

## PUBLIC ADVISORY REGARDING COVID-19 AND PUBLIC PARTICIPATION

Consistent with Executive Order No. N-29-20 issued by Governor Newsom on March 17, 2020, and the County of Santa Cruz Health Services Agency Shelter In Place Public Health Order dated March 31, 2020, the regular meetings of the:

### **LIBRARIES FACILITIES FINANCING AUTHORITY (LFFA) AND THE LIBRARY JOINT POWERS AUTHORITY (LJPA) BOARD ON THURSDAY, JUNE 3 AT 5:00 PM**

#### **This meeting will be held via Zoom teleconference ONLY**

Board Members and Library Staff Members will be participating remotely via videoconference.

#### **Public Viewing:**

The meeting will be broadcast through the Santa Cruz Libraries YouTube channel <https://www.youtube.com/user/SantaCruzPL> which you can access through the Santa Cruz Libraries website by scrolling to the bottom of the page and clicking on the YouTube icon.

#### **Public Participation:**

For those wishing to participate via Zoom you can join from a PC, Mac, iPad, iPhone or Android device by entering or clicking on the following URL:

Please click the link below to join the webinar:

<https://zoom.us/j/98126363151>

Or One tap mobile :

US: +16699006833,,98126363151# or +13462487799,,98126363151#

Or Telephone:

Dial(for higher quality, dial a number based on your current location):

US: +1 669 900 6833 or +1 346 248 7799 or +1 253 215 8782 or +1 301 715 8592 or +1 312 626 6799 or +1 929 205 6099 or 833 548 0282 (Toll Free) or 877 853 5247 (Toll Free) or 888 788 0099 (Toll Free) or 833 548 0276 (Toll Free)

Webinar ID: 981 2636 3151

International numbers available: <https://zoom.us/j/98126363151>

The meetings will be recorded and posted for viewing after the meetings on the Santa Cruz Public Libraries website <http://www.santacruzpl.org/>

**There are four ways to comment during meetings. All comments must be received prior to the close of public comment on that agenda item:**

**1. How to comment on agenda items via email before the meeting begins:**

Members of the public may provide public comment by sending comments via email to the Library Board Clerk at [clerk@santacruzpl.org](mailto:clerk@santacruzpl.org)

- Identify the agenda item number in the subject line of the email.
- Emailed comments should be a maximum of 500 words, which corresponds to approximately 3 minutes of speaking time.
- Each emailed comment will be read aloud for up to three minutes.
- Emails received by [clerk@santacruzpl.org](mailto:clerk@santacruzpl.org) outside of the comment period outlined above will not be included in the record.

**2. How to comment on agenda items during the meeting and prior to the close of public comment on an item, via the Zoom Q&A feature:**

- Type your comment using the Q&A feature found on the Zoom teleconference control bar.
- Identify the agenda item first, then type your comment
- Your comment will be read aloud

**3. How to comment aloud on agenda items, during the meeting and prior to the close of public comment on an item, via the Zoom “raise hand” feature:**

***If you are accessing the meeting using the Zoom app and computer audio:***

- Use the “raise hand” icon found on the Zoom teleconference control bar
- The moderator will announce your name or the last 3 digits of your phone number
- Unmute yourself using the microphone icon
- Identify the agenda item
- Introduce yourself using your first and last name.
- You will have three minutes of speaking time.

***If you are accessing the Zoom teleconference using telephone audio:***

- Press \*9 to raise your hand during the comment period for that agenda item.
- The moderator will announce your name or the last 3 digits of your phone number when it is your turn.
- Unmute yourself using \*6 – to toggle the mute/unmute.
- Identify the agenda item
- Introduce yourself using your first and last name.
- You will have three minutes of speaking time.

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



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

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

**THURSDAY JUNE 3, 2021**

**5:00 P.M.**

**CLOSED SESSION –  
IMMEDIATELY FOLLOWING THE REGULAR MEETING**

*An announcement regarding the items to be discussed in Closed Session will be made prior to the Closed Session. Members of the public may, at this time, address the Board on closed session items only. There will be a report of any final decisions during the next Open Session Meeting.*

PUBLIC EMPLOYMENT  
(Cal. Govt. Code § 54957)  
Title: Director

**1. CALL TO ORDER / ROLL CALL**

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

**2. ADDITIONAL MATERIALS**

*Additional information submitted after distribution of the agenda packet.*

**3. ADDITIONS AND DELETIONS TO AGENDA**

**4. 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.*

## **5. REPORT BY LIBRARY DIRECTOR**

- A. Library Director's Report – May 2021 (p.6-7)

## **6. REPORT BY FRIENDS OF THE SANTA CRUZ PUBLIC LIBRARIES**

- A. Friends of SCPL – Report (oral)

## **7. REPORT BY LIBRARY ADVISORY COMMISSION (LAC)**

- A. Commissioners' Report (oral)

## **8. COMMENTS BY BOARD MEMBERS**

## **9. CORRESPONDENCE BY PUBLIC**

## **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. Consider the May 6, 2021 LJPA Board Meeting Minutes  
Staff Recommendation: Approve the May 6, 2021 Board Meeting Minutes (p.8-12)
- B. Recent Articles about Santa Cruz Public Libraries.  
Staff Recommendation: Accept and File Recent Articles about SCPL (p.13-51)
- C. FY 2021 SCPL Sales Tax Budget Adjustment  
Staff Recommendation: Approve the recommended budget adjustment for Sales Tax Revenue and Library materials expenditure budgets (p.52-53)
- D. Transfer Funds to Capital Fund Account  
Staff Recommendation: Approve the transfer of unused capital funds, \$50K, from the operating budget to the Library's Capital Funds Account (p.54-55)

## **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. FY2022 Santa Cruz Public Library Budget Recommendation  
Staff Recommendation: Adopt the Proposed 2021-2022 Joint Powers Authority (JPA) Budget. (p.56-98)
  
- B. Plan for the Development of the Library’s Strategic Plan  
Staff Recommendation: Review and Endorse the Plan for the Development of the Library’s Strategic Plan (p.99-102)

**12. SCHEDULED UPCOMING MEETINGS**

<b>August 5, 2021</b>	<b>Virtual Meeting</b>	<b>Anticipated Upcoming Agenda Items:</b>
<b>9:00 am</b>		<b>Draft Meeting Room Policy Debt Write Off 4<sup>th</sup> Quarter Reports</b>

**13. ADJOURNMENT TO CLOSED SESSION**

PUBLIC EMPLOYMENT  
(Cal. Govt. Code § 54957)  
Title: Director

Adjourned to the next regular meeting of the LJPA to be held on Thursday, August 5, 2021 at 9:00 am [immediately following the LFFA meeting] via Zoom teleconference.

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](mailto:library_admin@santacruzpl.org)

**May 2021**



## **Library Director's Report to the JPA**

Caroline Caldwell passed away on May 13th, 2021 after a lengthy illness. She was with family and loved ones during her last moments. Caroline worked for Santa Cruz Public Libraries since 1989. During her time at SCPL, she touched many lives, including those of staff and patrons. Caroline was a longtime staff member at the Scotts Valley Branch Library. She had a great love for her home at that branch and for serving the Scotts Valley community. So many patrons there had lasting relationships with Caroline and were always happy to see and talk with her. Caroline most recently worked at the Downtown Library. She is remembered for her kindness and cheerful attitude with both staff and patrons.

### **New Hires**

Library Aides:

Davis Banta, Perla Berumen, Jennifer Cruse, Bonnie Doran, Alicia Hernandez, Ariana Jauregui, Emily Koch, Emily Lauerman, Pasha Wrangell, Danielle Zaragosa-Edler, Emily Morris, Cami Newton, Katrina Reeves

On-Call Library Assistant IIs:

Margaret Dawson, Patty Moran, Liz Pollock, Violet Shemitz, Erica Tovar, April Zilber

On-Call Courier Driver:

Raven Patrick, David Warner

### **Capitola**

The excitement is mounting for the opening of the Capitola branch, a remarkably designed library and the second building produced with voter approved Measure S funding. The Grand Opening is scheduled on Saturday, June 12 and details include:

10:00-12:00 - a virtual opening ceremony is planned.

1:00-5:00 - staff and volunteers will lead tours through the library.

Check the website and the virtual calendar for ceremony and tour registration details.

The Branch will be open for service on Tuesday, June 15.

Tuesday: 1-6 - Wednesday: 10-3 - Thursday: 1-6 - Friday: 12-5 - Saturday: 12-5.

### **Aptos**

The Aptos Branch will be closing for construction. The last day of Grab and Go service before the closure will be Friday, June 11th, 2021. This date was timed to coincide with the opening of the Capitola Branch. The Aptos Branch is being weeded carefully in advance of the closure, and many materials in good condition will be sent to Capitola and La Selva Beach to supplement their collections. Materials that are no longer fit for SCPL will be given to the Aptos Friends for a planned sale, and to Better World Books to support global literacy efforts. The external book drop will be relocated and remain open during construction (location still to be determined).

Starting May 17, the Aptos FSCPL pilot a new way to sell donated materials by placing two book trucks in front of the Aptos Library. Buyers will use a self-serve, honor system.

**SCPL will not take donated books from the public in FY2022 due to limited space for these activities as the result of construction projects. Donors will be referred to the Capitola Branch Bookstore in the Capitola Mall.**

The California Library Association's PR *Excellence Awards* Committee selected "*Play It Forward Santa Cruz*," as the winner in *the \$10 Million+ Budget Event or Campaign category*. Committee Members submitted these positive comments about our entry:

I love the lingo of playshops instead of workshops and that the collateral quickly and simply explains the goal of play strengthening a community. The super colorful design communicates the spirit of play very well and I am digging the local touch with the food and beer! I wanna go! Super creative and super aspirational for the community! And I love the partnership with the park district as well.

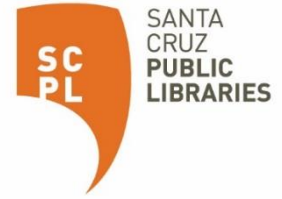
Very well organized. Easy to read. Clear colors. Nice photographs. Clear branding with logos. Cute theme of Play It Forward with a twist on Pay It Forward. Nice!

Fun idea and great partnership opportunities.

A fun activity with an eye-catching logo!

Great job with the marketing elements: website, logo, poster and social media. A very cohesive campaign. Well thought-out approach towards serving the diverse community! I can see that a lot of work and care went into this project. Well done.

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



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

**REGULAR MEETING MINUTES**

**Virtual Meeting**

**THURSDAY MAY 6, 2021  
9:00 A.M.**

**1. ROLL CALL**

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

**2. ADDITIONAL MATERIALS**

None

**3. ADDITIONS AND DELETIONS TO AGENDA**

The Agenda of May 6, 2021 was approved by consensus.

Report out from Closed Session on March 4, 2021: The Board discussed the performance evaluation of the Library Director and no reportable action was taken.

**4. ORAL COMMUNICATIONS**

None



**5. REPORT BY LIBRARY DIRECTOR**

Susan Nemitz reported on the recent activities of the Library.

**6. FRIENDS OF THE SANTA CRUZ PUBLIC LIBRARIES REPORT**

Bruce Cotter, Executive Director, reported on the recent activities of the Friends of the Santa Cruz Public Libraries

**7. REPORT BY LIBRARY ADVISORY COMMISSION (LAC)**

Lindsay Bass, Chair, reported on the recent LAC meeting of April 19, 2021 and gave a summary of the LAC's recommendations to the Board.

**8. COMMENTS BY BOARD MEMBERS**

None

**9. CORRESPONDENCE BY PUBLIC**

None

**10. CONSENT CALENDAR**

**RESULT: APPROVED CONSENT CALENDAR**

- A. Approved the March 4, 2021 Board Meeting Minutes**
- B. Accepted and Filed Recent Articles about SCPL**
- C. Accepted and Filed 3<sup>rd</sup> Qtr. Community Impact Measures for FY 2020-2021**
- D. Accepted and Filed 3<sup>rd</sup> Qtr. Financial Report for FY 2020-2021**
- E. Accepted and Filed 3<sup>rd</sup> Qtr. Incident Report for FY 2020-2021**
- F. Accepted and Filed 3<sup>rd</sup> Qtr. Work Plan for FY 2020-2021**
- G. Accepted and Filed Library Sales Tax Revenue Update for 3<sup>rd</sup> Qtr. FY 2020-2021**
- H. Accepted and Filed Letter from Anna Esho**
- I. Approved Sole Source Vendor List for Purchases Made which Exceed \$100,000 annually [UNANIMOUS]**

**MOVER: Nicole Coburn**

**SECONDER: Tina Friend**

**AYES: Friend, Goldstein, Bernal, Coburn**

## 10. GENERAL BUSINESS

### C. Next Steps for Reopening the Library

Assistant Director Eric Howard summarized the next steps for reopening and emphasized the importance of services which include grants for school lunches, programs at the County jail, outreach with partners in the community, bookmobile services and computer services. Over the last months many changes have occurred such as from curbside to Grab and Go service and now to active browsing inside selected branches. The importance of adequate staffing cannot be underestimated in order to bring back increased hours. Book drops are open 24/7 in all locations and quarantine of books has ended. Board members Tina Friend and Nicole Coburn expressed support of the library moving towards further re-opening.

**RESULT: Reviewed and endorsed the Plan for a Phased Reopening  
[UNANIMOUS]**

**MOVER: Tina Friend**

**SECONDER: Jamie Goldstein**

**AYES: Friend, Goldstein, Bernal, Coburn**

### D. Restoration of Base Level Funding to Begin the Process for Restoring Santa Cruz Public Libraries Hours and Services

Library Director Susan Nemitz summarized the staff report and highlighted several important aspects of the plan for restoration of base level funding. The Board discussed the report and asked for a number of clarifications.

A staff member asked the Board to approve staffing levels to pre-pandemic levels and to increase funding for staff.

**Result:**

- 1. Authorized the end of the furlough as of May 14 consistent with the City of Santa Cruz' Council recommendation.**
- 2. Reinstated the resources to fund the frozen positions.**
- 3. Restored the temporary On-call Aide pool and will make the necessary Budget adjustment to authorize the expenditures for this year if needed.**
- 4. Instructed Staff to commence hiring, orientation and training immediately.**
- 5. Appointed the County and Board member Goldstein to serve on a Subcommittee.**
- 6. Made a one-time appropriation of \$30,000 to provide analytical support for that Committee.**
- 7. The Subcommittee would meet as needed and come back with recommendations no later than March 2022 for FY 22/23. [UNANIMOUS]**

**MOVER: Jamie Goldstein**

**SECONDER: Tina Friend**

**AYES: Friend, Goldstein, Bernal, Coburn**

C. FY 2022 Santa Cruz Public Library Budget Recommendation

Sarah Harbison, Manager of Collection Management Services (CMS), gave a presentation on the proposed elimination of fines for overdue materials. The Board members expressed their appreciation for the clear presentation and asked a number of questions regarding the specifics.

Library Director Susan Nemitz outlined a list of tasks that needs to be completed, including

- a complete cost study for overhead charges,
- the LFFA needs to complete Moe discussion,
- finish discussion about long term maintenance of our facilities,
- create a 10 year Capital Maintenance plan,
- sign the leases for all ten branches,
- move the Administrative staff to the administrative building and the Downtown branch staff to the Downtown library
- move the server room,
- complete the Strategic Plan.

A lot of analysis has to occur which requires the hiring of a management analyst and technical expertise.

The Board members reviewed the recommendations and discussed the proposed budget.

A member of the public expressed her opinion regarding unavailable materials because patrons fail to return items on time, as well as the financial burden for the Library if fines are eliminated.

<b>RESULT:</b>	<b>Accepted the Proposed 2021-2022 Joint Powers Authority (JPA) Budget and recommend placing the approval of the final budgets on the June 2021 JPA agenda [UNANIMOUS]</b>
<b>MOVER:</b>	<b>Nicole Coburn</b>
<b>SECONDER:</b>	<b>Tina Friend</b>
<b>AYES:</b>	<b>Friend, Goldstein, Bernal, Coburn</b>

**12. Adjournment**

Final Adjournment of the Library Joint Powers Authority Board (LJPA) at 11:22 a.m. to the next regular meeting on June 3, 2021 at 5:00 p.m. [immediately following the LFFA meeting] via Zoom teleconference.

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



## **STAFF REPORT**

DATE:            June 3, 2021  
TO:              Library Joint Powers Authority Board  
FROM:            Susan Nemitz, Library Director  
RE:              Media Packet

### **STAFF RECOMMENDATION**

Accept and File the Media Packet for April 22, 2021 through May 26, 2021

### **DISCUSSION**

This Media packet covers the time period for April 22, 2021 through May 26, 2021

Attachment: Media Packet

Report Prepared by: Diane Cowen,  
                          Communications Manager

Reviewed and Forwarded by: Susan Nemitz, Library Director

## In the News and Media:

April 22 – May 26, 2021

### Santa Cruz Sentinel *News*

#### **Santa Cruz to ask for community input on old library site**

By [RYAN STUART](#) | [rstuart@santacruzsentinel.com](mailto:rstuart@santacruzsentinel.com) | Santa Cruz Sentinel

PUBLISHED: April 24, 2021 at 12:06 p.m. | UPDATED: April 25, 2021 at 6:28 a.m.

SANTA CRUZ – The City of Santa Cruz will host two virtual workshops for community input surrounding what to do with the soon-to-be old downtown library.

The workshops will happen on two consecutive dates. The first one will be from 11 a.m. to 12:30 p.m. Sunday. The second session will be from 5:30-7 p.m. Monday. Both sessions will be held via Zoom.

The library site will be repurposed after the downtown library is moved to the parking lot on Cathcart and Cedar Streets. The move is a result of the Library Mixed-Use project, which was passed by the Santa Cruz City Council on Oct. 27.

Despite removing a handful of parking lots from the city, the project will include a parking garage, which will provide an expected 400 parking spaces. The project will also include the new public library and 50 affordable housing units.

Since the approval of the Library Mixed-Use project, the question within the community has been around what is to come of the current downtown library. The city hopes to learn three things over the course of the two meetings. What the community needs are, what activities will be done at the site and what amenities will be needed.

To sign up to attend one or both of the meetings, visit [eventbrite.com](https://www.eventbrite.com).

#### **Packed Santa Cruz City Council agenda features library update, public health, downtown revitalization**

By [RYAN STUART](#) | [rstuart@santacruzsentinel.com](mailto:rstuart@santacruzsentinel.com) | Santa Cruz Sentinel

April 25, 2021 at 4:34 p.m.

SANTA CRUZ – City Council will meet on Tuesday for first time since it scrapped the Temporary Outdoor Living Ordinance, its most contentious issue of 2021.

However, another issue that garnered a lot of attention last year will make its return. The council will hear a presentation regarding the progress of the Library Mixed-Use project. The project will relocate the Downtown Santa Cruz Library from 224 Church St. to the parking lot at the corner of Cathcart and Cedar streets.

The project is also expected to provide 400 parking spaces within a parking garage, as well as 50 affordable housing units to the downtown sector. The City of Santa Cruz [hosted a community workshop on Sunday](#) to get community input on what should be done with the soon-to-be former downtown library. A second session is at 5:30 p.m. Monday. To sign up to attend the meeting, visit [eventbrite.com](https://www.eventbrite.com).

In other action, a resolution denouncing hate crimes against Asian-Americans and Pacific Islanders will also be a topic of discussion for City Council. The resolution has made its way to the council's agenda for the third time.

The resolution originally appeared on the agenda on March 23 in response to the shootings of three spas in and around Atlanta. The event sparked a deeper conversation nationwide about bigotry and racism toward Asian-Americans.

Santa Cruz also has its own history of anti-Asian sentiment the council is hoping to denounce. The city was a hub for the anti-Chinese movement in California, according to the staff report. Chinese Americans were subject to attacks, discriminatory laws, labor exploitation and segregation.

The denunciation of anti-Asian hate crimes will also stand up to a few instances of anti-Asian acts in the county within the last week. Anti-Asian graffiti was spotted at a Scotts Valley Walgreens bathroom on two separate occasions. A Santa Cruz County woman also found on her windshield a clear plastic cup filled with what appeared to be human urine, which featured anti-Asian writing on the cup.

The council never adopted the resolution in March. Instead, it hoped to receive input from the Asian-American and Pacific Islander community within Santa Cruz. Mayor Donna Meyers and Councilmember Shebreh Kalantari-Johnson met with members of the community on March 31 to discuss the impacts or recent violence and what the Santa Cruz community as a whole should do to move forward.

Additionally, the council will also address public health during Tuesday's meeting. The resolution to extend the COVID-19 emergency declaration is one that returns to the council agenda. This time public health talks will include a resolution to support Medicare for All and the California Guaranteed Healthcare for All Act, known as Calcare. The two acts aim to provide universal medical coverage without copay or out of pocket costs, according to the staff report.

The council will also address the environmental health of Santa Cruz. Another resolution was drafted to recognize tobacco waste as a public health and environmental issue in the city. The resolution targets cigarette butts specifically.

The staff report cites cigarette butts as "the most prevalent form of litter found on beaches around the world." Santa Cruz County is home to 34 beaches.

Cigarettes also cause harm to the health of humans. Cigarette smoke is linked to the deaths of 480,000 people every year, according to the Center for Disease Control and Prevention.

However, the resolution doesn't just target cigarettes. City staff recognized the increased popularity of vaping. Vaping results in liquid nicotine, plastic and battery waste, which is often disposed of improperly, according to the staff report.

The resolution urges the council to find policies that will help mitigate the public health and environmental impacts of cigarettes and vaping.

The council will also discuss ways to revitalize the downtown sector of the city. The pandemic has forced the closure of businesses around town. The Vacant Storefront Activation Pilot Program will aim to mitigate the impacts of the pandemic.

Closed session will begin at 10 a.m. The meeting will open to the public at 12:15 p.m. People interested in attending can watch the meeting online at [cityofsantacruz.com](http://cityofsantacruz.com) or at [communitytv.org](http://communitytv.org). Viewers can also tune it at Comcast channel 25.

### **Library Mixed-Use project still two years from groundbreaking, plan for former library to come in Summer**

By [RYAN STUART](#) | [rstuart@santacruzsentinel.com](mailto:rstuart@santacruzsentinel.com) | Santa Cruz Sentinel

PUBLISHED: April 27, 2021 at 3:45 p.m. | UPDATED: April 27, 2021 at 5:26 p.m.

SANTA CRUZ – The Santa Cruz Economic Development Department provided an update on the Library Mixed-Use project during Tuesday's City Council meeting.

The Library Mixed-Use project will see the downtown branch of the Santa Cruz Public Library system moved from its existing location on Church Street to the parking lot on Cathcart and Cedar

streets. The project is also proposed to provide no more than 400 parking spaces in an attached parking garage, according to Amanda Rotella, the principal management analyst for the city.

A large part of the project revolves around the inclusion of affordable housing. The project is required to include a minimum of 50 affordable units. The current breakdown is an expected 10 moderate-income units, 20 low-income units and 20 very-low-income units.

Moderate-income housing allows tenants to make between 80%-120% of the area median income, according to the California Department of Housing and Community Development. To qualify for low-income housing, tenants must make between 50%-80% of the area median income, while low-income tenants fall between 30%-50% of that metric.

The area median income in Santa Cruz is \$96,234 in 2021, according to Data Share Santa Cruz County. Therefore, 20 residents with an income range of \$28,870 to \$48,117 will be eligible for housing at the new development.

An additional 20 people with an income range of \$48,117 to \$76,987 will qualify for the low-income housing and those with a salary range of \$76,987 to \$115,480 will round off the final 10 units.

While the project only includes a minimum of 50 affordable units, Economic Development hopes to add more affordable units to the final project design, Rotella said.

“Council directed there be a minimum of 50 affordable units, but we are really hoping to maximize housing on this site,” she said.

In order to achieve project goals, the city submitted requests for proposals this month. The first request was released on April 12 to find a master consultant. The purpose of the master consultant is to help with the affordable housing component of the project.

The second request for proposal calls for a master architect. The city submitted the request on April 22 to find someone to design the exterior of the building, as well as the interior of the new library, according to Rotella.

The project is continuing to move forward. In the summer, the city plans to run a community engagement program to get input on the design of the building, Rotella said. The city expects to break ground on the project in 2023 and finish construction in 2025, according to a presentation from Rotella.

The city also reached out to the community for input on the soon-to-be former downtown library site. On Sunday and Monday, the city hosted a workshop in which 80 residents expressed what they would like to see be done with the current library.

The workshop was just one phase of a three-part plan to determine a use for the current library site. The city plans to create a survey for further understand what the community would like to be done with the building before it provides a recommendation to the council on June 8, Rotella said. Santa Cruz received \$5 million for affordable housing from the local housing trust fund grant, which will be used on three separate projects, which include Pacific Station South, Pacific Station North and the Library Mixed-Use project. Other funding sources for the project will come from the Economic Development Fund, Measure S funds, the parking fund and various affordable housing trust funds, Rotella said.

### **COVID affected how we will communicate with one another, local expert says**

Cabrillo professor breaks down how to come back after a serious reliance on technology

By [MELISSA HARTMAN](#) | [mhartman@santacruzsentinel.com](mailto:mhartman@santacruzsentinel.com) |

PUBLISHED: May 5, 2021 at 4:56 p.m. | UPDATED: May 6, 2021 at 3:47 p.m.

SANTA CRUZ — A group of more than a dozen locals — a mix of students and residents — engaged in [a conversation hosted by the Santa Cruz County Public Libraries](#) that focused on how to re-engage with others as COVID-19 activity shifts.

Kendall Sooter, a professor of communication studies at Cabrillo College, gave a presentation called [“Communication After COVID”](#) that broached the subject of how becoming virtual to appease the virus has had a long-time, if not permanent, effect on how individuals will connect with one another as more and more of society becomes vaccinated.

The precautions residents have taken to ensure they do not contract or transmit COVID-19 to others, such as masking or keeping their distance, have affected interpersonal communication,



Sooter explained. Though many of the participants said that they had kept in contact with as few as four and as many as 15 close companions, it could be somebody else's truth that they stopped communicating as much or shut themselves off altogether, she said.

"Space is how we relate to people in a lot of ways, in our language when we say, 'I'm really close with that person'... or 'that person has been distant,'" she said, introducing the term proxemics or the amount of space people feel it necessary to keep between themselves and others while communicating. "So, entering back into the world, that's something to think about... we can't walk up and give someone a huge anymore or maybe we can if we're both vaccinated. But it definitely changes things."

Sooter told attendees that while much of the research she was seeking on communication patterns and formats, initial data shows that the last year's changes in frequency, mode and those one selects to communicate with has pivoted to fit the online space. [A scholarly article](#) titled "Changes in Digital Communication During the COVID-19 Global Pandemic" published in September 2020 shows that always being remote took a toll on the popularity of virtual communication tactics such as texting, social media, voice calls, emails, video calls and online gaming forums.

Young people, however, seem to want to continue to function digitally. Cabrillo's own survey of college students showed that more were interested in online classes and hybrid classes rather than face-to-face classes. In 2019, only 11% of students sought to take online classes. In 2021, that figure shot up to 29%. In 2019, approximately 21% of students favored hybrid classes, Sooter said. This year, the number rose to 34%. Meanwhile, 68% of students in 2019 preferred in-person classes. Today, that percentage has dropped to 39%.

During the 2018-19 school year, nearly 12,000 students were enrolled, according to the school's annual report published on its website. This would mean that 3,480 students versus 1,320 students were interested in online classes and 4,080 students versus 2,520 students were interested in hybrid classes on average using that year's figures. Previously, more than 8,000 students were most interested in face-to-face instruction; now that number is closer to 4,680.

"So some of these shifts may be permanent," Sooter said.

### **A chemical reaction**

Whether they realize it or not, many — with Gen Z statistically making up a big part of the group — have been so isolated during the shutdown that the chemistry of their brain has changed.

Sooter said that a dangerous thing from being alone more often, as people could not gather as frequently in recent months, is a new sense of distrust or mistrust toward others and even paranoia. This comes from alteration to the prefrontal cortex, which dictates decision making, social behavior and personality factors, the amygdala, which is affected by one's social network and helps process emotion and the hippocampus, which shrinks when one is lonely and reduces the concentration of elements that help with learning and memory.

"It's a dark place where you're already isolated and you're less likely to engage with people too," Sooter said. "Communication is a skill like any other. It can be learned, can be taught, can be something you work on and get better at. It can also be something you don't use and can fade away."

The risk of isolation is higher for those who have lost a loved one from COVID-19 or other conditions. That may cause those around the grieving to hesitate in reaching out.

"There's not a magic bullet, not something you can say that will be perfect, but the idea that (the person) knows (someone) will be there for them and is supporting them (matters)," Sooter said. "Don't let fear stop you."

### **Focusing on the good**

There is a silver lining of the pandemic, Sooter and other participants pointed out. Zoom calls have forced individuals to learn how to coexist with their peers and share the mic, speaking one at a time. More frequent meetings because people don't need to get dressed up or leave their couches means more of an opportunity to bond and deepen relationships.

Some people appreciate conversation so much more, such as library conversation organizer Mary Lou Holleman, that they are not scared to be in close proximity with others but to get to know

strangers once again. Others, such as Cabrillo student Angie Gonzalez, have found that instruction turning virtual and their work-from-home setup has allowed them to further their education.

“Attendance for board meetings is almost perfect attendance, when before it was like herding cats,” Gonzalez said of her experience with the city clerk’s office in Morgan Hill. “Engagement has gone up ... there are a lot more people joining in than before.”

The conversation cued difficult questions around the best way to bring up how important vaccination status is to one if it is the case in order to communicate face to face and who will ultimately have liability assigned in the wake of an outbreak in resumed social and professional activities. Those may be questions answered over time, one attendee suggested.

Sooter said that ultimately, as Santa Cruzans transition into a life with more physical commitments, people should evaluate their comfort levels with being social once again and take things slow instead of “diving into the deep end of interpersonal interaction.”

“Masks call for an increase in other communication forms. Incorporating things like a gesture ... vocalics to show how your (emotions) are changing will show that you are more friendly,” Sooter said. “Look for opportunities for friendship and know that blunders are OK. Communication is all about figuring out how we can move forward and do better.”

### **Yvette Brooks, Mayor’s message | Checking in with spring update**

May 22, 2021 at 2:30 p.m.

I love spring. It is a time of new beginnings and growth. It is a time that reminds me about the importance of unity and togetherness. Our city has worked tirelessly in sharing up-to-date information to you directly. And, as we enter the warmer months, I want to ensure we continue to do so safely. As we all learn to live together again, remember it will take time to adjust and to feel safe as regulations change daily.

- Covid update: The City of Capitola continues to monitor the current health guidance around COVID-19. California will move Beyond the Blueprint on June 15, which will eliminate the tier system of economic restrictions and allow normal operations to resume in nearly all sectors. While vaccinated persons no longer are required to wear masks in most outdoor settings, all residents are required to continue wearing face coverings in indoor settings until June 15.

- Capitola Library Ribbon cutting: After a generation of work planning, our new library is getting set to open. Thank you to all of the volunteers, Santa Cruz Public Library, City of Capitola and generous donors who made all of this happen.

Please join us from 10 a.m. to noon June 12 for our virtual grand opening or in person tours that same afternoon. For information, or to register for a tour on June 12, please do so online.

- Zoning Code – 10 years in the making: A thank you to Community Development Director Katie Herlihy. The city’s zoning code update kicked off in 2014. Following 25 public hearings, the City Council adopted the new zoning code by ordinance on Jan. 25, 2018.

To implement the new legislation inside the coastal zone, the new ordinance had to be certified by the California Coastal Commission as part of Capitola’s certified Local Coastal Program. Capitola staff worked very closely with Coastal Commission staff on the update for nearly three years. In 2018, Coastal Commission staff reviewed the adopted zoning code and proposed extensive modifications to the text. Following 13 additional public hearings, the City Council adopted an updated version of the zoning code on Nov. 12, 2020, which included most of the Coastal Commission-requested modifications.

In December 2020, the city submitted the updated zoning code to the Coastal Commission for certification. In April, the Coastal Commission considered the city’s proposed zoning code update, and several edits requested by its staff. The city submitted comments to the commission asking that they adopt the city’s proposed zoning code in its original format. The commission considered the city’s request, and public testimony from a number of our residents, and ultimately approved the city’s proposed zoning code with their staff recommended edits, with the exception of changes to the Monarch Cove Inn property on Depot Hill. The commission left the zoning on that property unchanged from the original zoning, and asked their staff to work with the property owners to develop new regulations for the site.

At the May 13 Capitola City Council meeting, the council accepted the Coastal Commission's approved language and adopted the zoning code.

It is with great pride, I recognize Herlihey and her team for their outstanding work and effort in getting this done for our community.

- Capitola Wharf: Rep. Jimmy Panetta visited Capitola and toured our historic wharf. Staff updated Panetta on the project and shared that an official community funding request was going to be submitted. We were notified shortly after that we have officially been included in the congressman's funding request as one of the 10 community projects.

To see a project list, visit [panetta.house.gov](http://panetta.house.gov). Now we wait. Thank you Congressman Panetta for taking the time to learn more about our community.

- Parks and Recreation: Camp Capitola will provide two-week sessions, full day and half day, beginning June 14. The program operates from 8:30 a.m. to 4:30 p.m. and is offered to youth age 6 to age 12.

Participants will be placed in stable groups per COVID protocols. Participants will be provided a diverse set of activities that take advantage of resources at the community center and within walking distance of the community center.

Camp Capitola is also partnering with Soquel Union Elementary School District to provide a half-day program at Soquel Elementary, Santa Cruz Gardens and New Brighton Middle School. This Camp Capitola expansion will operate from 11:30 a.m. to 4 p.m. weekdays with an option of additional care until 5 p.m. beginning on June 7.

SUESD summer school students will have priority in registering for the program, with registration then opened to the broader public for any remaining enrollment spaces.

Also for this summer, a new COVID-safe City of Capitola Family Camp. Family Camp will operate Aug. 6-9, at a retreat center about three hours away from Capitola in the foothills of the Sierra. Families will be able to book a room or cabin, with beds to accommodate up to 10 people per room to serve a variety of family sizes. Food is provided by the retreat center, which operates under its own COVID-19 guidance. Safe social and community building recreation activities would be provided by Staff in accordance with COVID guidance.

Junior Guard will provide two-week sessions, with morning and afternoon options and will provide four sessions throughout the summer beginning June 14. The program will be offered to youth age 6 to age 15. Participants will enroll in groups of 14 with the potential for group size to expand to 20 given the county is not in Purple Tier. Participants age 16 to 17 will have the option of volunteering to support Instructors or enrolling in a "Captain's Corp with Central Fire" program, a one-week program that teaches Open Water Lifeguarding Skills. Capitola Recreation is hopeful to offer food truck events later in the summer. These summer programs are essential to our community and I am so proud of our Parks and Recreation department and staff.

- A balanced budget: City staff has proposed a balanced budget for the upcoming fiscal year. The City Council is considering the budget through a series of meetings in May and June.

The council will be discussing how best to allocate funding leftover from prior years, weighing projects such as the Capitola Wharf, the park at the Rispin Mansion site, roadway improvements, community grants and the Dedicated Children's fund.

- Museum opens: The Capitola Historical Museum is once again open to the public. Come visit the museum to learn something new about our beloved city. The museum currently features the Capitol Then & Now exhibition, which highlights what has changed and what has stayed the same in Capitola over the years. Admission is free and there is something to see for all ages. For fun facts and photos, follow the [museum on Facebook](#).

In an effort to engage with our community and provide up-to-date information to the public, staff is piloting a new biweekly e-newsletter called Capitola Waves. Our hope is that the newsletter increases communication with the public. The newsletter will be distributed by email and posted on the website the Friday after City Council meetings. If you would like to have each edition of Capitola Waves, call 831-475-7300 or visit [CityOfCapitola.org](http://CityOfCapitola.org).

• Mayors Town Hall Series: At my last town hall event, I welcomed Kaiser Permanente who shared updates on the pandemic and the status of their work in our county. We had a great conversation about the proposed project and its impact on our community. You can watch the recording on our Cities Facebook page.

Next, the four mayors of Santa Cruz County, Watsonville Mayor Jimmy Dutra, Scotts Valley Mayor Derek Timm and Santa Cruz Mayor Donna Meyers will come together to talk about moving forward post-pandemic and uniting as a community in a safe and healthy way.

The Four Mayors Town Hall meeting: Stronger Together, will be held at 6 p.m. June 17 on [us02web.zoom.us](https://us02web.zoom.us) and [Facebook live](#). For questions or concerns, email [brooksforcitycouncil@gmail.com](mailto:brooksforcitycouncil@gmail.com).

*Mayor's message is a Sunday column written by Capitola Mayor Yvette Brooks.*

## **Santa Cruz Sentinel** *Coastlines*

### **Coast Line | Gayle Ortiz leads tour of new Capitola library**

April 28, 2021 at 12:00 p.m.

#### **CAPITOLA**

#### **Gayle Ortiz leads tour of new library**

Join the Friends of the Library for a guided tour of the new Capitola library led by Gayle Ortiz, Capitola business owner and former mayor.

The virtual tour begins at 1 p.m. May 8.

Ortiz will take participants on a walk through highlighting all of the great new features of the building. After the tour, Ortiz and Eric Howard, assistant director of libraries, will be available to answer questions about the new library.

To join Zoom Webinar, visit [us02web.zoom](https://us02web.zoom.us). The meeting ID is 89752943013.

For questions, email [treasurer@fscpl.org](mailto:treasurer@fscpl.org).

### **Coast Line | Felton library hosts Saturday musical event**

April 30, 2021 at 10:00 a.m.

#### **FELTON**

#### **Library hosts Saturday musical event**

Musicians Matt Hartle and Sunshine Garcia Becker will perform "Fun & Grateful-Driven Rock & Soul for All Ages" at 11 a.m. Saturday in the parking lot of the Felton Library, 6121 Gushee St., Felton.

This series features world-famous artists in free, live 20-minute family shows, outdoors and safe on the back of a flatbed truck.

### **Coast Line | Services expanded at Santa Cruz Public Libraries**

May 5, 2021 at 10:00 a.m.

#### **SANTA CRUZ**

#### **Library system expands services**

The Santa Cruz Public Libraries announced expanded access to library materials and facilities as COVID-19 restrictions are eased in Santa Cruz County.

Other limitations will persist for a time until staffing levels return to pre-Covid levels, according to a release from the libraries. The library system intends to restore services in phases.

Active browsing has begun at the newly renovated La Selva Beach Branch Library. The Felton and Live Oak branches will begin active browsing May 11, and the Scotts Valley Branch will begin May 17. The Aptos and Downtown Branches will continue to provide Lobby Grab & Go and computer access services only. The Downton Branch Library will begin to restore services more fully beginning in June.

Active browsing is designed to provide access to the libraries' physical collections while limiting the amount of time people spend in the building in order to reduce the risk of exposure to Covid-19. Services that will be provided during this phase of reopening include:

- Staff help with quick questions from a safe physical distance.
- Browse shelves.
- Pick up and check out holds.
- Computer use, limited to one session, up to 45 minutes, per day.
- WiFi is available for use outside the library, such as the patio at Felton, La Selva Beach, and Scotts Valley.
- Wireless printing is currently available with no charge.
- Cash transactions.
- Copiers are available for a fee.
- Restrooms are available.
- Library laptops for check-out can be checked out and used on a patio.

For information on the libraries, visit [SantaCruzPL.org](http://SantaCruzPL.org).

### **Coast Line | May 19 talk marks Foster Care Awareness Month**

May 6, 2021 at 10:00 a.m.

#### **SANTA CRUZ**

#### **Talk marks Foster Care Awareness Month**

The Santa Cruz Public Libraries Community Resilience Project, in partnership with Court Appointed Special Advocates and Santa Cruz County child welfare professionals, will celebrate Foster Care Awareness Month with a panel discussion from 6-7:30 p.m. May 19 via Zoom.

Join Jimmy Cook, program director of CASA and Najeeb Kamil, senior human services analyst from Santa Cruz County Families and Children's Services, for a discussion about the child welfare system and the need for foster parents in Santa Cruz County to support teens and older youth. Panelists include former foster youth, a CASA volunteer, a foster parent, Judge Timothy Schmal, and professionals working with foster care youth in Santa Cruz County.

The event is free. Registration is required. To register, visit [santacruzpl.libcal.com](http://santacruzpl.libcal.com).

## **Santa Cruz Sentinel** *Editorials*

### **Guest Commentary | Why Parking Lot 4 checks all the boxes for Santa Cruz community plaza**

April 23, 2021 at 5:00 a.m.

By Judi Grunstra

The city's Economic Development Department took its first steps toward envisioning the site where the current downtown library is located, with two Zoom meetings on April 5 and 6. One can view those recorded meetings on the EDD's web page.

The well-regarded consultant firm Projects for Public Spaces was hired to work with the city's go-to consultants Group 4. Their goal? To come up with ideas for what might replace the library in its historic setting. The current building will presumably be hauled off to the landfill.

Participants included representatives from several housing advocacy groups, the Farmers Market, Downtown Commons Advocates, Friends of the Civic Auditorium, Downtown Forward, the Downtown Association and the Downtown Management Corporation. Future public outreach is planned.

Vice-Mayor Sonja Brunner stated at one point, "Downtown business owners have always wanted a plaza." David Schnee from Group 4 remarked, "There are many types of plazas in Santa Cruz." His definition was anything from a street corner to an entire block. Some referred to Abbott Square, though this is privately owned. All agreed that any public space should be well-maintained and safe, with a steady presence of activities.

Housing advocates see this city parcel as appropriate for subsidized housing, whether for seniors, workforce housing, or permanent supportive housing. One has to question why this location is more suitable for housing than for a renovated library, since it is not close to elementary schools or shopping opportunities for household items.

Downtown Forward's Mark Mesiti-Miller favored the city build housing there, then "see what's left" to use as open space. Mesiti-Miller might review the city's Downtown Plan statement on creating meaningful open space: "Open spaces within downtown Santa Cruz should have value and meaning; they should be carefully located where people want to be and in locations that take advantage of the unique resources, heritage, and traditions of the community. They should not be contrived or created from 'leftover' space."

David Schnee reiterated this idea, observing that good planning pays attention to the history of how a site has been used, rather than "plunking something down" there. Yet "plunking something down" is a pretty accurate description for what is being attempted. The discussion continued.

Could the site work as an expanded Farmers Market? An outdoor "lobby" during performances at the Civic Auditorium? Could the surrounding streets be permanently closed, considering the Fire Department's need to use those streets? Would a permanent Farmers' Market there be compatible with access to concerts happening at the Civic Auditorium? Could this site accommodate the popular Antiques Faire?

A growing number of Santa Cruzans see what's hiding in plain sight – the wonderful potential of Parking Lot 4, between Lincoln, Cathcart and Cedar Streets, to fulfill so many of the ideas put forward. A place for a small performing art stage? Check. Sunshine? Check. Fountain, sculpture, fun furniture, interactive art? Why not?

All anchored by the Farmers Market, with potential to grow into the vision of its Board, taking advantage of Santa Cruz's history of being at the forefront of organic farming.

Quoting again from the Downtown Plan, "Although the 1989 earthquake was devastating, it did not erase the underlying structure and form of the downtown." This underlying structure and form includes a civic core with key institutions that do not need to be dismantled to build a fifth parking garage downtown, using the library as a sacrificial lamb.

There is no funding identified at this point for any major redo of this city block. Without wishing to undermine this phase of community outreach, "envisioning" in 2021 what should have been done in 2016 upon the passage of Measure S to improve our libraries, seems backwards.

Lot 4 is the city's best location for a community plaza/commons, for residents, businesses, visitors, and future generations.

*Judi Grunstra is a librarian, a Santa Cruz resident and a member of Downtown Commons Advocates.*

### **Stephen Kessler | Celebrating Earth Day on Lot 4 commons**

May 1, 2021 at 5:00 a.m.

Up close, from under their expansive canopy, the magnolias look even larger. I've long appreciated their beauty in passing, but their size from this perspective is even more impressive. Their shiny green leaves and shady branches reaching in every direction release oxygen into the atmosphere and absorb carbon, storing it in their massive trunks, too big for even the lankiest tree hugger to get her arms around.

All the more outrageous then that under cover of the buzzwords "bold climate action" and "health in all policies" the city intends to whack these heritage trees and replace them with a block-long five-story parking garage with a library tucked into one corner and "50 units of affordable housing" belatedly slapped on as a last-ditch ploy to win the approval of a skeptical public for what is euphemistically called the "Downtown Library Mixed-use project."

The public, via the Measure S bond issue of 2016, has approved only renovation of the library, not the massacre of these trees nor the transplanting of the Church Street library onto this lot, the last open space in downtown Santa Cruz and the perfect setting for a public plaza as championed by Downtown Commons Advocates and the Santa Cruz Climate Action Network, sponsors of these Earth Day festivities. This low-budget, grassroots, free-admission celebration features a

variety of musical acts performing from the back of a pickup truck and an audience of socially spaced and safely masked spectators seated in folding chairs or dancing on the asphalt while tables representing a dozen or so environmental and political organizations ring the periphery with their informational and advocational handouts.

Of the 100 or so people scattered about this pop-up plaza, it's hard to know who I recognize because everyone's mask obscures their identity; but a former colleague calls my name from behind a table with information about the 831 Water Street project and its neighborhood opponents, who favor "safe, reasonable, responsible and respectful" affordable housing in Santa Cruz, not the five-story, 60-foot-tall, 151-unit development that threatens to leave a neighborhood of single-story homes in the shadow of its disproportionate profile. This is but one example of the trend to throw up multistory housing anywhere it will fit without regard for its impact on current residents.

Affordable housing is needed, but not necessarily on every square foot of available land. Downtown is growing, and there's nothing wrong with that, as long as some room remains for sunlight and public space where people can pause to do something besides shopping. Today's gathering is a good example: live music and human bodies circulating, possibly for the first time since the Before Times, welcoming the chance to dance and schmooze and celebrate social life outdoors, which seemed so natural before but now, after long confinement, has the luxurious feeling of freedom.

The breeze off the bay is unseasonably cool in the global weirdness of climate change plaguing the planet, which will not be saved by tearing down seismically sound buildings like the Civic Center library and constructing steel and concrete parking megaliths destined for obsolescence. If that is to be the tragic fate of this block and these gorgeous trees, then every moment it's possible to bathe in their cool shade should be savored like a last meal on Death Row — or at the Farmers Market, which the city has sentenced to be displaced and removed to a much less attractive, less appropriate location, at Front and Cathcart streets (Lot 7), which could easily be the site of affordable housing.

City bureaucrats and the City Council, serving as prosecutor, judge, jury and executioner, have condemned these trees in the name of economic development. The actual cost of building their "21st-century library" will be significantly greater than the \$25.5 million remaining for it in Measure S funds. Where that money will come from is among the many questions for which we are owed answers before the chainsaws scream into action and slaughter the trees.

*Stephen Kessler is the author of "Garage Elegies," available at Bookshop Santa Cruz.*

## **Santa Cruz Sentinel** *Letters*

### **Letter | Relocation of downtown library not a done deal**

April 27, 2021 at 5:00 a.m.

There are some unfortunate omissions and misrepresentations in Sunday's article, "Santa Cruz to seek community input on old library site." Chief among these is the repeated use of the word "will" to describe the relocation of the Downtown Library. Although it's true that this relocation is the city's plan, it is far from a done deal. There is a strong and increasing opposition in the community to the destruction of the farmers market site, with its concomitant construction of a multi-level garage and library project in its place. It is misleading to report on the plan as if it were reality, and to leave out any mention of the high level of dissent in the community about this plan — dissent in plain view at the City Council meeting last October when the city's library plan was discussed.

— *Michael Levy, Santa Cruz*

### **Letter | What's keeping local libraries closed?**

April 29, 2021 at 5:00 a.m.

Why are the libraries still closed, when those throughout California are re-opening right now? I asked at my local branch and was told they've lost 30% of their staff – they might re-open in June. Couldn't they open a few branches with the staff they have? Santa Cruz County will likely go into yellow tier soon which states "Museums, Zoos and Aquariums can open indoors at full capacity, with modifications." Wouldn't libraries be considered a similar type of business? Our exorbitant property taxes are still supporting our libraries, but they've let us down during a time when they're desperately needed.

— *Carla West, Santa Cruz*

### **Letter | Library plan: Remember Santa Cruz's desal vote**

April 30, 2021 at 5:00 a.m.

The recent article about Lighthouse Field and the grassroots effort that saved that precious community space reminded me that local history remains one of our greatest and most informative teachers. Many will remember that some years ago a desal plant being steamrollered by the City Council and the Water Department seemed all but certain to be built. Yet a small group of concerned citizens united to place a measure on the ballot securing the right of the people to decide whether such a project should go forward. That measure was passed resoundingly and desal as a water supply alternative was abandoned.

I reference this to remind those who think the library monolith approved by Council is similarly certain to go forward. Never forget that the power to determine the future of our public facilities still rests with the people of Santa Cruz. History remembers. Will we?

— *Steve Pleich, Santa Cruz*

### **Letter | Multi-use plan just demeans the library**

April 30, 2021 at 6:15 a.m.

I'm an avid reader – my mother used the word "voracious" – of (primarily) non-fiction; therefore our library is an important issue for me.

The very idea of putting a new library on top of a parking garage downtown demeans the library, as if it were an afterthought for a proposed multi-story parking lot and housing.

We have a "Civic Center" – City Hall and offices, Civic Auditorium, and the Main Library. Even during our pandemic, the Main Library is doing a great job of getting requested books into the hands of readers. Rebuilding or remodeling the existing Main Library seems to be a reasonable idea.

Moreover, downtown is – as we learned via the 1989 earthquake – in a mushy-soiled flood plain. The taller the structure, the more it's going to sway. Who wants to pick up and reshelve all those books during the next one?

— *Jane Walton, Santa Cruz*

### **Letter | Eliminate parking garage, use funds for public transit**

April 30, 2021 at 5:00 a.m.

A park/plaza with staffed ablution facilities (16 hours/day) is by far the best use of Lot 4. A 5 story garage is so 1950's thinking. Many cities around the world are eliminating them or planning to. If parking is a must, it should go underground, two levels would probably suffice. Funds would be wiser used to improve public transit – more robust system, lower fares. The entry/exit for the underground garage should be located at what will be the least sunny corner with all the high-rises being planned. And a "digital library" could be constructed over the entry/exit. The present library could be renovated as a "book" library.

— *James Duffy, Santa Cruz*



# GoodTimes

## Things To Do in Santa Cruz: April 21-27

### COMMUNITY

**CUÉNTAME UN CUENTO – DÍA DEL NIÑO** ¡Acompáñanos para una presentación especial donde celebraremos el Día del Niño con cuentos y música con nuestro invitado especial, MusicalMe! Le animamos a traer una maraca u otro instrumento musical. Una manualidad para crear un librito para los niños estará disponible en su biblioteca más cercana. Este programa es para niños de 0-8 y sus familias. Será una reunión virtual en vivo de Zoom. Es necesario registrarse para este evento. Los registrantes recibirán un correo electrónico 24 horas y 1 hora antes del programa con un enlace Zoom e instrucciones para iniciar sesión. Join us for a special Spanish Storytime, as we celebrate Día del Niño with stories and music with our special guest, MusicalMe. We encourage you to bring a noisemaker or other musical instrument. A mini book craft will be available at your closest library branch. It's going to be a live Zoom meeting. Registration is required for this event; register at [santacruzpl.libcal.com/event/7432108](https://santacruzpl.libcal.com/event/7432108). Registrants will receive an email 24 hours and one hour prior to the program with a Zoom link and instructions for logging in. Saturday, April 24, 11am-noon.

**PUPPYLOCKS AND THE THREE BEARS** What if the Three Bears were really Teddy Bears? What if Goldilocks was not a little girl at all, but a golden, mischievous little dog? That is exactly the case in this very funny retelling of the traditional fairy tale. Watch this impish little dog do everything wrong in the bears' house while the bears are off to the Teddybear Circus! Puppylocks is presented with traditional Bohemian-style marionettes on a tabletop stage. It runs for about 40 minutes and is recommended for ages 3 and up. For more information contact Julie Soto at 831-427-7713. Saturday, April 24, 11am-noon. Santa Cruz Public Libraries, 117 Union St., Santa Cruz.

### **The Future of Affordable Housing in Santa Cruz County**

Affordable housing could get boost from volunteer group looking at revenue streams  
DISCUSSIONS ARE UNDERWAY REGARDING A HOUSING PROJECT WHERE THIS SHOPPING CENTER STANDS AT THE CORNER OF WATER STREET AND BRANCIFORTE DRIVE IN SANTA CRUZ. PHOTO: TARMO HANNULA

In early March, the city of Santa Cruz got word that it had scored \$5 million from the competitive federal Local Housing Trust Fund (LHTF), which is administered by the State Housing and Community Development department. It was part of \$57 million in competitive grants doled out statewide.

The money, which will be allocated over five years, will help provide matching funds for several projects in Santa Cruz that are bringing much-needed affordable housing units for low-income families.

Santa Cruz was one of 33 applicants vying for the funds, says Economic Development Director Bonnie Lipscomb, who called the grant "key money" for at least three current projects. The city has about \$3 million in its Affordable Housing Trust Fund, she says, which is funded by developer fees and used to close the financing gap for affordable housing projects in the city.

"Having that money means we can leverage that many more projects," Lipscomb says. "We typically come in as the last financing on projects, particularly ones that may be stalled in their projects."

Lipscomb says that the city currently has around 1,000 housing units in various stages of development, many of which are considered affordable. Affordable housing projects could also get a boost from the ongoing work of a volunteer group looking at potential revenue streams.

In November 2018, a bond that would have funded affordable housing in the county failed after falling just short of the two-thirds it needed. But the numbers by jurisdiction told a different story. The city of Santa Cruz overwhelmingly approved it, and it nearly passed in Watsonville, says retired county treasurer and former state lawmaker Fred Keeley, who is a member of [Housing Santa Cruz County](#). That group—formed about one year ago in the wake of those efforts—took the near success as a cue that voters might give a nod to a similar measure in the future.

The group tackles the affordable housing crisis with a multi-faceted approach. This includes advocating for affordable housing projects countywide, supporting efforts by local jurisdictions to increase affordable housing stock and connecting with and supporting elected officials who list housing as one of their top priorities.

“So many people wanted to continue to move forward,” Keeley says.

And so as part of those efforts, he says the group is in the early stages of a possible affordable housing measure for the November 2022 ballot. Group member Don Lane, a former Santa Cruz mayor and community organizer, says that the work will mean looking into the specific needs for each jurisdiction in the county.

“There is just a good amount of discussion going on in a lot of different places around the need for some new local funding sources for affordable housing,” Lane says. “That will be a major point of discussion for us going forward.”

The quickly-growing nonprofit group is made up of 25 organizations and about 100 members, Lane says.

“We are trying to build a very big tent for this organization,” he says, “and we’re off to a very good start.”

Statewide, the numbers are grim. According to the U.S. Census bureau, 1.4 million Californians—nearly 8% of the population of people 18 and older—are experiencing housing insecurity. Housing Authority of Santa Cruz County Executive Director Jenny Panetta estimates that about 30,000 households—roughly one-third of all households in the county—are income eligible for federal rental assistance, defined as earning less than 50% of median household income.

“We are among the least-affordable rental markets in the nation,” she says.

Panetta says the organization is assisting roughly 5,000 households, and another 12,000 are on the waiting list for the Housing Choice (previously known as Section 8) voucher program, a process that can take about 10 years.

Mayor Donna Meyers says that the state next year will adjust its Regional Housing Needs Allocation (RHNA) numbers—which lays out the amount of local housing programs that jurisdictions must include when developing their housing elements, a long-range plan of how a city plans to develop its housing stock. The Association of Monterey Bay Area Governments oversees those allocations.

The city adopted its plan in 2016 and is set to do so again in 2023. She also says that the state will likely begin holding jurisdictions responsible for failing to meet their goals by withholding funding for housing projects, putting more pressure on cities.

“I have a feeling that the state is going to put out a bigger number for us to achieve,” Meyers says. Meyers says she hopes to see a mix of housing for all income levels—from market-rate to affordable—as the city looks to ease its housing crisis and considers new projects. That can be a tough sell in any jurisdiction, with many residents ready to fight changes to their neighborhoods. “Housing is a hard, moving target to really develop comprehensive public policy for, because people react to development in different ways,” Meyers says.

While the ongoing work in Santa Cruz was helping the city reach its RHNA goals of 180 very-low income units, 118 low-income units and 136 moderate units, next year’s goals will essentially start the clock over again with the city’s housing needs obligations, Meyers says.

Lipscomb says various downtown projects making their way through the design phase will allow vertical, high-density development in the corridor, bringing residents' homes closer to where they work, shop and eat.

"That whole local context will help our downtown really thrive into the future," she says. "This is a really good situation for our community right now."

These projects run the gamut from 100% affordable to a mix of market-rate and low-income. What's clear is that there is no solution that will satisfy everyone, particularly when considering projects that potentially alter the look and feel of neighborhoods.

Political consultant Bruce Van Allen, who served as Santa Cruz mayor and led several housing projects in the city, called the affordable housing problem "a big, intractable mess."

"Many people feel that higher density is the way to expand the inventory, but that's a volatile subject," he says.

That is especially true in neighborhoods made up of single-family homes, Van Allen says.

"A lot of those neighborhoods like it the way it is," he says.

Van Allen says the problem won't simply be solved by building more units. Raising wages, lowering the cost of housing and regulating the market all factor into solving the issue. It's also important, he adds, to subsidize both potential homebuyers and developers to make including affordable options more attractive. But those subsidies can also be a touchy subject, Van Allen says.

"Regulating the market is a tough ask in our country, and subsidizing people is tough, too, because of the impression that you're encouraging laziness," he says. "There is really no other way to do it, which is why there is so much homelessness now because of the disparity between what people can earn and the cost."

Van Allen says he managed several affordable housing projects for the nonprofit Community Housing Corporation in the aftermath of the Loma Prieta Earthquake. Getting through the red tape, he says, brought another hassle.

"It would take sometimes two or three years to line up the funding and get everything in place," he says.

Housing activist Charlie Vaske says he came to Santa Cruz to attend UCSC in 2003, and started delving into the issue when he began to look for his own apartment.

"I was wondering why all my friends were leaving town and why the rents kept going up," he says. "And why there isn't enough housing, why when I went to apply for an apartment to rent, why there were 80 people looking for one apartment. It seemed like that was all wrong."

He says he found a "systematic manipulation" of housing by property owners over the past 50 years who have opposed numerous apartment projects, thus making them scarce and driving up prices. The average rent currently for a one-bedroom apartment is now \$2,200, he says.

This skepticism includes the 831 Water Street project, which would bring 77 affordable and 47 very-low-income units. It would also include about 9,000 square feet of retail businesses on the ground floor, about 80 underground parking spaces and a 2,000-square-foot community space on the top floor of one of the two buildings. Despite the high number of affordable units that it will provide, it has garnered opposition even by people who support affordable housing. One such person is Simon Ghorbani, who lives behind the strip mall where the project would be located. He says the large development would be jarring when juxtaposed near his neighborhood of single-family homes.

"A lot of people would say, 'not in my backyard, not in my backyard,' and I never imagined I would be saying this, but, literally, this would be impossible to have in my backyard," he said during a public comment period on Jan. 27 as the public information phase of the project kicked off.

Vaske says the city needs more duplexes, triplexes and quadplexes, which are discouraged or even prohibited in many communities. Berkeley, Oakland and South San Francisco recently changed their zoning rules to allow them, Vaske says, adding that no such change is slated for Santa Cruz.

"But I'd like to create some movement," he says.

[Senate Bill 9](#), introduced in December by a half-dozen senators, would allow those developments in neighborhoods zoned for single families. The bill is currently making its way through the normally circuitous approval process.

Rafa Sonnenfeld of Santa Cruz YIMBY (Yes In My Back Yard) cites numbers from the California Housing Partnership showing that 1.3 million low-income renter households statewide—10,000 locally—don't have access to affordable homes.

"We're way behind the curve in what the need is and what the supply is," he says.

In Santa Cruz County, Sonnenfeld says, 75% of people earning less than 35% of median household income are paying more than half of their paychecks on housing costs, which he says is an "incredible cost burden." Inclusionary ordinances—such as Santa Cruz's requirement that any project with five or more units must be 20% affordable—often shifts the onus of adding affordable housing onto private for-profit developers, he says.

"So it doesn't always pencil out for developers or the community," Sonnenfeld says.

"There is really a need for more affordable housing, especially at the deepest levels of affordability, and right now we really don't have any great way to produce that kind of housing," he adds.

Keeley says that any discussion of creating affordable housing should be based on taking action.

"We are long, long, long past the time when the case needs to be made in the need for affordable housing," he says. "This is now part of the fabric of California, especially on the coast. It is part of the reality of our community as well, which is that there continues to be a growing divide between those that can't afford housing and work in the community."

## COMING SOON

The city is in the midst of several projects that include affordable housing, and while officials tout them as a step in the right direction, housing advocates say they do not do enough to meet the need. [library project only listed for brevity. Fr full article visit: <https://goodtimes.sc/santa-cruz-news/future-of-affordable-housing-santa-cruz-county/>]

## Art Exhibit Provides Space for Reflection Following CZU Fire

Exhibit also connected fire survivors with county resources



DEVI PRIDE BESIDE A PHOTO SHE TOOK OF A BOOK THAT WAS TURNED TO ASH ON HER PROPERTY IN THE BIG BASIN AREA, NOW A PART OF A 12-PANEL ART INSTALLATION OUTSIDE FELTON BRANCH LIBRARY. PHOTO: DREW PENNER

**BY [DREW PENNER](#)**

**POSTED ON MAY 13, 2021**

Devi Pride did not expect to shed tears during the opening of her 12-panel art showcase of her wildfire-ravaged property in the Santa Cruz Mountains.

“I didn’t think I’d have such an emotional response,” Pride said, standing in a shady spot next to the series outside of the Felton Branch Library, which features stark subject matter with lines of a poem she wrote superimposed. “But we all need to hear our own words sometimes.”

On May 8, Pride’s work was displayed in a line along Gushee Street, amid fluttering leaves and deep green branches. The show was meant to give those who were touched by the [CZU Lightning Complex fire](#) a space to reflect and breathe—it also connected fire survivors with county resources. Her work was unveiled in tandem with a similar series, posted along a trail through Discovery Park by the library, featuring laminated pages from Alison Farrell’s children’s book “The Hike.”

One of Pride’s panels focuses on a fallen log with yellow and green grasses swaying freely beside it. The words “REJUVENATE/WE CHOOSE TO THRIVE” accompany the image. Another portraying a blackened tree, still standing with green shoots protruding from its bark, reads “REENVISION/FROM COLOR TO BLACK AND WHITE TO COLOR AGAIN.”

For Pride, the images put the last nine months into perspective. Like thousands of other Santa Cruz Mountain residents, she lost her home in the CZU Lightning Complex fire. In the aftermath, she spent hours excavating at her Big Basin-area property, hunting for her grandmother’s ashes, dumbfounded at a melted camera lens, and assessing the destruction of tapes of early video work for a Canadian broadcaster. It’s all rising to the surface.

“It’s very traumatic,” she said. “Part of this is to learn from that and reflect.”

Now, she’s hoping others can benefit from the growth her series represents.

“In order to move through, you just don’t sweep it under,” she said, recounting how the poem came to her fully formed, while the photo selection took longer. “Each one is to inspire something. That’s part of the healing process.”

Mariah Roberts, executive director of Friends of Santa Cruz County Parks, said the panels echo the phase many displaced residents are in right now, as debris clearing has largely finished and new homes can start to go up.

“The intention of this installation is to offer a place that is meaningful and supportive,” she said. “People just really need some wellness experiences.”

During the fire, the group (the nonprofit complement to the county’s parks department) was asked to help evacuees at Kaiser Permanente Arena navigate the confusing array of emergency resources.

Later, when an anonymous donation came in, Roberts reached out to Dave Reid in the [county’s new Office of Response, Recovery & Resilience](#) to find out where the money—described as large enough to have an impact, but too small for any serious rebuilding—could help most.

Reid suggested the nonprofit do something like the Carlos Campos-designed Art Hike Challenge that was recently installed at Pinto Lake County Park in Watsonville, so displaced residents would have a place to get away from all the paperwork and daily struggles.

And while fire survivors are at the forefront, everyone is invited to view the work, Roberts added. “It’s really nice to reflect at this moment in time,” she said. “It’s been a very humbling experience.” Now the group is gearing up for its next show, a collaborative parks-based effort opening simultaneously in Watsonville, Scotts Valley, Santa Cruz and Capitola on June 19.

Marilyn Marzell, 73, attended the Felton exhibit with her partner of 38 years, Patti Maxine, 82. The local residents were evacuated for 10 days, as flames crept to within a half-mile of their home.



“In addition to Covid, it was just another blow to our community,” Marzell said while explaining the frantic rush to gather important documents in preparing for the

worst. “We did have overnight to prepare.”

Marzell says she’s happy to see the library offering a vibrant space for peaceful contemplation.

“I’m thrilled that this library park can be utilized for people to gather,” she said. “It’s just another sign of us returning to normalcy.”

Fifth District Supervisor Bruce McPherson stopped off with an aide on the way to see post-fire recovery efforts in Boulder Creek.

“It’s so sad to see what happened,” he said. “But it’s so inspiring to see the response.”



*Fifth District Supervisor Bruce McPherson visited the Felton show on the way to check on fire recovery efforts in Boulder Creek. PHOTO: Drew Penner*

A park, a food hall or apartments? All are being considered for site of old Santa Cruz library.

## PLAZA + PARK WITH HOUSING



Rendering of a possible use for the site of Santa Cruz's downtown library on Church Street. The library is set to move into a new building within several years, and the city is asking the public how they want the Church Street property to be used. (Courtesy city of Santa Cruz)

BY [ISABELLA CUETO](#) MAY 18, 2021 | 11:15 AM

Source: Lookout Santa Cruz <https://lookout.co/santacruz/civic-life/development/story/2021-05-18/old-santa-cruz-library-uses-park-food-hall-apartments-reuse-survey>

### Quick Take

Since the building is too old to be renovated into a modern library space, the city has been soliciting ideas for what to put in the space. Two main concepts have emerged: a plaza/park with housing and parking, and a community or commercial space in the repurposed building plus parking.

Santa Cruz's downtown library will move from a 52-year-old building [into a new mixed-use structure in coming years](#). So what's to become of the current library, on Church Street?

Since the building is too old to be renovated into a modern library space, the city has been soliciting ideas for what to put in the space, which is boxed in by Center, Church, Cedar and Locust Streets.

Two main concepts have emerged for the site: a plaza/park with housing and parking, and a community or commercial space in the repurposed building plus parking. The city is surveying residents on which uses they prefer for the site.

### Plaza/Park + Housing + Parking

One option for the property is to create a "significant plaza and/or park" with space for various activities and amenities, including the Santa Cruz Farmers' Market. The market sets up shop each week on the lot that will become the new library, and so it was to eventually relocate to a parking lot at the intersection of Cathcart Street and Front Street.

## MIXED-USE HOUSING WITH CIVIC PLAZA/PARK



Initial renderings of a park and plaza feature a prominent lawn for picnicking, as well as space for open air markets, festivals and other events. These open areas would share the library site with an affordable housing complex — likely several stories tall — on Locust Street and a parking area. An initial rendering shows how the Church Street library site could be used for affordable housing, parking and a plaza or park. The city is in the process of gauging what the public wants to fill the property across from City Hall. (Courtesy city of Santa Cruz)

Another housing-and-plaza concept would include a larger apartment building for low-income renters that would create an L-shape around a central civic plaza or park. Parking would be underneath the building and the ground floor could be commercial space or community areas, according to sketches included in the city's community survey.

### **Repurposed building + Parking**

Although the city found it infeasible to renovate the old Church Street building to house a new library, the building frame could still be good for other commercial or community uses.

Renderings in the city survey offer the idea of a modern food hall, like L.A.'s Grand Central Market or Atlanta's Ponce City Market, where individual vendor stalls fill a larger warehouse-type structure.



## LIBRARY STRUCTURE RE-PURPOSED WITH PARKING



A sketch shows what the Church Street library site could look like as a repurposed retail or community space, such as an indoor food hall, plus parking. (Courtesy city of Santa Cruz)

A parking area would take up the other half of the site, and could be used as a new home for the farmers' market, according to the sketch. The current library property has a public parking lot and surface parking for library users.

What's next?

The new downtown library — [part of a larger development that includes affordable housing and a parking garage](#) — could be completed as early as 2025, according to city timelines. Construction is scheduled to begin in late 2022 or early 2023 and take two years. A schedule for construction at the old library site has not been finalized, but the city is closing in on options for transforming the site.

[Timeline for new Santa Cruz library development revealed, but aspects of big project still in flux](#)  
Library construction is being largely funded by “Measure S,” a financing deal approved by 70% of Santa Cruz voters in 2016 that [lets Santa Cruz Public Libraries take out a \\$67 million loan](#) to pay for library construction and upgrades. The new library alone will cost between \$25 million and \$35 million, according to [a facilities master plan](#). The price of whatever will go at the former library site is still to be determined, and can vary depending on which design the city pursues.

After a two-month process to hear from community members about what they want at the Church Street property, the city recently launched a survey to gauge public priorities and preferences, but also to collect open-ended feedback and ideas.

Survey-takers are asked to rate, on a spectrum, how friendly they are toward the idea of the site being used for: a park-plaza-market space, housing and mixed-use, parking, a regional destination and large events, daily uses (such as a playground or dog park), ground floor community uses and ground floor retail and commercial space.

### TAKE ACTION

What should be built at the Church Street library site?

Santa Cruz city officials are seeking public input, via survey, on what the old library site should be used for once there is a new, modern library downtown.

[Take the survey](#)

Isabella Cueto is a Government Accountability Correspondent for Lookout Santa Cruz. She will take a deep look at the inner workings of the cities of Santa Cruz, Capitola, Watsonville and Scotts Valley, with the goal of holding local leaders accountable. She can be reached at isa@lookoutlocal.com.



**Scotts Valley city services, construction could get boost**

By Kara Meyberg Guzman | May 20, 2021

**SCOTTS VALLEY >>** As Scotts Valley recovers from the economic impacts of the pandemic, Scotts Valley residents can expect some restored city services and staff, as well as progress on city-sponsored construction projects for the fiscal year that begins July 1.

“We’re not there yet — we won’t be there for a few years — but it is a real opportunity in this budget to rebuild our services and bring back more to the community,” City Manager Tina Friend said at a city council meeting Wednesday.

The budget is still a draft. The Scotts Valley City Council is set to discuss it again at its June 2 meeting. City staff and a consultant gave a presentation of the draft budget to the city council during a three-and-a-half hour meeting Wednesday. Council members said they would hold their feedback until the June 2 meeting.



*The Scotts Valley City Council reviewed a draft city budget Wednesday. (Zoom screenshot)*

**Upcoming decisions**

The council is expected to make policy and funding decisions on several projects including:

- **Pension obligation bonds:** In recent months, the council and staff have considered [whether to pursue pension obligation bonds](#) to help pay the city’s roughly \$19.8 million in unfunded pension debt. Pension obligation bonds are bonds that local governments issue when interest rates are low to help pay off unfunded pension liabilities. The bonds could save Scotts Valley up to \$354,000 per year, city leaders said. However, many experts consider those bonds risky because if the market crashes, the city’s debt grows. The window to pursue these bonds may close within the next year if interest rates rise. Other local jurisdictions have begun to consider these bonds as well, including the [Santa Cruz County Board of Supervisors](#) and the Santa Cruz METRO transit district.

- **Inclusionary affordable housing rules:** Scotts Valley mandates that new housing projects of six or more units must dedicate 15% of those units at affordable prices or rents to qualifying households that have lower incomes. The prices and income criteria are based on the county's area median income. Many California cities have similar rules, called "inclusionary housing" laws. Scotts Valley's [inclusionary law only applies to part of the city](#). A majority of the council has said that [they would support an expansion of the law](#) to apply to the entire city and in recent months directed the city staff to look into it. Wednesday, City Manager Tina Friend expressed concern that city staff did not have the capacity to carry out the work without \$60,000 of consultant help, which is not in the draft budget. The council will have to decide whether to fund a consultant in the next year.
- **General Fund loan repayment:** The city has a roughly \$3.3 million loan from its General Fund to the city's former redevelopment agency. It's one-time money that's expected to be fully repaid in the next few years. City Manager Tina Friend has recommended that the city use part of that money to replace the city's public works building, an expected cost of about \$800,000.

#### Draft budget highlights

The [draft budget](#) calls for a:

- Possible 9% increase of wastewater rates for Scotts Valley customers.
- Restoration of eight vacant positions and the addition of four new positions, including a school resource officer and an assistant to the city manager. Two of the filled vacant positions would be in the recreation department.
- Projected General Fund revenue of about \$14 million, up from roughly \$13.7 million in the 2020-21 fiscal year. Projected General Fund expenses are \$13.7 million, up from \$12.5 million the prior year.
- Roughly \$977,000 General Fund deficit. To balance that deficit, the city would have to draw reserves down to about \$4.4 million by the end of the fiscal year.
- Transfer of roughly \$541,000 from the General Fund to the city's Recreation Fund to cover a deficit. Most of the recreation staff was laid off during the pandemic, and only \$13,200 of recreation revenue is expected for the fiscal year that ends June 30. The Recreation Fund had an average \$1 million annual revenue for the fiscal years 2016 to 2019.

## Projected “General Revenue” Losses

Years	FY 2016-2019 (avg)	FY 2020 (Actual)	FY 2021 (Projected)	FY 2022 (Projected)	FY 2023 (Projected)
General Fund	\$ 11,578,700	11,519,600	13,693,700	13,985,000	15,381,200
General CIP	283,100	343,100	64,100	65,600	67,200
Recreation	1,066,100	710,200	13,200	327,700	874,200
Special Revenue - DIF	465,200	140,200	185,400	190,100	194,800
Special Revenue – Non-DIF (excluding grants)	1,494,400	1,933,900	2,632,300	4,707,300	1,491,100
<b>Total Projected Revenues</b>	<b>\$13,393,100</b>	<b>\$14,647,000</b>	<b>\$16,588,700</b>	<b>\$19,275,700</b>	<b>\$18,008,500</b>
“Counterfactual” Revenue Projects (using Average annualized growth from FY 2016 to 2019)	Growth Rate: 12.26% <sup>1</sup>	\$20,324,200	\$22,815,500	\$25,612,100	\$28,751,600
Lost Revenues	N/A	(\$5,677,200)	(\$6,226,800)	(\$6,336,400)	(\$10,743,100)

*Scotts Valley’s Recreation Fund is independent from the General Fund and relies on income from recreation fees. The Recreation Fund had a sharp decline in revenue during the pandemic and is not expected to fully recover for a few years. (City of Scotts Valley)*

The draft budget also calls for \$6.9 million for major capital planning and projects. The city would have to hire consultants to carry out the work.

Those projects include:

- Completion of the Scotts Valley Branch Library renovations, funded by Measure S, a property tax approved by Santa Cruz County voters in 2016 for library upgrades. (\$2.7 million)
- Upgrades to the city’s wastewater treatment plant (about \$1.2 million)
- Pavement improvements to Bean Creek Road, between Montevelle and city limits (about \$1 million)

Wednesday, several residents spoke during public comment. Some called for the council to include pedestrian and bike safety improvements to Bluebonnet Lane.



**REWARD YOURSELF WITH A GATHERING**

written by [Michael Oppenheimer](#) April 30, 2021

<https://tpgonlinedaily.com/reward-yourself-with-a-gathering/>



## Spread the love

**By Bruce McPherson, Supervisor, Fifth District**

After nearly 14 months of restrictions on people gathering due to COVID-19, I am so glad to see in-person events start to happen again in the Fifth District as we head into nicer weather.

We have done a terrific job in Santa Cruz County getting the vaccine and keeping our case counts low. Now it seems appropriate to reward ourselves a little by getting out and having some fun together as a community — with safety measures in place, of course. Let's start with this weekend.

Tandy Beal & Company will present Sunshine Becker and Matt Hartle for a “fun and grateful-driven rock and soul” show at four locations on Saturday, May 1. The duo will be at Felton Library (11:15 a.m.), Scotts Valley Library (12:15 p.m.), Garrahan Park in Boulder Creek (2 p.m.) and back in Felton at Covered Bridge Park (3:30 p.m.) A big thanks go to Tandy, a Fifth District resident, and these wonderful musicians for the springtime serenade.

The following weekend, I am excited about the May 8 Art Hike for Healing event at the Felton Library and Discovery Park. Organized by the Santa Cruz County Long Term Recovery Group, Friends of Santa

Cruz County Parks and Felton Library Friends, the event from 10 a.m. to 2 p.m. will feature a walk-through of a new outdoor art installation by photographer Devi Pride. There will also be a storybook walk, nature sketchbook and other resources for survivors of the CZU Lightning Complex Fire.





Speaking of fire recovery resources, every Saturday from 2-5 p.m., the Boulder Creek Recreation District continues to host its Community Relief event at the Bear Creek Community Center. Rebuilding permit and environmental health staff join United Policyholders representatives and others to answer questions, including about what will be one of the most complicated topics for our survivors — septic systems. The County also has organized

two upcoming webinars on septic and water-permitting issues for property owners (10-11:30 a.m. May 1) and for professionals working on rebuilding projects (9-10:30 a.m. May 4.) Visit the Office of Response Recovery and Resiliency site at [www.co.santa-cruz.ca.us/OR3.aspx](http://www.co.santa-cruz.ca.us/OR3.aspx) for links to the webinar and a list of other resource events.

Lastly on the topic of events, the summer is already starting to take shape. The Scotts Valley Chamber of Commerce will host the Art, Wine & Beer Festival on August 21 and 22 in a new location, Siltanen Park on Vine Hill Road. This is one of the Fifth District's most anticipated events each year — also always one of the warmest! — and I'm glad to see it come back. Find out more at [svartfestival.com](http://svartfestival.com).

While events are fun, seeing everyday life open up a bit more is also exciting. Sticking with Scotts Valley, the city is working on two important COVID recovery initiatives — restoring its recreation offerings and launching an economic development program.

In partnership with the Boys and Girls Clubs of Santa Cruz County, the city hopes to expand summer camp and restore staff lost in the pandemic. Funded by Community Development Block Grants, the city is also looking at providing grants up to \$10,000 to eligible Scotts Valley businesses to assist with COVID relief and job retention.

Meanwhile, the County Board of Supervisors is looking to set aside about \$1 million in direct COVID relief for the community, including potentially about \$700,000 for apprenticeship programs as well as support for women- and minority-owned businesses, and cultural institutions. We will discuss this further at our May 11 regular meeting.

Speaking of our institutions, we have two exciting library renovation projects in the Fifth District. On the heels of building the beautiful Felton Branch Library, the Santa Cruz Public Libraries system is renovating the Boulder Creek Branch, with completion expected in mid-June. Also, plans are being finalized for renovation of the Scotts Valley Branch to begin later this year. Both projects will greatly increase the user experience at these community branches.

## **PERFORMING ARTS CENTER ALMOST READY**

written by [Michael Oppenheimer](#) April 30, 2021



**SCOTTS VALLEY**  
**Community**  
**THEATER GUILD**

### Spread the love

#### Story and Photos By Jondi Gumz

The seats are here, 264 from Bellagio Casino & Hotel in Las Vegas. The stage is here, purchased from Arizona State University theater. The lights are here, ready to be moved into position for a theatrical show. And the folks who started working in 2013 to turn the empty space next to the Scotts Valley Library into a Performing Arts Center expect to see the fruits of their labor this year.

“We want to do major performances in the winter,” said Larry Smith, current president

of the Scotts Valley Community Theater Guild.

“We are just getting around to thinking we can schedule,” said Trish Melehan, Guild board member and longtime supporter, noting Scotts Valley High School drama teacher Kendra Kannegaard is on the board.



*Larry Smith, president of the Scotts Valley Community Theater Guild board, is eager to put the stage lights to use.*

The timing is good as the COVID-19 case rate has plummeted and the county appears poised to move into the state’s Yellow Tier, the least restrictive, with the state opening up fully June 15 if current trends continue.

Smith is most enthusiastic about the flexibility of the space, which can be partitioned into smaller spaces in each corner with black drapes creating privacy for multiple activities to take place at one

time. Two technical booths are available to deliver professional sound and lighting.

“We’re a few weeks away from having a functional performing arts center,” Smith said.

A fire alarm system must be installed, and ducting for rooftop air conditioning units.

The Guild expects the City Council to visit at the end of May. The council supported the performing arts center as an economic booster, bringing people to dine and shop, and as a much-needed venue to promote the arts in the city.

Guild leaders are coordinating their project with the city, which is planning to renovate the library. The renovation will include a new façade for the former roller rink building. The library construction may start in August and wrap up in January.

Melehan said fundraising is ongoing.



*Scotts Valley Community Theater Guild members Trish Melehan and Larry Smith (front row), with (from left) Mike Smith, Dave Hodgkin and Ray Gorski, hope to schedule performances this winter.*

With all of the interior space devoted to theatrical use, the Guild needs to raise \$50,000 to \$80,000 to pay for ADA-compliant outdoor bathrooms — “nice bathrooms, like Santa Cruz Shakespeare uses at DeLaveaga Park, not your basic Porta-Potties.”

The Guild has nicknamed the space “The Temporary” because they still envision the space evolving into an all

new state of the art theater with real walls, an orchestra pit, and brand new fixtures. But the space as created will serve the needs of the community for some time to come.

The Guild has already raised hundreds of thousands of dollars from grants and individual donations and is honoring donors on its website: [www.svctheaterguild.org](http://www.svctheaterguild.org). They will place a permanent testament to donors inside the site upon opening to the public.

#### **Naming Rights Are Available**

Give \$150,000, You’re a Visionary. Give \$100,000 to \$150,000, you’re a Luminary. Give \$75,000 to \$100,000, you’re in the Premier Patrons Circle.

But if you could never fall in one of those categories, you can still be listed as an “Inaugural Supporter” with a donation of \$500, or be one of the 100 “Founders” with a donation of \$1,500. If you work at a company that matches employee donations to a nonprofit, that can double your gift. As the Guild’s [website](#) puts it, donations in any amount are gratefully accepted. If donating by check, make the check payable to: SVC Theater Guild, P. O. Box 66438, Scotts Valley, CA 95067-6438.



Kristin Brown returned to the Felton Branch Library Wednesday, a day after it reopened some of its indoor services. — Drew Penner/Press Banner





## **Felton library opens indoor browsing**

By: [DREW PENNER](#)

May 13, 2021

The Felton Branch Library reopened some of its indoor services Tuesday.

"I really enjoy being able to browse," said 71-year-old Waldo Burford, a retired biology teacher who took in Devi Pride's post-fire rebirth photoset outside the library on May 8. "That sense of the library is never going to be replaced by the internet."

So-called "active browsing" was introduced at La Selva Beach Branch Library on May 4. The Live Oak Branch was also set to reopen Tuesday, with Scotts Valley Branch set to open up May 17. (The Aptos and Downtown branches aren't expected to open until June).

Burford said he can't wait to go through gardening, photography and investing magazines in person, once again.

"I'm a year behind," he said. "To subscribe to all of those is just cost prohibitive."

Having grown up in "God-forsaken" San Bernardino, he remembers how the local newspaper was at the heart of the community. Libraries serve a similar function, and provide a way to learn from periodicals you might not otherwise come across, he said.

"It provides an intellectual hub where people can hopefully start to go soon," he said, adding the tactile experience offered by brick-and-mortar locations is a valuable one. "You can put your hands on the books."

People will still be time-limited, as fears about catching Covid-19 persist, for now. And actually reading and studying in the library won't be allowed, quite yet, but up to 45 minutes of computer use a day will be, as will free wireless printing and outdoor Wi-Fi use.

Fifth District Supervisor Bruce McPherson said the Felton Branch Library is a testament to a community that knows how to overcome obstacles. The facility was one of his top priorities when he was elected nine years ago, and he said it feels great to see it finally opening its doors.

"People worked so long and so hard for so many years," he said, tipping his hat to Nancy Gerdt and Michele Mosher for bringing the monument to literacy to life. "It's above and beyond my expectations."

Felton resident Kristin Brown, 50, made it just under the wire, arriving at the library just before it closed Wednesday at 6pm.

"I'm just so used to the [Grab & Go](#)," she said, operating the self-checkout like a machine. "I'm so grateful they were able to find ways for us to still get books."

It was only the second day of the new phase of the new library, and Brown was dipping a toe into the waters of newfound literary freedom. With an 8-year-old girl at home during the pandemic, she'd tested the limits of the abridged library services.

"I'm picking books for somebody else, trying to keep my daughter entertained," she said, recalling the pitfalls of selecting reading options through a screen. "You're guessing."

Her daughter's between picture books and chapter books, so it was a challenge, particularly since borrowers are only allowed to take out 15 items at a time.



Felton resident Lisset Orozco visited the Felton Branch Library Wednesday. — Drew Penner/Press Banner

“It’s a brand new library and—except for the Grab & Go—I never got to see it,” she said, turning to head home with a jubilant, “Hooray!”

Lisset Orozco, 44, another Felton mother, learned of the news from her 12-year-old daughter.

“She told me, ‘Mom the library is finally open—can we go?’” she said, recalling how the same child had been asking for months why Disneyland and fitness centers were allowed to open when the library wasn’t. “She’s a critical little thinker.”

Orozco says Felton Branch Library has a nice selection of both English and Spanish books, and hopes her 14-year-old daughter will find something she’ll enjoy getting lost in, too.

“I got so excited, look how many books I took,” she said, hoisting up a hefty stack that included “El Gran Libro del Mar” by Yuval Zommer and “See You in the Cosmos” by Jack Cheng. “The library is a great resource for parents and kids.”

Orozco said getting to venture inside the library was joyous.

“I never find things like I just got,” she said. “You just find more diversity at the library.”



Devi Pride beside a photo she took of a book that was turned to ash on her property in the Big Basin area, now a part of a 12-panel art installation outside Felton Branch Library. — Drew Penner/Press Banner

### **Art exhibit provides space for locals touched by CZU fire to reflect**

By: [DREW PENNER](#)

May 14, 2021

Devi Pride did not expect to shed tears during the opening of her 12-panel art showcase of her wildfire-ravaged property in the Santa Cruz Mountains.

“I didn’t think I’d have such an emotional response,” Pride said, standing in a shady spot next to the series outside of the Felton Branch Library, which features stark subject matter with lines of a poem she wrote superimposed. “But we all need to hear our own words sometimes.”

On May 8, Pride’s work was displayed in a line along Gushee Street, amid fluttering leaves and deep green branches. The show was meant to give those who were touched by the CZU Lightning Complex a space to reflect and breathe—it also connected fire survivors with county resources. Her work was unveiled in tandem with a similar series, posted along a trail through Discovery Park by the library, featuring laminated pages from Alison Farrell’s children’s book “The Hike.”

One of Pride’s panels focuses on a fallen log with yellow and green grasses swaying freely beside it. The words “REJUVENATE/WE CHOOSE TO THRIVE” accompany the image. Another portraying a blackened tree, still standing with green shoots protruding from its bark reads “REENVISION/FROM COLOR TO BLACK AND WHITE TO COLOR AGAIN.”

For Pride, the images put the last nine months into perspective. Like thousands of other Santa Cruz Mountain residents, she lost her home in the CZU Complex. In the aftermath, she spent hours excavating at her Big Basin-area property, hunting for her grandmother’s ashes,

dumbfounded at a melted camera lens, and assessing the destruction of tapes of early video work for a Canadian broadcaster. It's all rising to the surface.

"It's very traumatic," she said. "Part of this is to learn from that and reflect."

Now, she's hoping others can benefit from the growth her series represents.

"In order to move through, you just don't sweep it under," she said, recounting how the poem came to her fully formed, while the photo selection took longer. "Each one is to inspire something. That's part of the healing process."

Mariah Roberts, executive director of Friends of Santa Cruz County Parks, said the panels echo the phase many displaced residents are in right now, as debris clearing has largely finished and new homes can start to go up.

"The intention of this installation is to offer a place that is meaningful and supportive," she said. "People just really need some wellness experiences."



Marilyn Marzell and Patti Maxine, Felton residents who were evacuated for 10 days during the CZU Lightning Complex Fire, enjoy the new art at the local library. — Drew Penner/Press Banner During the fire, the group (the nonprofit complement to the county's parks department) was asked to help evacuees at Kaiser Permanente Arena navigate the confusing array of emergency resources.

Later, when an anonymous donation came in, Roberts reached out to Dave Reid in the County's new Office of Response, Recovery & Resilience to find out where the money—described as large enough to have an impact, but too small for any serious rebuilding—could help most.

Reid suggested the nonprofit do something like the Carlos Campos-designed Art Hike Challenge that was recently installed at Pinto Lake County Park in Watsonville, so displaced residents would have a place to go to get away from all the paperwork and daily struggles.

And while fire survivors are at the forefront, everyone is invited to view the work, Roberts added. "It's really nice to reflect at this moment in time," she said. "It's been a very humbling experience."

Now the group is gearing up for its next show, a collaborative parks-based effort opening simultaneously in Watsonville, Scotts Valley, Santa Cruz and Capitola on June 19.

Marilyn Marzell, 73, attended the Felton exhibit with her partner of 38 years, Patti Maxine, 82. The local residents were evacuated for 10 days, as flames crept to within a half-mile of their home. “In addition to Covid, it was just another blow to our community,” Marzell said while explaining the frantic rush to gather important documents in preparing for the worst. “We did have overnight to prepare.”

Marzell says she’s happy to see the library offering a vibrant space for peaceful contemplation. “I’m thrilled that this library park can be utilized for people to gather,” she said. “It’s just another sign of us returning to normalcy.”

Fifth District Supervisor Bruce McPherson stopped off with an aide on the way to see post-fire recovery efforts in Boulder Creek.

“It’s so sad to see what happened,” he said. “But it’s so inspiring to see the response.”



Fifth District Supervisor Bruce McPherson visited the Felton show on the way to check on fire recovery efforts in Boulder Creek. — Drew Penner/Press Banner



### FUTURE OF LOCAL LIBRARIES

<https://ksqd.org/future-of-local-libraries/>

Posted by [Rachel Goodman](#) | May 8, 2021 | [All Talk](#), [Local](#), [Politics](#), [Rachel Anne Goodman](#), [Talk of the Bay](#) | [0](#)



### **KSQD 90.7 FM Santa Cruz**

Future of Local Libraries

[Download file](#) | [Play in new window](#)

Susan Nemitz is the Executive Director of the Santa Cruz Public Library system. In this episode of Talk of the Bay, she talks about how the role of libraries in our modern world is changing. Will they be full of computers as well as books? What are people most needing from their local library? We talk about the new branches opening in La Selva Beach and Capitola as well as the controversial downtown library move to a multi-use space.



### **Virtual Reality Enhances Sea Level Rise Planning And Community Engagement In Santa Cruz**

"Communicating sea level rise (SLR) and other coastal environmental issues is not a simple task" said Anna Queiroz.

May 5, 2021

SANTA CRUZ, CA—Researchers from the Middlebury Institute of International Studies at Monterey, the Virtual Human Interaction Lab and the Lemann Center at Stanford University, in a partnership with The Nature Conservancy (TNC), the City of Santa Cruz, and Virtual Planet Technologies announced today the publication of a groundbreaking study about the use of Virtual

Reality (VR) in sea level rise planning and community engagement. The study is part of the special issue of *Water*, a peer-reviewed journal on water science and technology, dedicated to "Adaptation to Coastal Climate Change and Sea-Level Rise" which will be released on May 13, 2021. The study can be accessed [here](#).

According to NASA, the last seven years have been the warmest seven years on record. Higher sea levels resulting from a warmer ocean and ice melting from the land will result in more frequent flooding from more intense storm surges pushing farther inland. As coastal communities around the globe contend with the impacts of climate change including coastal hazards such as sea level rise and more frequent coastal storms, educating stakeholders and the general public has become essential in order to adapt to and mitigate these risks.

"Communicating sea level rise (SLR) and other coastal environmental issues is not a simple task," said Anna Queiroz, researcher with the Lemann Center at Stanford University and co-author of the study. "SLR is an abstract phenomenon that is physically distant from many people, and most of its impacts are far in the future. Bringing this phenomenon psychologically closer to the community is a key element in supporting adaptation strategies."

Subscribe

Lead author Juliano Calil, senior research fellow at Middlebury Institute of International Studies' Center for the Blue Economy, adds that "VR simulations may offer a way to overcome some of these challenges, enabling users to learn key principles related to climate change and coastal risks in an immersive, interactive, and safe learning environment."

The novel study presents a review of the literature related to communication and community engagement focused on environmental issues, and significantly expands the discussion on the application of VR for environmental literacy. In the study, the authors provide a detailed account of how three coastal communities in the United States have used VR experiences to support communication and community outreach focused on SLR and discuss their implications. Their findings corroborate the findings from previous studies that compelling visuals and narrative framing can be effective in creating a space for dialogue, and VR simulations enhance communication between coastal management organizations, stakeholders, and the public.

### **Case Studies**

**Turner Station, MD:** The goal of the project was to use VR to start a conversation with the community about the projected impacts of SLR and to work together in the development of adaptation strategies, identifying where and how nature-based solutions can reduce current and future risk and impacts. The realistic 360° images developed for the project resulted in an important dialog about the need to invest in broader community resilience beyond the original scope that would probably not have happened otherwise.

"We learned a great deal from this project with Virtual Planet and our wonderful community partners at Turner Station," said Kelly Leo, Director of the Resilient Coasts Program for The Nature Conservancy in Maryland and Washington D.C. "As we look to build on this collaboration and begin exploring nature-based solutions with the community to reduce flood risk, the tool will play an important role in moving the dialogue forward."

**Santa Cruz, CA:** The goals of the bilingual VR experience used in the Resilient Coast Santa Cruz Initiative's engagement were (i) to provide a novel and compelling tool to increase awareness on SLR and (ii) to gain community feedback on coastal adaptation preferences. Nearly 63% of users of the VR experience at the Santa Cruz library (74 out of 118) reported a significant or very significant change in their awareness of SLR after participating in the VR experience.

Co-author Tiffany Wise-West, sustainability and climate action manager at the City of Santa Cruz commented that, "VR gave us a new and effective tool to use to reach the community on sea level rise planning, and, because of the application's multiple formats, such as web-based, mobile phone, became especially useful during the Covid-19 pandemic."

**Long Beach, CA:** TNC in California teamed up with the Long Beach Aquarium of the Pacific (AOP) to shape a community dialogue around SLR adaptation and the role of managed retreat in one of California's largest coastal cities, Long Beach. The goal of these dialogues was to find ways of engaging residents that empower them to participate in the design of future communities.

The VR experience was developed with input from the community and the tool became a catalyst for community discussions about current and future risk and options for long-term resilience, including controversial topics like managed retreat.

"The impacts of sea level rise are truly hard to visualize," said Alyssa Mann, coastal project director at The Nature Conservancy in California. "Even though we know what is likely to happen, numbers on a spreadsheet and 2D maps are no match for VR simulations and the visceral experience of seeing the water level rise, as well as seeing the nature-based solutions we can implement now to make our coasts more resilient."

Lead author Calil concludes that: "Including local team members was a critical success factor across these three projects as they added legitimacy and trust to the process and were project champions. Local teams also made sure that the VR tools properly represented cultural aspects of each community."



<https://myscottsvalley.com/county-libraries-partner-on-book-to-action-summer-series/>  
COUNTY LIBRARIES PARTNER ON BOOK TO ACTION SUMMER SERIES

by [Contributor - Robert Aldana](#) | May 7, 2021 | [Announcements](#), [Latest news](#)

*Watsonville Public Library and Santa Cruz Public Libraries Invite the Entire County to READ, ACT, and DISCUSS the Book Dear America*

May 7, 2021 – Santa Cruz County, CA – The Watsonville and Santa Cruz Public Libraries invite all teens and adults in Santa Cruz County to participate in Book to Action. **Book to Action** is an initiative for libraries to connect with their communities to tackle important issues and encourage reading, discussion, and action. For centuries, Santa Cruz County has attracted immigrants from across the world. This summer, your libraries have partnered with other community organizations to create a Book to Action Series for adults and teens that examines themes of equity, immigration, citizenship, and identity.

Together, we will READ and DISCUSS *Dear America: Notes of an Undocumented Citizen* by Jose Antonio Vargas, then ACT to move the needle on issues related to these themes. We are pleased to offer community-centered programming that will foster meaningful conversations and actions to create a more equitable environment that respects the dignity and value of our immigrant communities. Print copies of the book in English, Spanish, and Young Reader's versions will be available at library branches beginning May 12. Additional formats such as ebooks and eaudiobooks are available through both libraries' collections. For more information visit [bit.ly/WPL-B2A](http://bit.ly/WPL-B2A), [santacruzpl.org](http://santacruzpl.org), or [bit.ly/SCPL-Book2Action](http://bit.ly/SCPL-Book2Action).

Book to Action offers an engaging Summer Reading suite of events for adults and teens throughout the county. Events will take place in June and July, and include a conversation with the author, Jose Antonio Vargas on June 24th from 7 – 8 p.m. This event, presented in partnership with the Sunnyvale Public Library, will be presented with simultaneous Spanish language interpretation. Download an electronic version of the Book to Action Brochure at [bit.ly/B2A-Programs](http://bit.ly/B2A-Programs) or pick up a print copy with the book at branch libraries.

Other events include: book discussion groups in English and Spanish, film screening of the documentary "Documented" produced by the author, a presentation of "Watsonville is in the Heart," a storytelling workshop and Pastures of Plenty Radio Recap in partnership with KSQD



Community Radio, and a panel discussion with our partners at the Community Action Board and Thriving Immigrant Collaborative.

In addition to public programs, Santa Cruz Public Library's County Correctional Facility Team and the Santa Cruz County Sheriff's Office are partnering to bring Book to Action to the people in the Re-Entry & Rehabilitation facility. Two book discussions will be facilitated by a SCPL Volunteer and copies of the book will be provided to all incarcerated participants. Recommended reading lists, relevant resources, and information about the history of immigration in Santa Cruz County will be shared with participants. To learn more about the library's jail services visit: [bit.ly/SCPL-CCF](http://bit.ly/SCPL-CCF).

Book to Action is a program of the California Library Association, supported in whole or in part by the U.S. Institute of Museum and Library Services under the provisions of the Library Services and Technology Act, administered in California by the State Librarian.



### Thank you Librarians!

Thank you to our librarians for all the free events, classes, discussions and entertainment you've made available to us this past year and for "Puppylocks" on Saturday!

### Puppylocks A Magical Puppet Show

#### **Santa Cruz Libraries Host Puppylocks, a Magical Moonshine Theater Performance**

The Santa Cruz Public Libraries will host Magical Moonshine Theater's bilingual performance of Puppylocks at 11 a.m. Saturday April 24th. This free puppet show will be held via Zoom, and registration is required.

Puppylocks asks WHAT IF? What if the Three Bears were really Teddy Bears! And What if Goldilocks was not a little girl at all, but a golden, mischievous little dog?

That is exactly the case in this very funny retelling of the traditional fairytale. Watch this impish little dog do everything wrong in the Bear's house while the bears are off to the Teddybear Circus! Puppylocks is presented with traditional Bohemian style marionettes on a tabletop stage. It runs about 40 minutes and includes live music and singing. The show is bilingual in English and Spanish.

Register at [bit.ly/SCPL-puppylocks](http://bit.ly/SCPL-puppylocks).

#### **Reviews**

[Yelp](#)

[Google My Business](#)

Downtown received a 3 Star Rating with no review on April 30.  
Aptos received a 5 Star Rating with no review on April 30.  
Scotts Valley received a 5 Star Rating with no review on May 10.  
Downtown received a 5 Star Review on May 13.

Always helpful, although you currently can't enter except help in the lobby  
**Facebook** posted April 24




A screenshot of a Facebook post from Pearl Sotelo in the Boulder Creek Neighbors group. The post asks if the Boulder Creek Library is still on track to open this summer and if so, in which month. The post has 13 reactions and 7 answers. A reply from Frances English is visible, stating she has asked the same question and would like to hear the response.


Pearl Sotelo asked a question  in ( BCN ) Boulder Creek Neighbors. 20h · 

**Boulder Creek Library;  
anybody know if it's still on  
track to opening "this  
summer"? And if so, maybe  
which month? Thanks!** 

 13 7 Answers

 Like  Comment

 Frances English  
I have been asking the same question. Thanks for posting and I too would like to hear the response. ...

Like · Reply · 20h  2

I have been asking the same question from for posting and I too would like to hear the response.

Like · Reply · 20h



Kevin Foster  
Laura Whaley ?

Like · Reply · 19h



Laura Whaley  
We are looking at a September opening. Construction is going well.

Like · Reply · 18h



Pearl Sotelo  
Thank you Laura

Like · Reply · 17h



Leilani Carrara  
Ro, Natalia we were just talking about this!

Like · Reply · 13h



Lark Solid  
Miss the library and the friends I made there, many great conversations... lol

Like · Reply · 13h



Steve Kilczewski  
They were my go to place for books!!

Like · Reply · 13h



Jamie Ciralo  
Definitely missing the library

Like · Reply · 8m



Write an answer...



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



## **STAFF REPORT**

DATE:                  June 3,2021  
TO:                     Library Joint Powers Authority Board  
FROM:                  Susan M. Nemitz, Library Director  
RE:                     FY 2021 SCPL Sales Tax Budget Adjustment

### **RECOMMENDATION**

Approve the recommended budget adjustment for Sales Tax Revenue and Library materials expenditure budgets.

### **DISCUSSION**

At the LJPB May 2021 meeting the LFA reported new sales tax revenue estimates. These estimates were \$1.375M higher than previous estimates. This increase in sales tax does trigger an increase to the materials budget. The materials expenditure budget is set at 8% of revenue so an increase of \$110K needs to be adjusted for the new sales tax estimates.

Attachments: Budget Adjustment Request

Report Prepared by: Kira Henifin, Principal Management Analyst  
Reviewed and Forwarded by: Susan Nemitz, Library Director

City of Santa Cruz  
BUDGET ADJUSTMENT REQUEST

PAGE 1 OF 1

<input type="radio"/> Council Approval .....	Resolution No. _____
<input type="radio"/> Successor Agency .....	Resolution No. _____
<input checked="" type="radio"/> Administrative Approval	

<input checked="" type="radio"/> Current Fiscal Year
<input type="radio"/> Prior Fiscal Year

TO: FINANCE DIRECTOR  
FROM: SUSAN NEMITZ

DATE: 06/03/2021

<u>ACCOUNT</u>	<b>REVENUE</b> EDEN ACCOUNT TITLE	
951-36-51-0000-41211	Sales Tax	1,375,261
TOTAL REVENUE		1,375,261

<u>ACCOUNT</u>	<b>EXPENDITURE</b> EDEN ACCOUNT TITLE	
951-36-51-3601-53106	Books and Periodicals	110,000
p360814-100-2020-185	Project for Books and Periodicals	
TOTAL EXPENDITURE		110,000

**NET: \$ 1,265,261**

**Purpose:**

The Library Financing Authority sales tax numbers have been readjusted for FY 21/22. The LJPB has voted to approve these new estimates at its May 2021 meeting.

REQUESTED BY	DEPARTMENT HEAD APPROVAL	ACCOUNTING APPROVAL	FINANCE DIRECTOR APPROVAL	CITY MANAGER APPROVAL
Kira Henifin <small>Digitally signed by Kira Henifin Date: 2021.05.19 09:15:02 -0700</small>	Susan Nemitz <small>Digitally signed by Susan Nemitz Date: 2020.12.11 14:18:37 -0800</small>			
05/19/21				

Revised September 2012

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



## **STAFF REPORT**

DATE:                June 3, 2021  
TO:                    Library Joint Powers Authority Board  
FROM:                Susan M. Nemitz, Library Director  
RE:                    Transfer Funds to Capital Fund Account

### **RECOMMENDATION**

Approve the transfer of unused capital funds, \$50K, from the operating budget to the Library's Capital Funds Account.

### **DISCUSSION**

The FY 20/21 Budget scheduled \$100K to be spent on capital outlay. To date the library has spent half of those funds. The funds that were used were spent on getting the LSB and Capitola Library open.

The Library has \$50K unspent funds in this account. The Library is requesting these funds be moved out of our operating account and into our capital funds account for future capital purchases. These purchases will be approved by the LJPB.

Attachment: FY 20/21 Budget Adjustment

Report Prepared by: Kira Henifin, Principal Management Analyst  
Reviewed and Forwarded by: Susan Nemitz, Library Director

City of Santa Cruz  
BUDGET ADJUSTMENT REQUEST

PAGE 1 OF 1

<input type="radio"/> Council Approval .....	Resolution No. _____
<input type="radio"/> Successor Agency .....	Resolution No. _____
<input checked="" type="radio"/> Administrative Approval	

<input checked="" type="radio"/> Current Fiscal Year
<input type="radio"/> Prior Fiscal Year

TO: FINANCE DIRECTOR  
FROM: KIRA HENIFIN

DATE: 06/03/2021

ACCOUNT	REVENUE EDEN ACCOUNT TITLE	
961-00-00-0000-49191	Intra-entity fund transfer in	50,000
TOTAL REVENUE		50,000

ACCOUNT	EXPENDITURE EDEN ACCOUNT TITLE	
951-36-51-3601-57990	Capital Outlay	(50,000)
951-00-00-0000-59191	Intra-entity fund transfer out	50,000
TOTAL EXPENDITURE		0

**NET: \$ 50,000**

Purpose:  
LJPB June 3, 2021 approval.

REQUESTED BY	DEPARTMENT HEAD APPROVAL	ACCOUNTING APPROVAL	FINANCE DIRECTOR APPROVAL	CITY MANAGER APPROVAL
Kira Henifin <small>Digitally signed by Kira Henifin Date: 2021.05.24 09:33:08 -0700</small>				

Revised September 2012

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



## STAFF REPORT

DATE: June 3, 2021  
TO: Library Joint Powers Authority Board  
FROM: Susan M. Nemitz, Library Director  
RE: Adopt the FY2022 Santa Cruz Public Library Budget

### RECOMMENDATION

Adopt the Proposed 2021-2022 Joint Powers Authority (JPA) Budget.

### DISCUSSION

On May 6, 2022 the Joint Powers Authority restored \$2,325,000 in base funding to begin the process for restoring Santa Cruz Public Libraries hours and services.

As part of the FY2022 budget process, the system is looking for:

#### **New Requests – \$261,000**

##### **Management Analyst \$100,000**

The Joint Powers Board has consistently requested lengthier content and deeper analysis in Board Packets. This position would provide budgetary information, data reporting, benchmarking, strategic planning support and policy drafts for the Boards and Management Team of the Library.

##### **Eliminate Overdue Fees \$ 65,000\* (\*currently not in budget)**

The following attachment includes an analysis of removing barriers and enabling free access by eliminating overdue fines for all library materials. SCPL staff view this an essential first step in Equity work.

##### **Position changes \$ 11,000**

Upgrade one Administrative Assistant and one Courier Driver position to a Library Assistant II and a Bookmobile Library Assistant II. Upgrade a Library Assistant II to a Library Assistant III to help supervise the CMS staff. Upgrade one Library Assistant I to a Library Assistant II.



**Library Positions****\$ 100,000**

Additional Library Assistant II's (4.0 FTE) will be needed to open the Garfield Park, Boulder Creek and La Selva Beach Libraries and expand hours in March of 2022. Positions will be filled in January 2022 (costs have been prorated).

**Capital Maintenance of Facilities**

The Library would like carryforward authority for the account to plan for multiyear projects such as roof and HVAC replacement.

**Professional Assistance****\$ 50,000 (one-time funds)**

To achieve the workplan goals, the Library may need to hire professional assistance with strategic planning, Equity training, Capital maintenance planning and analysis of RFID.

## Attachments:

1. Removing barriers and enabling free access by eliminating the overdue item fines for all library materials.
2. The Santa Cruz Public Libraries FY 2022 Budget

## **Removing barriers and enabling free access by eliminating the overdue item fines for all library materials.**

### **Discussion:**

One summer evening, a young mother and her preschool aged son were visiting the Downtown branch, reading picture books together. The child placed his favorite books that they read together in a pile next to him. When his mother signaled that it was time to go home, he scooped up the pile of books and asked to take them home to read again before bed. His mother kindly explained that she could not check out any books on her library card because she owed the library money. The librarian working that evening overheard the exchange and offered to take a look at her account to see if they could find a way to check some books out. The mother declined, and the pair left for home empty-handed.

Library fines are creating barriers for the very people our library is supposed to help. Individual fines may be small, but their cumulative effect is a large burden to those who can least afford to lose access to library materials. The effect that blocked library cards has on our community is substantial. In early 2020, approximately 7% of patrons (about 11,500) were blocked from checking out library materials because they owed more than \$10 on their library accounts.

In January 2019, the American Library Association issued a resolution on monetary fines as a form of social inequity, stating that “libraries will need to take determined and pragmatic action to dismantle practices of collecting monetary fines.”<sup>1</sup>

In March 2021, California Assembly Member Evan Low introduced House Resolution 31, relative to National Library Week. The resolution, which is sponsored by the State Librarian, and supported by the California Library Association, will encourage cities, counties, and special districts to work with their public libraries to consider eliminating late fines for library patrons. Citing equity issues, the bill also acknowledges that, “During the pandemic, paying late fines puts an extra burden on already financially strapped people, and collecting late fines is particularly onerous for libraries with buildings closed and staff working remotely.”<sup>2</sup>

One of SCPL’s values is free access. Over the past few years, the library has taken steps towards making this value a reality by eliminating small fees for replacement library cards, interlibrary loans, and most recently in September 2018, eliminating the \$0.25 per day overdue fine on children’s and teen materials. During the COVID-19 pandemic, the library implemented autorenewal of library materials. These actions are reducing barriers to access of library resources and services for our community.

Eliminating overdue fines does not eliminate due dates. Borrowers will still be expected to return library materials on time, and checkout periods on library materials will remain unchanged. If an item is long overdue, the borrower will be charged the replacement cost of the item. If an item is damaged, the borrower will be charged according to the current damage/missing parts schedule.

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<sup>1</sup> American Library Association. Resolution on Monetary Library Fines as a Form of Social Inequity (January 2019). [http://www.ala.org/aboutala/sites/ala.org.aboutala/files/content/governance/council/council\\_documents/2019\\_ms\\_council\\_docs/ALA%20CD%2038%20RESOLUTION%20ON%20MONETARY%20LIBRARY%20FINES%20AS%20A%20FORM%20OF%20SOCIAL%20JUSTICE%20Revised%201\\_27\\_0.pdf](http://www.ala.org/aboutala/sites/ala.org.aboutala/files/content/governance/council/council_documents/2019_ms_council_docs/ALA%20CD%2038%20RESOLUTION%20ON%20MONETARY%20LIBRARY%20FINES%20AS%20A%20FORM%20OF%20SOCIAL%20JUSTICE%20Revised%201_27_0.pdf)

<sup>2</sup> California Legislative Information. House Resolution 31 (March 2021). [https://leginfo.ca.gov/faces/billTextClient.xhtml?bill\\_id=202120220HR31](https://leginfo.ca.gov/faces/billTextClient.xhtml?bill_id=202120220HR31)

Research and lots of recent experience from libraries that have recently gone fine-free show that overdue fines do not affect how fast people bring back books; return rates are the same before and after libraries go fine-free. And some libraries get more materials back after going fine-free for the following reasons:

1. Some people are ashamed to bring items back late and have to face library staff to pay a fine, and
2. Some people can't afford to pay the fine, so they figure why bother bringing the stuff back?<sup>3</sup>

In Colorado, High Plains Library District removed fines on everything except DVDs. They tracked their circulation and after six months and found that 95% of materials were being returned within one week of when they were due. They found no increase in “patron disappoints” (the scenario where someone has put a hold on an item and is waiting for the previous borrower to return it).<sup>4</sup>

St. Paul Public Library (MN), Gleason Public Library (IL), and San Rafael Public Library (CA) libraries reported hold times (a good measure of late returns) were virtually unchanged after eliminating fines. Milton Public Library (VT) saw its on-time return rates actually increase after fine elimination!<sup>5</sup>

The Salt Lake City Library (UT) found that materials returned late decreased from 9% with overdue fines in place to 4% after ditching fines. They did have longer hold times after going fine-free, but attributed it to more people checking out items as the number of unique borrowers in the system increased by more than 10% during that same time.<sup>6</sup>

### **Improving the patron experience**

SCPL aims to improve interactions between patrons and library staff by changing the nature of the interaction from a debt collection conversation to something more enriching. SCPL has a friendly and talented staff who would much rather spend their time introducing patrons to new services and resources, such as reserving museum passes or streaming a film on their mobile device.

### **Impact on the library's budget**

Money collected from overdue fines currently makes up less than one half a percent of library revenue.

Though the amount of money collected from overdue fines is small as a percentage of revenue, it is not inconsequential. The amount collected in overdue fines was approximately \$65,000 per year prior to COVID. The American Library Association's Resolution on Monetary Library Fines

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<sup>3</sup> Crist, B. (2019). Eliminating Fines FAQs. Colorado Virtual Library. <https://www.coloradovirtuallibrary.org/resource-sharing/eliminating-fines-faqs/>.

<sup>4</sup> DePriest, M. (2016). Removing Barriers to Access: Eliminating Fines and Fees on Children's Materials. Colorado State Library. <http://www.cde.state.co.us/cdelib/removingbarrierstoaccess>.

<sup>5</sup> Crist, B. (2019). Eliminating Fines FAQs. Colorado Virtual Library. <https://www.coloradovirtuallibrary.org/resource-sharing/eliminating-fines-faqs/>.

<sup>6</sup> Bromberg, P. (2019). Fine Free. Salt Lake City Public Library. [https://www.dropbox.com/sh/pk77n53ujmsi2ec/AADvJVNQt0hWKZmprErd\\_9sa?dl=0](https://www.dropbox.com/sh/pk77n53ujmsi2ec/AADvJVNQt0hWKZmprErd_9sa?dl=0).

as a Form of Social Inequity urges governing bodies of libraries to strengthen funding support for libraries so they are not dependent on monetary fines as a necessary source of revenue.<sup>7</sup>

### **Shouldn't the library teach responsibility?**

San Francisco Public Library recently released a white paper advocating for eliminating late fines that addressed the idea of "teaching responsibility." They argued that if the library does have a role in teaching public responsibility, it must do so in a way that does not interfere with its mission. From their white paper: "Responsibility is an important value for individuals and communities to practice, but not one that permits the library to overlook its essential function. If there is a conflict between teaching responsibility and ensuring equal access, the library is duty-bound to prioritize equal access."<sup>8</sup>

### **Recommendation**

The ultimate goals for Santa Cruz Public Libraries are to eliminate barriers to usage for all patrons, increase access to materials, increase circulation of materials, and recover materials. Eliminating late fines for all library materials would help achieve these goals.

### **Further Reading on Libraries Eliminating Overdue Fines**

In San Jose, poor find doors to library closed.

<https://nyti.ms/2Q6V1P4>

Long Overdue: Why public libraries are finally eliminating the late-return fine.

<https://bit.ly/2xtinb9>

More libraries are going fine-free. That's good for everyone.

<https://wapo.st/2TQ7IPc>

"We wanted our patrons back' - Public libraries scrap late fines to alleviate inequity.

<https://n.pr/2veZ30y>

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<sup>7</sup> American Library Association. Resolution on Monetary Library Fines as a Form of Social Inequity (January 2019). [http://www.ala.org/aboutala/sites/ala.org.aboutala/files/content/governance/council/council\\_documents/2019\\_ms\\_council\\_docs/ALA%20CD%2038%20RESOLUTION%20ON%20MONETARY%20LIBRARY%20FINES%20AS%20A%20FORM%20OF%20SOCIAL%20JUSTICE%20Revised%201\\_27\\_0.pdf](http://www.ala.org/aboutala/sites/ala.org.aboutala/files/content/governance/council/council_documents/2019_ms_council_docs/ALA%20CD%2038%20RESOLUTION%20ON%20MONETARY%20LIBRARY%20FINES%20AS%20A%20FORM%20OF%20SOCIAL%20JUSTICE%20Revised%201_27_0.pdf)

<sup>8</sup> San Francisco Public Library. (2019). Long Overdue: Eliminating Fines on Overdue Materials to Improve Access to San Francisco Public Library. <http://bit.ly/LongOverdueReport>.

# FY 2021- 2022

## Santa Cruz Public Libraries



Library Directors Budget Message .....	2-6
Library Mission/Vision .....	7
Organizational Chart .....	8
Library System Strategic Goals.....	9
FY 20/21 Workplan .....	10
Library System Performance Benchmarks .....	11
Governance, Funding and Budget.....	12-13
Budget Overview.....	14-15
Projected Library Revenues .....	16-18
Projected Library Non-Personnel Expenditures.....	19-21
Projected Library Personnel Expenditures .....	22-24
Fines and Fees Schedule .....	25
Public Service Hours/Staffing.....	26-30
Appendix A: Position Listing by Classification .....	31
Appendix B: Trust Fund Narratives .....	32-35
Appendix C: Vehicle Replacement Schedule .....	36
Appendix D: Reserve and Fund Balance History.....	37
Appendix E: Current Position Vacancy List .....	38

May 6, 2021

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

Dear Board Members:

Thank you for giving the Santa Cruz Public Libraries the opportunity to convey the fiscal year 2021-2022 budget request. Library staff have never worked harder to improve programs and services than over the last twelve months in response to the Covid-19 pandemic, its subsequent economic strains, fire evacuations, and periods of dangerous air quality. The Library remains committed to supporting the community in its recovery. Over the past twelve months the staff have:

**1. Developed four phases of Library Service to safely operate within the State's Blueprint for a Safer Economy.**

In the late spring of 2020, after suspending the service of 67 temporary staff members, freezing positions and developing a furlough schedule, the Library implemented a curbside service and transformed its community and learning events into virtual programming. It also increased its telephone help service and lent out staff to 211 to support their work and explore possibilities for improving the Library's reference call line. In the summer, the Library opened an outdoor computer lab; provided services beyond its walls at school lunch sites across Santa Cruz County; continued with its services to the County jails and developed new and innovative programs to support the unemployed, families struggling with virtual learning and the community at large dealing with the unprecedented challenges. The Library introduced a service to mail library items to patrons who were unable to visit and removed late fees.

By November, the Library transformed its services again to provide Grab & Go services, expanded its hours and provided public computer services at more branches. The Library introduced a new program to lend out technology, including hotspots and laptops, and supported that effort with in person tech help for patrons.

The month of May kicked off the third stage which restores browsing for patrons and faster returns of items.

When the Library returns to pre-Covid staffing levels, the Library will restart other services throughout the summer, like the Interlibrary Loan Service. By September, SCPL expects to return to its pre-Covid operations with full staffing restored.

**2. Developed Innovative Programming**

The Library developed and launched a new type of programming that was both virtual and specifically tailored to support the community during the crisis. At the beginning of the pandemic, the Library contracted with therapists to support parents and their children through virtual programming. The Library also launched two popular series: Community Resilience and

Shelter in Faith. Additionally, the Library moved its story time and other children's programming online and continued to strengthen its relationship with schools, resulting in powerful and successful programming, like the virtual Teen Volunteer to Career Expo.

SCPL also worked beyond its walls by successfully gaining a state grant to deliver services to children and families at lunch sites across the County.

### **3. Supported Partners/Outreach Opportunities and Continued Services at the County Jail Facilities**

During the pandemic, the Library continued providing its robust programming and services to the County Jails.

It also maintained its partnerships and worked with them to operate outside the walls of the Library, including Encompass' Community Services and Wings Homeless Advocates.

The Bookmobile is now returning to its full schedule.

SCPL provided the skilled support and a virtual platform for many organizations and partners in the community including the Aptos Friends and the Genealogical Society.

### **4. Increased Access to Resources**

During this period, the Library partnered with its vendors to make databases and all eResources immediately available to anyone who applied for a library card online.

It significantly expanded the access to databases and eBooks available through the online library card and partnered with local school districts to improve student access of the Library's online collection.

SCPL for the first-time lent hotspots and other technology, including laptops. It also provided in person tutoring to assist patrons with the use of the new technology.

The Library expanded the reach of the Library's Wi-fi so that more people visiting the outside of the Library could access the Internet for free.

SCPL also piloted a program at Downtown within the Grab & Go operation to provide Book Bundles for children and teens to make it easier for children to have access to more books.

### **5. Opened and Developed New Library Buildings**

The Library has remained busy as ever closing old buildings, planning for new ones and opening La Selva Beach and the Capitola Branch Library. Scotts Valley underwent improvements on its roof and will soon close for further renovation.

Branciforte, Boulder Creek, Garfield Park and Aptos required emptying and closure in preparation for renovations and in the case of Aptos, demolition and renewal.

In order to achieve our goals for next year the Library requested the restoration of base level staffing at the May Board meeting packet and the following new items.

#### **New Requests – \$261,000 (\$65K currently in base budget)**

<b>Management Analyst</b>	<b>\$100,000</b>
---------------------------	------------------



The Joint Powers Board has consistently requested lengthier content and deeper analysis in Board Packets. This position would provide budgetary information, data reporting, benchmarking, strategic planning support and policy drafts for the Boards and Management Team of the Library.

**Eliminate Overdue Fees** **\$ 65,000\***  
**(currently in base budget)**

Appendix A includes a detailed analysis of removing barriers and enabling free access by eliminating overdue fines for all library materials. SCPL staff view this an essential first step in Equity work. Please see Appendix A for more detail.

**Position changes** **\$**  
**11,000**

Upgrade one Administrative Assistant to a Library Assistant II to help with marketing.

Upgrade Courier Driver position to a Bookmobile Library Assistant II to help operational needs.

Upgrade a Library Assistant II to a Library Assistant III to help supervise the CMS staff.

Upgrade a Library Assistant I to a Library Assistant II to help with operational needs.

**Library Positions** **\$**  
**100,000**

Additional Library Assistant II's (4.0 FTE) will be needed to open the Garfield Park, Boulder Creek and La Selva Beach Libraries and expand hours in March of 2022. Positions will be filled in January (costs have been prorated).

**Professional Assistance** **\$ 50,000**  
**(one-time funds)**

To achieve the workplan goals, the Library may need to hire professional assistance with strategic planning, Equity training, Capital maintenance planning and analysis of RFID.

There remains a number of issues that will affect future library budgets and need to be addressed in the near future.

- The Library needs to update its strategic plan and technology plan.
- SCPL needs a long term staffing plan that relies less on temporary employees and provides appropriate hours and services for all ten system branches.
- The City of Santa Cruz needs to complete a cost study in FY2022 to account for overhead service charges.
- The LFA needs to determine an allocation model for Library Funds and agreement must be reached as to the appropriate funding level for the City of Santa Cruz.
- SCPL needs to develop and fund a 10 year facility capital replacement plan.
- SCPL needs to develop and fund a facility operations and maintenance plan.
- The JPA needs to sign leases for all buildings with the appropriate jurisdiction.
- Downtown Library staff and Administrative staff must move into their appropriate facility and the system's Computer Server Room must move to an appropriate spot.

Thank you so much for your continued support for the Santa Cruz Public Libraries.

Sincerely,

Susan M. Nemitz  
Director



## **Mission – Vision**

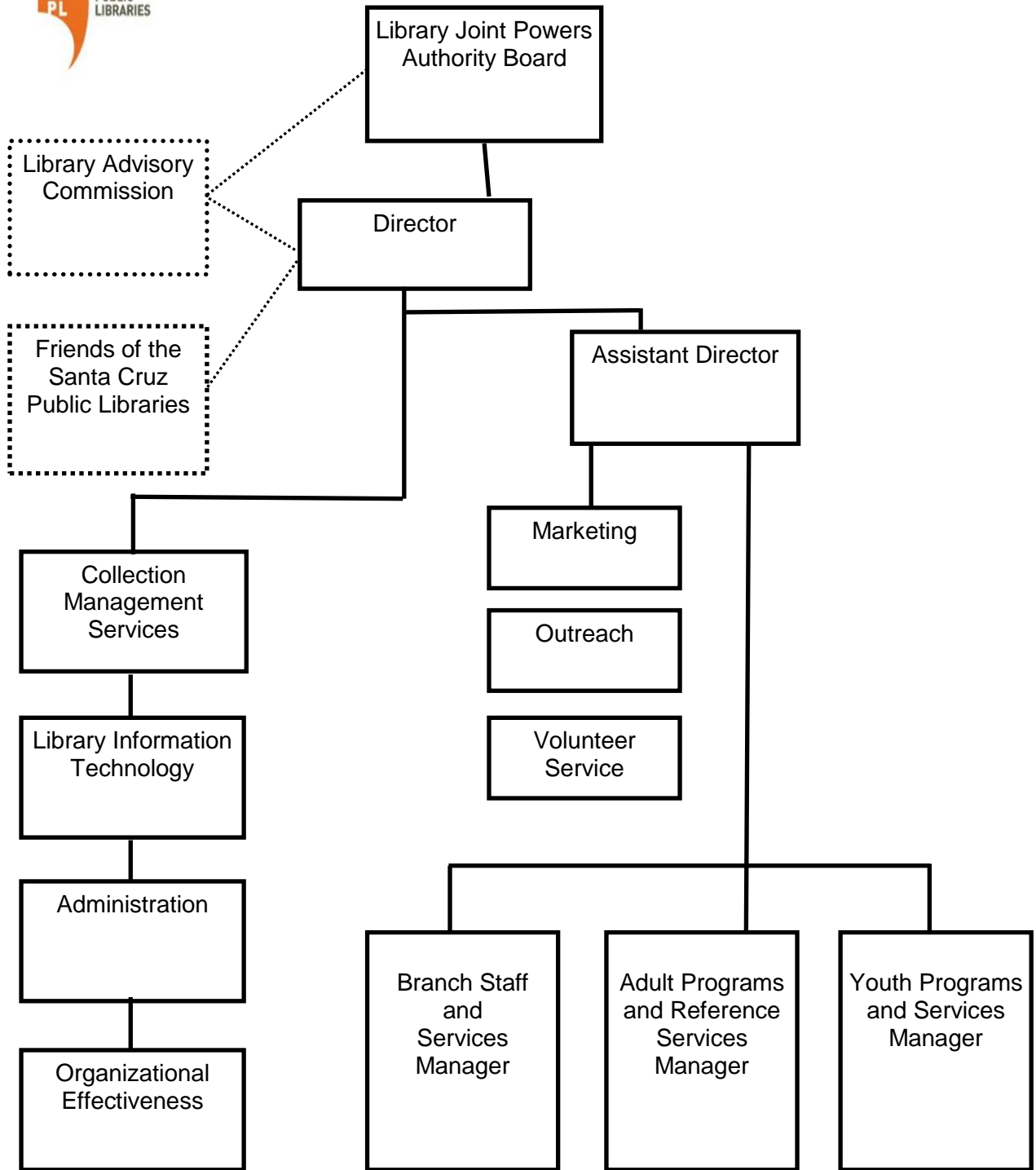
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### **Mission**

Connect, Inspire, Inform

### **Our Vision**

Transform lives & strengthen communities



## 2022 Strategic Goals

- Learning  
Develop programs, services, and collections that nurture the learning goals of children and adults
- Digital Inclusion  
Ensure that all residents have access to the training, devices, and internet they need to participate fully in community life.
- Transformative Spaces  
Create enticing and inspiring multipurpose learning zones that support community needs and interests.
- User Experiences  
Offer patron-centered services designed with input from residents so that each branch reflects its community.
- Organizational Capacity  
Enhance skills of staff, provide thoughtful stewardship of public resources, and pursue strategic partners in the community.



# FY 2021-2022 Workplan

## 1. Expanding Service Hours and Organizational Capacity

- a. Restore hours in the new fiscal year through an aggressive recruitment campaign to return to normal staffing levels.
- b. Develop an onboarding and training program.
- c. Develop and complete a new Strategic Plan.
- d. Create an updated emergency plan.
- e. Hire evaluations of RFID, solar and security systems.
- f. Assist the Friends of the Library in their capital campaign.
- g. Develop a long-term fiscal plan for facilities and maintenance.

## 2. Transformative Spaces

- a. Close Live Oak and Scotts Valley.
- b. Open Live Oak, Scotts Valley, Boulder Creek, Branciforte and Garfield Park.
- c. Design and finance the new Downtown Library and support the public engagement process.

## 3. Learning

- a. Broaden Community Based Programming.
- b. Integrate services system wide to support Life Literacy and Workforce Development.
- c. Deepen connection to schools throughout the county.

## 4. Digital Inclusion

- a. Build on lessons learned from providing in person tech help and improve the tech literacy curriculum.
- b. Evaluate the tech lending program and determine how to make it sustainable.
- c. Develop a technology plan to support library operations.

## 5. User Experiences

- a. Develop the action plan on Equity, Diversity, and Inclusion (EDI), using a conceptual EDI framework to plan, implement, and evaluate all programs and services.
- b. Develop a new website.
- c. Launch a new room reservation system and develop policies for reserving Library spaces.
- d. Develop the Felton Library branch as a resource center to support the long-term recovery of the survivors of the CZU lightning fires.

## Performance Benchmarks

**Measure Use:** cardholders, circulation, visits, database use, computer use, and program attendance.

**Measure Capacity:** number of public access computer, hours of computer and wireless use, type and number of technology programs.

**Measure Satisfaction:** Analyze findings and amend functions to improve patron satisfaction.

**Measure Partnerships:** Maintain current strategic partnerships and identify additional partners.



# Governance, Funding, and Budget Overview

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

## Governance

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

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

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

## Library Advisory Commission

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

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

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

## Funding

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

- The Cities of Santa Cruz and Watsonville contribute money from their general funds.



- Property taxes allocated for library services are collected by the County in the unincorporated areas and the Cities of Capitola and Scotts Valley
- A quarter cent sales tax designated for public library service is collected throughout the County

A Library Financing Authority divides these revenues between the Santa Cruz Public Libraries and the Watsonville Public Library, based on a population formula which gives Watsonville credit for serving people who live in the unincorporated area close to that city.

SCPL library services are provided through the Fourth Amendment of the Library Joint Powers Agreement with the funds made available by the Santa Cruz County Library Financing Authority.

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

### **Budget**

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

## Budget Overview

		2020	2021	2021	2022	Growth/Loss		2023
		Actual	Adopted Budget	Year End Estimate	Requested Budget	From Adopted		Projected Budget
<b>Expenditures by Activity:</b>								
Personnel Services *Est. costs including vacancy factor		10,247,529	9,717,508	8,207,699	11,950,092	\$2,232,584	23.0%	12,308,595
Services, Supplies & Other Charges		2,580,726	3,150,180	2,916,814	3,434,451	\$ 284,271	9.0%	3,606,174
Books & Materials		1,562,401	1,401,282	1,401,282	1,269,088			1,243,946
Capital Outlay		219,043	286,780	286,780	488,000			488,000
Total Budget - Expenditures		14,609,699	14,555,750	12,812,575	17,141,631			17,646,714
	Total Expenditures	\$14,609,699	\$14,555,750	\$12,812,575	\$17,141,631	\$2,585,881	17.8%	\$17,646,714
<b>Activity Resources:</b>								
Taxes		8,069,015	6,913,172	8,688,433	9,081,659	\$2,168,487	31.4%	9,208,802
Member Contributions		5,737,090	5,795,273	5,795,273	6,115,273	\$ 320,000	5.5%	6,115,273
Charges for Services		6,960						
Fines and Forfeits		94,049	70,250	70,250	70,250			70,250
Donations & Trusts		210,151	41,023	41,023	35,000			35,000
Other Financing Sources		3,782	141,140	141,140	120,000			120,000
	Total Resources	\$14,121,047	\$12,960,858	\$14,736,119	\$15,422,182	\$686,063	4.7%	\$15,549,325
<b>Sub Total Operational Savings or (Cost)</b>		<b>(\$488,652)</b>	<b>(\$1,594,892)</b>	<b>\$1,923,544</b>	<b>(\$1,719,449)</b>			<b>(\$2,097,389)</b>
Fund Balance Applied		\$488,652	\$1,594,892		\$1,719,449			\$2,097,389
<b>Total</b>		<b>\$0</b>	<b>\$0</b>	<b>\$1,923,544</b>	<b>\$0</b>			<b>\$0</b>
<b>Reserve Funds</b>								
Remaining Fund Balance		\$2,955,669	\$ 611,102	\$4,160,637	\$2,441,188			
20% Restricted Reserve		\$1,362,905	\$ 2,592,172	\$2,757,806	\$3,084,436			
		*City of Santa Cruz Year End Financial Report	*Estimate from FY 2021 Budget Process	*City of Santa Cruz 3rd Qtr Estimate from March 2021	*Estimate			

Fund balance has been applied to the operating budget for FY 21/22 in order to help fund open hours, help finalize the strategic plan, and put into place an agreement for the management of the facilities.

## Budget Overview

The Library, like most organizations, is climbing out of the pandemic which had the library closed and/or services severely hampered from March 2020 to (projected) June 2021.

Sales tax for has been projected to be fully recovered in FY 21/22 which is a 31.4 percent increase over the FY 20/21 adopted budget. The Library's other main sources of revenue, maintenance of effort, was unaffected during the pandemic and saw no changes in FY 20/21. The maintenance of effort projections for FY 21/22 are also on course as projected with an increase of 5.5 percent.

The Library is proposing the continuation of a fine free environment for patrons. This plan is supported by the California Library Association and believes the elimination of fines is an issue of compassion and equity for library patrons. Fines collected, pre-COVID, only account for roughly \$65,000 annually. The Library will continue to collect for library fees such as lost items.

Based upon the support from the Board, the Library system is ended furloughs for FY 21/22 on May 15<sup>th</sup> and released previously frozen positions. The Library is also reinstated the temporary personnel budget back to its FY 20/21 funding. This will help the Library to resume services, open hours, and the reopening of several reconstructed libraries.

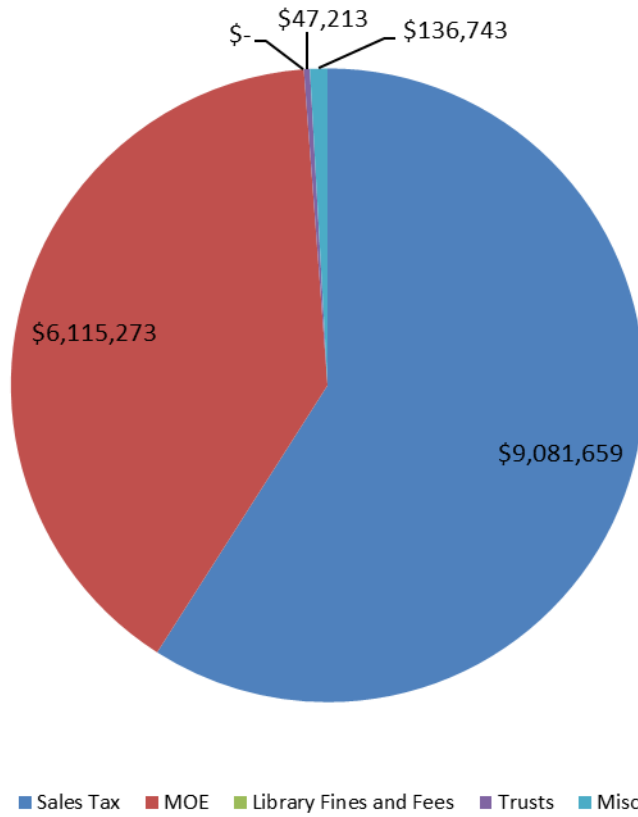
SCPL is proposing some personnel changes in FY 22. The first change the Library would like to propose is reclassifying a vacant Administrative Assistant II position to a Library Assistant II. The second change the Library would like to make is reclassifying the Courier Driver position to a Bookmobile LA II. SCPL is also proposing the reclassification of a currently vacant Library Assistant II position to a Library Assistant III position to help manage the Collection Services staff. The final change the Library would like to make is reclassifying a vacant Library Assistant I position to a Library Assistant II. These changes would help to meet operational needs. The financial impact would be minimal and would amount to approximately \$11,000 annually.

The Library is also proposing additions to the personnel budget. The Library is proposing a Management Analyst and 4.0 FTE Library Assistant II (prorated at half a year).

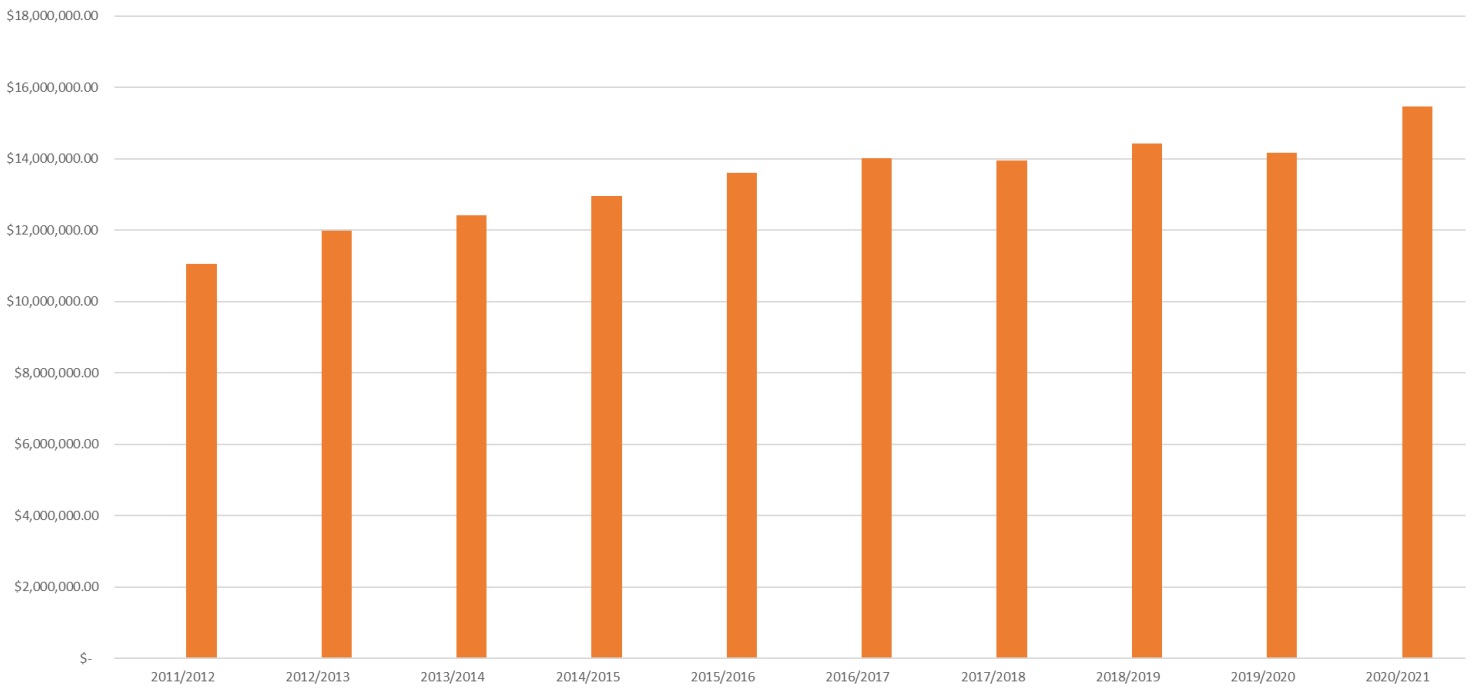
Considering the revenue, personnel and expenditure projections for FY 21/22 the library is projecting a deficit of \$1.7M. The Library's current fund balance is able to absorb this deficit while keeping the 20 percent reserve intact.

# Revenue

## 2021-2022 Revenue



Revenue History



# Projected Library Revenues

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

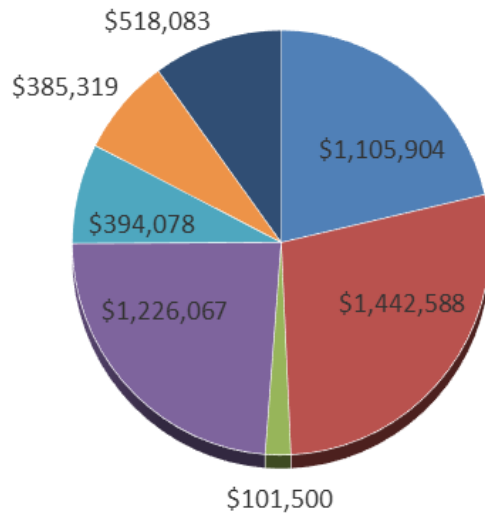
- The Cities of Santa Cruz and Watsonville contribute money from their general funds.
- Property taxes allocated for library services are collected by the County in the unincorporated areas and the Cities of Capitola and Scotts Valley.
- A quarter cent sales tax designated for public library service is collected throughout the County.
- The MOE agreement ends June 30, 2021 which at that time is expected to produce an excess of \$2.0 M.

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

Budget Development Revenue Balances		2021	2021	2021	2022	Growth/Loss
Acct	Title	Ado Budget	Adj Budget	Year End Est	Dept Request	from YEE
<b>Fund 951 -- Library Joint Powers Authority</b>						
41211	Sales and use tax	\$ 6,913,172	\$ 7,313,172	\$ 8,688,433	\$ 9,081,659	4.5%
43110	Federal operating grants & contributions	\$ -	\$ -	\$ -	\$ -	-
43190	Federal grants - other	\$ -	\$ 1,000	\$ 1,000	\$ -	-
43210	State operating grants and contributions	\$ -	\$ -	\$ 10,000	\$ -	-
43310	Local operating grants and contributions	\$ -	\$ 300,000	\$ 300,000	\$ -	-
43311	Maintenance of effort contributions	\$ 5,795,273	\$ 5,795,273	\$ 5,795,273	\$ 6,115,273	5.5%
43354	County of SC - reimbursements	\$ -	\$ 18,780	\$ 49,347	\$ -	-
44630	Room rentals-library JPA	\$ 4,640	\$ 4,640	\$ 4,640	\$ 4,640	0.0%
45131	Library fines	\$ -	\$ -	\$ 8,496	\$ -	-
46110	Pooled cash and investment interest	\$ 92,840	\$ 92,840	\$ 92,840	\$ 92,840	0.0%
46190	Interest earnings - other	\$ 17,610	\$ 17,610	\$ 17,610	\$ 14,763	-16.2%
46303	Donations - library	\$ 13,100	\$ 49,836	\$ 49,836	\$ 13,100	-73.7%
46309	Donations - library - Friends of the Lib	\$ 27,923	\$ 406,655	\$ 406,655	\$ 27,923	-93.1%
46910	Miscellaneous operating revenue	\$ 8,500	\$ 8,500	\$ 8,500	\$ 8,500	0.0%
46916	Cash over/short	\$ -	\$ -	\$ -	\$ -	-
46990	Miscellaneous non-operating revenue	\$ -	\$ -	\$ 35	\$ -	-
49105	From Workers' Compensation Fund	\$ -	\$ -	\$ -	\$ -	-
49122	From Library Private Trust Fund	\$ 22,190	\$ 33,893	\$ 33,893	\$ 22,190	-34.5%
49191	Intra-Entity Fund Transfer	\$ (16,499)	\$ -	\$ -	\$ 28,500	-
49201	Sales of surplus equipment	\$ -	\$ -	\$ -	\$ -	-
<b>Total Library Joint Powers Authority</b>		\$ 12,878,749	\$ 14,042,199	\$ 15,466,558	\$ 15,409,388	-0.4%
<b>Total</b>		\$ 12,878,749	\$ 14,042,199	\$ 15,466,558	\$ 15,409,388	

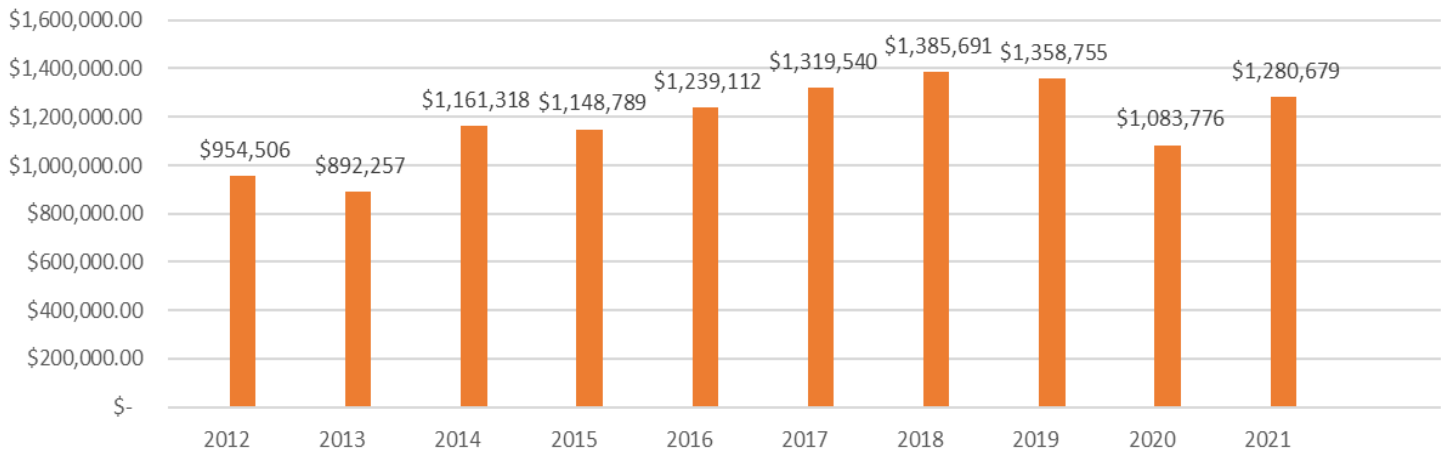
## **Non Personnel Expenditures**

### FY 21/22 Non Personnel Expenditures by Library Function



- Information Technology   ■ Library Materials   ■ Staff Development   ■ Building O & M
- Supplies and Equipment   ■ System Services   ■ Administrative Services

### Collection Spending History (includes donations and trusts)





# System Operating Expenditures

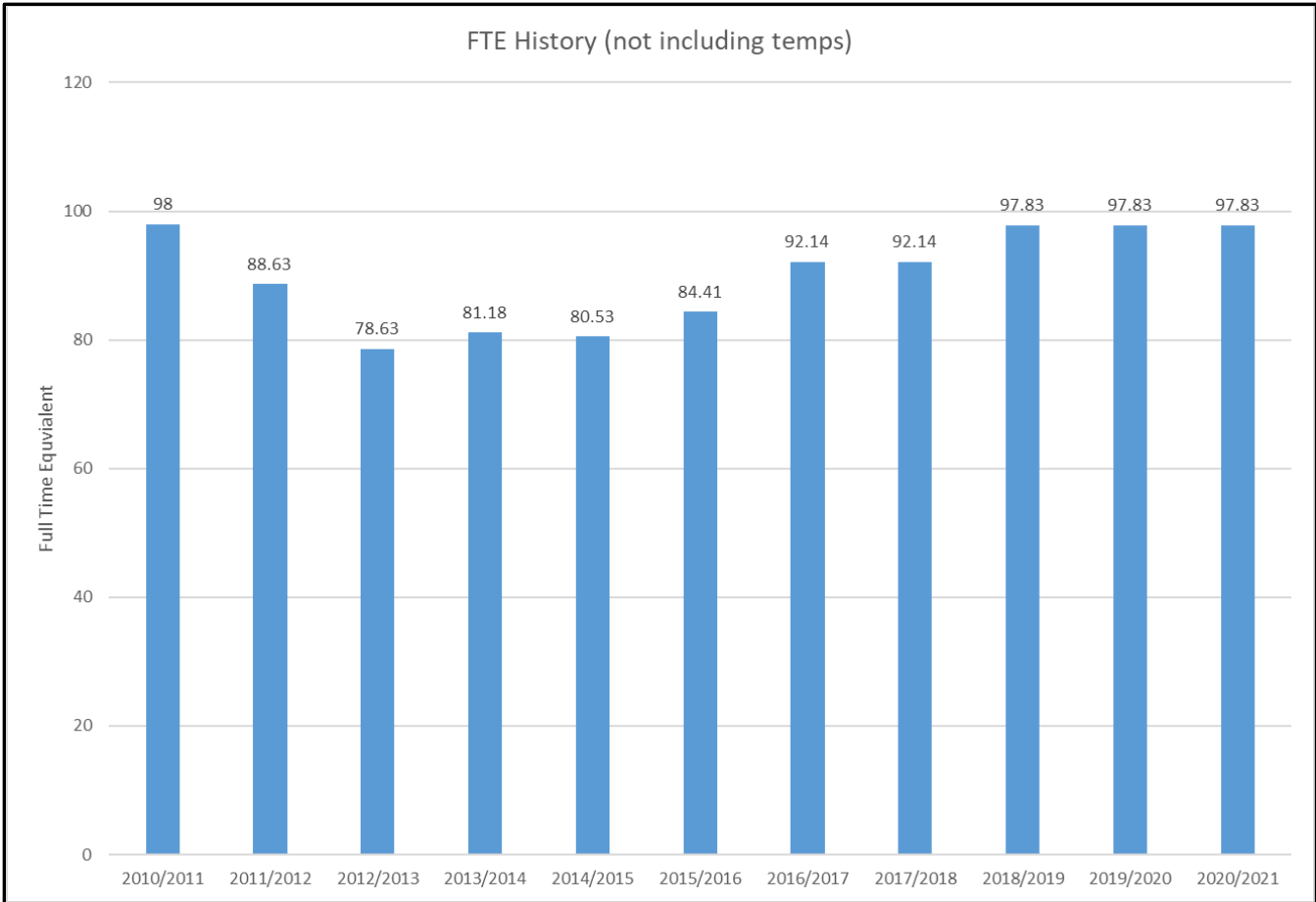
Budget Development Expenditure Balances						
Acct	Title	2021 Ado Budget	2021 Adj Budget	2021 Year End Est	2022 Dept Request	% Change from Adopted
<b>Fund 951 -- Library Joint Powers Authority</b>						
52131	Claims management services - outside	\$ 12,000	\$ 12,000	\$ 2,500	\$ 12,000	0%
52135	Financial services - outside	\$ 485,560	\$ 485,560	\$ 485,560	\$ 518,083	7%
52150	Merchant bank fees	\$ 1,200	\$ 1,200	\$ 200	\$ 600	-50%
52155	Courier services	\$ 2,410	\$ 2,926	\$ 2,172	\$ 2,926	21%
52199	Other professional & technical services	\$ 162,300	\$ 171,234	\$ 171,234	\$ 188,300	16%
52201	Water, sewer and refuse	\$ 74,460	\$ 74,460	\$ 6,500	\$ 79,885	7%
52202	Hazardous materials disposal	\$ 500	\$ 500	\$ 500	\$ 500	0%
52211	Janitorial services	\$ 307,275	\$ 307,275	\$ 27,500	\$ 296,700	-3%
52223	Equip annual inventory charge - internal	\$ 4,690	\$ 4,690	\$ 4,690	\$ 4,400	-6%
52226	Vehicle work order charges - internal	\$ 22,000	\$ 22,000	\$ 22,010	\$ 25,999	18%
52227	Vehicle fuel island charges - internal	\$ 16,485	\$ 16,485	\$ 16,485	\$ 17,474	6%
52240	Office equipment operation/maint	\$ 7,700	\$ 7,700	\$ 4,700	\$ 7,340	-5%
52241	Vehicle maintenance costs - outside	\$ 6,500	\$ 6,500	\$ 6,500	\$ 6,500	0%
52244	Other equipment operation/maintenance	\$ 12,650	\$ 12,650	\$ 3,700	\$ 10,725	-15%
52246	Building and facility o & m - outside	\$ 191,412	\$ 191,412	\$ 31,607	\$ 265,132	39%
52247	Landscaping maintenance services	\$ 43,800	\$ 58,800	\$ 24,500	\$ 43,800	0%
52248	Software maintenance services	\$ 480,969	\$ 472,329	\$ 472,329	\$ 407,019	-15%
52249	Hardware maintenance services	\$ 43,000	\$ 43,000	\$ 43,000	\$ 30,000	-30%
52261	Equipment, building and land rentals	\$ 240,452	\$ 240,452	\$ 240,103	\$ 240,452	0%
52269	Equipment lease-outside	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	0%
52302	Travel and meetings	\$ 11,200	\$ 11,200	\$ -	\$ 19,200	71%
52304	Training	\$ 57,300	\$ 57,300	\$ 10,000	\$ 82,300	44%
52403	Telecommunications service - outside	\$ 221,385	\$ 221,385	\$ 219,800	\$ 240,585	9%
52932	Liability insurance/surety bonds-interna	\$ 37,442	\$ 37,442	\$ 37,442	\$ 43,170	15%
52933	Liability insurance/surety bonds-outside	\$ 68,000	\$ 68,000	\$ 68,000	\$ 68,000	0%
52960	Advertising	\$ 31,570	\$ 31,570	\$ 31,570	\$ 31,570	0%
52961	Dues and memberships	\$ 37,453	\$ 37,453	\$ 37,453	\$ 37,453	0%
52972	Printing and binding-outside	\$ 32,600	\$ 32,600	\$ 32,600	\$ 32,600	0%
53101	Postage charges	\$ 7,000	\$ 7,000	\$ 7,000	\$ 7,000	0%
53102	Office supplies	\$ 23,250	\$ 23,250	\$ 6,400	\$ 24,250	4%
53106	Books and periodicals	\$ 1,223,093	\$ 1,280,678	\$ 1,280,678	\$ 1,247,165	2%
53107	Books and periodicals-grants & donations	\$ 21,923	\$ 120,603	\$ 120,603	\$ 21,923	0%
53108	Safety clothing and equipment	\$ 13,910	\$ 13,910	\$ 6,060	\$ 13,910	0%
53109	Copier supplies	\$ 6,005	\$ 6,005	\$ -	\$ 6,430	7%
53112	Library functional supplies	\$ 171,500	\$ 171,500	\$ 171,500	\$ 171,500	0%
53113	Janitorial supplies	\$ 24,750	\$ 24,750	\$ 2,000	\$ 28,000	13%
53311	Electricity	\$ 195,525	\$ 195,525	\$ 6,000	\$ 205,275	5%
53312	Natural gas	\$ 27,550	\$ 27,550	\$ 550	\$ 39,950	45%
54990	Miscellaneous supplies and services	\$ 188,423	\$ 173,423	\$ 94,650	\$ 205,423	9%
56960	Loans and grants	\$ -	\$ 600,000	\$ 600,000		
56995	Refunded fees and fines	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	0%
57401	Office furniture/equipment	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	0%
57402	Vehicle Equipment	\$ 35,000			\$ 80,000	129%
57409	Computer equipment	\$ 150,000	\$ 150,000	\$ 168,780	\$ 240,000	60%
57990	Other capital outlay	\$ 100,000	\$ 100,000	\$ 100,000	\$ 150,000	50%
<b>Total Library Joint Powers Authority</b>		\$ 4,838,242	\$ 5,560,318	\$ 4,604,876	\$ 5,191,539	7%
<b>Total</b>		\$ 4,838,242	\$ 5,560,318	\$ 4,604,876	\$ 5,191,539	

## **Personnel Expenditures**

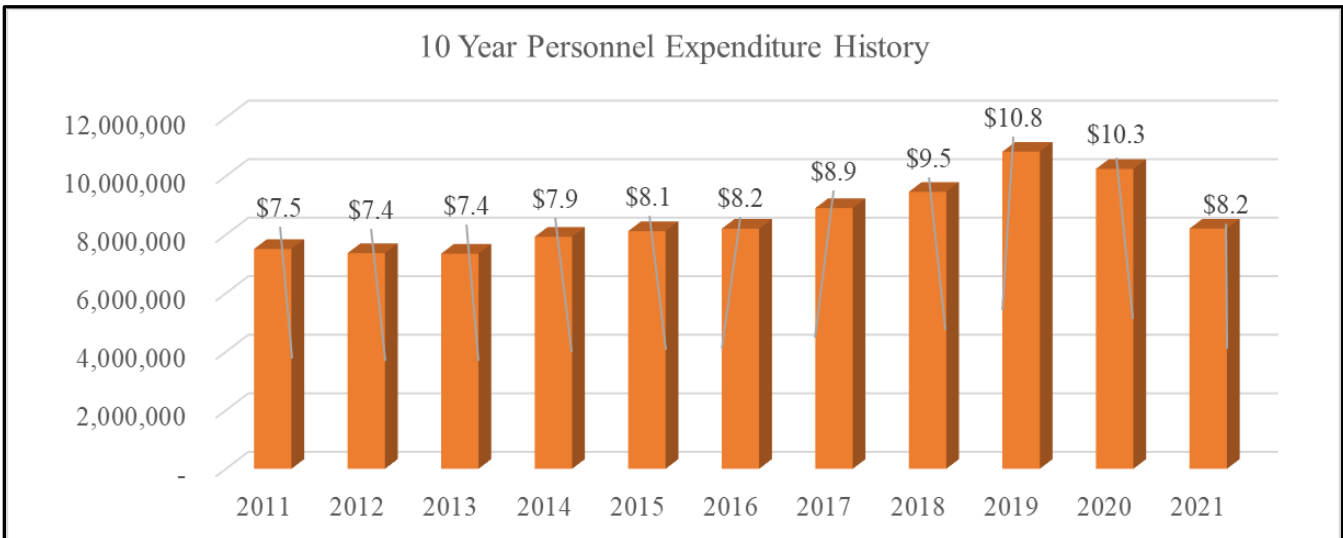
# Personnel Expenditures

Budget Development Expenditure Balances						
Acct	Title	2021 Ado Budget	2021 Adj Budget	2021 Year End Est	2022 Dept Request	% Change from Adopted
<b>Fund 951 – Library Joint Powers Authority</b>						
51110	Regular full time	\$ 6,062,493	\$ 6,062,493	\$ 4,658,210	\$ 6,532,212	7.7%
51111	Regular part time	\$ 1,105,344	\$ 1,105,344	\$ 715,539	\$ 1,133,654	2.6%
51114	Overtime	\$ 5,000	\$ 5,000	\$ -	\$ 5,000	0.0%
51115	Termination pay	\$ -	\$ -	\$ 47,828	\$ -	
51122	Temporary	\$ 50,000	\$ 50,000	\$ 50,000	\$ 825,000	1550.0%
51130	Other pay	\$ -	\$ -	\$ 2,169	\$ -	
51132	Special vacation pay	\$ -	\$ -	\$ 13,919	\$ -	
51150	Vehicle-phone-data allowance	\$ 2,964	\$ 2,964	\$ 2,641	\$ 2,857	-3.6%
51201	Retirement contribution	\$ 460,973	\$ 460,973	\$ 340,085	\$ 470,113	2.0%
51202	F.I.C.A.	\$ 99,960	\$ 99,960	\$ 1,818	\$ 63,113	-36.9%
51203	PERS unfunded liability	\$ 1,137,607	\$ 1,137,607	\$ 844,173	\$ 1,253,071	10.1%
51204	PERS prepay adjustment	\$ -	\$ -	\$ -	\$ -	
51206	PERS Unfunded payment	\$ -	\$ -	\$ -	\$ -	
51210	Group health insurance	\$ 1,510,209	\$ 1,510,209	\$ 1,151,714	\$ 1,838,798	21.8%
51212	Group dental insurance	\$ 94,379	\$ 94,379	\$ 76,756	\$ 110,330	16.9%
51213	Vision insurance	\$ 16,033	\$ 16,033	\$ 12,650	\$ 17,548	9.4%
51214	Medicare insurance	\$ 100,571	\$ 100,571	\$ 76,870	\$ 105,029	4.4%
51215	Employee assistance program	\$ 4,152	\$ 4,152	\$ 3,300	\$ 4,148	-0.1%
51220	Group life insurance	\$ 1,847	\$ 1,847	\$ 1,472	\$ 1,790	-3.1%
51221	Disability insurance	\$ 79,098	\$ 79,098	\$ 32,212	\$ 82,234	4.0%
51222	SDI	\$ 30,260	\$ 30,260	\$ 23,194	\$ 37,912	25.3%
51230	Unemployment insurance	\$ 56,992	\$ 56,992	\$ 41,604	\$ 62,556	9.8%
51240	Workers' compensation	\$ 186,741	\$ 186,741	\$ 161,548	\$ 174,727	-6.4%
<b>Total Library Joint Powers Authority</b>		\$ 11,004,623	\$ 11,004,623	\$ 8,257,699	\$ 12,720,092	15.6%
<b>Total</b>		\$ 11,004,623	\$ 11,004,623	\$ 8,257,699	\$ 12,720,092	

Note: A \$700K vacancy factor has been built into the FY 21/22 estimates.



NOTE: In FY 2008 the Library staffed 120.63 FTE



# Fines and Fees Schedule

The Library is recommending the following fee schedule.

Description	Current	Proposed FY 2021-2022
Overdue Item Fine	25¢per day	No change
Lost Fine	Varies Based on Item	No change
Collection Agency Fee	\$20.00	No change
Damaged Item Fine	Varies Based on Item	No change
Flashdrive Fee	\$5.00	No change
Headphone Fee	\$3.00	No change
Library Card Replacement Fee	\$2.00	No change
Meeting Room Fee	Varies	No change
Missing Parts Fine	Varies Based on Item	No change
Print/Photocopying Fee	15¢per page	No change
Test Proctoring Fee	\$40.00	No change
Inter Library Loan	None	No Change

Note: Proposal for items in red (all fees) to be suspended.

## Public Service Hours/Staffing



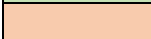
In the spring of 2020, prior to the conclusion of FY2020, the Library began reducing its operating budget in anticipation of the effects of the pandemic on projected revenue. The FY 2021 budget reduced library personnel spending by \$2.3 million from the original FY2020 budget.

The implications of this reduction for Library hours has been profound. The Library cannot restore hours to its pre-pandemic levels and meet basic requirements within its labor agreements until staffing is increased. Recruitment and onboarding take time. The Library will begin to increase hours in July and seek to provide more robust Library hours by the fall.

Library staff has been working with the Library Advisory Commission to develop a framework for assigning public service by branch. They have articulated the following:

- A review of branch hours will be conducted annually.
- A minimum number of hours will be maintained at small branches.
- Provision of Saturday and Sunday hours needs to occur somewhere in each region.
- Provision of morning, afternoon and evening hours needs to occur across each region.
- Use (circulation, computers, programs, visits) needs be considered.
- Building capacity and facility amenities such as program rooms need to be considered.
- Employee staffing levels, contracts, and cost need to be considered.
- New ways of extending hours will be pursued (e.g. Community Led Programming, checking rooms out to partners, scheduled community events like First Fridays).

Staff developed a three-tiered system, based upon the above criteria.

	Tier 1 - 30 to 40 hours per week
	Tier 2 - 40 to 50 hours per week
	Tier 3 - 50 to 60 hours per week

Staffing appropriately will remain complicated throughout the next year as the Library closes the Aptos, Live Oak and Scotts Valley branches for remodeling and construction and reopens the Capitola, Branciforte, Live Oak, Scotts Valley and Garfield Park branches. The upcoming closure of some branch libraries for updates or new construction does not equate to a surplus of staff. The library needs staff to set up facilities, to take down facilities and to compensate communities with temporarily closed facilities by increasing Library hours in neighboring communities providing Library services at substitute locations.

**FY2022**

<b>BRANCH</b>	<b>July</b>	<b>August</b>	<b>Sept.</b>	<b>Oct.</b>	<b>Nov.</b>	<b>Dec.</b>	<b>Jan</b>	<b>Feb.</b>	<b>March</b>	<b>April</b>	<b>May</b>	<b>June</b>
<b>Aptos</b>	closed	closed	closed	closed	closed	closed	closed	closed	closed	closed	closed	closed
<b>Boulder Creek</b>	closed	closed										
<b>Branciforte</b>	closed	closed	closed	closed	closed	closed	closed	closed	closed	closed	closed	closed
<b>Capitola</b>												
<b>Downtown</b>												
<b>Felton</b>												
<b>Garfield Park</b>	closed	closed	closed	closed	closed	closed	closed	closed				
<b>La Selva Beach</b>												
<b>Live Oak</b>			closed	closed	closed	closed						
<b>Scotts Valley</b>		closed	closed	closed	closed	closed	closed	closed				

In the meantime, the Library is recommending three major shifts in public service hours over the next fiscal year. Hours would look like:

DATE	BRANCH	SUN	MON	TUE	WED	THURS	FRI	SAT	TOTAL # OF HRS
Current	Aptos	closed	1-6p	1-6p	10a-3p	1-6p	12-5p	closed	25
	Boulder Creek	closed	closed	closed	closed	closed	closed	closed	closed
	Branciforte	closed	closed	closed	closed	closed	closed	closed	closed
	Capitola	closed	closed	closed	closed	closed	closed	closed	closed
	Downtown	closed	1-6p	1-6p	1-6p	1-6p	10-3p	12-5p	30
	Felton	closed	1-6p	1-6p	1-6p	10-7	10a-3p	12-5p	25
	Garfield Park	closed	closed	closed	closed	closed	closed	closed	closed
	La Selva Beach	closed	closed	1-6p	closed	1-6p	closed	12-5p	15
	Live Oak	closed	1-6p	1-6p	1-6p	1-6p	10a-3p	closed	25
	Scotts Valley	closed	1-6p	1-6p	1-6p	1-6p	12-5p	closed	25
									145
	with Temp. Staff								
DATE	BRANCH	SUN	MON	TUE	WED	THURS	FRI	SAT	TOTAL # OF HRS
July 1st, 2021	Aptos	closed	closed	closed	closed	closed	closed	closed	closed
	Boulder Creek	closed	closed	closed	closed	closed	closed	closed	closed
	Branciforte	closed	closed	closed	closed	closed	closed	closed	closed
	Capitola	12-5p	10-6p	10-6p	10-6p	10-6p	12-5p	12-5p	47
	Downtown	12-5p	10-6p	10-6p	10-6p	10-6p	12-5p	12-5p	47
	Felton	1-5p	10-6p	10-6p	10-6p	10-6p	closed	1-5p	40
	Garfield Park	closed	closed	closed	closed	closed	closed	closed	closed
	La Selva Beach	closed	closed	1-6p	10-5p	1-6p	closed	1-5p	21
	Live Oak	closed	CLOSED	10-6P	10-6P	10-6P	12-5P	10a-5p	40
	Scotts Valley	closed	10-6p	10-6p	10-6p	10-6p	12-5p	12-5p	42
									237



Restored Hires	with Temp. Staff								
DATE	BRANCH	SUN	MON	TUE	WED	THURS	FRI	SAT	Total
Sept. 1st	Aptos	closed	closed	closed	closed	closed	closed	closed	closed
Need .5 FTE LA2	Boulder Creek *	closed	closed	11-6p	11-6p	11-6p	11-5p	11-5p	33
	Branciforte	closed	closed	closed	closed	closed	closed	closed	closed
	Capitola	12-5P	10-7p	10-7p	10-7p	10-7p	12-5P	12-5P	51
	Downtown	12-5p	10-7p	10-7p	10-7p	10-7p	12-5P	12-5P	51
	Felton	1-5p	10-7p	10-7p	10-7p	10-7p	12-5p	12-5p	50
	Garfield Park	closed	closed	closed	closed	closed	closed	closed	closed
Need .5 FTE LA2	La Selva Beach *	closed	closed	11-6p	11-6p	11-6p	11-5p	11-5p	33
	Live Oak	closed	closed	closed	closed	closed	closed	closed	closed
	Scotts Valley	closed	closed	closed	closed	closed	closed	closed	closed
									218
DATE	BRANCH	SUN	MON	TUE	WED	THURS	FRI	SAT	TOTAL # OF HRS
February 1st	Aptos	closed	closed	closed	closed	closed	closed	closed	closed
	Boulder Creek *	closed	closed	11-6p	11-6p	11-6p	11-5p	11-5p	33
	Branciforte	closed	closed	closed	closed	closed	closed	closed	closed
	Capitola	12-5P	10-7p	10-7p	10-7p	10-7p	12-5P	12-5P	51
	Downtown	12-5P	10-7p	10-7p	10-7p	10-7p	12-5P	12-5P	51
	Felton*	1-5p	10-6p	10-6p	10-6p	10-6p	closed	1-5p	40
	Garfield Park*	closed	closed	11-6p	11-6p	11-6p	11-5p	11-5p	33
	La Selva Beach *	closed	closed	11-6p	11-6p	11-6p	11-5p	11-5p	33
	Live Oak *	1-5p	10-6p	10-6p	10-6p	10-6p	closed	1-5p	40
	Scotts Valley	closed	10-6p	10-6p	10-6p	10-6p	12-5p	12-5p	42
									323

In anticipation of lost revenue from the economic slowdown from the pandemic, the Library froze 13 positions, furloughed all staff through a 10% reduction in pay and workload, and suspended 67 positions among its temporary workforce. The latter heavily impacts the Library's ability to manage public service hours, answer patron questions and conduct "materials handling," which, put simply, is the ability of the organization to check in, shelve, transfer and pull library items requested by patrons.

Expectations for public service hours and legal obligations to the union cannot be met with the current staffing levels. Reductions were most heavily felt in the Library's public facing positions and have hindered the support positions that provide effective library services, including IT as well as Collection Management Services which selects, purchases and processes Library items. Additional staffing strains exist for Library services to the jails and the Library's bookmobile and

staff training and onboarding. SCPL lacks adequate staff to provide traditional services that are expected for a modern public library, such as school outreach and educational programming and classes.

SCPL needs to begin the process for restoring library hours services as soon as possible. Over the next few months, working with a subcommittee of the Board, members of the Library Advisory Commission and the employee unions, SCPL needs to create a more uniform set of expectation for hours and staffing by branch and submit the appropriate budget request to the JPA (likely mid-year) for the longer-term staffing needs of a fully opened ten-branch system. Very specifically, SCPL would like to examine the over reliance on temporary staff. The administration believes this reliance has created uncertainty in staffing and exacted a high cost in the training and recruitment of temporary staff.

## Appendix A: Position Listing by Classification

<b>Library Personnel Profile</b>	<b>FY 2019 Adopted Budget</b>	<b>FY 2020 Adopted Budget</b>	<b>FY 2021 Adopted Budget</b>	<b>FY 2022 Proposed Budget</b>
Accounting Assistant I	1.50	1.50	1.50	1.50
Administrative Assistant I/II	3.53	3.53	3.53	2.91
Assistant Director of Libraries	1.00	1.00	1.00	1.00
Bookmobile Library Assistant	1.80	1.80	1.80	2.80
Building Maintenance Worker I		1.00	1.00	1.00
Building Maintenance Worker II	2.00	1.00	1.00	1.00
Courier/Driver	1.00	1.00	1.00	
Director of Libraries	1.00	1.00	1.00	1.00
IT Specialist I/II	1.00	1.00	1.00	1.00
IT Specialist III	2.00	2.00	2.00	2.00
Librarian I/II	18.01	20.01	20.01	20.01
Librarian III	3.75	4.00	4.00	4.00
Library Assistant I	1.00	1.00	1.00	
Library Assistant II	28.50	31.50	31.50	37.12
Library Assistant III	10.25	10.00	10.00	10.00
Library Assistant IV	2.00	2.00	2.00	2.00
Library Division Manager				
Library Information Specialist	5.00	5.00	5.00	5.00
Library Information Technology Manager	1.00	1.00	1.00	1.00
Library Specialist	2.00	2.00	2.00	2.00
Management Analyst				1.00
Manager System Services and Support	-			
Network Administrator	-			
Network & Systems Administrator	2.00	2.00	2.00	2.00
Principal Management Analyst	1.00	1.00	1.00	1.00
Programmer Analyst I/II	1.00	1.00	1.00	1.00
Service Field Crew Leader	1.00	1.00	1.00	1.00
Systems Administrator	-			
Systems Coordinator	1.00	1.00	1.00	1.00
Volunteer Coordinator Assistant	0.50	0.50	0.50	0.50
	92.84	97.84	97.84	102.84
Change	-	5.00	-	5.00

Note: In 2008 the FTE for the library system was 120.63.

## Appendix B:

### Trust Fund Narratives

#### FINKELDEY TRUST

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

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

Balance of  
Trust as of  
4/15/2021: \$9,384

Income: Interest earned is added to principal

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

#### DOROTHY A. HALE TRUST

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

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

Balance of  
Trust as of  
4/15/2021: \$48,789

Income: Interest earned is added to principal

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

#### LEET-CORDAY TRUST

Donor: Robert Leet-Corday

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

Balance of  
Trust as of  
4/15/2021: \$101,700

Income: Interest earned is added to principal

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

#### MCCASKILL TRUST – LOCAL HISTORY

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

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

Balance of  
Trust as of  
4/15/2021: \$228,636

Income: Interest earned is added to principal

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

#### MCCASKILL TRUST – VISUALLY IMPAIRED

Donor: See above

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

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

Balance of  
Trust as of  
4/15/2021: \$199,836

Income: Interest earned is added to principal

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

### JAMES MORLEY TRUST

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

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

Balance of  
Trust as of  
4/15/2021: \$14,071

Income: Interest earned is added to principal

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

### RICHARDSON TRUST

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

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

Balance of  
Trust as of  
4/15/2021: \$350,000

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

Management: Held by Comerica Bank. Check is received annually in May and that is appropriated into the Library’s annual budget. CMS Manager manages this trust.

### WILLIAM COX SULZNER TRUST

Donor: William Cox Sulzner, also known as Lee Cox Sulzner, gave his estate to FSCPL to establish an endowment in his name.

Terms: "The net income of this fund shall be used to purchase mystery books, mystery tapes or other media, all of which shall bear my name as the donor."

Balance of  
Trust as of  
4/15/2021: \$150,000

Income: Interest only.

Management: FSCPL holds this trust. CMS Manager manages this trust.

#### UTTER TRUST

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

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

Balance of  
Trust as of  
4/15/2021: \$250,000

Income: Interest Only

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

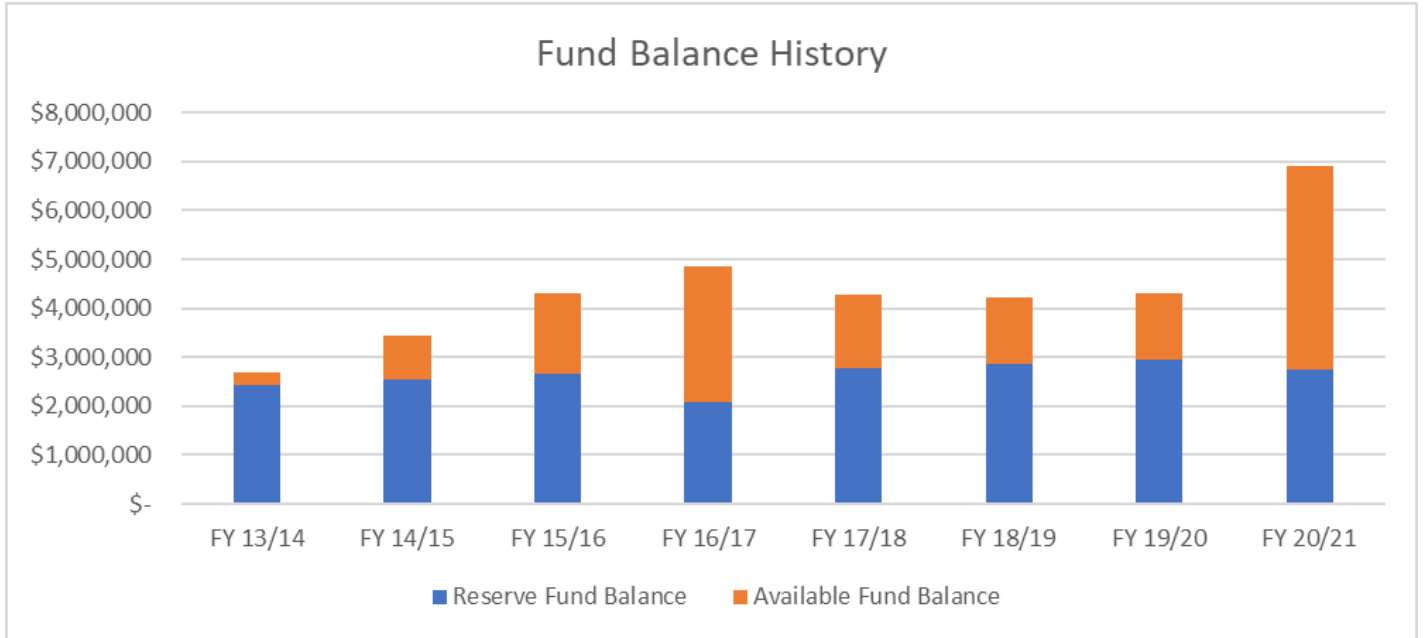
# Appendix C:

## Vehicle Replacement Schedule

Library FY 20/21 Vehicle Replacement Schedule						
#	Department	Description	Replacement Cost	Year Acquired	Year of Replacement	Savings Need/Yr to Meet Replacement Date
434	Courier	Ford Transit	\$45,000	2020	2030-31	\$4,500
528	Bldg Maint	Dodge Sprinter	\$45,000		2017-18	\$5,833
527	Bldg Maint	Ford Transit	\$35,000	2015	2024-25	\$3,500
529	Bldg Maint	Ford Transit	\$45,000	2019	2029-30	\$4,500
151	Outreach	Ford Escape Hybrid	\$35,000		2017-18	\$5,833
178	Outreach	Ford Escape Hybrid	\$35,000	2015	2024-25	\$3,500
531	Outreach	Frieghtliner	\$350,000	2016	2030-31	\$23,333
546	LIT	Ford Transit	\$35,000	2018	2028-29	
	Programs	Pedal Library	\$2,500	2016	2021-22	\$500
<b>TOTAL SAVINGS NEEDS PER YEAR</b>						<b>\$51,499</b>
<b>Savings Began in FY 11/12</b>						
**The Library System has chosen to abide by the City's vehicle replacement schedule which is defined as replacing vehicles every 100,000 miles or every 10 years.						



# Appendix D: Reserve and Fund Balance History



NOTE: FY 17/18 the reserve policy was increased from 15% to 20%.

## Appendix E:

### Current Position Vacancy List

Accounting Assistant I	0.50
Administrative Assistant II	0.63
Bookmobile Library Assistant	0.80
Information Tech Specialist I	1.00
Librarian II	3.00
Library Assistant II	2.50
Library Information Specialist	1.00
Library Specialist/Training Coordinator	1.00
Programmer Analyst II	1.00
Vacancy FTE Total	11.43

NOTE: This FTE represents 15 staff people.

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



## **STAFF REPORT**

DATE:                    June 3, 2021  
TO:                        Library Joint Powers Authority Board  
FROM:                    Susan Nemitz, Library Director  
RE:                        The Plan for the Development of the Library's Strategic Plan

### **RECOMMENDATION**

Please review and endorse the Plan for the Development of the Library's Strategic Plan.

### **DISCUSSION**

The Library seeks to invest time and resources into updating its Strategic Plan during the 2021-2022 fiscal year. In addition to staff time, it intends to set aside \$15,000 for professional services, community events and a staff event to support this work.

Strategic planning has been an effective tool for improving organizational performance for many decades. Simply put, tracking changes that occur in the world which have the greatest potential to impact an organization and then developing a plan to respond to those changes is critical to the success of any organization. Organizations must revisit original aims and objectives to see if its analysis was correct and if it's achieving the work it set out to complete. Strategic planning is a tool, that when used effectively, helps bring into alignment an organization's mission, vision, values, goals and objectives, resource allocation, and activities.

It provides a useful framework for monitoring and reacting to dynamic environments, encouraging a culture of strategic thinking and creativity, identifying gaps in performance, and ultimately improving organizational decision making.

The next Strategic Plan seeks input from within the organization as well as its stakeholders and the community of Santa Cruz. The plan will have a strong bottom-up component to the planning

process, both to ensure that the important views of those lower down the organization are heard, and to ensure that these important people are part of the process and part of the plan. It is hoped then that the planning document that is produced will become a powerful vehicle to communicate the strategic message both within the organization as well as externally, fostering internal buy-in, and as a marketing tool which puts the values, mission, and activities of the Library within the wider context of the environment in which it acts.

Strategic planning remains an essential mechanism, methodology, and procedure for managers to monitor and react to the environment.

“The constructive dialogue and learning that should take place during strategic planning is perhaps more important than the specific plan produced. Strategic planning helps manage change through: 1. developing a clear sense of mission and desired service outcomes, 2. helping the agency understand the views of its stakeholders and clients, 3. encouraging an organizational culture of innovation and flexibility, 4. linking agency strategies with performance measures”

- *Frances S. Berry (2007) Strategic Planning as a Tool for Managing Organizational Change, International Journal of Public Administration, 30:3, 331-346, DOI: [10.1080/01900690601117812](https://doi.org/10.1080/01900690601117812)*

## **Previous Strategic Planning**

In September 2016, following the passage of Measure S in June 2016, the Library embarked on developing its strategic plan. The first community event to solicit input on the Library from the community was held in Capitola and occurred in November 2016. Following that meeting, community events were then organized in all of the branch libraries. Those conversations sought to understand community members’ perspectives on the strengths and challenges that they observed within their neighborhoods. The conversations also sought to develop a vision for the Library from each neighborhood and to bring in partners for the branches.

The direction of those conversations drew on lessons from the Harwood Institute’s philosophy. It’s a model that is growing in popularity among libraries nationally and is supported by the American Library Association. From the Institute’s homepage, the program encourages its participants to “Turn Outward.” And states, “The Harwood Institute equips people, organizations, communities and networks with the tools to bridge divides, build capacity, and tackle shared challenges. By Turning Outward, we enable communities to become a collective force for change.” Since the Library first began employing Harwood strategies in 2016, it has sent multiple staff through the Harwood training and intends to build on those strategies in the next Strategic Plan.

The last Strategic Plan was completed in 2017 and it was developed into a one-page plan for the Library. (Please see attached.) The Library had originally aimed to develop a new Strategic Plan in 2020, but the challenges, staff reductions and uncertainty created by the global pandemic forced Library management to postpone it until now.

## **The Plan for the New Strategic Plan:**

A major goal for the new Strategic Plan is to update the Library's understanding of the needs of the community. A second goal is to reflect on the changing nature of librarianship and review the Library's mission and values and its' previous strategic plan. The Library will then evaluate the organization's performance and potential at meeting the needs of the community, given its resources. Lastly, the Library will work with the Library Advisory Commission (LAC) and the Joint Powers Authority (JPA) to develop a three-year plan to bring into alignment the Library's resources and operations with its mission and values.

This plan envisions seven stages to develop the final Strategic Plan:

1. Review the work behind the development of the previous strategic plan.
2. Review current models and tools used to develop strategic planning.
3. Pursue prioritized groups with survey questions and through focus groups using the Harwood model.
4. Pursue a SWOT analysis with Library Staff.
5. Analyze and synthesize the data and provide regular updates to the LAC and the Library Joint Powers Authority.
6. After a review of the data and information collected, the Library will work with the LAC and JPA to develop the Library's goals for the next three years.
7. Lastly, after the goals are established, the Library's strategic planning team will complete the final plan. From start to finish, the process should take eight months.

The completion and the vote by the JPA on the final plan in February 2022 is intended to provide the Library, the LAC and the JPA with sufficient time to consider the new Strategic Plan in its budget planning for the 2022/23 fiscal year.

## **Prioritized Groups for Focus Groups and Questionnaires**

- **City Staff from Capitola, Santa Cruz and Scotts Valley**
- **County Government Staff**
- **Educators**
- **Families with young children**
- **Frequent library users (Youth and Adult)**
- **Friends of the Library**
- **Infrequent or nonusers of the Library**
- **LAC**
- **Library Partners and their clients**
- **Library Staff**
- **Members and partners of the BIPOC community**
- **Members and partners of the disabled community**
- **Members and partners of the Spanish speaking community**
- **People without housing**
- **Seniors**
- **Teens**
- **Youth and adults who are incarcerated and people who were formerly incarcerated and partners.**

## **Timeline**

- **May 17, 2021: Discuss the Plan for the Strategic Plan with the LAC**
- **May 2021: Announce to Library staff and provide meeting schedule for the Strategic Planning Team**
- **June – August 2021: Develop tools and questionnaires and develop the strategy for the community evaluation**
- **September – October 2021: Evaluate needs of the community; compile responses; continue to review metrics and strategic plans used by other institutions. Conduct a SWOT analysis at the all staff retreat. Provide an update at the September LAC meeting on the tools used to evaluate the community. Provide the same update at the October JPA meeting.**
- **November 2021: Present the results from the community evaluation to the LAC; recommend goals and review mission statement.**
- **December 2021: Provide the JPA with the LAC's recommendation for goals and mission statement, seek input on changes and JPA approval on final goals. Begin developing Final Plan based on the JPA's approved goals.**
- **January 2022: Present outline for the Draft Strategic Plan to the LAC and seek input.**
- **February 2022: Seek Board Approval for Final Strategic Plan.**
- **Provide quarterly updates on the results of the strategic plan for the next three years.**