a building that passed its prime year and has major infrastructure deficiencies. DLAC came to the conclusion, after an inclusive open and transparent process with thorough public participation over a year, by recommending that a new modernized Library was a better more economically and environmental solution than to close the circa 1966 Downtown Library for up to two years and remodel the decaying building.

Driven by the need to be innovative and partner with others to help secure project funding is a top reason for a new downtown library. The question was where and with whom to partner?

In December 2016, the City Council directed the formation of the Downtown Library Advisory Committee to identify future library needs, define scope of library services and evaluate remodeling the current site, building new on the current site and participating in a multi-use facility on Lot 4. DLAC completed its report in January 2018; in September 2018, the City Council endorsed the DLAC report including option B which relocates the Downtown branch to a multi-use facility on Lot 4.

Like other cities in the face of creating a vibrant downtown, Chicago found ways to be innovative both in the design and funding of three new city-owned facilities that serve as both libraries and public housing. Chicago Library and Co-location Chicago had been exploring co-located libraries for several years, previously having opened a library co-located with a high school complex. But this is the first time the city has co-located a library with public housing, and they are among the first such urban facilities in the country, following in the footsteps of cities like Los Angeles.

Yet, in our ‘bubble world’ perception on the central coast, and specifically in the City of Santa Cruz, we face many challenges to meet and address our future. The community wants and supports a modern new Library. The businesses in downtown want their customers to have better access to their business with adequate parking. Downtown employees yearn for the day when there is affordable rental housing in downtown to remove the long commute to work and the return to home.

There has been misinformation provided to the general public on what constitutes a mixed use building. Where is the location? And what are the parameters for a project? All those questions

can be addressed efficiently with the design, creation and development of a mixed use project as outlined on the Downtown Forward website: [click here!](#)

One of my favorite poems is Robert Frost's "The Road Not Taken." Robert Frost wrote this poem to highlight a trait of, and poke fun at, his friend Edward Thomas, an English-Welsh poet, who, when out walking with Frost in England would often regret not having taken a different path. Thomas would sigh over what they might have seen and done, and Frost thought this quaintly romantic. In other words, Frost's friend regretted not taking the road that might have offered the best opportunities, despite it being an unknown. The City of Santa Cruz is at a fork in the road — we can take the path less chosen by building a modern 21st Century mixed use project which decides our future, our destination.

Santa Cruz Sentinel Editorials

A win for the library, parking and the community

By [CURT SIMMONS](#) and [KAREN SIMMONS](#) | Guest Commentary

July 14, 2019 at 5:00 pm

There is a perception that downtown Santa Cruz has a shortage of parking spaces. Customers come into our business, often late for their appointments, stating, "I just couldn't find any parking." Employees who arrive after 10 a.m. or who leave for lunch and try to get back in, often tell me, "There are no parking spaces left." Yet an independent parking study commissioned by the City of Santa Cruz found that there is plenty of parking downtown during the peak hours. We have spot shortages, but not an overall shortage. The study found that parking supply will be adequate to meet demand ten years into the future, even with new development downtown and loss of surface parking lots.

What we are lacking is careful parking management.

Parking management would price parking according to the popularity of the location. Monthly permit holders would not be assigned to prime locations. Currently, the Locust Street Garage near our business frequently fills to capacity on weekday afternoons. When the garage is full, 60% of spaces are occupied by monthly permit holders. Thankfully, the city has taken steps to incentivize those of us who work downtown to consider alternatives to solo auto commutes. In addition to raising parking rates, the city has approved free bus passes and Jump Bike credit for all downtown employees, a program that has been successful in other cities. We appreciate these steps of progress. As several consultants have advised the city, the results of these measures should be evaluated before planning a new parking structure. UCSC professor and parking

researcher Adam Millard Ball advised the city we are in an interim period before automated vehicles cause a large drop in parking demand.

With proper parking management, we can all win. A new parking structure that would cost the Downtown Parking District \$87 million in debt payments over 30 years would be rendered unnecessary. The surplus funds could be used for the library to complete the renovation in its existing location and support housing for the downtown workforce. We could offer the farmers market a permanent home at its current location. The site could be improved to become a Town Commons and event space.

People are tribal. We need to gather. Historically we do that by gathering in spots where there is the interconnection of corridors. We have visited memorable cities, where public plazas matter. In many American cities today, including Santa Cruz, the connective tissue that binds communities and anchors neighborhoods is missing or in need of repair. A proven remedy is to create public space that allows people to connect and cultivate trust. This space allows us to refresh and feel in touch with nature.

The farmers market lot is an example of a great location to do that. With more residential development planned for downtown, it becomes even more important to create an outdoor living room for the urban family to gather. A revitalized library and farmers market will create a welcoming aspect to people of all backgrounds, drawing visitors downtown. And that's good for business.

The Climate Action Plan, approved by the city in 2012 has a goal to "Reduce GHG emissions by reducing vehicle miles traveled, decreasing single occupancy vehicle travel, and increasing the use of alternative fuels and transportation options." A new multi-story garage does just the opposite. Fortunately, we can choose a win-win for the library, for business, and for the community. We can have a safe, walkable, convivial place to be together.

Let's try it.

Movers, shakers, marketers and persuaders | Stephen Kessler

By [STEPHEN KESSLER](#) | Santa Cruz Sentinel

July 20, 2019 at 5:23 am

With the marketing expertise of Miller Maxfield Strategic Communications & Public Affairs, the fundraising skills of Friends of the Libraries' Vivian Rogers and the political leverage of Cynthia Mathews of the Santa Cruz City Council, the new group Downtown Forward recently unveiled itself in a much-promoted "Press Conference & Launch" to advocate for its primary project, the

garage-library mixed-use thing on the big tree-shaded parking lot at the corner of Cedar and Lincoln streets.

Councilwoman Mathews owns property within 500 feet of that corner, which according to California law constitutes a conflict of interest and therefore requires her removal from council deliberations and from voting on the mixed-use project. This hasn't stopped her from campaigning aggressively for it on her own time, which she is doing as a leading force behind Downtown Forward. City Attorney Tony Condotti assured me this is not illegal.

Whether or not it is ethical is another question. If she has a conflict of interest as a council member, I leave it to the reader and social philosophers to ponder where that conflict goes when she exercises her role as the city's most powerful politician in service of a project she's legally prevented from voting on. Mathews and her allies are full-speed-ahead on Downtown Forward as their chosen instrument to bend the public to their will—I mean, to influence public opinion.

Miller Maxfield, the PR firm, wrote and designed the sophisticated handout materials for the pep rally at the Museum of Art & History's Secret Garden, where a host of "stakeholders" and spectators gathered to hear enthusiastic pitches from representatives of various interest groups—a school board head, a homeschooling mom, an affordable housing advocate, a downtown business owner, and leaders from Friends of the Library and the Chamber of Commerce.

The so-called press conference never happened. A press conference means taking and answering questions from the press. If the disruptive screaming of a behaviorally disturbed woman was to blame for ending the rally without questions, that is unfortunate, but according to Rogers, whom I spoke with afterward, questions were never on the agenda. (The Miller Maxfield materials do include a page of FAQs.) I wanted to ask Mathews a few questions, but she walked the other way when she saw me coming.

So within the limited space remaining, I'll ask a few questions here.

With all the supposedly holistic planning being done for all of downtown, why has no plan been made, or revealed, for use of the allegedly decrepit (thanks to "deferred maintenance," also known as municipal negligence) library building at 224 Church Street? If that structure can be renovated for another purpose, why not as a library? If the seismically sound building is to be torn down to make room for something else, how does that conform to the city's "green" environmental ethos?

If "30-60 affordable housing units," according to Miller Maxfield, are to be included in the mixed-use parking library, how many parking spaces will those units displace? So those parking spaces aren't as desperately needed as we've been told? And what exactly does "affordable" mean?

How do you know how much the new library (and whatever comes with it) will cost if you haven't even hired an architect or contractor? Are generic estimates of cost per square foot credible in a project this conceptually ambitious with no existing design? How is cutting down 11 mature trees to be replaced by a concrete structure a "green" building practice? Why can't existing parking lots—including the proposed new Front Street site of the farmers market—be heightened where they are to accommodate new needs for parking?

Isn't Downtown Forward just a lobbying arm of the city and some business people—and of ethically conflicted council member Mathews—intended to influence ongoing deliberations of the council's library subcommittee?

How much more money, and whose, above and beyond the \$2,500 contract with Miller Maxfield, will be spent on public relations for Downtown Forward?

More questions and quandaries will follow in future columns.

Santa Cruz has opportunity to create new downtown centerpiece

By [CHIP](#) | August 5, 2019 at 6:00 am

A decade from now, Downtown Santa Cruz will be drastically different from the Downtown that we experience today. In my mind there are two distinct scenarios I don't believe our future lies somewhere in the middle, but that we are at a critical fork in the road and our path forward will be determined by the decisions we make now.

It is a fundamental question of investment; who invests, what kind of investment, and, the most important question of our generation: For who? There will be private investment either way. We are seeing it already at levels that we haven't in a generation. The market will ensure that private investment will continue as long as it is feasible. Public investment, however, is another story. That takes leadership, courage, vision and determination. It also takes an informed and supportive public. Important development projects that provide public benefit are substantially more difficult to manifest than development projects with a goal of providing profit.

The proposed mixed use library project, for example, could be the greatest public benefit project for Downtown of which any of us have had the opportunity to be a part. Having watched Downtown very closely for the past two decades, it is almost impossible to imagine that Lot 4, or "The Farmers' Market lot" as it's known to most, will not be developed by someone, at some point in the next decade. The only question is who will develop it and for what service.

Today we face a singular opportunity to create a new library as a centerpiece to our Downtown. As a student of cities, and particularly of downtowns, I can not emphasize enough the role a good library plays in a healthy city. It is a matter of equity, of sustainability, of public safety, of

economics and of community building. A public library both supports and reflects the community. The social infrastructure that a well designed and well programmed library provides a community is vitally important, especially considering the challenges that lie ahead. Our Downtown Branch Library can not currently provide the value that a community like Santa Cruz deserves.

Beyond the library itself, the proposed project provides many additional opportunities for public benefit. Private investment will build market rate housing and it will benefit the Downtown, to a point. The Library Mixed-use project has the opportunity to provide a very significant amount of affordable housing in our Downtown, both on site and in its ability to provide unbundled parking for additional nearby units. Again, providing affordable housing (public) is dramatically more difficult than providing market rate housing (private).

The project also calls for new parking, in addition to replacing the loss of parking from the many surface lots that will be developed in the years to come. Despite what some opponents of the project are saying the additional parking is based on very real data and expectations of increases in demand as new development brings more people Downtown. If we don't build as much new parking as has proposed, it may not be terrible, but if we do not build some new parking, it will, contribute greatly to the end of many of our small independent retailers. Ironically, the segment of the Downtown business community that will be impacted most negatively by the loss of parking is the one which most defines the character and independence for which we pledge our support.

The (documented) need to replace and add parking, coupled with the best practice of consolidating parking into structures, allowing for more efficient and ecologically sound use of surface lots provides yet another opportunity for great public benefit. The proposed combined use of the library, parking and other uses was not born out of any sneaky agenda as some have suggested. It is smart and efficient planning and financially responsible.

At the end of the day, these are decisions that will be made by a few elected officials. I do hope there is the courage to choose public benefit and not wait for private investment to determine and drive the future of Downtown Santa Cruz.

Chip is the former director of the Santa Cruz Downtown Association.

Instead of an interview with Cynthia Mathews | Stephen Kessler

August 24, 2019 at 5:00 am

A little over a year ago I received an email from Santa Cruz City Councilwoman Cynthia Mathews inviting me to meet her for coffee and conversation. "I have no particular agenda," she wrote, "beyond wanting to understand where you're coming from on some issues, and conversely sharing with you some of what's shaping my thinking and actions on City issues."

We met, and of course the main issue on her no-particular-agenda was the mixed-use library-garage about which where I was “coming from” had been spelled out repeatedly in this column, and on which she had brought a pile of documents to enlighten me as to why the garage-library I had described as a “monstrosity” was in fact a good thing for Santa Cruz, and she had the official reports to prove it. Congenially enough we questioned each other’s assumptions and conclusions about this provocative project and parted unchanged in our respective positions.

More recently Mathews—disqualified from deliberating or voting on the mixed-use thing (which now includes “affordable housing” as political window-dressing) due to her conflict of interest as the owner of property close to the site—helped put together a group called “Downtown Forward” to lobby in the theater of public opinion for the five-story garage-library-housing structure to replace the mature magnolias and liquid amber trees currently gracing the parking lot on that site (Cedar and Lincoln streets, home to the Farmers Market and Antique Faire). I wrote about the pep rally Mathews orchestrated launching Downtown Forward a few weeks ago, and asked a few questions I didn’t get a chance to raise at the event, which was promoted as a “press conference” but allotted no time or space for questions from the press.

Since then I contacted Mathews again and she agreed to talk via email, so I sent some questions she could answer in writing to be sure she was not misquoted, but our agreed-upon deadline has passed and she hasn’t replied. Perhaps some of my questions were more pointed than she anticipated—not that there’s any secret about my viewpoint. As I’ve written, I think moving the library out of Civic Center and parking it downtown under a garage, no matter how dolled up, is a lousy idea for a lot of reasons I don’t have room to repeat here.

But libraries and garages aside, perhaps (I can only guess) it was the political questions that gave her pause. Questions like this: “Your recusal from City Council deliberations and vote on the mixed-use project and your campaign to promote it outside the council ... looks like an end-run around council protocol. Have you considered resigning from the council in order to avoid the appearance of conflict of interest?”

And this: “If Chris Krohn or Drew Glover were operating as you are outside council boundaries to promote a project or policy they were disqualified from voting on, do you think the community would approve, or would the people supporting a recall find that additional grounds for their removal?”

I am no fan of Krohn or Glover, whose self-righteous behavior as “woke” demagogues has inspired a backlash that threatens to eject them from office, but I think the recall is a waste of time. Nor am I calling for the recall of Mathews, who is equally lusty for power but far more skilled at leveraging it via outside-the-chamber machinations. (I witnessed the technique myself in our coffee meeting.) What bothers me is that behavior which would not be tolerated from avowed leftists

like Glover and Krohn is seen as no problem by the business-friendly liberals that are her base of support.

Mathews's flagrant violation of ethical boundaries in her Taj Garage campaign strikes me as far more egregious in its deviousness and likely negative long-term impact on downtown Santa Cruz than anything Krohn or Glover could ever accomplish. Why the mixed-users and recallers have not targeted her as well is a question they should ask themselves.

Santa Cruz Sentinel *Letters to the Editor*

Letter | Woman not part of Don't Bury the Library

PUBLISHED: July 15, 2019 at 12:32 pm | UPDATED: July 15, 2019 at 12:33 pm

It's unfortunate that the writer of a recent letter to the editor did not fact check their July 13 letter before making false accusations about Don't Bury the Library (DBTL). The screaming woman who disrupted the Downtown Forward event is in no way associated with DBTL. She is neither a member nor a supporter of DBTL. Furthermore, Mills accuses "other Don't Bury the Library folks" of screaming and "deplorable and undemocratic behavior" during the meeting. In fact, DBTL members repeatedly tried to reason with the screaming woman, and then spent considerable time reassuring others that she has no connection with DBTL whatsoever. A member of the DLAC, who knew the woman was not with us, acknowledged that DBTL has acted respectfully throughout the entire Downtown Library planning process.

— *Michael Lewis, Santa Cruz*

Letter | Protest was independent

July 15, 2019 at 5:00 pm

The letter calling my behavior, "deplorable," was full of inaccuracies. First of all, I acted completely independently. In fact, the promoters of the event knew I was not working with the "Don't Bury the Library" group. This group's leadership called for no loud protest repeatedly, and none of these activists raised their voices to any of the speakers. No one, including myself, repeatedly screamed out, "FASCISM!" from the "audience." This is a malicious fabrication. What distinguishes the developers and the politicians who continue to force the library-garage scheme onto our city, no matter how much dissent it generates, are the deceptive tactics they use. The purpose of "Downtown Forward" is to further this scheme. So extreme are the misrepresentations in the letter that I realize that the "Don't Bury the Library" members knew how the reality of my protest would be misconstrued.

— *Elise Casby, Santa Cruz*

July 19, 2019 at 6:02 am

The editor's note in the July 16 letters section rather discretely observes that a "Behavior of library opponents was deplorable" letter was not written by the person listed as signing it. This is a disturbing turn of events in Santa Cruz politics. It seems a little like the Russians hacking Facebook accounts in the 2016 presidential election.

This letter to the editor castigates people on the basis of sarcastic assertions that are apparently considerably distorted, if not out and out false. The coward hides his or her identity while carrying out a shameful deed.

This should get more attention than a short "editor's note." This is news, and sorry news at that.

Does the Sentinel know who did it? The letter reads like they are library-in-a-garage advocates. Is this part of a wider campaign of dirty tricks? What steps is the paper taking to fact-check letters to the editor?

— *John Hall, Santa Cruz*

Letter | A library is for books, not a community center

July 21, 2019 at 5:00 am

I support Don't Bury the Library's efforts to remind the City Council that the Measure S funds were originally intended to renovate the existing downtown library.

Most people seem to have lost sight that the purpose of a library is to lend books to the public. Now the library has morphed into a "community center" with more activities, more services and a demand for "beautiful meeting spaces."

Let's keep it simple, folks. If you want a community center, petition the city council to build one, and leave the library for those of us who still enjoy reading books. We're happy, easy-going quiet types and the millions set to renovate the existing building is plenty enough as far as we can see after all the research that has been shared this past year by the council and other interested groups.

— *Linda C. Brown, Santa Cruz*

Letter | Keep the library where it is and expand upward

July 23, 2019 at 5:00 am

A recent writer suggested keeping the library in its present location and expanding upward. This is an excellent idea and should be considered. Years ago the Sausalito library faced the same

dilemma as Santa Cruz. This was their solution and it turned out beautifully, retaining and brightening the charm of the old, saved a ton of money and scores of beloved trees. It pleased everyone.

— *Gloria Sams, Santa Cruz*

Letter | Library plan has morphed into different animal

PUBLISHED: July 24, 2019 at 5:00 am | UPDATED: July 24, 2019 at 2:07 pm

Stephen Kessler’s “Movers, shakers, marketers and persuaders” column, July 20, posed many of the unanswered questions Downtown Forward hoped to obscure in their highly stylized PR tsunami unleashed two weeks ago. Many more questions will follow as this group’s effort to foist a debt on residents of tens of millions of dollars to build a five-story garage atop a library, now transformed with “affordable housing units,” undergoes scrutiny. Measure S supporters are having a good laugh. Or maybe they’re angry. The 2013 Library Facilities Master Plan, commissioned, evaluated and approved by the Library Joint Power Board in the run-up to Measure S, magically morphed the Downtown Library into a different animal: five stories of cement parking garage, street-level retail, affordable housing units and one library, all displacing the iconic Farmer’s Market. Voters should have read the Measure’s fine print to have anticipated this magisterial sleight of hand.

— *Bob Morgan, Santa Cruz*

Letter | Libraries can be a place for more than just books

PUBLISHED: July 24, 2019 at 5:00 am | UPDATED: July 24, 2019 at 2:07 pm

Libraries can and should do more while still being a place for books. Historically, they have been both a refuge, a social center and a place for books. Perhaps a more empathetic view would suggest this. Read “The Library Book” by Susan Orleans. It will expand your understanding of what libraries have done as well as what is possible.

— *Jane Eagan, Santa Cruz*

Letter | Manage existing parking spots in a different way

July 25, 2019 at 5:00 am

Regarding the library/garage fiasco, we understand the City of Santa Cruz commissioned a parking study to third-party outside experts. The study conclusion is that there is not a parking shortage. Cities such as San Francisco are not seeing planned parking garage revenues as parking demand drops. Incorporating best management strategies such as variable parking prices based

on location, time of day, and encouraging mass transit can make a difference at our peak demand times. We don't need another parking structure. We need to manage existing parking differently. Let's allow the renovation of our beautiful beloved downtown library at its current location and turn the Farmer's Market parking lot into a beautiful permanent Farmer's Market Plaza. Some paving stones, tile planter boxes, a play structure for children? Imagine.

— *Laura and Hood Chatham, Santa Cruz*

Letter | Plan for climate change by keeping open spaces

July 25, 2019 at 5:00 am

Building a library/mixed-use structure at the site of the Farmers' Market does not address the future climate of Santa Cruz. According to California's Fourth Climate Change Assessment, released on Aug. 27, 2018, the average temperature in Santa Cruz County will be increasing. In addition, new scientific data over the past year shows even faster warming of the earth's surface than had been predicted just a year ago, increasing the threat of excessive heat.

As the city plans for higher temperatures, the heat island effect, resulting from a built city environment, must be considered. Preservation of open space and large trees at the Framers' Market site needs to be prioritized to mitigate high temperatures in the city center. Parking, a new library site and stores will not help future residents of Santa Cruz cope with high temperatures.

— *Susan Cavalieri, Santa Cruz*

Letter | Library project the best use of bond funding

July 28, 2019 at 5:00 am

As teacher librarians who serve community members from kindergarten through adults, we support the Library Mixed-Use Project. In planning for the bond and execution of this project Santa Cruz Public Library prioritized gathering feedback on community needs, such as access to computers and Wi-Fi, quiet reading spaces, dedicated children's and teen rooms, parking, meeting rooms, maker spaces, and local history and genealogy resources. The Library Mixed-Use Project provides a flexible and responsive space without sacrificing library collections. Libraries are one of the few places that provide free space and services in our community, an increasingly important commodity with the growing income and housing gap in Santa Cruz. We support the proposed Library Mixed-Use Project because it makes the best use of bond funding and advances core library values such as equitable access, democratic engagement, lifelong learning and public service.

— *Adriana Lugo, Jessica Brooks, Shannon Greene and Michelle Morton, Santa Cruz*

Letter | Bike returned to owner by good deeds

PUBLISHED: July 30, 2019 at 5:27 am | UPDATED: July 30, 2019 at 5:33 am

I feel deep gratitude for Dr. Casey Kirkhart and Santa Cruz Chief of Police Andy Mills. Last month, my new electric bike was stolen at the Downtown Public Library. Dr. Kirkhart, who works at the Women’s Health Center near the library, saw a man dragging a very expensive locked bike and asked him if that was really what he wanted to be doing. Because of Dr. Kirkhart’s compassionate counsel, the man agreed to give up my bike in exchange for \$100. Dr. Kirkhart then posted a picture of the bike on Facebook seeking its owner. Meanwhile, my mom called Chief Mills who located the bike on the Facebook page. Within a few minutes, we confirmed that the bike in the photo belonged to me, and I got my bike back. Turns out, Dr. Kirkhart received a letter of thanks from the man, who is now sober and living indoors.

Letter | The garage: Transforming a negative space

August 1, 2019 at 5:00 am

Sunday’s letters featured a writer who characterized the current Farmer’s Market location as a “negative space” unless a parking garage occupied with a library and retail and housing fills that space.

That vision is urban America, concrete and cars eclipsing the possibilities of a cultural focal point. Santa Cruz can transform that urban vision. We are a creative bunch: artists, musicians, writers and poets, actors, singers, dancers—and farmers—who stretch imaginations and feed our spirit. I refuse to frame the Farmer’s Market gathering place as “negative space” or as five stories of poured concrete needed to meet a spurious rationale for more parking. It can be what we imagine it — a green downtown oasis, home to our Farmer’s Market and shaded by magnificent heritage Magnolias, enlivened by performers, filled with music, dance and conversation to entertain and engage both residents and visitors sharing a special place.

— Valerie Girsh, Live Oak

Letter | Closing library for remodel impacts youth

August 2, 2019 at 6:01 pm

The Downtown Library is the “home” branch for many schools in the county. There are more than 40 class visits every year including preschool and K-12 classes, daycare and homeschool groups, the Boys and Girls Club, and Parks and Recreation classes. Hundreds of tutoring sessions take place at the Downtown branch, and these students would benefit greatly from the small group study rooms that the new mixed-use structure would provide.

There is a great demand for our larger meeting room space as well, where many youth programs take place such as the World History project, recitals of the county's music students, and a Boy Scout research project. We provide free space for these school programs. Furthermore, the Downtown Library continues to be a safe place for homeless youth. Closing the Downtown branch would have a significant impact on the youth of Santa Cruz.

— Heather Norquist, Santa Cruz Public Libraries K-12 Outreach Committee,
Santa Cruz

Letter | Tearing down library not the environmental choice

August 7, 2019 at 5:00 am

When is the City of Santa Cruz going to follow its Climate Action Plan and principles for all projects, not just some?

Reusing the current library building with a retrofit similar to the repurposing of the former Sentinel building is the most environmental choice the city can make. Cutting down carbon-storing heritage trees to make space for motor vehicles is a 1950s choice, not an environmental choice.

More than a dozen new parking spaces can be developed downtown for about \$5,000/space by squaring up sweeping intersection corners at Center/Union/Chestnut Streets rather than by building a garage at \$50,000 or more per parking space.

Sustainable management of parking resources would price remote parking attractively and fill future need as experts have testified.

Of course, we want a modern library. We voted for it; not for a retro garage.

Santa Cruz wants the sustainable choice.

— Debbie Bulger, Santa Cruz

Letter | Don't hide behind false names to make argument

August 11, 2019 at 5:00 am

Why do the supporters of entombing the library in a parking garage find it necessary to mask their identity? The letter writer who falsely accused members of Don't Bury the Library of disrupting the Forward Downtown presentation used another person's name. Last week "Chip" wrote that the city could create a new downtown centerpiece with the garage-library. If we knew his name, would we be less receptive to his arguments? Whoever the author is, the idea that a garage complex will be a centerpiece is hard to swallow. Most likely it will be a massive building with all

the charm of the county government center. As Steve Kessler has pointed out, we already have an attractive centerpiece with city hall, the current library, and the Civic Auditorium. We should enhance what's already there.

— *Larry Millsap, Santa Cruz*

Letter | Santa Cruz needs a new downtown library

August 13, 2019 at 5:00 am

A reality check is needed on the utter fantasy that the downtown library can be renovated and still meet our community's needs. The citizen-led commission that spent the better part of a year talking with experts, doing analysis and listening to the community concluded that it's simply not possible to renovate the building for the amount of money that is available from voter-approved Measure S. It would cost at least \$15 million more than Measure S provides. Why so much more money, you ask? Dangerous asbestos would need to be removed. Plumbing, electrical, HVAC and internet systems would all have to be replaced and upgraded. Walls would have to be made thicker to meet earthquake standards. All of these upgrades reduce the amount of space in the existing building that can be available for the library. And that's just the beginning of what's needed. Support a brand new downtown library.

— *Stacy Nagel, Santa Cruz*

Letter | Library conditions part of cost of having library

August 16, 2019 at 5:00 am

Whatever the current status of the downtown library, all its conditions are part of our future. Reconciling those conditions — asbestos or otherwise — is part of the cost of having a library, regardless of the location.

— *William Cook, Santa Cruz*

Letter | Mixed-use library project will give us more for less

August 16, 2019 at 5:00 am

The mixed-use downtown library plan is brilliant. It masterfully leverages every tax dollar to provide citizens more, for less. We want a larger, modern, full-service library with more space for children and teens, for computers and other technology and to retain prized programs like genealogy and immigration services. We also want our library to be located near public transit and other community services.

Additionally, our downtown businesses need more parking and wouldn't it be great if some of that parking were located nearer those businesses?

Finally, everyone knows how much we need more affordable housing in our community and wouldn't it be great if that housing were located in the heart of our downtown so folks could just walk where they need to go instead of driving?

That's the beauty of the mixed-use library project. We get lots more of what we want for the money we have!

— *Mark Mesiti-Miller, Santa Cruz*

Letter | The library's asbestos argument is just a myth

August 20, 2019 at 5:00 am

In calling renovation of the library an utter fantasy, Ms. Nagel flew the alarmist asbestos flag, then added that walls of the library would have to be made thicker to meet earthquake standards. A 2014 Seismic Evaluation of the library by structural engineers dispels both of Ms. Nagel's uninformed claims. Even Noll and Tam spoke of their surprise at the seismic soundness of the building.

After our 7.1 earthquake, repairs to the library building included comprehensive asbestos abatement. A copy of the engineer's report can be found on Don't Bury The Library's website, on a page called the Asbestos Myth.

Claiming the library is riddled with asbestos is a scare tactic. If there really was a risk of dangerous asbestos, would the City of Santa Cruz have allowed all library patrons and library staff to occupy the building for the past 30 years? Wouldn't that be a huge liability on the part of the city?

— *Jean Brocklebank, Santa Cruz*

Letter | Mathews doesn't have to give up her rights

PUBLISHED: August 27, 2019 at 5:00 am | UPDATED: August 27, 2019 at 10:04 am

[Stephen Kessler](#) is welcome to his point of view on the proposed new library downtown — no matter how irrational that perspective might be or how often he gets to express it. He also has a right to whimper about being invited to a meeting with what he feels were misleading expectations. What he is not entitled to, from his privileged position as a regular columnist in a mainstream newspaper, is to slander a dedicated public servant like Cynthia Mathews.

There is nothing illegal or immoral about city council members who have recused themselves on an issue from continuing to pursue their rights to speak out and advocate for that issue as a

member of the general public. A recused council member cannot vote on that issue. He or she even must leave the council chamber when the issue is being discussed. But they don't have to give up their First Amendment rights.

— *Mike Rotkin, Santa Cruz*

Letter | Downtown library asbestos is not a myth

September 11, 2019 at 5:51 am

Since when is the proven presence of asbestos in the Downtown Library “a myth?” Jean Brocklebank calls references to asbestos at the Downtown Library “a scare tactic.” She may not be scared about asbestos, but I certainly am.

According to a 1999 report commissioned by Santa Cruz Public Libraries, asbestos is in fact present in the vinyl floor tiles on both the first and second floors, including an area of the upstairs meeting room where children's supplies are stored.

Please do not support any plan for the Downtown Library that includes preservation of asbestos flooring. Instead, let's use our voter-approved Measure S funds to build a new, safe library.

— *Sabrina Canales, Santa Cruz*

Letter | A combined solution for future library, farmers market

September 17, 2019 at 5:31 am

Perhaps there is a solution to the conflict about the library.

Build the new facility, library, parking and residential units, then turn the roof into a park with plants, benches and room for the farmers market. This would give maximum usage of our very limited space.

— *Meade Fischer, Soquel*

Letter | A different location for farmers market

September 19, 2019 at 5:51 am

I've heard some concerns about the loss of a location for the downtown farmers market in the ongoing debate about ideas and plans for the new library. In the event that the current market location became unavailable, is there a reason that the farmers market couldn't be moved to San Lorenzo Park? Seems to me this could be a great venue for it. It's a convenient location and lovely park, with easy access by car, bus, foot and bicycle. With the county government center and

courthouse adjacent, there is also an opportunity to attract shoppers that may not otherwise visit the market downtown.

Food for thought.

— *Kackie Cohen, Santa Cruz*

Santa Cruz Sentinel *Coastlines*

July 18, 2019 at 8:00 am

SANTA CRUZ

Libraries host family-centric events

The Santa Cruz Public Libraries will host events for families at various library locations.

The schedule includes:

- **Tom Noddy's Bubble Magic:** This bubble master creates bubbles and his lively humor and sense of fun leave his audiences both delighted and intrigued. Join us for one of three performances on Tuesday: 11 a.m. at the Branciforte Library, 230 Gault St., 2 p.m. at the Aptos Library, 7695 Soquel Drive, and 4 p.m. at the La Selva Beach Library, 316 Estrella Ave.
- **Jungle James:** Another favorite, Jungle James Animal Adventures strives to shed new light on some of the world's most commonly misunderstood creatures, evoke children's natural sense of curiosity, and teach respect for all living things. Three interactive presentations will take place on July 25: 11 a.m. at Felton Community Hall, 6191 Highway 9, 2 p.m. at the Downtown Library, 224 Church St., and 5 p.m. at the La Selva Beach Library, 316 Estrella Ave.

Nominate your favorite librarian for award | Coast Line

July 19, 2019 at 5:00 pm

SANTA CRUZ

Is there a librarian who has made a difference in your life or made an impact on your community? Now is your chance to honor their contributions by nominating them for the national I Love My Librarian Award.

The I Love My Librarian Award invites library users across the country to recognize their favorite librarians working in public, school, college, community college, or university libraries for transforming lives and improving communities. Nominations close Oct. 21 online at lovelibraries.org/lovemylibrarian.

Ten librarians will be selected to win \$5,000, a plaque and a travel stipend to attend an award ceremony on Jan. 25, 2020 in Philadelphia. The award is sponsored by the philanthropic foundation the Carnegie Corp. of New York.

Libraries conclude reading program events | Coast Line

July 26, 2019 at 10:00 am

SANTA CRUZ

Libraries conclude reading program events

The Fratello Marrionettes perform three different shows at area libraries July 30. They perform Mother Goose at 10:30 a.m. at the La Selva Beach Library, 316 Estrella Ave.; Aladdin at 1 p.m. at the Downtown Library, 224 Church St.; and The Frog Prince at 3:30 p.m. at the Scotts Valley Library, 251 Kings Village Road. All performances are free and open to the public.

These performances conclude the events portion of the library's summer reading program, A Universe of Stories. Participants may still sign up to read and earn books at santacruzpl.org/srp. The last day for participants to sign out of the program is Aug.10. The last day to redeem book coupons from the Friends of the Library is Sept. 1. The last day to redeem Atlantis Fantasyword certificates received at sign-up Sept. 2.

Library program features author Joyce Oroz | Coast Line

July 29, 2019 at 5:00 pm

SCOTTS VALLEY

Local author and illustrator Joyce Oroz will read from her books "Annie Gets Her Bounce" and "Annie Gets a Brother" from 11 a.m. to noon Friday at the Scotts Valley Library, 251 Kings Village Road.

Oroz will also talk about writing and illustrating books. This special program is designed for families with children from preschool through second grade. The group Friends of the Scotts Valley Library are co-sponsoring the event and will have the author's books for sale.

For information, visit www.fsvpl.org.

Coast Lines | Santa Cruz Public library holds Conversations for Change

PUBLISHED: July 30, 2019 at 5:45 am | UPDATED: July 30, 2019 at 5:46 am

SANTA CRUZ

Conversations for Change are designed to foster greater understanding among individuals who may have different viewpoints. The next discussion tackles “Political Leadership in the 21st Century,” at 5:30 p.m. Aug. 6 at the Downtown Library, 224 Church St., Santa Cruz. The discussion is free, advance registration is required. Visit bit.ly/SCPL-Conv819 or call 831-427-7717.

Participants in these small group conversations, guided by a trained host, practice being open and curious about all perspectives, with a focus on learning from one another. Conservative viewpoints are welcome and critical to the process.

Book giveaway on tap for July 31 in Santa Cruz | Coast Line

July 30, 2019 at 7:00 pm

SANTA CRUZ

The group “Friends of Santa Cruz Public Libraries” will host a book giveaway from noon to 1:30 p.m. Wednesday at the Downtown Public Library Branch, 224 Church St.

The book giveaway is located to the right of the main library entrance. For information, visit fscpl.org.

Homelessness conversation series launches Aug. 15 in Santa Cruz | Coast Line

August 8, 2019 at 5:00 pm

SANTA CRUZ

Homelessness conversation series launches

Community organizers behind the Santa Cruz Free Guide will host the first in a series of community conversations on homelessness from 6-8 p.m. Aug. 15 at the Santa Cruz Downtown Library, second floor, 224 Church St.

The guided conversations will be focused on discussing strategies for ending homelessness and guided by data.

Information: Evan Morrison, evan@thefreeguide.org.

Coast Lines | Renovations cause La Selva Beach Library to close Sept. 1

August 10, 2019 at 7:04 am

SANTA CRUZ

The Santa Cruz Public Library System (SCPL) has announced the official closure date of the La Selva Beach Branch Library on Sept. 1 in order to begin planned renovations. However, the last

day the library will be open for business will be Aug. 31. The official estimate for construction time is nine months, with a target Grand Opening date of June 2.

The work planned for the 2,200 square foot library includes a new entry on the north side of the building, bathroom upgrades, a new service desk, upgraded data and electrical, new furniture, new finishes, new windows and doors, and an outdoor patio area. The remodel will reorganize the existing space to better accommodate library programs, new technology and branch collections.

Access to services during the closure: La Selva Beach Library users are encouraged to change their hold pickup location to any other branch in the library system. All books and media held at the La Selva Beach Library must be retrieved before Aug. 31. Any holds remaining at the La Selva Beach Library at the end of the day will be transferred to the Aptos Branch:

Books and media may be returned at any branch library. A book return box on the Florido Avenue side of the building will be maintained.

Library services are accessible from any branch library during open hours, by phone at 831-427-7713, or by send an email to elibrary@santacruzpl.org. Many of the entertainment and research collections are available online via our website at santacruzpl.org.

The collection of books and media at La Selva Beach is being evaluated and the best items are being reassigned to other branches. Meanwhile, the Friends of the Santa Cruz Public Libraries will hold a big book sale in the branch after it has closed on Sept. 15, before construction begins. Everything, including furniture and fixtures, are for sale.

All staff at the La Selva Beach Branch will be reassigned to nearby branches.

Branciforte library hosts drop-in technology courses in September | Coast Line

August 18, 2019 at 5:00 pm

SANTA CRUZ

Library hosts drop-in technology courses

The Branciforte branch of the Santa Cruz Public Library will host sessions in September to assist residents with technology challenges.

The free sessions are scheduled from 10:30 a.m. to noon and include:

- Sept. 5, Smartphone 101: Not your typical computer course, the class will help you get the most out of your basic features and settings.

- Sept. 12, productivity: Class focuses on optimizing an Apple or Android device. Discover apps that assist with organization.
- Sept. 19, own your own data: Session focuses on how to leverage settings and apps that help protect data.
- Sept. 26, unlimited learning: Explore apps that can be used to learn languages, technology and how to do just about anything.

The library's address is 230 Gault St. For information, visit santacruzpl.libcal.com.

Apple festival at farmers' market | Quick Bites

August 27, 2019 at 6:18 pm

SCOTTS VALLEY — On Saturday, Aug. 31, during the standard Scotts Valley Market hours (9 a.m. to 1 p.m.), there will be an “Apple a Day” festival. This free event features activities such as an apple scavenger hunt (hosted by Santa Cruz Public Libraries, attendees will learn foodie facts, talk to farmers and have a chance to win a basket of berries), and a DIY workshop on making applesauce (Mountain Feed and Farm Supply leads this). Vendors will be selling their apple harvest for \$1.50 per pound. There will also be apple pressing and tasting, and face painting. The market is on King's Village Drive.

Program studies art, science of spinning | Coast Line

August 28, 2019 at 5:00 pm

SANTA CRUZ

Santa Cruz Public Librarian and Master Spinner Julie Soto presents a talk about the art and science of hand spinning. The series resumes from 6:30-8 p.m. Sept. 5, at the Santa Cruz Downtown Library, 224 Church St.

Soto will discuss the history and tools of hand spinning, fibers of all kinds, and the basic technology required to produce one's own yarn. The presentation includes plenty of time for questions and there will be time for a hands-on exploration.

We invite you to join us every first Thursday of the month for a presentation and Q&A with local experts and researchers in the field discussing life science, ecology, geology, genetics, climatology and more. For information email pro@santacruzpl.org or call 831-427-7717.

Age Well, Drive Smart class has openings for senior drivers | Coast Line

August 28, 2019 at 6:00 pm

APTOS

The California Highway Patrol's next Age Well, Drive Smart Senior driver education class is scheduled for 10 a.m. to 1 p.m. Oct. 4 at Aptos Branch Library, 7695 Soquel Drive.

Age Well, Drive Smart class was developed to assist senior drivers, 65 years of age and older, to continue to drive safely. This class is free and taught by a CHP officer and co-taught by a CHP senior volunteer.

The curriculum addresses such topics as aging and its effects on safe driving, maintaining good physical health, self-assessment and more.

For information, call 831-662-0511.

Coast Lines | Become a Children's Storyteller with Santa Cruz Public Libraries

September 9, 2019 at 2:42 pm

SANTA CRUZ

The Santa Cruz Public Library System (SCPL) is seeking volunteers for its Storytellers program, a Library/Preschool partnership that expands access to children's early literacy activities by providing programs inside area preschools. The library is especially seeking volunteers who can travel to Aptos preschools, but welcome all volunteers.

Volunteers will receive training by an SCPL Children's Librarian. Training takes place from 9 a.m. to noon Sept. 20 and Sept. 27 at the Downtown Library, 224 Church St. Attendance at both sessions is required. Volunteers must commit to participation through the 2019-20 academic year and a background check is required.

Introduce a love of reading to children in the community. To volunteer, contact Volunteer Coordinator Judy Russell at volunteer@santacruzpl.org or 831-427-7700x7719.

Santa Cruz Sentinel *Calendar of Events*

September 19-25

Munching with Mozart and Friends: A free monthly noontime concert series on the third Thursday of the month at the Downtown Branch-Santa Cruz Public Library, 224 Church St. Hear local musicians play classical pieces. This month features Chia-Lin Yang and Elbert Tsai, violin and piano. Visit fscpl.org.

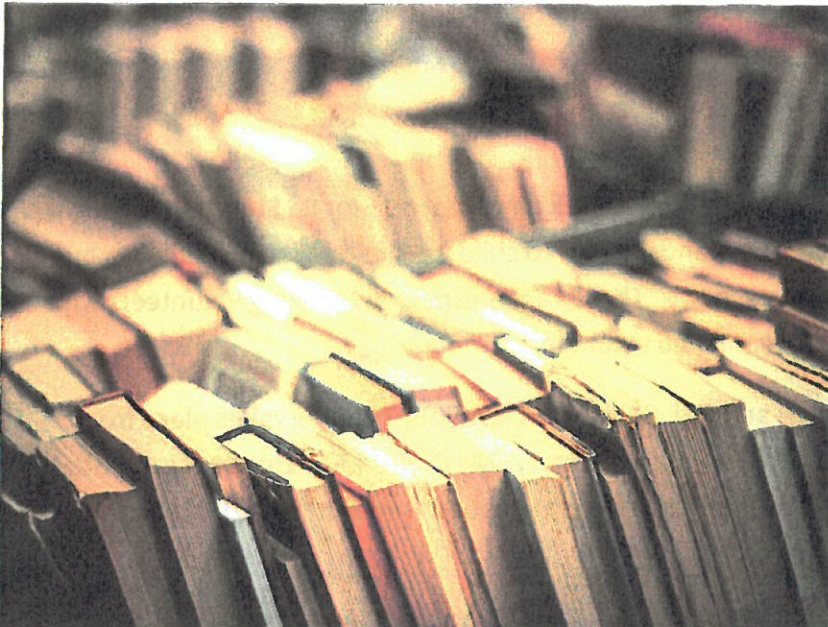
Munching With Mozart and Friends is sponsored by the Friends of the Santa Cruz Public Libraries and the Santa Cruz County Branch of the Music Teachers' Association of California.



La Selva Beach Branch Library Closing For Renovations

The official estimate for construction time is nine months, with a target Grand Opening date of June 2, 2020.

By [Toni McAllister, Patch Staff](#) Aug 6, 2019 2:24 pm ET



The Friends of the Santa Cruz Public Libraries will hold a big book sale in the branch, after it has closed, on Sunday September 15. (Shutterstock)

SANTA CRUZ, CA — The Santa Cruz Public Library System announced that the La Selva Beach Branch Library will close soon for renovations and will not reopen until mid 2020.

The library at 316 Estrella Ave. will close for construction on

September 1, but the last day it will be open for business is August 31. The official estimate for construction time is nine months, with a target Grand Opening date of June 2, 2020.

The work planned for the 2,200-square-foot library includes a new entry on the north side of the building, bathroom upgrades, a new service desk, upgraded data and electrical, new furniture, new finishes, new windows and doors, and an outdoor patio area.

The Friends of the Santa Cruz Public Libraries will hold a big book sale in the branch, after it has closed, on Sunday September 15, before construction begins. Everything, including furniture and fixtures, will be for sale.

During the closure, the following programs will move to the Aptos Branch Library at 7695 Soquel Dr.:

- Preschool Storytime will take place Tuesdays 10 – 11 a.m.
- R.E.A.D (Reach Every Amazing Detail) reading comprehension program will take place Wednesdays 2:45 – 5:15 p.m.
- Tales to Tails will take place 1st and 3rd Fridays 3 – 4 p.m. starting October 4th.
- The Movie Discussion Club will take place every 3rd Tuesday from 2 – 3 p.m.

The following programs will move to the La Selva Beach Community Church, 26 Florida Ave.:

- The 4th Friday Matineeé program will take place every 4th Friday 10 a.m. – 12 p.m.
- The Evening Indie/Documentary Movie program will take place at a time still yet to be determined.

The following programs will take place at the La Selva Beach Recreation District, 314 Estrella Ave.:

- The Evening Book Discussion Group will meet in the Boardroom every 3rd Wednesday of the month 5:30 – 7 p.m.
- The Adult Book Discussion Group will meet in the Boardroom every 2nd Thursday of the month 10:30 a.m. – 12 p.m.
- The Passionate Readers Book Discussion Group will meet in the Boardroom every 4th Thursday of the month 10 a.m. – 12 p.m.
- The Afterschool STEAM program will take place in the Clubhouse Thursdays 3 – 4 p.m.

Like Thank Reply

Reviews

Library branches are frequently reviewed and rated on sites like Yelp, Google+, and Facebook.

Google+ Reviews

Downtown received a 5 Star Rating with no review on July 19

Branciforte received a 1 Star Rating with no review on July 20

Downtown received a 5 Star Review on July 21

That's a good library... it includes bathroom, water, wifi, many desks and phone chargers, power socket, printing services and other. There are some weirdos (it's Santa Cruz after all), but the library called security on the weirdos who misbehaved, so that's good! Open 7 days a week!! (very useful on the weekends!) Like it!

Downtown received a 1 Star Review on August 6

Have loved the Santa Cruz Library System for over the 30+ years I have lived here, but my recent experience was so appalling and distressing that I honestly do not feel I want to ever return to the Downtown branch, where casual petty crime is being accepted and lack of prepared response to it, is helping it to grow. With my cellphone literally in my hand -- to

watch time before meter expiration -- I went to the stacks just feet away from my seat, momentarily set it down to pick out 2-3 audio tapes and had it stolen, literally by the only other person anywhere near me in a matter of 60-90 seconds. I returned to my seat 10 feet away, put the books down discovered it missing (assumed it was still under the books I was holding) and immediately reported it. But the staff and "security" response was, "if you didn't see the person grab it literally out of your hand" then we really can't be sure what happened?" But worse, since I was certain I had it 90 seconds before, there was "no outside phone line" to use to immediately call it and hear it ring, though I saw the same woman who had been next to me -- the only person within 100 feet. Subsequently, I went over nicely to ask her if she had seen it? Her hostile reaction was notable. As I was clearly now very upset I was getting no real staff assistance, a kind patron offered to call my cell on her phone and, as I expected, by that time the ringer was turned off, but a "recent call missed" ping that I also keep on, "pinged" in exactly in the area I expected. That woman soon moved away from the area, and as I approached gently again -- wanting to give her my card in hopes she would find it in her heart to contact me, even for a reward and give it back -- I received an oddly strange more hostile reaction that, she had "felt me invade her 'bubble'" when I had gone to the stacks initially! I was told nothing could be done as "I couldn't be absolutely sure" and it was "a police matter" so I should go report it. The rest of the day got worse, as the SC police were so overwhelmed by other petty and worse crime, it took me 3 hours waiting and w/o a way to activate "Find my Iphone" which I was sure would pinpoint the SC Downtown Library. By the time they returned with me to the library, and the "suspect" was still there -- she didn't appear to have anywhere else to go -- the phone had been turned completely off. As I believe was proven later, she also had no other way to access a computer to attempt to turn off Find my Iphone (which Apple told me could only be done by going back online and breaking and re-setting the password). Essentially, I was on my own -- "Maybe it's in your car or at home...." except I knew to 2 minutes the time of the theft because I WAS STARING AT MY IPHONE to watch the meter time in my hand, just prior! The next day, my "Find my Iphone" on my home Mac, which I had set to alert me when the Iphone came back online, and "Found it!" at -- 224 Church St., Santa Cruz -- where the THIEF WAS BACK ON DOWNTOWN LIBRARY COMPUTERS to ask for a new password and turn off "Find my Iphone". As far as the phone, Apple explained to me only if "Find my Iphone" is disabled, is it then valuable to wipe and sell secondhand, which this "thief" managed to do. I learned two important lessons that day: 1) Literally, never go down to SC Downtown public Library with ANY VALUABLES or ANY momentary inattention (thus simply not a place to feel relaxed or safe) or expectation that staff is prepared in the easiest, most obvious ways (a simple designated phone to immediately call -- as cellphone theft would be the most quick and lucrative practice) to deter such clearly, not one-off behavior now in the library, from numerous other complaints of this nature 2) Use Apple's new finger unlock Iphone access (new models) as apparently mine was too easy to break. Always, use "Find my Iphone" and track immediately, don't expect police to even know how that works.

Yelp Reviews

Downtown received a 5 Star Review on July 21

That's a good library... it includes bathroom, water, wifi, many desks and phone chargers, power socket, printing services and other. There are some weirdos (it's Santa Cruz after all), but the library called security on the weirdos who misbehaved, so that's good! Open 7 days a week!! (very useful on the weekends!) Like it!

Downtown received a 1 Star Review on July 29

Before I begin my review, let me state that I am going to school to be a substance abuse counselor so I am an advocate for human services. That being said, this is a library, not a treatment center. My husband and I are online students and we live in our RV. We stopped by to turn in some assignments and charge up our laptops. There are time limits & wait list on computers and very little places to charge if you bring your own. The homeless spend their time playing games and doing mindless activities.. meanwhile, I'm trying to charge my laptop and turn in homework assignments but can't find an outlet and there is an hour waitlist for a computer. It's loud & it is not clean. The bathrooms are atrocious and the overall environment does not feel safe. There is an obvious need for more resources for the homeless population. Meanwhile, we will be checking out some of the other libraries in the area.

Downtown received a 2 Star Review on September 2

Good place to charge your laptop, tablet, etc. One thing that I don't like about it, is how noisy it can get. To people not having phones on silent to loud conversations and obnoxious little noises. Sometimes I question if it's a library at all or if it's just a community center with books.

Felton received a 5Star Rating with no review on September 8

Live Oak received a 5 Star Review on September 14

The most useful thing for me is ordering online! Homebound. movies, CD and reading make my life better and time passes quickly! The staff is very helpful when I call with a request or problem. When I was mobile I enjoyed the beautiful view and plenty of parking. I miss my visits but LOVE my library!

September 11, 2019

Dear Susan Nemitz,

Greetings from the California State Library. We are writing to express our heartfelt thanks for all of your hard work for California in general and for Santa Cruz County in particular. Without the efforts of organizations such as the Santa Cruz Public Library, local residents would lack a sense of community and shared past.

In the spirit of celebrating a job well done, we have selected Santa Cruz County as the [California History Section's County of the Month](#), featuring your organization in the accompanying [documentation](#). This distinction highlights organizations involved in local cultural preservation and outreach, as well as the varied local history resources available to researchers at the State Library.

If you wish to see the documentation for these acknowledgements and others, it is available on this website: <http://www.library.ca.gov/california-history/county-month/>. Thank you again for all of your hard work.

Sincerely,

Elena Smith, Librarian
California History Room
California State Library
900 N Street, Room 230
Sacramento, CA 95814
Elena.Smith@library.ca.gov
916-654-9405

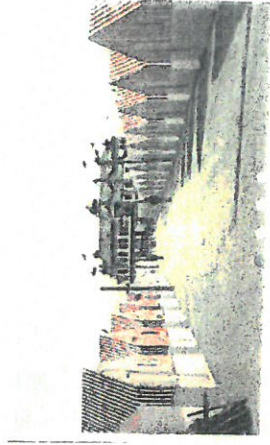
COUNTY OF THE MONTH

SANTA CRUZ COUNTY

Congratulations to our September County of the Month, **Santa Cruz!** Designated as a county in 1850, Santa Cruz County had an estimated population of 274,255 people as of 2018. Not only is Santa Cruz County home to several natural wonders including amazing beaches, awe-inspiring redwood groves, and a gravity defying "Mystery Spot," it is also the site of the third major Spanish settlement in California. Branciforte, several historic ranchos, and an early mission. It is even home to a concrete ship from WWI and the nation's longest covered bridge! Given this rich past, it isn't surprising that it also boasts a number of different historical societies and historic preservation organizations. If you are looking for exciting local history resources in the **California History Section's** rich collections, then check out what we have for this county!

Previous Editions

In August of 2017, in an effort to better support the work of local governments and historical societies in promoting and preserving the past, the **California History Section** started the County of the Month program. This recognition honors the diverse character of California's many counties while providing **research tips** to individuals interested in finding out more about California local history. If you have any questions about this program, please feel free to **contact us**.

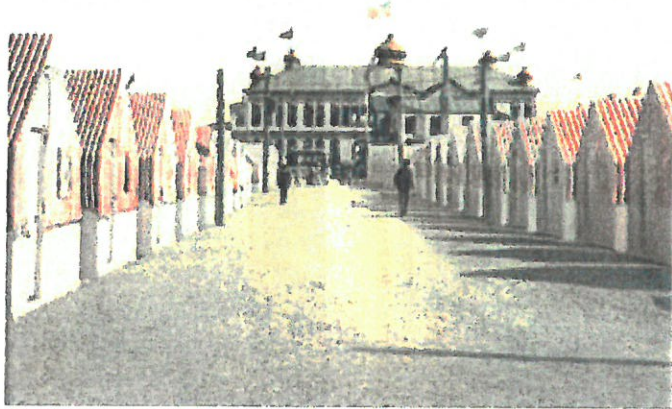


CALIFORNIA STATE LIBRARY

CALIFORNIA HISTORY SECTION

RESEARCH GUIDES

SANTA CRUZ COUNTY HISTORY



VISIT US

*California History Section
900 N Street Room 200
9:30-4 Monday-Friday*

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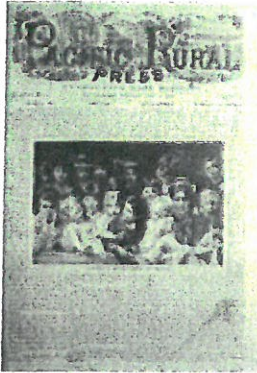
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Digitized Resources	4
General Research Tips	6
Specific Resources in our Catalog	8
On-site Research Resources	9
Other On-site Resources	10
Other Places to Look	11

ENJOY YOUR RESEARCH!

DIGITIZED RESOURCES

Can't come to the library just yet? No worries! There are a number of online resources you can explore related to Santa Cruz County!



Digitized Publications

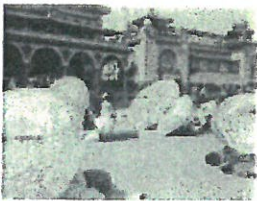
A few years ago we digitized some of our more fragile publications. You can now see documents related to Santa Cruz County on Internet Archive!



URL: <https://archive.org/>

Type in Search Box: (Santa Cruz County) AND collection:(californiastatelibrary)

Select Option: "Search Full Text of Books"



Digitized Images

We have scanned and digitized a portion of our extensive photograph collection, including images related to Santa Cruz County. You can see them on Calisphere!



URL: <https://calisphere.org/institution/51/items/>

Type in Search Box: ("Santa Cruz County")



California State Association of Counties

Like Wikipedia but locally grown, this government website will provide basic information about Santa Cruz County.



URL: <http://www.counties.org/county-websites-profile-information>



County Website

Want to learn about what Santa Cruz County residents have to say for themselves? Check out the county government's website!



URL: <https://www.co.santa-cruz.ca.us/>

GENERAL RESEARCH TIPS

While many of our materials are online, even more are only in hard-copy. You can use the following resources to learn about our Santa Cruz County resources.



Catalog

If you are looking for Santa Cruz County materials, your best source is our [catalog](#). You can do a general search on the catalog but also be sure to check out our specialized resources on page 8 of this research guide!



URL: <https://csl.primo.exlibrisgroup.com/discovery/search?>

`vid=01CSL_INST:CSL&lang=en&sortby=rank`

Type in Subject Box: (Santa Cruz County)



California Information File II

Sometimes the catalog doesn't provide as much detail as you might like. This is why we created the California Information File II, successor to the analog California Information File I. In this resource, you can find indexing to individual articles, as well as Santa Cruz County deeds, restaurant menus, pamphlets and more!



URL: http://dbs.library.ca.gov/dbtext_html/QueryCalinfo.htm

Type in Search Box:

1. Santa Cruz
2. Name of a city in Santa Cruz County

GENERAL RESEARCH TIPS



City Directories

Looking for a person? How about the history of a location? You can trace this information and more via our city directories! See what we have by checking our specialized database.



URL: http://dbs.library.ca.gov/dbtext_html/QueryCityDir.htm

Type in Search Box:

1. Santa Cruz
2. Name of a city in Santa Cruz County



Telephone Books

Are you not finding what you need in our city directory collection? No worries, you might find it in our telephone book collection. See what we have by checking our phone book database.



URL: http://dbs.library.ca.gov/dbtext_html/QueryPhonebk.htm

Type in Search Box:

1. Santa Cruz
2. Name of a city in Santa Cruz County

SPECIFIC RESOURCES IN OUR CATALOG

Santa Cruz County has a long and distinguished history! Check out our resources by type and by subject to learn more about this

	Type	Residents
Maps	Manuscripts	Vitals
Books	Newspaper Indexes	African Americans
County Histories	Newspapers	Chinese Americans
Images	Periodicals	Irish Americans
		Japanese Americans
		Jewish Americans
		Latin Americans
		LGBTQ
		Native Americans
		Women
Subject		
Aeronautics		
Agriculture		
Birds		
Business		
Cooking		
Education		
Environment		
Festivals	Legal	
Fiction	Migration	Railroads
Fish	Music	Religion
Folklore	Oil	Restaurants
Geology	Poetry	Water
Highways	Politics	Wildlife
Land	Shipping	Wine



ON-SITE RESEARCH RESOURCES

Our collection predates computers and so do some of our access points! If you are in the library, be sure to check the following analog files for leads on more resources.



California Information File

In the library? Check the California Information File before you do anything else! This file indexes over 130 years of California articles, books, and manuscript collections from all 58 counties.



Subject Headings: Counties: Santa Cruz



Map File

Looking for a Santa Cruz county map? Our map file is a great place to start. We have a wide variety of maps, including Sanborn fire insurance maps. Some of our maps cover settlement patterns and even natural history.



Subject Headings: Counties: Santa Cruz



Photographic File

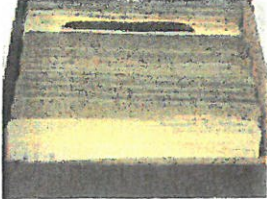
Sometimes a picture is worth a 1000 words and not all of our pictures are online. To check the rest of the collection search our picture file card catalog.



Subject Headings: Counties: Santa Cruz

OTHER ON-SITE RESOURCES

Despite our best efforts, some of our resources defy complete description. We suggest that you ask a librarian about Santa Cruz county information contained in the following resources.

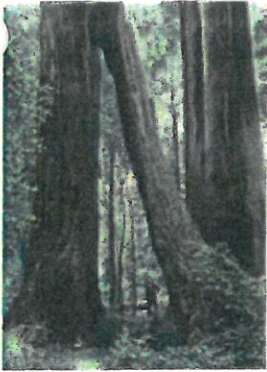


Vertical Files

Our massive collection of vertical files covers a wide variety of topics including individual counties. You can check them for pamphlets, certificates and even posters related to organizations, individuals, and area histories.



Subject Headings: Counties: Santa Cruz



Postcard Files

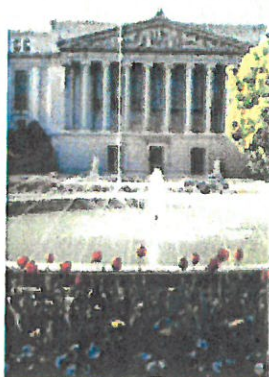
Separate from our photo collection, our postcard collection contains a number of images related to Santa Cruz County. Most are not online.



Subject Headings: Santa Cruz County

OTHER PLACES TO LOOK

Of course, the California History Section doesn't have everything, so we suggest that in addition to looking at our collections, you contact the following organizations



Other California State Library Sections

[Government Publications Section](#)

[Witkin Law Library](#)

[Sutro Library](#)

[General Information](#)



URLs:

- <http://www.library.ca.gov/government-publications/>
 - <http://www.library.ca.gov/law/>
 - <http://www.library.ca.gov/sutro/>
 - <https://www.library.ca.gov/services>
-



Other Organizations

[Santa Cruz County Recorder](#)

[Santa Cruz Museum of Art and History](#)

[Santa Cruz County Museums Partnership](#)

[Santa Cruz County Public Library](#)

[UC Santa Cruz Archives](#)

[Genealogical Society of Santa Cruz](#)

[County](#)



URLs:

- <http://www.co.santa-cruz.ca.us/rcd/index.htm>
 - <https://santacruzmah.org/>
 - <http://www.santacruzcountymuseums.org/index.html>
 - <https://www.santacruzpl.org/>
 - <https://guides.library.ucsc.edu/aboutspeccoll/welcome>
 - <https://scgensoc.org/>
-



CALIFORNIA STATE LIBRARY
CALIFORNIA HISTORY SECTION

California History Section
900 N Street Room 200
Sacramento CA 95814

Phone: (916) 654-0176
E-mail: cslcal@library.ca.gov
Hours: 9:30-4 Monday-Friday

This guide is also available online at:
<https://www.library.ca.gov/california-history/research-guides/>

Chair Carlos Palacios
Vice Chair Jamie Goldstein
Board Member Martin Bernal
Board Member Tina Shull



STAFF REPORT

DATE: October 3, 2019
TO: Library Joint Powers Authority Board
FROM: Susan Nemitz, Library Director
RE: Interlibrary Loan Policy # 320

RECOMMENDATION

Adopt ILL Policy # 320

DISCUSSION

Interlibrary loan is the process by which a library requests material from, or supplies material to, another library. Santa Cruz Public Libraries provide interlibrary loan service in order to enhance and extend the resources available to cardholders. Because the Library cannot purchase every resource, interlibrary loan is an essential part of the Library's effort to meet the informational needs of the community. SCPL requests print materials from and supplies print materials to other libraries according to principles and procedures established in the [MOBAC Interlibrary Loan policy](#), which is in alignment with the [National Interlibrary Loan Code](#) for the United States.

The Interlibrary Loan Policy is a key component of the Collection Development Policy. Therefore the ILL Policy should be analyzed in light of the Collection Development Policy, which has been revised based on the Board's input and is ready for approval.

Attachment:
Draft Interlibrary Loan Policy

INTERLIBRARY LOAN POLICY

Interlibrary loan is the process by which a library requests material from, or supplies material to, another library. Santa Cruz Public Libraries provide interlibrary loan service in order to enhance and extend the resources available to cardholders. Because the Library cannot purchase every resource, interlibrary loan is an essential part of the Library's effort to meet the informational needs of the community. SCPL requests print materials from and supplies print materials to other libraries according to principles and procedures established in the [MOBAC Interlibrary Loan policy](#), which is in alignment with the [National Interlibrary Loan Code](#) for the United States.

INTERLIBRARY LOAN PROCEDURES

Patron accounts must be in good standing to be eligible for interlibrary loan.

Print materials (books and journal articles) are eligible for interlibrary loan. Books published within the previous 12 months are not eligible for loan.

Interlibrary loan materials check out for 3 weeks, and are subject to overdue fines. Renewal requests must be made to the ILL department by phone or email (831-427-7726 / ill@santacruzpl.org); if your renewal is granted, you will be notified through your SCPL account. Overdue items are not eligible for renewal; please request renewals at least 3 days before the item is due. Occasionally, the lending library will put restrictions on the item they are lending and it may be for in-library use only, or have a shortened loan period.

Although interlibrary loan materials usually arrive quickly, please allow up to 4-6 weeks for delivery. Arrival times depend on the lending libraries and the delivery service.

Interlibrary loan is intended to be a free service. Most requested materials are borrowed from libraries with whom we have reciprocal agreements so there is no cost. Occasionally, hard-to-find materials may only be borrowed from libraries that charge a fee. In cases such as these, patrons will be contacted prior to incurring any expense. If an interlibrary loan item is lost or damaged, the patron will be responsible for full replacement cost plus any charges as determined by the lending library.

Patrons may have up to 5 ILL items requested or checked out at one time. Overdue ILL material must be returned before new ILL requests are processed.

Only items that are not owned by SCPL are eligible for ILL requests to other library systems.

Interlibrary loan materials may be returned to any branch. The identifying bookstrap must be intact upon return.

Chair Carlos Palacios
Vice Chair Jamie Goldstein
Board Member Martin Bernal
Board Member Tina Friend



STAFF REPORT

DATE: October 3, 2019
TO: Library Joint Powers Authority Board
FROM: Susan Nemitz, Library Director
RE: Approve Naming Rights Gift Agreements for Felton Branch Library

RECOMMENDATION

Approve Various Naming Rights Gift Agreements

DISCUSSION

Various donors have pledged the following amounts to the Felton Branch Library:

\$ 35,000 for the "Bridge to Nature".
\$ 10,000 for the "Kimbrough Children's Gardening Beds"
\$ 15,000 for "The Edward Ratcliffe Reading Lounge"
\$ 10,000 for "The Scher Family Reading Nook"
\$ 20,000 for "The Coolidge-Wood Study Room"
\$ 10,000 for "The Les and Nancy Gardner Community Art Wall"
\$ 25,000 for "The Ron and Cindy Sekkel Fireplace"

These naming rights will remain in place for the normal life of the Felton Branch Library building and are subject to the JPA Board Policy #403, adopted in March 2017.

Attached:
Library Naming Policy #403
Various Gift Agreements

Library Naming Policy

JPAB Policy # 403

Adopted: 3/2/2017

Revised: xx/xx/xxxx

Five-year Review Schedule: 2022

1. Purpose

This policy establishes the authority and process for philanthropic naming or re-naming of Santa Cruz Public Libraries interior and exterior spaces and features, major programs, and collections associated with specific branches. Philanthropic naming opportunities provide the Library with funds to meet strategic objectives.

2. Library Names

The Santa Cruz Public Libraries (the Library) name each branch according to their geographic location in the county, in order to identify each branch with either the neighborhood where it is located or the neighborhood that it primarily serves. This practice allows library users to easily determine the general location of a library facility they want to visit. Member jurisdictions may determine it appropriate to allow the Library building to be included in a naming policy.

3. Naming Criteria

Santa Cruz Public Libraries interior and exterior spaces and features, major programs, and a collection associated with a specific branch may be named in honor of an individual, family, or entity. Naming or re-naming rights is the purview of the local jurisdictions (City of Capitola, City of Scotts Valley, City of Santa Cruz, and County of Santa Cruz) subject to review by the Library Joint Powers Authority Board (JPAB) consistent with this policy.

Naming opportunity is provided only to those that exemplify the attributes of integrity, civic leadership, and deep commitment to the Library and community, specifically where:

- a) the proposed honoree reflects the spirit, values, and mission of the Library in support of free and equal access to information for all.
- b) an individual has provided extraordinary service and support to the Library system.
- c) an individual donor has made a significant monetary contribution to the Library.
- d) an entity's financial sponsorship has allowed the Library to significantly advance the provision of programs, services, or collections.

4. Naming Process

Each jurisdiction shall develop, propose, and maintain a list of Naming Opportunities.

The JPAB shall review each jurisdiction's naming plan to ensure that residents have a unified library experience as they visit branches across jurisdictions, and that the plan is consistent with this policy.

The JPAB shall review each jurisdiction's naming policy to ensure the plan:

- a) is appropriately consistent with other approved naming plans.
- b) does not overly commercialize the library space.
- c) includes clear time limits outlined below.
- d) reserves the right to reject any naming proposal or donation from any individual, family, or entity.

Naming rights shall not extend beyond the normal life of any interior or exterior space or feature, major program, or collection associated with a specific branch, or twenty (20) years, whichever is less. In the event that a named Library interior or exterior space or feature, major program, or collection is significantly altered within (a) 75% of the expected lifespan, or (b) a timeframe agreed upon in the naming rights contract, the JPA jurisdiction will carry the name forward in a similar capacity. A jurisdiction's naming plan may include longer timelines for significant donations, subject to approval by the JPAB.

Naming rights contracts shall be reviewed and approved by the appropriate JPA jurisdiction and reported to the JPAB.

5. Naming Revocation

Any naming opportunity authorized by a JPAB jurisdiction can be revoked only by a vote of that body.

If an individual, family, or entity for whom a naming commitment has been made violates the standards defined in section three (3. Naming Criteria) of this policy, the JPAB may recommend the removal of the individual, family, or entity's name from the naming opportunity, interior or exterior space or feature, major program, or collection associated with a specific branch.

Before taking such action, the JPAB jurisdiction shall undertake due diligence, including consultation with counsel, as to any legal ramifications that the jurisdiction may expect under any pre-existing agreement(s) related to naming opportunities or in regard to any other matter that may have legal bearing upon a proposed change in name.

Where unforeseen circumstances make it impossible for a donor to complete a monetary donation commitment after associated name placement has occurred, the JPAB shall make reasonable efforts to work with the donor to create a plan for completion of the commitment. However, in certain circumstances it may be necessary and in the best interests of the Library to remove the donor's name choice from the naming opportunity.



Library Naming Rights Gift Agreement

Related JPAB Policy #403

The Kimbrough Family Children's Gardening Beds

For the naming opportunity to be known as "The ~~Radan~~-Kimbrough Children's Gardening Beds" at the Felton Branch Library, the undersigned donors, Regina Radan and Mitchell Kimbrough, hereby establish a gift of \$10,000 payable in two increments of \$5,000; the first received August 15, 2018, and the remaining balance of \$5,000 payable on August 15, 2019 to the Library Joint Powers Authority Board and to the Friends of the Santa Cruz Public Libraries, a 501(c)(3) nonprofit organization.

This naming right will remain in place for the normal life of the Felton Branch Library building, and will be subject to JPA Board Policy #403, adopted March 2, 2017.

The Santa Cruz Public Libraries Joint Powers Authority Board, Friends of the Santa Cruz Public Libraries, and donors Regina Radan and Mitchell Kimbrough acknowledge this gift and the terms set forth above by their signatures or the signatures of their duly appointed representatives on duplicate copies of this agreement.

Regina Radan and Mitchell Kimbrough

Printed Names of Donors

Regina Radan Mitchell Kimbrough

Signatures of Donors

12 - 12 - 18
Date

Acknowledgment by the Chair of the Santa Cruz Public Libraries Joint Powers Authority Board

Date

Acknowledgment by the Friends of Santa Cruz Public Libraries

Date



Library Naming Rights Gift Agreement

Related JPAB Policy #403

For the naming opportunity to be known as "The Edward Ratcliffe Reading Lounge" at the Felton Branch Library, the undersigned donors, Missy and Gene Ratcliffe, hereby establish that a gift of \$15,000 will be made to the Library Joint Powers Authority Board and paid to the Friends of the Santa Cruz Public Libraries, a 501(c)(3) nonprofit organization.

This naming right will remain in place for the normal life of the Felton Branch Library building, and will be subject to JPA Board Policy #403, adopted March 2, 2017.

The Santa Cruz Public Libraries Joint Powers Authority Board, Friends of the Santa Cruz Public Libraries, and donors Missy and Gene Ratcliffe acknowledge this gift and the terms set forth above by their signatures or the signatures of their duly appointed representatives on duplicate copies of this agreement.

Missy Ratcliffe and Gene Ratcliffe

Printed Names of Donors

Missy Ratcliffe Gene Ratcliffe

Signatures of Donors

Dec 10 2019

Date

Acknowledgment by the Chair of the Santa Cruz Public Libraries Joint Powers Authority Board

Date

Acknowledgment by the Friends of Santa Cruz Public Libraries

Date



Library Naming Rights Gift Agreement

Related JPAB Policy #403

For the naming opportunity to be known as "The Scher Family Reading Nook" at the Felton Branch Library, the undersigned donors, Eddie and Lori Scher, hereby establish a gift of \$10,000, which was paid in full on October 15, 2018 to the Library Joint Powers Authority Board and to the Friends of the Santa Cruz Public Libraries, a 501(c)(3) nonprofit organization.

This naming right will remain in place for the normal life of the Felton Branch Library building, and will be subject to JPA Board Policy #403, adopted March 2, 2017.

The Santa Cruz Public Libraries Joint Powers Authority Board, Friends of the Santa Cruz Public Libraries, and donors Eddie and Lori Scher acknowledge this gift and the terms set forth above by their signatures or the signatures of their duly appointed representatives on duplicate copies of this agreement.

Eddie Scher and Lori Scher

Printed Names of Donors

10-7-18

Signatures of Donors

Date

Acknowledgment by the Chair of the Santa Cruz Public Libraries Joint Powers Authority Board

Date

Acknowledgment by the Friends of Santa Cruz Public Libraries

Date



Library Naming Rights Gift Agreement

Related JPAB Policy #403

For the naming opportunity to be known as The Coolidge-Wood Study Room at the Felton Branch Library, the undersigned donor, Mary Wood, hereby establishes a gift of \$20,000, payable in four semi-annual increments of \$5,000 each, commencing November 1, 2018 and ending May 1, 2020, to the Library Joint Powers Authority Board and paid to the Friends of the Santa Cruz Public Libraries, a 501(c)(3) nonprofit organization.

This naming right will remain in place for the normal life of the Felton Branch Library building, and will be subject to JPA Board Policy #403, adopted March 2, 2017.

The Santa Cruz Public Libraries Joint Powers Authority Board, Friends of the Santa Cruz Public Libraries, and donor Mary Wood acknowledge this gift and the terms set forth above by her signature or the signatures of her duly appointed representatives on duplicate copies of this agreement.

Mary Wood MARY M WOOD
Printed Name of Donor

Mary M Wood
Signature of Donor

12/14/18
Date

Acknowledgment by the Chair of the Santa Cruz Public Libraries Joint Powers Authority Board

Date

Acknowledgment by the Friends of Santa Cruz Public Libraries

Date



Library Naming Rights Gift Agreement

Related JPAB Policy #403

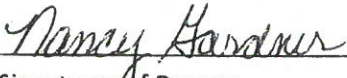

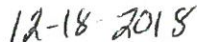
For the naming opportunity to be known as The Les and Nancy Gardner Community Art Wall at the Felton Branch Library, the undersigned donors, Les and Nancy Gardner, hereby establish a gift of \$10,000 which has been paid in full to the Library Joint Powers Authority Board and to the Friends of the Santa Cruz Public Libraries, a 501(c)(3) nonprofit organization.

This naming right will remain in place for the normal life of the Felton Branch Library building, and will be subject to JPA Board Policy #403, adopted March 2, 2017.

The Santa Cruz Public Libraries Joint Powers Authority Board, Friends of the Santa Cruz Public Libraries, and donors Les and Nancy Gardner acknowledge this gift and the terms set forth above by their signatures or the signatures of their duly appointed representatives on duplicate copies of this agreement.

Les and Nancy Gardner

Printed Names of Donors

		
Signatures of Donors		Date

_____	_____
Acknowledgment by the Chair of the Santa Cruz Public Libraries Joint Powers Authority Board	Date

_____	_____
Acknowledgment by the Friends of Santa Cruz Public Libraries	Date



Library Naming Rights Gift Agreement

Related JPAB Policy #403

Re Ronald and Cindy

For the naming opportunity to be known as the ~~Ronald P. and Cynthia D. Sekkel~~ Fireplace at the Felton Branch Library, the undersigned donors hereby establish a gift of \$25,000, which was paid in full December 3, 2018, to the Library Joint Powers Authority Board and the Friends of the Santa Cruz Public Libraries, a 501(c)(3) nonprofit organization.

This naming right will remain in place for the normal life of the Felton Branch Library building, and will be subject to JPA Board Policy #403, adopted March 2, 2017.

The Santa Cruz Public Libraries Joint Powers Authority Board, Friends of the Santa Cruz Public Libraries, and Ronald P. and Cynthia D. Sekkel acknowledge this gift and the terms set forth above by their signatures or the signatures of their duly appointed representatives on duplicate copies of this agreement.

Ronald P. and Cynthia D. Sekkel

Printed Names of Donors

Cynthia D. Sekkel
Ronald P. Sekkel

Signatures of Donors

12/19/18

12/31/18

Date

Acknowledgment by the Chair of the Santa Cruz Public Libraries Joint Powers Authority Board

Date

Acknowledgment by the Friends of Santa Cruz Public Libraries

Date

Section 1300

LIBRARY PHILANTHROPIC NAMING OPPORTUNITIES

1. Naming opportunities provide resources to meet strategic library objectives. It shall be County policy to establish philanthropic naming opportunities associated with County owned and leased library buildings utilizing the following policies and procedures:

A. The Santa Cruz Public Libraries Joint Powers Authority Board has adopted Library Naming Policy #403 for philanthropic naming or re-naming of Santa Cruz Public Library buildings, interior and exterior spaces and features. Philanthropic naming opportunities for County of Santa Cruz Library Branches shall be implemented consistent with this policy including: library names, naming criteria, naming process, and naming revocation.

B. This policy establishes the following list of philanthropic naming opportunities associated with County owned and leased library buildings:

Buildings and Spaces

Live Oak Library Annex (this naming opportunity is subject to prior Board approval)

Children's Room/Area

Community Meeting/Programming Room

Teen Room

Group Study Room

Fireplace Area

Computer/Technology Room or Area

Reading Rooms/Open Seating Areas

Media Wall

Patio(s)

Deck(s)

Amphitheater

Garden Area(s)

Entry Plaza

C. Friends of the Santa Cruz Public Libraries and associated branch chapters shall coordinate fundraising campaigns and donor recognition efforts.

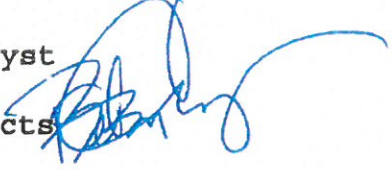
D. Naming rights contracts shall be prepared and shall be reviewed and approved by the Board of Supervisors.

2. Other donor recognition. This policy is intended to address philanthropic naming opportunities for major building and site elements and is not intended to preclude other donor recognition opportunities such as donor walls, donor pavers, or dedication plaques on outdoor site furniture such as benches and tables.

COUNTY OF SANTA CRUZ
DEPARTMENT OF PUBLIC WORKS
INTER-OFFICE CORRESPONDENCE

DATE: December 1, 2017

TO: Trish Daniels, Senior Administrative Analyst

FROM: Betsey Lynberg, Director of Capital Projects 

SUBJECT: Proposed Library Philanthropic Naming Opportunities Policy and Procedure

Attached is a proposal to add Section 1300 - Library Philanthropic Naming Opportunities to Title VII of the Procedures Manual. The Santa Cruz Public Libraries Joint Powers Authority Board (SCPL) has adopted Policy #403 - Library Naming Policy (also attached). This policy establishes the authority and process for philanthropic naming and re-naming of Santa Cruz Public Libraries interior and exterior spaces and features, major programs, and collections associated with specific branches. Philanthropic naming opportunities provide SCPL with funds to meet strategic objectives.

The SCPL policy establishes policies and procedures for library names, naming criteria, naming process and naming revocation. Each local jurisdiction is to establish a list of Naming Opportunities consistent with the SCPL policy.

In summary, the proposed Library Naming Policy establishes:

- That Philanthropic naming opportunities shall be implemented consistent with SCPL Policy #403,
- A list of philanthropic naming opportunities for one building and interior and exterior spaces which can be found at library branches,
- That Friends of the Santa Cruz Public Libraries and associated branch chapters shall be responsible to coordinate fundraising campaigns and donor efforts,
- That naming rights contracts shall be prepared and shall be reviewed and approved by the Board of Supervisors, and
- That this policy is not intended to preclude other minor donor recognition opportunities.

CC: John Presleigh
Marcela Tavantzis
Christine Berge

Attachments: Section 1300 Library Philanthropic Naming
Opportunities

SCPL JPAB Policy #403

Chair Carlos Palacios
Vice Chair Jamie Goldstein
Board Member Martin Bernal
Board Member Tina Friend



**SANTA CRUZ
PUBLIC LIBRARIES**

STAFF REPORT

DATE: October 3, 2019
TO: Library Joint Powers Authority Board
FROM: Susan Nemitz, Library Director
RE: Service Model Presentation

RECOMMENDATION

Receive presentation

DISCUSSION

Over the last year, a variety of staff groups have worked on activities that allow the Santa Cruz Public Library to adapt its service model to coincide with the transformation of library infrastructure. A service model articulates the way in which the library provides public services within the resource levels available. Activities have included rewriting the Library's collection development plan, developing a customer service commitment, adapting the reference model and adding supportive technology, working on a community led programming pilot with the Felton Friends, and using the innovation grant program to pilot programs, technology and collections.

The last time a SCPL service model was documented was at the height of the recession when a loss of 40% of the staff resulted in a major centralization of services. At the time, no branches were closed but many services (like reference and children's services) were highly centralized.

SCPL consists of ten branches and a centralized administration consisting of Library IT, Collections Management Service, Marketing, Volunteers, Outreach, Finance and Facilities. Staff and branches are divided into three regions (North, East, West) Librarians, Information Specialists and Branch Managers report to regional managers while other staff report to branch managers. Regional Managers attempt to provide the entire spectrum of services within a region but not at every branch. Branches hours and service levels are generally allocated within three tiers (Downtown, Community, and Neighborhood) based upon size/use. The operation is overseen by a Joint Powers Authority that directs management responsibility to the Library Director.

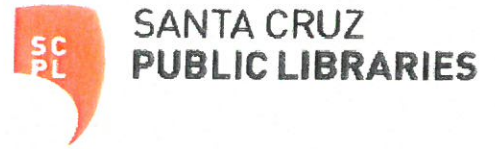
SCPL has identified six major service areas.

1. Collection
2. Circulation/Discovery
3. Reference/Information Support
4. Programming
5. Outreach
6. Learning Support (Facilities/Technology)

Progress in each area is continually reviewed to ensure access, cultivate efficiency and foster practices that will improve relevance. As a result of this work, several areas of work need continued development.

- Patron Discovery
- Employee Training
- Equity
- Community Led Programming
- User Experience

Chair Carlos Palacios
Vice Chair Jamie Goldstein
Board Member Martin Bernal
Board Member Tina Friend



STAFF REPORT

DATE: October 3, 2019
TO: Library Joint Powers Authority Board
FROM: Susan Nemitz, Library Director
RE: Library Holiday Closure Policy #108

RECOMMENDATION

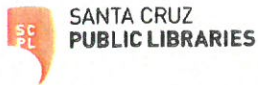
To adopt a Library Holiday Closure Policy #108

DISCUSSION

Please review and adopt the attached holiday closure policy #108 for the Santa Cruz Public Library System.

Attached:

Holiday Closure Policy #108



Library Holiday Closure Policy

JPAB Policy # 108

Approved:

Five-year Review Schedule:

Holiday Closure Schedule for the Santa Cruz Public Library System

- January: New Year's Day
 Martin Luther King Jr.
- February: President's Day
- April: Spring Staff Training Day-TBD
- May: Memorial Day
- July: Independence Day
- September: Labor Day
- October: Autumn Staff Training Day – Columbus Day
- November: Veterans' Day
 Thanksgiving Day
 Day After Thanksgiving
- December: Christmas Eve – Close at 2 pm (if branch is scheduled to be open)
 Christmas Holiday
 New Year's Eve Holiday – Close at 2 pm (if branch is scheduled to be open)

Note per MOU: When a holiday falls on a Sunday, the following Monday shall be observed.
When a holiday falls on a Saturday, the preceding Friday shall be observed.